



Keep a good thing growing.™

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Fact Sheet

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“Ohio Agriculture: Keep a good thing growing” TV Spot Makes Cents

“Gold” is a commodity everyone values

A new 15-second commercial produced by the Ohio Department of Agriculture using a special federal grant features an armored security truck and guard while the voiceover comments about an unnamed industry that contributes \$73 billion to the state’s economy. When the guard opens the door, bushels of golden corn spill to the ground, illustrating that the industry being described is Ohio agriculture.

There’s more to the message

Food and agriculture contribute more than \$73 billion to Ohio’s economy, according to a study by Ohio State University agricultural economists. This amounts to about 13 percent of Ohio’s total economy. The industry employs one in six Ohioans in agricultural production, agribusiness, food processing, forestry processing, and food service and retailing.

Economic impact on Ohio

Ohio farmers produce more than just the food we eat. Our location at the eastern edge of the Corn Belt allows for substantial grain production (such as corn and soybeans), for food both for humans and animals. Ohio is a world leader in nursery stock production, particularly bedding plants and poinsettias. Ohio is the largest sheep producing state east of the Mississippi River, providing among the finest quality wool products. The state also supplies lumber and wood that is used in furniture, construction, and housing.

Every dollar spent on OHIO PROUD (Ohio’s signature agricultural marketing program) reinvests in the state’s economy and allows Ohio consumers to find locally grown products. Research shows that more than 75 percent of Ohio consumers prefer to buy Ohio food and agricultural goods. Some say they would even pay a bit more for items made in Ohio, with good reason: Besides getting homegrown goods, they are supporting Ohio’s family farms and local economy.

Around the Globe

Food and agriculture exports are an important ingredient in any recipe for Ohio’s economic success, one that helps assure continued prosperity, stability, and vitality for the entire state.

Ohio’s products have shown up all over the world, thanks to public and private efforts to take advantage of marketing opportunities in foreign lands. People buy our popcorn in Gabon, Africa; salad dressing in Western Europe; beef and dairy cattle genetics in Brazil; hardwood veneer logs in China; ice cream in Korea; soy proteins in Canada; ketchup in Mexico; mayonnaise in Israel; and tofu soybeans in Japan.

In 2000, Ohio ranked 14th among states in exports, sending abroad an estimated \$1.1 billion of agricultural goods. (USDA) The revenue from exports, plus sales in Ohio and throughout the U.S., combined with large purchases of supplies and services by the agricultural industry from allied industries and local businesses, further strengthens Ohio’s economy.

This project is administered by the Ohio Department of Agriculture using funds established by an act of Congress in August 2001, which provided a grant of \$500,000 from USDA to each state to promote agriculture. (H.R. 2213, PL 107-25, Section 7 of public law #107-25)