

# Georgia Department of Agriculture



**2019**

## **Domestic Trade Program**

*Georgia Grown: Beyond the State Lines*



## **Welcome to the Georgia Department of Agriculture's Domestic Marketing Program**

March 1, 2019

Dear Georgia Producer,

Thank you for your interest in the Georgia Department of Agriculture's Domestic Marketing Program. We look forward to helping you promote your products in the domestic marketplace.

The Georgia Department of Agriculture made a concerted effort to attend several national trades over the past year to gather information about beneficial participation for both our produce growers as well as our manufactured food producers.

Through the Domestic Marketing Program, Georgia Department of Agriculture will allow producers to enroll in a program for hosted marketing activities in a number of approved national trade shows.

The marketing assistance that we provide you through the Domestic Marketing Program is made possible through funding from appropriations of the Georgia General Assembly. The goal of increasing food and agriculture sales domestically is to increase demand for Georgia agriculture products thus creating jobs and bolstering our economy.

The following manual is an extremely important document that will help you maximize your participation with Domestic Marketing Program. Please read it carefully so that you understand what marketing activities we can support and the requirements to meet that support. Because of the nature and source of our funding, we must keep accurate records and document outcomes of our efforts.

Keep in mind that although this manual is thorough, it is a guide and is not inclusive of everything.

Our staff is on hand to assist you in the application and decision-making processes. Therefore, we strongly encourage you to contact Sarah Cook at (229) 454-0612 or [sarah.cook@agr.georgia.gov](mailto:sarah.cook@agr.georgia.gov) with any questions.

Best of luck in your marketing efforts.



Paul Thompson  
Director, Business Development



Sarah Cook  
Domestic Trade

# Program Eligibility: Your Company

To qualify for the Domestic Marketing Program, your company needs to meet each of the following criteria:

**1. Is your company headquartered in Georgia?**

A company's headquarters is defined as the physical location of the business' main management/operations.

**2. Is your company a U.S. business entity?**

Company must be registered and active/in good standing/in compliance with the Secretary of State. The business entity needs to have a physical location within the United States.

Georgia Department of Agriculture reserves the right to verify if a company has a physical business location within Georgia. If we are unable to verify the business location, Georgia Department of Agriculture may not be able to assist.

**3. Do you have adequate resources and product supply for market development?**

Company must provide adequate management and financial resources for market development. Companies must provide adequate product quantities necessary to ensure continuous supplies to the markets for which funding is requested.



If you answered "no" to any of the company eligibility questions, your company is not eligible for the Domestic Marketing Program. If you have answered "yes" to all questions so far, please continue to part two of program eligibility.

# Program Eligibility: Your Products

This section will help you determine if your company's products are eligible. To qualify for the Domestic Marketing Program, you will need to answer yes to the following questions about your company's product(s):

**1. Do you have value-added products, fresh produce, or manufacture agriculture equipment in Georgia?**

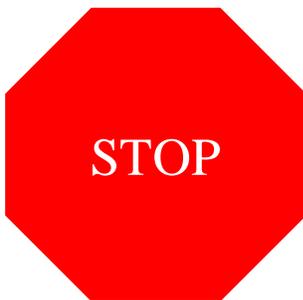
Your products may be a value-added agricultural item created from processing, repackaging, or adding special features. Examples include consumer food products, fresh produce, snackfoods, condiments, sauces, specialty food items, beverages, some wood products, hides and skins, pet foods, ornamental horticulture, all-natural cosmetics, and more.

**2. Are your ingredients/manufacturing/growing done in Georgia?**

The primary processing or growing must be done in Georgia. Example: if you produce salsa or jelly, your primary ingredient must be from Georgia (tomatoes, fruit, etc.). For fresh produce sales, only produce grown in Georgia may be marketed with the Domestic Marketing Program. Equipment manufacturing and fabrication must be completed in Georgia.

**3. Do your products bear the Georgia Grown logo?**

All product packaging and/or labels must have an eligible Georgia Grown logo and/or statement indicating that the products are produced, made, or grown in Georgia. Participants must be a paid member in good standing of the Georgia Grown program using the logo under licensing agreements.



