

No 792648

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*by*  
ACTIVITY PROPOSAL:  
AGRICULTURAL  
MARKETING SERVICES

*by April 1979  
A, 23, 1979*

*April 1979*  
April, 1979





LAND OF QUALITY FOODS

OFFICE OF THE COMMISSIONER

# STATE OF MINNESOTA

## DEPARTMENT OF AGRICULTURE

STATE OFFICE BUILDING  
SAINT PAUL, MINN. 55155

Telephone: (612) 296-2856

April 30, 1979

Senator Gerald L. Willet  
205 Capitol Building  
St. Paul, MN 55155

Dear Senator Willet:

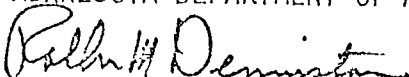
Presently before the Legislature are companion files SF 344 and HF 256. These bills direct the Minnesota Department of Agriculture to expand its market development and promotion activities. Upon passage of this legislation, the department will not merely accept these responsibilities, but will enthusiastically and energetically implement and administer these activities. This department has long believed that the state's participation in promoting agriculture, particularly with producers and small companies, is important to Minnesota's economy and its people. It is also of the opinion that funds spent in this program will reap an economic harvest for Minnesota residents as well as generating additional revenue.

The department has prepared this Activity Proposal for your information. We hope that it will be useful in your deliberations on these companion bills. The report includes a description of the proposed activities; including the need for the activities, their benefits, and their functions. It also includes a line item budget breakdown. Accompanying this Activity Proposal you will find an executive summary for your convenience.

We wish to extend our sincere thanks for providing the Department of Agriculture with this opportunity to share with you proposals for expending these funds and serving the state.

Sincerely,

MINNESOTA DEPARTMENT OF AGRICULTURE

  
Rollin M. Dennistoun  
Deputy Commissioner

RMD:sf

cc: Sen. Clarence M. Purfeerst, Sen. Roger D. Moe, Rep. George L. Mann, Rep. K.J. McDonald, Commissioner Mark W. Seetin



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ENJOY THE HIGH QUALITY AND INFINITE VARIETY OF MINNESOTA FOODS

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## PRODUCER ASSISTANCE

Minnesota's 114,000 family farms are the keystone to the state's economy. The department will expand its efforts to aid individual farmers to market their products. Four specific aids will be instituted or expanded under this activity if this legislation is enacted.

### "Pick-Your-Own" Activity

For three years the department has cooperated in a "pick-your-own" produce activity. Names and addresses of "pick-your-own" raspberry and strawberry producers are sent to consumers upon request. Considering the limited scale of this activity, it has been extremely successful, prompting requests from other producers to expand the activity. In addition to the need for new and expanded markets for the individual farmer, there is a growing demand on the part of consumers for fresh, reasonably priced produce. This need, along with the "family outing" experience, can be partially met through the expansion of this activity.

Presently, two elements need to be developed to successfully expand this activity. First, additional types of produce and more growers are necessary to draw the widest possible mix of consumers. Secondly, there is a need for more promotion to inform consumers of these "pick-your-own" opportunities. The most cost-effective means of accomplishing increased exposure and consumer participation is



through existing organizations. The department will work through community organizations, church groups, senior citizens clubs, and similar groups to organize outings whereby large numbers of consumers can participate with relatively little promotional expense.

Through the expansion of this activity to include a directory covering roadside stands as well as "pick-your-own" farms, individual producers will realize an increase in sales of their products while a greater number of consumers can enjoy fresh, reasonably priced produce.

The activity will be evaluated at the end of the 1980 and 1981 picking seasons. Evaluation criteria will be: 1) the number of producers participating; 2) the number of inquiries; and, 3) the number of groups participating. Continuation of the activity will be based upon the outcome of this evaluation.

#### Direct Marketing

Presently, over twenty states are providing local family farmers with a unique market for their products by aiding and encouraging direct marketing. Through numerous forms of direct marketing, producers can expand the scope of their markets and consumers can obtain fresh high quality produce.

