

# Marketing News

North Dakota Department of Agriculture

September 2002

## Seattle Gift Show Offers New Opportunities

Marketing Specialist Sara Wagner ventured to Seattle to explore the Seattle Gift Show, August 17-21 at the Washington State Convention and Trade Center.

“The Seattle Gift Show is an incredible show,” stated Wagner. “Every kind of gift or gourmet food item was represented at this show.” Twelve divisions make up this show in one convenient location. Divisions include: At Home, Garden Style, Handmade, Northwest Directions, Personal Style, Village Arts, Food Focus, General Gift, Jewelry Vault, Northwest Craft Gallery, Stationery & Trend Merchandise and The Vintage Collection. Three of these divisions are juried, meaning a company has to go through a selection process to be allowed into the show. The show also features a “Launching Pad” area where new products at the show are highlighted.

Over 1,500 booths representing 900 companies filled the Trade Center. Almost 13,000 buyers from across the country as well as Canada attend this show. These buyers represent gift shops, furnishing stores, jewelry and stationery stores, craft galleries, gourmet shops and more.

“After walking the show, I think there are great possibilities for some of our Pride of Dakota companies,” said Wagner. One opportunity would be to combine efforts with neighboring states. Wagner visited with representatives from Montana and they were excited about the possibility of working together. We will keep you posted on the details. For more information on this show, please call Sara at (701) 328-4766.

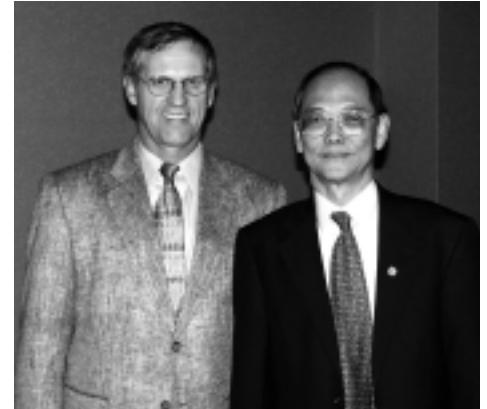
## Dakota Store Returns to Norsk Hostfest

Watch out Norsk Hostfest! Here comes the Dakota Store again! This is the third year Pride of Dakota will have a presence at the Norsk Hostfest.

The Norsk Hostfest is North America’s largest Scandinavian festival. This year, the Hostfest takes place October 9-12, 2002, in Minot, from 9 a.m. to 9 p.m. daily. Pride of Dakota has contracted an 8’ x 20’ booth space for the Dakota Store. Over thirty companies are signed up and ready to sell. The marketing staff, along with Pride of Dakota members, will run the store for the four-day event.

This is a great opportunity for our companies to display and sell their products to over 50,000 visitors from around the world. If you have any questions on this event, please call Sara at (701) 328-4766.

## Doing Business in China



Agriculture Commissioner Roger Johnson and Dr. Sam Wong.

Dr. Sam Wong, Director of the U.S. Ag Trade Office in Guangzhou, China, spoke to a group of ag producers and company representatives Tuesday, July 23 at the Holiday Inn in Bismarck.

The North Dakota Department of Agriculture and US Foreign Ag Service sponsored Dr. Wong to come to North Dakota and speak on China trade prospects. Companies met with Dr. Wong on a one-on-one basis where they were able to question him on their specific products.

Companies participating in these meetings were ADM, ND Mill & Elevator, Dakota Growers Pasta, Sinner Brothers, American Loala Management, Sheyenne Valley Processing, Dakota Pride Cooperative, Rolling Hills Premium Ranch Beef and Minn-Dak Growers. For more information on Dr. Wong, please call Chuck at (701) 328-4759.

## Grand Forks Hosts a Taste of Dakota

Customers at Hugo's in Grand Forks got a "Taste of Dakota." Pride of Dakota, Hugo's and WDAZ-TV sponsored the first Grand Forks "Taste of Dakota" on August 2, at the 32nd Avenue Hugo's. Pride of Dakota companies sampled their products in the aisles of Hugo's to increase awareness of the variety of food products made in North Dakota.

