

# New Hampshire

## The Honorable Stephen H. Taylor

Commissioner  
New Hampshire Department of Agriculture,  
Markets, & Food  
P.O. Box 2042  
Concord, New Hampshire 03302-2042  
(603)271-3551, Fax (603)271-1109



Base Grant: \$500,000  
Specialty Crop Grant: \$120,000  
Total Grant: \$620,000

### Industry Grants:

\$284,811.

Twenty-eight grants were awarded on a competitive basis to New Hampshire agricultural organizations and groups to conduct projects in agricultural marketing, research, education, food safety, production and pest and disease management. Grants were given in amounts ranging from \$500 to \$50,000. All projects were completed by Spring 2003. A total of \$284,811 was awarded.

### Statistics Expansion:

New England Agricultural  
Statistics Service, \$12,000.

The NH Department of Agriculture, Markets & Food entered into a five year agreement with New England Agricultural Statistics Service (part of USDA, NASS) to expand its collection of commodity statistics in New Hampshire. 2002 was the first year of the program. Cost to implement the expansion was \$12,000.

### Harvest New England:

Harvest New England, Inc., \$25,000.

The Department is participating with the other six New England state departments of agriculture in a regional marketing project designed to increase awareness and sales of New England grown and made products through regional supermarkets. Marketing staff from the New England departments of agriculture will coordinate the project. The program began in the summer of 2003 with the establishment of a 501(c) (5) not-for-profit organization and contracting with a program director. Total cost to each state is \$25,000.

### Television Advertising Series:

New Hampshire  
Department of Agriculture, \$128,291.

Working with a committee, including a film professional, the department interviewed twenty New Hampshire film companies and hired Atlantic Media of Portsmouth to design and

produce a series of nine 30-second television advertising spots. The spots feature seasonal crops and products of New Hampshire. Filming began in the summer of 2002 and wrapped up after the 2003 maple season. The first television airing was on Mother's Day 2003, with a spot featuring ornamental horticulture. The remaining spots continued to air during the appropriate season through March 2004. Total ad production price was \$22,500. The spots have aired on WMUR, WNDS, Adelphia cable networks, Comcast cable and Rutter cable, as well as NH Public TV. A total of \$105,791 in air time on these networks was contracted.

### New Hampshire Agriculture Strategic Marketing Plan:

New Hampshire  
Department of Agriculture, \$55,000.

Working with a committee of agricultural business and agency representatives, the department interviewed six New Hampshire marketing firms and hired Rumbletree of Portsmouth to develop a strategic marketing plan for New Hampshire agriculture. Rumbletree is to conduct research and identify key actions to be implemented to enhance the image of New Hampshire agriculture and improve product awareness and marketing. The goal was to develop a document, backed with appropriate research, to take to the New Hampshire legislature and others for specific funding requests. Total cost of the research and plan development was \$55,000. The research was completed in July, 2003 and the final report was delivered in September, 2003. The plan and its recommendations will be presented to industry leaders at a special forum in March 2004. An implementation plan will be developed with input and participation from industry.

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**Website Redesign:**

New Hampshire Department of Agriculture,  
\$23,000.

The Department worked with the NH Office of Information Technology to identify a knowledgeable company to redesign its current website to make it more attractive and functional for users and give Department staff the ability to implement updates directly to the website for improved efficiency. PixelMedia of Portsmouth received the contract. Work began in January 2003 and was completed in July 2003.