

Marketing News

North Dakota Department of Agriculture

January 2003

Eleven Pride of Dakota Companies travel to Cuba

Eleven Pride of Dakota companies were among the more than 200 companies from 32 states participating in the United States Food and Agribusiness Exhibition, Sept. 26-30, in Havana, Cuba.

“North Dakota ranked fifth in the number of companies and organizations taking part in the event,” said Agriculture Commissioner Roger Johnson. A total of eight sales were consummated as a result of the Show.

The Pride of Dakota companies attending include Dakota Growers Pasta Co., Carrington; Paulson Premium Seed, Bowman; Superior Grains, Inc., Crosby; Premier Pulse International, Minot; Earthwise Processors, LLC, Moorhead, MN; RDO Foods, Grand Forks; North Dakota Mill, Grand Forks; RDM Potato Sales of Walhalla; Peterson Farms, Harwood; Northharvest Bean Association, Frazee, MN; and Land O’ Lakes, Bismarck.

Arrangements for the Food Exhibition were made by the North Dakota Farm Bureau. Accompanying Johnson was Charles Fleming, North Dakota Department of Agriculture marketing coordinator and Lt. Governor Jack Daryl Imple, who also is Chairman of Dakota Growers Pasta in Carrington. The five-day event at the Palacio de Convenciones de la Habana was authorized by the Office of Foreign Assets Control of the U.S. Treasury Department. In addition to promoting their products, participants had the opportunity to visit Cuban food production, processing, retail and transportation facilities.

Johnson said that while Cuba’s poverty precludes major purchases at this time, it is important for North Dakota companies to be among the first to visit the island nation and meet with trade officials and business leaders there. “The companies that went to Cuba will have an advantage when full trade relations are restored, as I believe they soon will be,” Johnson said. “This is a good investment in making contacts and establishing goodwill relations with a future trading partner.”

The North Dakota Department of Agriculture assisted the Pride of Dakota companies with costs of participating in the exhibition. In December Commissioner Johnson made a return trip to Havana where he again met with President Castro and government export officials to follow up on sales activity from the September exhibition and also promote future sales.



Agriculture Commissioner Roger Johnson visits with Fidel Castro.

Pride of Dakota Membership up 13%

Pride of Dakota membership is now at 360, the largest number of members ever. That figure compares to 319 a year ago. “The membership continues to grow because new entrepreneurs see the value of the program,” says Chuck Fleming, Marketing Services Coordinator for the Department. “The services and opportunities that the Pride of Dakota program offers can be very helpful to both new and established businesses in North Dakota.”

Pride of Dakota Holiday Showcases Break Records

For the second consecutive year, the Pride of Dakota Holiday Showcasse have set new participation and attendance records. More than 22,800 people visited a Holiday Showcase this year! This was due in large part to the addition of the Grand Forks Showcase.

The Minot Showcase drew 4,700 people on Nov. 9-10; the new Grand Forks Showcase attracted 5,400 customers on Nov.16-17; and the Fargo Showcase drew 5,800 the following weekend. Some 6,900 people took in the Bismarck Showcase on Dec. 7-8. The Fargo crowd was up more than 60 percent from 2001!

We also had great company participation this year! Every showcase this year was sold out - the Bismarck show was full over a month in advance. More than 100 Pride of Dakota companies operated booths at the Minot, Grand Forks and Fargo Showcases, and more than 150 took part in the Bismarck Showcase.

We will be setting the dates for next year's shows soon - so keep your eyes on the mail! And when you get your registration, make sure you send it in right away!! We are looking forward to another successful season.

If you have questions on the showcases, please contact Sara at 701-328-4766.

Companies to Exhibit at Twin Cities Show

Four companies will be hitting the road come January for the 9th annual Twin Cities Food & Wine Experience. The show takes place January 31 -February 2 at the Minneapolis Convention Center. The companies that are participating are Bonnie's Country Classics, Thunderbird Ranch Enterprises, SunGold Foods and Flax USA.

This is the number one gourmet food and fine wine show in the Midwest. It reaches over 14,000 consumers. This show is a retail show, but it does attract some wholesale buyers, restaurants and more. If you have questions on this show, please call Sara at 701- 328-4766.

Companies Attend Natural Products Expo

Marketing Services assisted three companies in attending the Natural Products Expo East in Washington D.C., October 3-6, 2002.

The Natural Products Expo East Show is the place to be for companies looking to captialize on one of the largest, untapped markets in natural products today. This show was a perfect choice for companies with natural and organic foods, vitamins and mineral supplements, personal care products, organic non-food products, specialty foods and more. The companies that participated in this show were Earthwise Processing, Flax USA, and Sheyenne Valley Processing.

The Natural Products Expo shows are the largeset natural product trade shows in the US. The Natural Products Expo West will take place in Anaheim California in March. If you have questions on this show, please contact Sara at 701-328-4766.