This was a successful event with eleven Pride of Dakota companies participating. Companies that participated were: The Barnstormer, Bonnie's Country Classics, Candy, Cones & More, Clem's BBQ Sauce, GH, Inc., Patrie's Raspberries on the Prairie, Pizza Corner, RBJ's Spreadable Fruit, Sheyenne Valley Processing, and Witty Ideas. The response from the community was positive. Hugo's store managers were excited about this event and stated that they would be happy to sponsor the "Taste of Dakota" event again.

Agriculture Commissioner Roger Johnson helps introduce Sun Butter, a new product from Red River Commodities, at a press conference during Taste of Dakota.

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## Easy Way to Access MAP!

Sick of calling Marketing Services each time you need Market Assistance Program (MAP) forms? Find the revised MAP forms on our website at <http://www.agdepartment.com/programs/mktgasstprog.html>

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## Good Showing in the Windy City

Three Pride of Dakota companies hit the trail to show their products at the largest restaurant show in the United States. Chicago's McCormick Place housed the 83<sup>rd</sup> annual National Restaurant Association show on May 18-21, 2002.

"All the companies seemed very happy with the amount of traffic they received at the show," said Bobbi Talmadge, Marketing Specialist. "This was the first year any of these companies displayed at this show and all indicated to me they would be interested in attending again next year." This was Bobbi's first trip to the show as well and she was impressed by the prospects of the show.

"There were buyers from every market all over the country, as well as all over the world. I loved seeing our small North Dakota companies sitting on the same floor as multi-million dollar food giants," Bobbi said. "It was great exposure for these companies and I hope we will be back with more participants next year."

The North Dakota Department of Agriculture sponsored three booths in the American Food Fair section of the show. The food companies participating were: Sheyenne Valley Processing, Harvey; Bushel 42, Crosby; and Baker Boy, Dickinson. The North American Bison Coop had a booth on the main floor of the show and other Pride of Dakota companies walked the show including Cloverdale Foods, Space Aliens, and Valley Specialty Foods.

Wendell Grondahl, Sheyenne Valley Processing, talks with a prospective client at the NRA Show.

Recruitment starts soon, so anyone wishing to attend the 2003 show should contact Bobbi at (701) 328-4159.

## Pride of Dakota Day Continues to Draw Crowds

The 15<sup>th</sup> annual KMOT-TV/Pride of Dakota Day was held at the North Dakota State Fair, Monday, July 22.

The activity-packed event was a hit as over one thousand people visited the tent to eat and shop. As in the past, Pride of Dakota companies were able to sell their products from 11 a.m. to 5 p.m. This year 35 Pride of Dakota companies participated! A lunch for \$1 was sponsored by Cloverdale, Pan-O-Gold Baking, Land-O-Lakes and Dakota Pasta Growers. All proceeds were donated to the Ag in the Classroom program.



People lined the street for the \$1 lunch at Pride of Dakota Day.

Farmer Olympics was once again a popular event this year. Contestants participated in four events: wheelbarrow racing, husband calling, roping and bale tossing. People Magazine was even in town to do a story on our husband calling event! The Kid's Farmer Olympics drew a big crowd this year as kids lined up to take part in an obstacle course, roping and sack races. The North Dakota Cattlewomen sponsored the Kid's Farmer Olympics and donated first place prizes as well as participation prizes to all kids that participated.

It was a busy, fun-filled day. This event helps increase awareness of Pride of Dakota and North Dakota products. Pride of Dakota Day is always on the Monday of the State Fair. Mark your calendars for next year!

### New Companies Exhibit at UMAGA

Three new companies made their debut in the Pride of Dakota room at the Minneapolis Gift Mart, August 10-13, 2002. New companies included Schwankl Originals, Candlelight Cottage and Originals by Joyce. Nine Pride of Dakota companies in all participated in this show. This was the seventh time the Department of Agriculture sponsored the Pride of Dakota showroom at the Minneapolis Gift Mart.