Through this legislation, the department will be able to assist



producers in developing three approaches to direct marketing. First, using materials developed by other states in their direct marketing activities, the department will develop and distribute materials to aid producers in establishing direct marketing associations, managing farmers' markets, setting up cooperatives, describing applicable health and sanitation regulations, and other information beneficial to direct marketing producers. Second, the department will assist in establishing a bulk commodities exchange which will link growers with large volume buyers, such as food clubs, restaurants, and institutions. Third, the department will continue to pursue USDA funds to establish a pilot project for direct marketing, aimed specifically at providing senior citizens and low income persons with easy access to direct marketed products.

This activity will be plan-evaluated in November 1980, and operationally evaluated in November 1981. Continuation of the activity will be based on the results of the evaluation.

#### Market Quotations

Presently, both the USDA Grain Market News and Livestock Market News provide recorded telephone messages giving price quotations for their respective commodities. Because the numbers are not toll free, predominant usage is from the metropolitan area. This excludes most farmers from easy access to helpful market news needed to make sound farm management decisions on marketing.



The department proposes to enter into a cooperative effort with the USDA to provide this service to rural producers by means of the state's existing toll free number. The market news services will provide the recorded messages to the department at no charge. The department will provide access to the state's toll free number.

Annual evaluation of the use of the toll free number will be used as a factor in determining the continuation of this cooperative effort.

#### International Livestock Marketing Activity

International livestock marketing has been an important element in agricultural trade. Cattle/calf sales abroad in 1977 were 107,000 head and hog sales reached 10,800. To date, Minnesota has not been able to capture its share of the markets. One of the factors responsible for this is the vast array of complications created by the international aspects of this trade. It is extremely difficult for an unassisted livestock producer to compete in this market.

This new and lucrative livestock market can be made more accessible to individual livestock producers through a livestock export activity developed by the department.

Through this legislation, a foreign language Livestock Buyers Guide will be produced for selective distribution in potential foreign



markets and at International Livestock Shows. This publication will index and list livestock producers and dealers in Minnesota who are interested in doing business internationally.

The department will also participate in both national and international livestock shows such as the National Barrow and the World Dairy Congress to promote Minnesota livestock. Additionally, the department, in conjunction with its Visiting Agriculturalist Activity, will host foreign livestock buyers, bringing them to events and exhibitions featuring Minnesota livestock.

This activity will also establish an ad hoc Livestock Producers International Trade Advisory Committee to recommend to the Commissioner of Agriculture directions the department should take to expand this trade. The Committee, along with department staff, will explore the feasibility of creating an international air shipment center in Minnesota for an export staging area for air shipments of livestock to foreign countries. The committee will report to the Commissioner no later than July 1, 1980, with its recommendations on this matter.

All aspects of the International Livestock Marketing Activity will be evaluated biennially for effectiveness and efficiency. Criteria similar to that used in evaluating the international food shows activity will be used to evaluate this activity.



## EXPANSION OF PRODUCT MARKETS

### Food Shows

The expertise and expense involved in nationally marketing a food product today is well beyond the means of most small firms. It has been primarily through the assistance of the Food Expo activity that over 75 small Minnesota food companies have broken into the national and international markets. The exposure which small Minnesota food companies can give to their products through these shows, particularly the Minnesota Food Expo's, has won this activity national recognition. In fact, the flagship of the department's marketing promotion has been the Food Expos and other food shows.

In today's marketplace, it is becoming increasingly essential that companies enter into large markets for economic survival. Unfortunately, the small "ma and pa" operations are rapidly becoming a thing of the past. As pressure and competition for national and international markets become more intense, the need for expanding the department's efforts in assisting local firms to break into these markets increases. A thirty percent increase in effort in this area could double the amount of exposure for Minnesota food companies.



The department will consider two approaches in expanding and fortifying its national marketing activity. The first option is to expand the existing Minnesota Food Expo activity from five to seven shows annually. This would result in a broader exposure for companies presently participating in the activity as well as expanding the base of participation to more firms.

#### National Trade Shows

Second, the department under this legislation, will analyze the market exposure potential for Minnesota firms through participation in national trade shows under the department's "umbrella." The cost/benefit ratio of this approach for both the department and potential Minnesota participants is thought to be extremely attractive. The department anticipates participation in such trade shows as the hospital convention, the nursing home convention, the World Dairy Congress and other similar events.

