

The Honorable Bruce H. Gresczyk

Acting Commissioner
Connecticut Department of Agriculture
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Base Grant: \$500,000
Specialty Crop Grant: \$180,000
Total Grant: \$680,000

CONNECTICUT
GROWN



CT Grown Program:

Connecticut Dept. of Agriculture, \$140,000.

This proposal funded the CT Grown marketing campaign through purchase of CT Grown promotional materials for distribution to agricultural producers and farm stands. We also used items as giveaways at all department events and at trade shows.

Trade Shows:

Connecticut Dept. of Agriculture, \$60,000.

This proposal helped to fund our participation at a variety of state, regional and national trade shows promoting Connecticut food products under the CT Grown logo. Purchased displays and graphics and solicited CT companies and their products in a cooperative effort to increase sales of CT products.

Media and Media Program:

Connecticut Dept. of Agriculture, \$295,000.

This proposal utilized radio ads in an extensive promotional campaign throughout seasonal progression of harvests in Connecticut. Coverage at 12 radio stations promoted Connecticut ag production such as Christmas tree, fruits and vegetables, corn, maple syrup, turkeys etc in 30 and 60 second commercials. Produced CT Grown video for media use.

Map Program:

Connecticut Dept. of Agriculture, \$45,000.

This proposal utilized a cooperative effort with the CT Department of Transportation in the production of 140,000 full size, colored farm directional maps. This map is full of information about CT Farms along with their locations, a total of over 300 destinations. This was distributed at all farm stands, tourism districts and department functions.

Commodity Grants:

Various Recipients, \$56,000.

This proposal allowed us to fund ag commodity groups, associations and Farmers Markets in promotion of CT Grown products by utilizing print media, publications and pamphlets, many matching dollar for dollar the amount given them. Also helped fund a joint 6-state Harvest New England commodity program and market studies to help determine promotion direction.

Awareness Program:

Connecticut Dept. of Agriculture, \$55,000.

This proposal allowed us to fund farm to institution seminars and meetings, seasonal billboards of CT Grown products, fruit and vegetable seminars with chain stores and seafood buyer's seminars.

Johne's Disease Program:

Connecticut Dept. of Agriculture, \$30,000.

This proposal allowed us to sponsor a seminar and a workshop for dairy producers and veterinarians. It also allowed for funding for blood testing at each Connecticut dairy farm along with supplies to facilitate the process.