Mentoring Program Started for New Members

The North Dakota Department of Agriculture has initiated a mentoring program which allows new members access to information from the seasoned veterans of the Pride of Dakota program. "This is an effort to help young, emerging businesses learn from the experience of our more mature companies," Agriculture Commissioner Roger Johnson said. "We are pleased that 40 companies have volunteered their services to help their fellow POD companies."

All new companies will receive a list of the 40 companies when they become members and can select one or more of them as their mentor. The listing of companies will also be available on the North Dakota Department of Agriculture web site – www.agdepartment.com. For more information on this program, please contact Chuck at 701-328-4759.

ND Receives FSMIP Grant

North Dakota agriculture producers continue to look for profit opportunities on their operations. One avenue being explored by some is custom raising dairy heifers. As the dairy industry continues to stream-line, many of the larger operations are farming out their young animals. They look for somewhere to grow these heifers where they will receive specialized care on a high forage affordable ration.

After some 40 feedlot managers responded they would be interested in learning more about this opportunity, Marketing Services submitted a Federal-State Marketing Improvement Program (FSMIP) grant. In August, we received the \$36,000 grant. Funds will be used to offset costs on heifer recruitment tours, learning opportunities, promotional material, recruitment material and a dairy heifer handbook.

On March 26, feedlot managers and dairy producers will head to Green Bay, WI, to attend the National Dairy Heifer Growers Association conference. This year's conference theme is "Setting Tomorrow's Standard." The conference will give producers a chance to network with other producers from throughout the nation, and learn from national experts planned to present. The conference will run from March 27-March 29.

Anyone interested in attending this event or learning more about the ND Heifer Project can contact Bobbi at 701-328-4159.

APUC Funds MAP

The Marketing Assistance Program (MAP) continues to be a popular program in Marketing Services. In the latest go-round of the Agricultural Product Utilization Commission, directors awarded \$10,000 for POD companies looking to expand their markets outside the state and national borders. MAP will help pay travel and lodging expenses while attending approved trade shows.

Trade shows attended by participants included IAP National Convention, Chicago, Ill; National Products Expo, All Things Organic, Austin, TX; National Restaurant Association, Chicago, Ill; US Food and Agri-Business, Havana, Cuba; Alimentaria, Barcelona, Spain; IFT Food Expo, Anaheim, CA; Natural Products Expo-West, Anaheim, CA; Western Canada Farm Progress Show, Regina, CAN; and the Natural Products Expo- East, Washington, DC.

For more information on MAP, visit our website at www.agdepartment.com, under the services section, or call Bobbi at 701-328-4159.

Asian Pacific Rim Trade Mission Set for March

As Asian markets remain strong, North Dakota companies are gearing up to learn what they can about potential markets for their products. In a combined effort by Marketing Services and the Commerce Department, North Dakota companies will be traveling to Japan and South Korea in mid March.

Although not all plans are concrete, the group will visit the FoodEx Show in Makuhair Messe, Japan, on March 11-14; then travel to the Food & Hotel Show in Seoul, South Korea, on March 18-20.

Japan is one of the United States leading importers, last year spending more than 46 billion US dollars to feed their 127 million people. The FoodEx Show is the premier food show in the Pacific Rim Region. Last year 2,311 exhibitors from 74 countries introduced products to more than 90,000 food professionals.

South Korea is the sixth largest US market. With its population of wealthy, well-educated buyers, South Korea's buying power is worth about 11.4 billion US dollars. The Food & Hotel Korea Show expects about 80,000 buyers from the retail, foodservice, hotel and restaurant business.

Food Show Plus! services from MIATCO will be available at both of these shows. This service includes translation of material, an interpreter during the show and scheduled meetings with buyers. Please call Bobbi at 701-328-4159 ASAP if your company is interested in participating in this exciting trade event.

Carrington Pride of Dakota Featured on Martha Stewart



Ann Hoffert on the set of Martha Stewart Living filming a segment that aired in November. Photo by Vanessa Lenz.

Ann Hoffert, owner of Pipestem Creek, has made it to the big time! She appeared on Martha Stewart Living in two segments that aired November 21 and 29 where she featured her wreaths.

Ann flew to New York in October to film the story. She was picked up by a limo service and taken to the Martha Stewart Living set in Connecticut where they spent eight hours on the set.

“We have had a huge response in both online and retail orders since the television segments aired,” Ann said. Pipestem Creek had also been featured in the Martha Stewart Living Magazine in 1998.

Pride of Dakota Member wins National Award

Posi Lock Puller, Inc. of Cooperstown was recently recognized by the United States Department of Commerce for its successful export activity. The Export Achievement Certificate is the first one ever issued to a North Dakota company. Only 13 companies in a five-state area have received this award.

Posi Lock pullers are sold throughout Europe and parts of Asia. They are sent to distribution centers in Singapore and Holland as well as to many countries including Canada, Mexico, South Africa, and Australia. The company is currently working with a number of companies in Russia and the U.K.

Posi Lock also recently achieved the International Organization of Standards 9002:1994 registration compliance and has been registered by Entela, Inc. Quality System Registration Division. This is an internationally recognized set of standards that contains elements for ensuring quality products or services, continuous improvement and customer satisfaction.