It is premature to propose the vehicle or mix of vehicles which would best service the needs of Minnesota food industry. In order to determine this, the department will conduct a needs assessment study of participants and potential participants of the department's marketing activity. This data will be used to develop the design, format, and marketing tool package most appropriate for Minnesota firms. The needs assessment study will be completed



by January 1, 1980 and a project design will be ready for operational pre-testing by June 1, 1981. The project will be evaluated for effectiveness and efficiency in June, 1982.

### International Marketing

Minnesota food companies have shown a marked increase in interest in international markets over the past four years. This has been primarily due to the changing political, economic, and nutritional situation in a number of major areas throughout the world. In response to this opportunity for world trade, the department has developed an international marketing effort which has aided numerous firms to break into the international market. This activity has now matured to the point that it is appropriate to consider new avenues of marketing to aid Minnesota firms.

The international marketing activity will be expanded to increase participation in USDA Foreign Agricultural Service sponsored processed food exhibits by fifty percent. The department coordinates participation by Minnesota firms on these ventures. In conjunction with these exhibits, the department will begin an activity of market evaluation of countries contiguous to those where food exhibits take place. This will greatly expand the foreign marketplace for participating Minnesota firms by providing them with market data essential for sound management decision making.



Because of the increasingly important role which foreign marketing is playing in the overall marketing plans of many Minnesota firms, the department is committed to optimizing the efforts which it makes in this activity. In order to accomplish this, the department will be conducting a contracted survey of all past participants in foreign food exhibitions coordinated by the department to determine levels of expectations, satisfaction, and fulfillment experienced by the participants. From this data, the department will be able to adjust the activity to meet the future needs of the participants. Elements of an expanded activity may include such items as: 1) foreign language Buyers Guides and other publications on Minnesota's agriculture; 2) slide or movie presentations on marketing and products; 3) increased contact with local companies for recruitment and pre-trip briefings; and, 4) programmatic evaluation following each trip.

#### Foreign Office

Today, twelve American states operate foreign trade offices in areas such as the Far East, Europe, and South America. Many of these offices have been opened in recent years. Such an office, if established by the department could: 1) Function as an information center; 2) Investigate market potentials in the region; 3) Develop new markets in the region for Minnesota agriculture; 4) Make and improve personal contact with foreign buyers to facilitate trade; 5) Function as a clearinghouse for Minnesota firms; 6) Work with



USDA Agricultural attachés in the region to develop trade for Minnesota; and, 7) Investigate potential for new crops adaptable for Minnesota.

Although the department believes that such an office would produce substantial benefits to the state, it is not prepared to propose such an office at this time. Over the next biennium the department will establish an ad hoc task force to examine this issue and make recommendations to the Commissioner of Agriculture no later than September, 1980. The task force, to be composed of representatives from the Department of Agriculture, Minnesota food companies, and Minnesota commodity groups, will examine and report on the cost, feasibility, potential use, and benefits from such an office. The Commissioner of Agriculture will make a recommendation to the 1981 Legislature concerning the establishment of a foreign trade office.



## HOSTING FOREIGN BUYING TEAMS

The variety and quality of Minnesota's agricultural products, both raw commodities and processed foods, has made Minnesota an attractive market for foreign buyers. If the state is to uphold its hard earned reputation, it must ensure that visits by foreign buyers and dignitaries are pleasant and productive experiences.

The department can do a great deal to ensure that this occurs. First, it will develop systematic procedures to: 1) assess the needs and desires of visiting agricultural buyers; 2) plan a specific itinerary tailored to meet those needs and desires; 3) conduct pre-visit briefings for participating Minnesota producers and firms; 4) execute the tour and act as hosts; and, 5) hold post-visit briefings with both visitors and Minnesotans to expedite trade.

To aid the department in this endeavor, an ad hoc Food Industry International Trade Committee, consisting of food processors, international trading companies, and department staff will be created.

This activity will benefit the state by instituting a good image for the state with visiting buyers through an organized, orderly tour which highlights Minnesota's agricultural assets. It will also provide smaller Minnesota firms with exposure to these visitors and potentially open foreign markets to them. The department will be able to make new personal contacts which will be beneficial for



foreign trade trips as entrees in those countries.

The success of each visit will be measured through the post-visit briefings. The activity will be evaluated in August, 1980 by surveying all participants in the activity.



