



I-75 at Exits 134 & 135

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Georgia Department of Agriculture

Georgia National Fairgrounds & Agricenter

July 5, 2013

Dear Georgia Producer:

The Georgia National Fairgrounds & Agricenter and the Georgia Department of Agriculture will be premiering the Georgia Grown Building at the 2013 Georgia National Fair. The premise behind the Georgia Grown Building is to gather Agriculture-related items produced in Georgia into one location in an effort to promote Georgia Agriculture and educate the public about the products available from this state. We have included a copy of our press release which explains the benefits of being located in this new building aimed at spotlighting Georgia products.

For the smaller businesses that may not be able to commit to manning a booth for the duration of the Fair, we are offering the option of participating in our Georgia Grown Pavilion, a retail consignment store which is being relocated to the Georgia Grown Building. Consignees would be responsible for providing a list of their products with UPC codes and price points by September 1, delivery and set-up of their product prior to the opening of the Fair, providing an inventory list upon delivery, and picking up the product after the Fair is over. The Georgia National Fair will staff the store, restock the product throughout the event, and take responsibility for handling of sales tax. To cover the cost of operating the store, the Georgia National Fair will retain a 16% commission.

Informational flyers about the Georgia Grown Pavilion will be distributed at the entry gates to help drive traffic to the building. Included in this flyer will be a coupon for 10% off of one item purchased at the Georgia Grown Pavilion. All vendors will be required to honor this coupon. We are also working on providing an area for sampling of the products inside or directly outside of the store to help generate sales.



401 Larry Walker Parkway
Perry, GA 31069
478-987-3247 • Fax 478-987-7218



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THE
NETWORK!

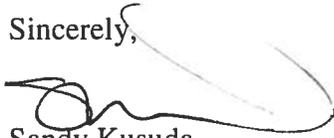


If you are not already a member of the Department of Agriculture's Georgia Grown Program, we would encourage you to join, so that you may reap the many benefits of membership. We have enclosed a brochure with information about the program.

Space is limited, so please contact me to learn how you can consign at the Georgia Grown Pavilion.

Or, if you would like information on renting booth space in the building, please contact Teresa Hawk at (478) 988-6483 or thawk@gnfa.com.

Sincerely,



Sandy Kusuda
Director of Georgia Living
Georgia National Fair
(478) 988-555
skusuda@gnfa.com

Enclosures