

The Honorable Peter Hofherr

Director

Missouri Department of Agriculture

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Base Grant: \$500,000

Specialty Crop Grant: \$210,000

Total Grant: \$710,000



Seniors Farmers Market

Nutrition Program:

\$27,000.

Funding was used to facilitate participation in coupon reimbursement program.

Equine Survey:

\$30,000.

This survey underscores what equine enthusiasts have always known: Missouri's equine industry is a significant contributor to the state's economy. This equine survey – the first conducted in Missouri revealed that the Show-Me State is a national contender. The figures show Missouri may rank as high as third in the nation in equine inventory with 200,000 head at 37,000 locations, generating \$420 million.

Export Buyers' Missions:

\$30,000.

Promote increased exports of various forest products offered by Missouri companies. Promote increased exports of various types of livestock and genetics offered by Missouri producers. Initiate and develop Missouri's wine exports in Europe and Asia. Initiate and develop Missouri's organic and all-natural exports in Asia (Taiwan and Korea).

Farmers' Market Promotion:

\$50,000.

Increase sales by promoting farmer and consumer awareness about direct farm markets, whether it is farmers' markets, roadside stands, consumer awareness initiatives, and or restaurants and shops that buy local products.

Organic Certification

Manual and Survey:

\$17,250.

On June 24, 2002, the Missouri Department of Agriculture received legal authority to implement the National Organic Program. Organic producers and handlers requested the department

to become an educational outreach source for the organic community. Developing and making available an Organic Resource Manual is one way to meet that need. The manual is mailed by request as well as dispersed to interested parties at fairs, field days, and other department events. Copies are also placed in the University of Missouri extension offices. Names and addresses of recipients of the manual are retained for the follow-up survey. The manual provides the information to the Missouri organic producers and handlers on criteria to become certified to the National Organic Program (NOP) standards, to provide clearly defined answers to NOP labeling questions for organic handlers, and to provide educational resources for organic production and handling methods.

Specialty Crop Institute:

\$40,000.

The Missouri Department of Agriculture in partnership with the Thomas Jefferson Agricultural Institute initiated a survey to explore new opportunities with alternative or nontraditional crops with a focus to educate Missouri producers on nontraditional crop markets and farm diversification. The survey was mailed to 10,000 Missouri households. Operations eligible for sampling must have been registered as growing two or more of the targeted crops: soybeans, grain sorghum, and/or wheat. All selected records were matched with the 2002 organic corn/soybean survey and duplicates were removed. The department has received a database for all respondents that completed the survey. Compiled survey results are pending.

Timber Survey:

\$16,000.

Survey will define a target audience prior to initiating a forestry education program. The program will provide Missouri land stewards with the educational tools needed for making sound timber management decisions.

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Ag Awareness & Education:

Missouri Department of Elementary and Secondary Education, the Missouri Press Association, and the Missouri Department of Agriculture, \$25,000.

Increase the exposure of consumers, both adult and student, to the impact of the agricultural industry on their daily lives. Strengthen the source of information for educators and consumers on the relationship between the agricultural industry in Missouri, food sources, production methods, food safety, and Missouri's economy and environmental issues. Publications include: Commodity Map/Career Poster, Newspapers in Education project, and three issues of the Show-Me-Agriculture classroom publication. Events include Earth Day, and AgCitement at the Missouri State Fair.

Agritourism:

\$50,000.

Create a program to help farmers and rural landowners develop agritourism opportunities and work with the Missouri Department of Economic Development's Division of Tourism and private industry to highlight agriculture at each Missouri tourist information center. Efforts will focus on educating the agriculture community about opportunities for fostering agritourism, as well as creating interactive displays and informational and educational materials for the public. Activities include: 10,000 copies of the agritourism guide published and distributed, agritourism workshops conducted, distribution of brochures, flyers, etc. to promote agritourism in Missouri.

Communications:

\$120,000.

Communications plan, information summit/outreach – communications within the agriculture community as well as with the public which is often far removed from production agriculture – is key to the long-term success of agriculture. Significant enhancement in the department's communications infrastructure became necessary for the development of a fully functional communications office.

Food Circle Network:

Missouri Department of Agriculture; University of Missouri Outreach & Extension; Community Food Systems; Sustainable Agriculture Program, University of Missouri; Chefs Collaborative; Missouri Organic Association; Missouri Vegetable Association; Sustaining People through Agriculture Network; Green Hills Farm Project, & the Kansas City Food Circle, \$60,000.

Create the infrastructure for community-based food systems.

The project goals include:

- Help existing farm families focus on producing food for local markets (develop three community supported agriculture farms; and conduct five workshops on farmers reaching new markets),
- Connect farmers and consumers directly together (establish connections between local farmers and school services in two school districts; establish channels between farmers and hotel food services by serving local foods at two conferences),
- Support these connections by encouraging community based processing and distribution (provide technical assistance to four farmer cooperatives; encourage establishment of one new local food retail business and provide assistance to three existing ones), and
- Work with consumers and communities to encourage more consumption of locally grown food (conduct between four - eight consumer education events).

Agri-Missouri - Promoting Value – Added & Web-based Marketing:

\$115,000.

Recommendations from the Governor's One Missouri, One Agriculture" task force to establish an aggressive "Buy Missouri" campaign. Subsequent market research confirmed there is high demand for Missouri products, and both consumers and businesses want to spend their dollars close to home where they directly benefit the local economy.

The department expanded its 17-year-old marketing program to better promote Missouri foods, beverages and destinations to send the message that agricultural products fulfill both rural and urban consumers' needs. November 18, 2002 Governor Bob Holden unveiled a new logo for the AgriMissouri Program at the annual

Governor's Conference on Agriculture. The logo depicts a city scene and rural landscape joined by the word "AgriMissouri." Missouri consumers want to know where their products are coming from. Consumers feel safe when buying their products from local businesses. Missouri consumers are faced with the problem of having a centralized resource to locate local products. In addition, producers and processors are limited in their ability to promote their websites on a statewide platform. A web-based marketing site will create the demand for Missouri products by enabling the centralization of information and the promotion of the contents on a state and national level.

Missouri Task Force on Agriculture:

\$130,000.

Throughout the spring and summer of 2001, 38 leaders from all facets of agriculture assessed the current climate of agriculture in Missouri. From the insights and suggestions the task force members gleaned from Missourians during the series of meetings, Governor Bob Holden submitted the executive summary and recommendations December 17, 2001 – "One Missouri, One Agriculture".

By placing special emphasis on the following key areas will yield the most results in developing a stronger and more inclusive agricultural sector in Missouri.

Those identified key areas are:

1. Creating a more favorable business climate for Missouri agriculture;
2. Developing new and expanded product and market development opportunities for Missouri agricultural products, both raw and processed;
3. Expanding access to capital for business creation and expansion; and,
4. Creating an organizational and communications infrastructure to better serve the needs of the agricultural community.