## BUYERS' SERVICES

Since 1968, the department has produced the Minnesota Buyers Guide. The publication, which lists and indexes food producers, processors, and manufacturers, has been used extensively by large food buyers throughout the country.

This legislation will allow the department to update and republish this annually to make it a more effective tool for both buyers and Minnesota firms. The distribution of the publication will be substantially expanded by advertising in national trade journals.

The department will maintain a list of all recipients of the Buyers Guide for follow-up and evaluative purposes. Annually, the department will notify all holders of the Buyers Guide that a new edition is available. This will allow them to receive up-to-date information on Minnesota firms. Additionally, the list will be used to evaluate the use and the benefits of the publication to buyers by means of a questionnaire. The results of this survey, to be conducted in November, 1981, will aid the department in directing Buyers Guides to those types of buyers who are likely to use them.

In order to further aid Minnesota firms desiring to do business internationally, a supplement to the Buyers Guide to be produced in several languages, will also be published by the department. Additionally, the department will produce a handbook for Minnesota



firms wishing to do business internationally which will include information and aids on transacting business internationally.



## MINNESOTA LOGO

Historically, Minnesota's agricultural products have enjoyed a national reputation of high quality. In recent years, the national attention paid to our high quality of life has further strengthened Minnesota's agricultural reputation. Recent studies have shown that there is a growing market for high quality foods in this country. The reputation which Minnesota has earned, as well as the desire for high quality food products, is a new avenue for marketing Minnesota agriculture.

The solicitation of participation of firms in the Minnesota Logo activity can be mutually beneficial to both consumers and Minnesota agriculture. Although at this point it is not possible to calculate the additional sales and production which this program will generate for Minnesota agri-business and Minnesota farmers, a logo is thought to be an added marketing tool which can set Minnesota products apart from their competition in other states.

Upon the establishment of standards that products must meet in order to use the Minnesota Logo, this legislation will allow the department to actively recruit participants. Minnesota growers, processors, and manufacturers will be solicited to apply for authorization to use the logo. The department does not intend to be a passive participant in this activity. Through personal contacts with Minnesota firms, the department will be able to expand the scope of the activity to



make the use of the logo even more meaningful. Additional emphasis will be placed on those firms participating in the Minnesota Food Expos.

In order to further emphasize this new marketing tool, this legislation will make it possible for the department to evaluate the feasibility of and possibly produce radio, television, magazine and food trade journal advertisements extolling the virtues of products bearing the Minnesota Logo.

The logo activity will be evaluated after 18 months and 36 months to determine its utility and benefit to Minnesota producers, processors, and manufacturers. Because sales figures for private firms are usually not made available to the department, evaluation will be based upon: 1) number of participants; 2) evaluation by the participants of the level of benefits they are receiving; and, 3) a cost/benefit analysis conducted on the department's efforts in the activity. If the activity is shown not to be of merit, the department will request the legislature to repeal the enabling act.



## PROMOTING AGRICULTURE

The department is strongly committed to promoting agriculture in Minnesota. In addition to the traditional avenues of agriculture promotion via marketing techniques, the department has gone forward in other areas to promote agriculture. In Minnesota, as in other states, there exists a need to develop better rapport and understanding of agriculture by urban residents. The department will promote this urban/rural understanding through two activities.

### Farm Vacations

First, the department proposes through this legislation to expand its "farm vacation" activity to provide opportunity for "city kids" to learn firsthand about farm life. Last year the department received over 75 requests for "farm vacation" experiences; but only six farm families volunteered to be hosts. The department is proposing to work with the 4H and FFA in rural areas to greatly expand the numbers of participating farm families. Once this has been accomplished, the department will work with the Department of Education and local school counselors to focus on drawing young people and their families, particularly from inner city schools, into this experience.

These efforts will be evaluated in October, 1981, to determine, based upon the level of participation and follow-up reports from participants, the future structure of the activity.



### Direct Contacts

The department will also promote agriculture by initiating more direct contacts with consumer groups, service clubs, schools, and other such organizations to inform the public of agriculture's important role in both Minnesota's economy and its social life.



## DEVELOPMENT

Marketing today is characterized primarily by one thing--change. For firms to succeed in today's marketplace, they must be up to date on new potential uses, markets, and changing circumstances. This also holds true for the department's efforts to aid Minnesota food companies in marketing. The department will make efforts in a number of new areas to assure that its efforts and its clientele are dynamic in the marketplace.

