



: from the design desk of :  
Jeffrey K. Johnson

## REPLACE

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### JEFF WANTS TO REPLACE

Entrenched power with power  
to the people. Crappy food with  
food that honestly feeds. Half  
the swords with twice the  
shields. The bad parts for parts  
that speak from our hearts.

WE ARE ALL HERE  
TO IMPROVE + REPLACE  
DESIGNREPLACE.COM  
WE REALLY ARE

IN IT FOR THE LONG HAUL



REPLACE  
THIRTY YEARS  
REPLACE DESIGN



GRATEFUL  
THANKYOU

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To: Minnesota Senate Agriculture Committee

From: Jeffrey K. Johnson

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Hello to all of the awesome folks at the Minnesota Senate Agriculture Committee!

For nearly 30 years, I have been lucky enough to bring my design talents to bear on the success of great Minnesota food, beverage, and agricultural organizations. The list is long, made with pride, and all with the same goal: Use design to advocate for the global growth of Minnesota initiatives. Brands like Jonny Pops, Minnesota State Fair, Minneapolis Cider Company, and Andrew Zimmern have partnered with me and our company to use design as key leveraging tool toward growth.

I was sincerely honored last year when I was asked to design and illustrate the proposed Minnesota State License Plate to advocate for agriculture and the opportunity for solar arrays to make productive use of the land under and around the panels. The license plate we designed was specifically made to allow people to show their support for dual uses of Minnesota's rich and productive soils. Agricultural producers including sheep graziers, beekeepers, and specialty crop farmers can work with solar project developers to help these sites further contribute to rural economies.

As I tell my clients, students, and pretty much anyone that will listen: All design is an invitation. This License Plate design is created to invite the future of diverse energy/agribusiness solutions that will make Minnesota more competitive on a national and global scale. I would like to volunteer my voice for the advocacy for this initiative. In addition to my design experience, I was also lucky enough to own and oversee my small family farm for 25 years. I was raised on a small farm in North Dakota, and this expanding industry of Solar Agriculture speaks dearly to my heart.

Many thanks for the support for this great new expanding Minnesota industry.

Jeffrey K. Johnson

- Founder and Owner of Replace Inc.
- Creator and Author of MN Invents
- Founder of ReplaceEverything.com