If you answered "no" to any of the product eligibility questions, your company is not eligible for the Domestic Marketing Program. If you have answered "yes" to all eligibility questions above, your company is ready to apply for the Domestic Marketing Program! Please continue reading the rest of this manual.

## Program Calendar: 2019

The Domestic Marketing Program follows the same dates each year. Below are key timelines that every Domestic Marketing Program participant should note.

|                         |   |
|-------------------------|---|
| <b>March 1, 2019</b>    | Domestic Marketing Program application opens for 2019                       |
|                         |   |
| <b>March 15, 2019</b>   | Applications review and approval notices sent out                           |
|                         |   |
| <b>January 15, 2020</b> | Last day to apply for Domestic Marketing program show cost share for FY2020 |
|                         |   |
| <b>April 1, 2020</b>    | 2019 final survey deadline  |

## 3 Year Graduation Rule

The Domestic Marketing Program is designed to help companies launch and grow domestic markets. Program participants naturally will reach a point where their market presence has stabilized. The Domestic Marketing Program has a three-year graduation rule per show, which means the program will cover the booth space for any particular show for up to three years. The three years do not have to be consecutive and you can participate in multiple shows concurrently.

- Your company is considered a “graduate” from a given trade show after you have participated in the Domestic Marketing Program for a total of three years.
- Some trade shows are exempt from the three-year graduation rule and could be eligible for participation even after graduation, reviewed on a case-by-case basis.
- Your first year for each trade show starts when you actively participate in booth space (not “walking the show”) utilizing the cost share benefits of the Georgia Department of Agriculture Domestic Marketing Program.

# How to Apply

The 2019 Domestic Marketing Program application is available online starting March 1, 2019. Companies must apply annually and must apply in advance of any promotional activities for which you will seek participation.

## 1. Fill out pre-show questionnaire.

The Georgia Department of Agriculture Domestic Trade Specialist (Sarah Cook) will send out a list of shows that are available for cost share. Fill out the pre-show questionnaire indicating shows you are interested in. This is not a contract guaranteeing participation but helps the program staff gauge budgetary requests. You will then receive the Domestic Marketing Program Application.

## 2. Complete the Domestic Marketing Program Application (Sample application is in Appendix).

In the application, you will share the following information:

- *Basic contact information*
- *Certification of location and manufacturing*
- *Georgia Grown paid membership certification*
- *Domestic marketing plans*
  - Example:
    - **Turnip Greens Farm**
    - Current Trade Shows: SEPC Southern Exposure
    - Future Trade Shows: Produce Marketing Association Fresh Summit, Southeast Produce Council Southern Innovations, and New York Produce Show.
    - Currently selling at: Walmart, Publix
    - Estimated annual sales: \$1 million
    - Target markets: Central US, Kroger, Whole Foods

- *Product List*

Include all brand names and/or private label names and descriptions of products to be promoted. List each flavor and size variety individually. This list must be comprehensive.

- *Sign Application*

- *Physical Product Packaging and/or Labels*

Required for each brand name and/or private name label product you will promote as listed in the application. The packaging/labels must have an eligible Georgia Grown logo. Physical packaging/ labels must be submitted every two years (no copies or renderings) for a returning applicant.

Each size and variety of a product is considered its own item. Packaging/labels will need to be submitted for each item you would like to promote through the program.

# Application Approval

Once Georgia Department of Agriculture receives your completed application and supporting documentation, we can begin the review process. Documentation is reviewed on a first come, first served basis. The application will not be reviewed until all required documentation is received.

## **Important Notes:**

- Remember to submit your application prior to conducting your promotional activities. Do not conduct your promotional activities and then later submit the application.

Your approval date is determined by the month in which your application is deemed complete (all required documentation is on file).

## Allocations

Georgia Department of Agriculture allocates funds based on a first come, first-served basis.