First, agricultural commodity marketing evaluation will be instituted. This activity will deal with marketing efforts from the farm to the international marketplace. Issues to be examined will include: 1) current marketing, processing, and distribution of various commodities; 2) domestic and foreign market evaluation reports on current and potential opportunities for Minnesota products; 3) analysis of new agricultural processing opportunities for Minnesota; and, 4) transportation of commodities from farm to consumer.

Additionally, development and promotion of new and exotic uses of Minnesota grown commodities will be analyzed. Issues of interest include: 1) on-farm alcohol production; 2) utilization of aspen as a fuel and a feed; 3) marketing of organic foods; 4) market development for new products such as the adzuki bean and pea flour; and 5) assistance in the development of presently unor-



ganized producers of commodities such as maple syrup, rabbits, sod, firewood, honey, native mint, vineyards and herbs.

This activity will not only give an important forward thrust to the marketing efforts of small firms in Minnesota, but it also will increase producer income, utilize excess agricultural production, convert crop and animal wastes to marketable resources, and broaden the base of agricultural production in Minnesota.

As is the case with all development projects, each proposal resulting from the efforts of this activity will be evaluated before and after pilot project operations to assess its benefits to the state. A summary analysis of all projects will be prepared every two years as part of the ongoing biennial budget preparation and review process.



MINNESOTA DEPARTMENT OF AGRICULTURE

MARKET DEVELOPMENT, PROMOTION AND INFORMATION ACTIVITY

PROPOSED BUDGET INCREASE -- S.F. 344, H.F. 256, APRIL 1979

<u>Explanation</u>	<u>Proposed Expenditures</u>	
	<u>F.Y. 1980</u>	<u>F.Y. 1981</u>
PERSONNEL -- Marketing Specialist & Secretarial Positions	\$ 88,200	\$106,000
RENTS AND LEASES	4,500	5,200
Rental of office space for additional staff		
REPAIR SERVICES	200	600
Maintenance agreement for equipment and necessary repairs.		
PRINTING AND BINDING	30,000	35,000
A. Additional Buyers Guides printed in foreign languages.		
B. Informational brochure on Minnesota agriculture printed to include foreign languages.		
C. Informational brochure on International trade to include printing in foreign languages.		
D. Printing of new Food Expo signs.		
E. Printing of new Food Expo brochure.		
(Printing will be in English, Japanese, Spanish and Chinese. Translation costs included in printing.)		
PROFESSIONAL/TECHNICAL SERVICES	4,500	4,500
Interpreter Services (\$500 yearly)		
Translation of brochures into three languages (\$1,000 yearly)		
Design and development of brochures to include graphics (\$3,000 yearly)		
PURCHASED SERVICES	500	1,500
Conference services to hire a set-up person and other miscellaneous costs.		
COMMUNICATIONS	2,200	2,600
For postage to mail out promotional items, telephones for new employees, etc.		
IN-STATE TRAVEL	3,500	4,500
Increase in travel for new Marketing Specialist positions based upon current staff needs.		
OUT-STATE TRAVEL	76,000	101,000
A. Additional staff to attend Food Expos		
B. Workshops on National Agricultural Marketing		
C. Mid-America International Trade Seminar		
D. National Food Shows -- Restaurant, Retail and Frozen Food		
E. Alternative Energy Symposium		
F. Symposium on Livestock Marketing		



<u>Explanation</u>	<u>Proposed Expenditures</u>	
	<u>F.Y. 1980</u>	<u>F.Y. 1981</u>
INTERNATIONAL TRAVEL		(Included with Out-State Travel)
A. Additional International Food Shows		
B. International Livestock Shows		
C. International Alternative Energy Symposium		
D. Evaluation of Solo Food Shows		
E. Exploratory marketing surveys		
UTILITY SERVICE	400	600
Purchase of electricity to operate slide projectors in booths at Expos		
FREIGHT AND EXPRESS	700	1,000
Shipment of items to Food Expos and Shows		
OTHER CONTRACTUAL SERVICES	3,600	4,200
Increased cost of departmental (non-individual) membership to MIATCO and possible increase and purchase of MIATCO materials		
SUPPLIES AND MATERIALS	5,000	6,000
Necessary supplies for new positions and to fund the increase in portfolios and materials used in all Food Expo programs used in conjunction with foreign buyers.		
EQUIPMENT	3,500	4,500
Purchase of additional desks, files, chairs, credenzas and other equipment for the new positions as well as recorders and photographic equipment to be used in this area.		
TOTAL BY FISCAL YEAR	\$222,800	\$277,200
TOTAL FOR THE BIENNIUM	\$500,000	