The companies were excited with the response they had from this show, with most companies making sales and great contacts. Other companies that participated in the Pride of Dakota showroom included: Mable's Taste of Home, Golden Flax 4U, Bonnie's Country Classics, Thunderbird Ranch, Heavenly Scents, and Pure Pleasures.

The Minneapolis Gift Mart is a wholesale gift showroom facility that features over 6,000 lines of gift and accessory merchandise in 160 showrooms. In addition to their permanent showrooms, during the March and August markets, temporary booths are set up at the Radisson Hotel South. There are additional lines of merchandise in 150 temporary booths.

If you have any questions on this show, please call Sara at (701) 328-4766.

### Pride of Dakota Food on School Menus

The School Lunch Administrators Trade Show took place in Minot, August 9-12. Pride of Dakota exhibited at this show as well as six individual Pride of Dakota companies. Brochures that included company information from 18 Pride of Dakota companies interested in the school foodservice market were distributed to school administrators.

Companies who exhibited at this show were Cloverdale Foods Company, Mandan; Dakota Fresh, Medina; Land-O-Lakes, Bismarck; North American Bison Cooperative, New Rockford; Sungold Foods (Red River Commodities), Fargo; and Baker Boy, Dickinson.

Marketing Coordinator Chuck Fleming also solicited schools for Pride of Dakota School Lunch Day, which will be held March 25, 2003. Nine new schools who hadn't participated last year signed up for this coming year's event. The number of students participating in the Pride of Dakota School Lunch Day is currently at 30,000! This is a great start on our way to top the 60,000 students from last year.

## ND Feedlot Managers Attend Tour

Over 140 producers from five Midwest states attended the North Central Dairy Calf and Heifer Tour in Brookings, SD June 19.

The group visited three dairy heifer operations, and toured the Midwest Dairy Institute, a working educational farm in Milbank, SD. Some ND feedlot managers are exploring the idea of growing dairy heifers to escape fluctuating beef cattle markets and seasonal open pens.

Attending the conference from ND was (L to R) Jeff Breker, Hanava; Bill Davis, State Dairy Director; Duane McIntyre, Casselton; Wally Northrop, Belfield; Bobbi Talmadge,

Marketing Specialist; Doug Caron, Scranton; and JW Schroeder, NDSU Extension Dairy Extension Specialist. To learn about upcoming Dairy Heifer Growing events, contact Bobbi at (701) 328-4159.

## Loan Program Helps Farms Diversify Operations

The Bank of North Dakota's (BND) AG PACE Loan Program is designed to help farms diversify their operations. The program can be used for on-farm businesses, improving feedlot facilities, irrigation development, purchasing equity shares in value added projects, and other "non-traditional" agriculture ventures.

As a participation loan program, the AG PACE program is initiated through a local lender that applies to BND for approval and participation in the loan. Approved AG PACE loans provide an interest rate to the borrower of up to 5 percent below the lead lender's standard interest rate. For example, if a local lender's interest rate is 8 percent, the interest charged to the borrower for an eligible AG PACE loan would be 3 percent.

If you are interested in learning more about the AG PACE program, please contact the Agricultural Mediation Service at (800) 642-4752, the Bank of North Dakota at (800) 472-2166, or your local lender.

## Showcasing North Dakota Feedlots

The number of cattle on feed in Southwest North Dakota continues to grow, as producers in the state continue to see results. Dakota Prairie Beef Co-op Feedlot and Arndorfer's Feedlot were the focus of this year's feedlot tour.

Cattle producers, and other industry representatives, filed into a charter bus to attend the one-day tour June 12. The bus started in Jamestown and continued west along I-94 picking up passengers. The group took a ride down the enchanted highway, and ate lunch at Shooter's Roost in Reeder prior to the tour.

Dakota Prairie Beef Co-op Feedlot in Gascoyne was the first lot stop. The group was addressed by manager Mark Vochel who spoke to the group about some of the lots recent changes. "Because of changes we have recently made, we are now accepting custom feed cattle," Vochel said. Prior to this change all cattle on feed had to be owned by a member of the co-op. "This change should help us keep more cattle in our pen."