Allocations are determined based on a variety of factors and are scored on a matrix:

- Amount of total funding available
- Total number of requests per trade show
- Diversity of participating companies
- Prior program performance (for returning applicants)

|                               | 75-100% (10 pts.)  | 50-75% (5 pts.)  | Less than 50% (2 pts.)                    |
|-------------------------------|--|--|---|
| % of product grown in Georgia |  |  |   |
| Longevity of business         | 10+ years (10 pts.)  | 5-10 years (5 pts.)  | Less than 5 years (2 pts.)                |
| Prior tradeshow               | 10+ national shows (10 pts.)   | 5-10 national shows (5 pts.)                                       | Fewer than 5 national shows (2 pts.)      |
| Prior program performance     | Excellent compliance (10 pts.)   | Satisfactory-delayed   | Non-compliance/ Not applicable (2 pts.)   |
| Georgia Grown logo usage      | Major utilization on all materials, display, products, website, and social media (10 pts.) | Utilization on products and displays, no electronic usage (5 pts.) | Minimum utilization requirements (2 pts.) |
| Current distribution breadth  | 10+states (10 pts.)  | 5-10 states (5 pts.)   | Sales in Georgia only (2 pts.)            |

The Domestic Marketing Program Director will email an allocation notice with amount approved for your review.

### **Contracts**

Once the application has been reviewed and approved by the Domestic Marketing Program director, the person or persons designated as authorized signer(s) will receive an email notification that the Domestic Marketing Program contract is ready to be signed. The authorized signer will then complete the contract with all authorized signatures. Only when the contract is fully executed will booth space be paid for.

### **Surveys**

In your Domestic Marketing Program Agreement, you agree to complete and submit an end of year Domestic Marketing Program survey to Georgia Department of Agriculture. This survey will be available to you February 1, 2020, and is due no later than April 1, 2020. The survey may be used to track how the Domestic Marketing Program has positively affected your company's domestic sales and the economic impact of the Domestic Marketing Program. The survey results will be used in aggregate form to determine the effectiveness of Domestic Marketing Program in raising the level of U.S. sales. If the required survey is not submitted to Georgia Department of Agriculture, future allocations may be denied until the complete survey is submitted.

### **Amending Your Program Agreement**

We understand that your company may need to make changes to your plans after signing the agreement. Changes to existing program agreements are accomplished through amendments.

Amendments can be made anytime during the program year to:

- Request additional trade show participation
- Move already approved funds from one trade show to another
- Add additional products to be promoted through Domestic Marketing Program (You will need to send in physical packaging and/or labels of the new products to be reviewed)

### **How to Submit an Amendment**

Contact Sarah Cook at 229-454-0612 or via email at [sarah.cook@agr.georgia.gov](mailto:sarah.cook@agr.georgia.gov) to request an amendment.

## 2019 Approved Domestic Trade Shows

The domestic trade shows listed here have been approved by Georgia Department of Agriculture. They are the only domestic shows eligible for the Domestic Marketing Program cost share at this time. Georgia Department of Agriculture is open to suggestions for other domestic trade shows that might be valuable to producers. Please let us know on the pre-show survey if there are others that you think should be included.

- America's Food & Beverage Show
- American Food Fair
- AmericasMart (Summer)
- AmericasMart (Winter)
- Gourmet Foods International Food and Wine Show
- Natural Products Expo West
- New York Produce Show
- Produce Marketing Association Fresh Summit
- Southeast Produce Council Southern Exposure
- Southeast Produce Council Southern Innovations
- Southern Convenience Store Show
- Specialty Foods Association Summer Fancy Foods Show
- Sweets and Snacks Expo

## Congratulations!

Now that you have finished reviewing the Domestic Marketing Program Manual, we want you and your company to know that Georgia Department of Agriculture is here to answer any further questions. For more information, please contact Sarah Cook at [sarah.cook@agr.georgia.gov](mailto:sarah.cook@agr.georgia.gov) or 229-454-0612.

We appreciate the opportunity to assist your company.

Thank you,

The Georgia Department of Agriculture Domestic Marketing Program Team



# Georgia Department of Agriculture's Domestic Marketing Program

## Domestic Marketing Program Application

Primary Authorized Contact (responsible for all official communication, follow-up, etc.)

Name Email Address

Phone Number Cell Phone

Secondary Authorized Contact:

Name Email Address

Phone Number Cell Phone

Mailing Address:

Address 1

Address 2 (apartment, suite, etc.)