PREPARED BY: MINNESOTA DEPARTMENT OF AGRICULTURE ACCOUNTING DIVISION



EXECUTIVE SUMMARY

Activity Proposal:

Agricultural Marketing Services

Minnesota Department of Agriculture



PRESENT ACTIVITY

PROPOSED ACTIVITY

PRODUCER ASSISTANCE

Market aid

Aids Minnesota farmers in marketing their products.

"Pick-your-own" produce

Cooperates in "pick-your-own" produce activity for raspberry and strawberry producers.

Expand activity to include more types of produce and a directory of road-side stands and pick-your-own farms. Benefits include new and expanded markets for the producer, and more outlets for fresh, reasonably priced produce for the consumer.

\*\*\*Other producers have requested expansion of activities based upon its popularity.\*\*\*

Direct marketing

none

Collect, develop and distribute materials to aid producers in establishing direct marketing associations, managing farmers' markets, and setting up cooperatives.

Assist in establishing a bulk commodities exchange to link growers with large volume buyers.

Pursue USDA funds to establish a pilot activity for direct marketing aimed specifically at senior citizens and low income persons.



PRESENT ACTIVITY

PROPOSED ACTIVITY

Direct marketing (cont.)

Benefits to be derived from direct marketing include more market options for both the family farmer and the consumer, and direct interaction between farmers and consumers.

Evaluate plan in 1980 and project in 1981 to determine whether activities should be continued and/or revised.

-2-

Market quotations

none

Provide access to the state's toll free number for supplying helpful marketing information to farmers, thus giving producers a better marketing position.

\*\*\*USDA Grain Market News and Livestock Market News recorded phone messages are not toll free at this time, thereby excluding farmers from easy access.\*\*\*

Evaluate usage annually, to determine continuation of this cooperative effort.

International livestock  
marketing

none

Develop a livestock export activity to include:

- production of a foreign



PRESENT ACTIVITY

International livestock marketing (cont.)

PROPOSED ACTIVITY

language live-  
stock buyers guide,

-participation in  
national and inter-  
national livestock  
shows, and,

-hosting foreign livestock  
buyers.

Establish an ad hoc Livestock Pro-  
ducers International Trade Advisory  
Committee to assist and advise the  
department in exploring the feasi-  
bility of creating an international  
air shipment center in Minnesota.

\*\*\*Minnesota livestock  
producers have been un-  
able to capture their share  
of their international live-  
stock market due to the  
complexity of the international  
aspects.\*\*\*

Benefits will be derived by livestock  
producers and breeders by opening new  
markets abroad, thus increasing sales  
potential.

Evaluate all aspects of the activity  
biennially for effectiveness and  
efficiency.



PRESENT ACTIVITY

PROPOSED ACTIVITY

Minnesota Food Expos

Annually provides Minnesota food companies with exposure to out-of-state buyers at Minnesota Food Expos in five different cities across the U.S. Small local firms are assisted in entering national markets.

Expand Food Expo activity to seven shows per year. Benefits include broader exposure and opportunity for more firms to participate.

National trade shows

none

Participate in national trade shows, e.g., World Dairy Congress. Benefits include expanded market exposure at low cost of participation.

Perform needs assessment study to develop most appropriate marketing package for Minnesota producers.

International marketing

Coordinates participation by Minnesota firms in USDA Foreign Agricultural Service (FAS) food exhibits in Europe and the Far East--two exhibits per year.

Increase participation in FAS Food Shows to three or four annually.

Expand evaluation of foreign market potential.

\*\*\*Small Minnesota food companies see growing opportunities for international trade and seek assistance in entering the market.\*\*\*



PRESENT ACTIVITY

PROPOSED ACTIVITY

International marketing (cont.)

Survey all past Minnesota participants in FAS exhibits to determine levels of satisfaction and ways to improve department's involvement.