Posi Lock Puller, Inc. was founded in 1978 and is owned by Dean and Peggy Somerville. Posi Lock is a long time member of Pride of Dakota.

Norsk Hostfest a Success

Pride of Dakota took the “Dakota Store” back to the Norsk Hostfest for the third year. The Norsk Hostfest took place October 9-12 at the All Seasons Arena in Minot.

The Dakota Store is an 8’ x 20’ gift shop filled with Pride of Dakota products. The Department worked with Gifts Dakota Style to manage the store. This year 30 companies participated in this event by having their products in the store. Sales at this year’s event increased from last year’s show.

This is a great opportunity for our Pride of Dakota companies. The Norsk Hostfest draws over 50,000 people from all over the world. We will be recruiting for next year’s show in May. If you have any questions on this event, please contact Sara at 701-328-4766.

Minneapolis Gift Mart Set for March

Nine companies will be making the journey once again to the Minneapolis Gift Show. The spring Minneapolis Gift Show takes place Saturday, March 8- Tuesday, March 11, 2003 at the Radisson Hotel in Bloomington.

The Minneapolis Gift Mart is a wholesale permanent showroom facility featuring over 6,000 lines of gift and accessory merchandise in 160 showrooms. In addition to the permanent showrooms, during the March and August markets, temporary booths are set up at the Radisson Hotel. There are an additional 1,000 lines of merchandise in 150 booths. The Department has sponsored a Pride of Dakota room at the last seven shows. The August show was a success with our companies making numerous sales and great sales contacts. Buyers for this show come from all over the region.

The companies that are participating in the March show are: Thunderbird Ranch, Dakota Free Products, Bonnie's Country Classics, Heavenly Scents, Plastics Plus, Candlelight Cottage, Flax USA, Mable's Taste of Home, and Barbara Stitzer Photography.

shopnd.com Sales Soar

Shop nd.com is hitting record sales in 2002, reaching a total of \$116,000! This compares to \$40,000 in sales in the year 2000 and \$9,466 in 1999.

In 1999 shopnd.com was created by the North Dakota Department of Agriculture for Pride of Dakota companies to learn about internet marketing and to become part of the e-commerce movement. At that time, few Pride of Dakota companies had any Internet experience and the Department of Agriculture felt much could be learned by exposing them to this new medium. Federal and state grant moneys were found that helped built and maintained the site throughout its early days.

Welcome New Pride of Dakota Members

			Dacotah Clayworks Hebron
Badlands Brew Coffee Bar Dickinson	Wildest Rice Company Fargo	Children Heard Bismarck	Dakota Territory Buffalo Mandan
Candles Unlimited Crete	Aquatic Delites Bismarck	Dakota Pride Cooperative Jamestown	Designs by Delores Bowman
Debi Rogers & Sue Bicknell Mandan	Bouquets by Kate Driscoll	LHS's Crafts Bismarck	Forever Gardens by Nan Minot
Earthwise Processors Fargo	Flax USA Goodrich	Liberty Snacks Carrington	Friesen Country Shops Park River
Holmgren's Thin Bread & Bakery Kulm	Longview Fibre Company Grand Forks	Pulse USA Bismarck	Glenda's Handmade Soap Bismarck
Impressions of Beauty Fargo	Pure Bliss Bismarck	Anut Cece's Cookie Castle Gackle	KC Designs Lemmon
Just Take the Penalty Turtle Lake	Sew Biz Bismarck	Barth's Farm Fresh Garden Bismarck	Maple River Winery Casselton
LH Logs Wishek	Bachmeier Pottery & Sculpture Fargo	Harvest Gardens Ellendale	Peterson Farm Seed Harwood
North Central Elevator Munich	Ross Books Minot	Barbara Stitzer Photography Minot	Premier Pulses Int'l Minto
R & C Bisonware Ceramics Hebron	Ashley Super Valu Ashley	Bricon Lankin	Spit Weasel Productions Bismarck
TJ's Soapworks Douglas	RMD Potato Sales Walhalla	RDO Foods Grand Forks	Valley Star Books Dickinson

Wholesale Gift Show Set for February

Plan now for the sixth annual Pride of Dakota Wholesale Gift Show Monday, February 24 at the Ramkota Hotel in Bismarck.

This show targets wholesale buyers from gift shops and tourist attractions in the region. We are getting ready to send pre-invitations to over 500 buyers from North Dakota and across the region. This is a great opportunity for companies who want to get their products into new stores for those companies who are considering the wholesale market. If you would like more information on this show, contact Sara at 701-328-4766.

Marketing Calendar

January 16	Marketplace of Ideas, Grand Forks
February 24	Pride of Dakota Wholesale Gift Show, Bismarck
March 8-11	Minneapolis Gift Mart, Minneapolis
March 11-14	FoodEx Show in Makuhair Messe, Japan
March 17	Pride of Dakota Seminar, Bismarck
March 17	Pride of Dakota Legislative Social, Bismarck
March 18-20	Food & Hotel Show in Seoul, South Korea
March 25	Pride of Dakota School Lunch Day

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