City State Zip Code

Physical Address:

Address 1

Address 2 (apartment, suite, etc.)

City                      State                      Zip Code

**Product Listing**

Required for each brand name and/or private name label product you will promote. The packaging/labels must include the Georgia Grown logo.

Each size and variety of a product is considered its own item.

SAMPLE

## **Domestic Marketing Plans**

These can be very simple or complex. The more information you can provide, the better information the Domestic Marketing Program has to make placement decisions.

SAMPLE

**Trade Shows Applying For:**

This is not a contract guaranteeing cost share for these shows. This just indicates your interest in exhibiting at these shows under the cost share agreement.

- America's Food & Beverage Show
- American Food Fair
- AmericasMart (Summer)
- AmericasMart (Winter)
- Gourmet Foods International Food and Wine
- Show Natural Products Expo West
- New York Produce Show
- Produce Marketing Association Fresh Summit
- Southeast Produce Council Southern Exposure
- Southeast Produce Council Southern
- Innovations Southern Convenience Store Show
- Specialty Foods Association Summer Fancy Foods Show
- Sweets and Snacks Expo

**Certifications**

I certify that the products listed on this application meet the certification standards listed in the Domestic Marketing Program. I also certify (initial each line):

- \_\_\_\_\_ Our company is headquartered in Georgia.
- \_\_\_\_\_ Our product bears the Georgia Grown logo in accordance with our paid membership of the Georgia Grown licensing program.
- \_\_\_\_\_ Our key ingredients are sourced from Georgia when applicable.
- \_\_\_\_\_ We add more than 50% of the value of our product in the State of Georgia.
- \_\_\_\_\_ We are not selling any produce that is not grown in the State of Georgia as Georgia Grown.
- \_\_\_\_\_ For manufactured items: our product is manufactured in Georgia.  
(or) N/A
- \_\_\_\_\_ I agree to complete the post-event survey for each event our company participates in sent by Georgia Department of Agriculture employees promptly and by April 1, 2020, at the latest. I will be truthful and honest and answer to the best of my ability in regard to my company's performance.
- \_\_\_\_\_ I agree to comply with each show's requirements for licensing, tax purposes, insurance, and liability coverage.

Printed Name

Date

\_\_\_\_\_  
Signature



## Georgia Department of Agriculture Domestic Marketing Program Potential Questions

- **How did you choose which shows to allow?**
  - These shows were recommended as a starting place based on interest from Georgia companies, other industry leaders, and trends in Georgia production. By the end of FY2019, Sarah Cook will have attended each of these shows with reports of attendance, booth advantages and disadvantages, etc.
- **Are these shows set in stone for future years?**
  - Show schedules will be reevaluated based on company recommendations, show feedback, survey responses of participants' ROI, and participation numbers. If shows are underperforming, further evaluation will be considered to determine if a show should remain on the Georgia Department of Agriculture calendar in future years.
- **How did you arrive at the Georgia Department of Agriculture cost share allowance?**
  - The primary concern for selecting the cost share allowance was ensuring that companies have enough "skin in the game" to strongly discourage no-shows, last minute cancellations, etc. By requiring at least \$500 for the booth space in addition to the costs incurred by the companies for their travel, booth design, promotional materials, and samples, Georgia Department of Agriculture believes this will reduce these unlikely occurrences.
- **Why is the company share of Produce Marketing Association Fresh Summit greater than all the others?**
  - Of all of the shows that are available for the cost share program, PMA Fresh Summit has the highest cost for actual floor space, booth design, and transport. Despite these high costs, many companies have their expenditures offset by the application of Specialty Crop Block Grant funds secured by the Georgia Fruit and Vegetable Growers Association. Due to relatively high costs, large numbers of participating companies, and the desire for responsible stewardship of allocated funds, PMA cost share was shifted. This is also in anticipation of greater numbers of companies that will likely participate as the show is rotated back to the East Coast in future years.
- **What about XYZ show (United Fresh, Winter Fancy Foods, etc.)?**
  - Based on producer performance at these initial shows, increased awareness from producers, and further conversations with industry leaders; it is the right and the responsibility of the Domestic Marketing Program administrators to evaluate future show participation. This may include reducing support for particular shows, increasing support, or adding new shows in future years.
- **What if we have more companies that want to participate than we have funding for?**
  - A wait list will be developed for shows that have more interest than funding that

is available. This would be a good problem to have because we can carefully manage expectations, refine programmatic goals and procedures, and enhance the experience in future years for producers.