Foreign office

none

Conduct feasibility study regarding the establishment of a foreign trade office. A recommendation will be made to the 1981 legislature.

EXPANSION OF PRODUCT MARKETS

Small business assistance

Evaluates, analyses, and counsels problems of small business.

Conducts intensive promotional activities to improve marketing practices and develop expanded outlets for Minnesota food products.

Serves as a central information source for Minnesota food products.



PRESENT ACTIVITY

PROPOSED ACTIVITY

State and local food exhibits

Facilitates and coordinates promotion of Minnesota food products at local, national and international food exhibits.

Examples of state and local exhibits include:

U.P.S. (Restaurant Convention)  
Minnesota Home Economics Convention  
Minnesota School Food Service Convention  
Minnesota Food Retailers Convention  
Red River Valley Winter Shows  
Harvest Bowl

HOSTING FOREIGN BUYERS TEAMS

Hosts foreign visitors upon request on an ad hoc basis.

Develop systematic procedures to ensure that foreign buyers' and dignitaries' visits to Minnesota are carefully and cordially executed. Design itineraries to meet their particular interests. Act as host and establish an ad hoc International Trade Committee to assist.

Benefits include instilling a good image for the state with visiting buyers, ensuring that smaller firms get exposure to foreign trade, and developing contacts for the department which



PRESENT ACTIVITY

HOSTING FOREIGN BUYERS TEAMS (cont.)

BUYERS' SERVICES

Publishes Minnesota Buyers Guide which lists and indexes food producers, processors, and manufacturers every two to three years. Distributed at the Minnesota Food Expos.

PROPOSED ACTIVITY

would be helpful on foreign trade shows.

Update and republish annually. Expand distribution by advertising in national trade journals.

Publish an Export Buyers Guide in several languages to aid firms desiring to do business internationally.

Produce a handbook of information and aids on transacting business internationally.

Benefits include more current information on Minnesota firms to buyers, expands exposure to foreign buyers and buyers who do not attend Food Expos.

Survey recipients of the Guide to determine the types of buyers who best utilize the book so that efforts can be directed at reaching those buyers.



MINNESOTA LOGO

PRESENT ACTIVITY

Develop a Minnesota logo and establish standards for use of logo.

PROPOSED ACTIVITY

Actively solicit participation of qualifying Minnesota firms. Explore the possibility of advertising the Minnesota Logo to develop consumer identification.

The Logo will set Minnesota apart from its competition in other states and will assure consumers of quality products. Added participants and advertising should fortify the activity and aid all participants.

Evaluate the feasibility of multi-media advertising to sell the virtues of products bearing the Minnesota Logo.

PROMOTING AGRICULTURE

Farm vacations

Coordinates project whereby urbanites experience rural life through vacationing on a farm.

Expand project of providing city children and their families with firsthand farm life experience by working with 4H and FFA to increase the numbers of participating farm families.

Benefits include better rural/urban rapport developed through activities which foster understanding of agriculture by urban residents.



PRESENT ACTIVITY

PROPOSED ACTIVITY

Farm vacations (cont.)

Evaluate program in 1981 to determine future structure of activity.

Direct contacts

Addresses civic organizations upon request.

Increase efforts to contact consumer groups, service clubs, schools, etc., to raise level of public consciousness of agriculture's important role in Minnesota's economic and social life.

DEVELOPMENT

Commodity marketing evaluation      none

Analyze current marketing procedures of Minnesota agricultural products on a commodity-by-commodity basis including: commodity marketing, market statistics, new agricultural processing opportunities, and transportation of commodities from farm to consumer.

\*\*\*To succeed in the changing market place, food producers and companies need current information on today's market with an eye to the future.\*\*\*



PRESENT ACTIVITY

PROPOSED ACTIVITY

Commodity marketing evaluation  
(cont.)

Benefits include opening new markets, techniques and information to Minnesota firms which can generate additional sales.

Agricultural commodities marketing  
and development                      none

Analyze production and marketing potential for new or exotic uses of Minnesota grown commodities. Potential benefits include increased producer income, utilization of excess agricultural production and conversion of crop and animal wastes into useful and marketable resources.

Benefits for producers include additional options for production, increased farm diversity and sales.

Evaluate any proposals resulting from the efforts before and after implementation.