The lot is also now using ultrasound to assess back fat percentage prior to final finish and slaughter. After the reading, cattle are separated into 3 or 4 different groups. This reduces feed costs and allows them to market those cattle at the optimum time and market. Vochel reported about 80% of the cattle leaving the lot are grading choice this year.

Shaun and Jodi Arndorfer hosted the group on its second stop. This young couple custom feeds about 2,500 cattle. They were able to build their new lot through the 319 program, and a lot of sweat! The group toured the feedlot and waste water system. "This is one of the best places in the country to feed cattle," said Arndorfer as he addressed the group traveling through his feedlot. "There is plenty of feed and the weather is not really a factor for us."

### Now Available

2002 North Dakota Feedlot Directory  
Contact Bobbi at 328-4159 for yours!

## Festivals Add Fun to Farmers Markets



Agriculture Commissioner Roger Johnson and Marketing Coordinator Chuck Fleming visit with Gerald O'Connor, a Pride of Dakota member and a participant in the Town Square Farmers Market.

The North Dakota Department of Agriculture sponsored Farmers Market Festivals in Grand Forks and Bismarck this summer.

Live music, children's games and plenty of good food were all part of the action at the Town Square Farmers Market Festival, Saturday, August 3, in Grand Forks. The event was held from 9 a.m. to 2 p.m. at the intersection of Third Street and Demers Avenue.

Now in its second year, the Town Square Farmer's Market brings together the areas freshest produce, talented craftspeople, agriculture producers and entertainers in one location. Special activities filled the day including a salsa eating competition and taste testings of jams. Agriculture Commissioner Roger Johnson even got into the fun as a judge for the baked goods competition. The Town Square Market offers customers a wide variety of products in a fun atmosphere.

The Farmers Market Festival in Bismarck took place Saturday, August 10, at the K-Mart Farmers Market location. The attendance at this event was great! There were steady crowds all morning with many vendors selling out of their product by 11 a.m.!

If you have questions regarding farmers markets, please call Sara at (701) 328-4766.

## Welcome New Pride of Dakota Members

Bushel 42 Pasta Company  
Crosby

Enzminger Elk Farm  
Streeter

Northern Plains Nutritional Grains  
Lakota

Golden Valley Omega Flax  
Park River

Wagner's Wagon  
Mercer

Paul Deutsch  
Watford City

Sew Worthy  
Bottineau

Witty Ideas  
Fargo

Premium Gold Packaging  
Denhoff

The Tea Basket  
Deering

Dakota Fresh  
Medina

T & J Strawberries  
Jamestown

Chippers Candy  
Fargo

Erickson Handcrafted Products  
Grand Forks

Cherry Blossoms  
Williston

Dakota Treasures  
Washburn

Mark's Strawberry Farm  
Fargo

Dakota Golden Flax  
Golva

Haak's Produce Farms  
Oakes

Hahn's Garden  
Wheatland

Dakota Spas Factory Outlet  
Mandan

The Raspberry Ranch  
Munich

Hope Quality Meats  
Hope

The Juneberry Patch  
Velva

Wildrose Grocery  
Wildrose

Triple B Farm  
Oakes

Western Cooperative Credit Union  
Williston

Get Well-Stay Well  
Minot

Western Wilds  
Killdeer

## Marketing Calendar

September 9	Pride of Dakota Marketing Seminar Bismarck
September 23-24	Governor's International Trade Conference Fargo
September 26-30	U.S. Food & Agribusiness Exhibition Cuba
October 1	Pride of Dakota Advisory Council Meeting Bismarck
October 3-6	Natural Products Expo Washington D.C.
October 9-12	Norsk Hostfest Minot
<b>Pride of Dakota Holiday Showcases</b>	
November 9-10	Minot
November 16-17	Grand Forks
November 23-24	Fargo
December 7-8	Bismarck

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