| <u>Show</u>                                   | <u>Location</u>         | <u>Date</u>                  | <u>Produce/<br/>Manufactured<br/>Foods</u> | <u>Booths to<br/>be served</u> | <u>Cost<br/>to<br/>GDA</u> | <u>Cost to<br/>company*</u> | <u>Total GDA<br/>investment</u> | <u>Estimated<br/>Attendance</u> |
|---|-------------------------|------------------------------|--|--------------------------------|----------------------------|-----------------------------|---------------------------------|---------------------------------|
| America's Food and Beverage                   | Miami, Florida          | Sept. 23-24,<br>2019         | manufactured<br>foods, produce             | 3                              | \$2,500                    | \$500                       | \$7,500                         | 2,000                           |
| American Food Fair                            | Chicago,<br>Illinois    | May 2020                     | Manufactured<br>foods                      | 4                              | \$3,095                    | \$500                       | \$12,380                        | 60,000                          |
| AmericasMart                                  | Atlanta,<br>Georgia     | July 10-14,<br>2019          | Manufactured<br>foods                      | 30                             | \$2,900                    | \$500                       | \$87,000                        | 88,000                          |
| AmericasMart                                  | Atlanta,<br>Georgia     | Jan.16-20,<br>2020           | manufactured<br>foods                      | 30                             | \$2,900                    | \$500                       | \$87,000                        | 94,000                          |
| Gourmet Foods International                   | Atlanta,<br>Georgia     | September<br>2019            | Manufactured<br>foods                      | 10                             | \$2,500                    | \$500                       | \$25,000                        | 2,000                           |
| Natural Products Expo West                    | Anaheim,<br>California  | March<br>2020                | Manufactured<br>foods                      | 3                              | \$7,160                    | \$500                       | \$21,480                        | 80,000                          |
| New York Produce Show                         | New York,<br>New York   | Dec.12-14,<br>2019           | produce                                    | 4                              | \$5,000                    | \$500                       | \$20,000                        | 5,000                           |
| Produce Marketing Association Fresh<br>Summit | Anaheim,<br>California  | October<br>16-20,<br>2019    | produce,<br>equipment                      | 15                             | \$3,000                    | \$2,350                     | \$45,000                        | 20,000                          |
| Southern Convenience Store Show               | Athens,<br>Georgia      | September 12,<br>2019        | Manufactured<br>foods                      | 4                              | \$1,300                    | \$500                       | \$5,200                         | 2,000                           |
| Southern Exposure SEPC                        | Nashville,<br>Tennessee | September 12-<br>14,<br>2019 | produce                                    | 10                             | \$2,500                    | \$500                       | \$25,000                        | 2,400                           |
| Southern Innovations SEPC                     | Florida                 | March<br>2020                | produce                                    | 10                             | \$2,500                    | \$500                       | \$25,000                        | 2,400                           |
| Summer Fancy Foods                            | New York,<br>New York   | June 23-<br>25, 2019         | manufactured<br>foods                      | 4                              | \$2,900                    | \$500                       | \$11,600                        | 34,000                          |
| Sweets and Snacks Expo                        | Chicago,<br>Illinois    | May 2020                     | Manufactured<br>foods                      | 4                              | \$3,650                    | \$500                       | \$14,600                        | 18,000                          |

Total Georgia Department of Agriculture Investment: \$386,760 Potential floor space: 14,100 square feet minimally, 131 potential booth spaces  
13 trade shows: 5 produce, 9 manufactured food shows; Potential 410,000 event attendees 6 states ; \*Cost to company is only an estimate. Costs may be higher depending on booth spaces chosen and does not include any travel, shipping, and other related costs.