

Marketing News

North Dakota Department of Agriculture

June 2003



Terry Dammel of Rolling Hills serves a sample to a customer.

Taste of Dakota at Dan's a Huge Success

Another very successful Taste of Dakota event hit Bismarck on April 26. The new Dan's Supermarket Store in north Bismarck hosted this exciting event.

More than 20 Pride of Dakota food companies participated by sharing samples of their products with the more than 3000 customers at Dan's Supermarket throughout the day. The customers were anxious to sample the products that are made right here in North Dakota.

"Taste of Dakota gives consumers a great opportunity to see the quality of products that our state has to offer and

a chance to visit with the people who make those products," said Agriculture Commissioner Roger Johnson. "Customers always enjoy meeting the people who produce our food."

Those involved in Taste of Dakota were very pleased with the results. The staff at Dan's Supermarket was very happy to host the event and would like to continue to support Pride of Dakota and its events in the future.

North Dakota Food Products Served to 78,000 Students

Agriculture Commissioner Roger Johnson called the 2nd annual Pride of Dakota School Lunch Day on March 25th a "great success" with over 280 schools representing 78,000 students participating. This is the second year that this event has been held in conjunction with Pride of Dakota month.

Local schools participated by preparing menus featuring North Dakota food products. The North Dakota Department of Public Instruction provided sample menus for local school lunch administrators.

A North Dakota label scavenger contest was held this year with students collecting food items with North Dakota labels. The state wide winner was Pete Murtaugh's 6th grade elementary class at Rugby. They collected a whopping 2,634 labels. Second place went to Lynn Neutz's 5th grade class in Hazelton.

Schools across the state participated in a variety of activities including bread making in a bag, a Pride of Dakota school lunch geography activity, making place mats featuring North Dakota grown foods, and drawing and coloring the food pyramid.

The event is intended to focus on the emerging food industry in North Dakota and to encourage local school districts to include local food products on their menus.

Don't Miss Pride of Dakota Day

Let's go to the fair! The North Dakota State Fair will take place July 18-26, 2003 in Minot. Monday, July 21, marks the 15th annual Pride of Dakota Day at the fair.

This event is free for members! You will be able to sell your products from 11 a.m. - 5 p.m. under the big tent at the south end of the fairgrounds. We will again be serving a lunch for \$1.00. We are also planning other activities to help make the day a huge success!

Last year's event attracted over 1,000 people for the lunch alone, that isn't even taking into consideration the shoppers who stopped at the tent in the afternoon! You don't want to miss this exciting day! If you have any questions on this event, call Sara at (701) 328-4766 or e-mail sawagner@state.nd.us. We hope to see you there!

Marketing Calendar

July 21	Pride of Dakota Day, ND State Fair Minot, ND
August 9-12	Minneapolis Gift Mart (UMAGA) Bloomington, MN
September 15-18	SIAL Rio de Janeiro, Brazil
October 8-11	Norsk Hostfest Minot, ND
November 8-9	Minot Holiday Showcase
November 15-16	Grand Forks Holiday Showcase
November 22-23	Fargo Holiday Showcase
December 6-7	Bismarck Holiday Showcase

Minneapolis Gift Mart Continues to be a Success for Pride of Dakota Members

The Department of Agriculture sponsored its 9th Pride of Dakota showroom at the spring 2003 Minneapolis Gift Mart on March 8-11. Nine Pride of Dakota companies were represented at this show. Companies came away with new sales and valuable contacts for buyers from all over the region.

Companies that participated were: Thunderbird Ranch Enterprises, Ray; Dakota Free Products, Wildrose; Bonnie's Country Classics, Fargo; Heavenly Scents, Menoken; Plastics Plus, Bismarck; Candlelight Cottage, Chaseley; Flax USA, Goodrich; Mable's Taste of Home, Fargo; and Noodlewear Designs, Bismarck.

Participants in the Pride of Dakota Room are Sporting "Noodlewear Designs".

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

Pride of Dakota is once again sponsoring the Pride of Dakota showroom at the August market, which takes place August, 9-12. If you have questions on this show, please call Sara at (701) 328-4766 or e-mail sawagner@state.nd.us.

Dakota Store Set for the Norsk Hostfest

We are taking the Dakota Store back to the Norsk Hostfest!

The Dakota Store is an 8' x 20' gift shop filled with Pride of Dakota products. Last year over 30 companies had products in the Dakota Store. Sales from this event keep increasing each year!

This year's event takes place October 8-11 at the All Seasons Arena in Minot. We are again working with Gifts Dakota Style to run the store. If you have any questions on this event, please call Sara at (701) 328-4766 or e-mail sawagner@state.nd.us.

Wholesale Gift Show Attracts New Buyers

This year's wholesale gift show topped them all!

The Pride of Dakota Wholesale Gift Show was held February 24 at the Ramkota Hotel in Bismarck. This was the best wholesale gift show that has been held so far.

The number of buyers who attended was higher than in previous years. The company turnout was also good this year with 45 companies participating.

The plan for next year's show is to hold the show towards the end of February in Bismarck. If you have any questions on this show, call Sara at (701) 328-4766 or e-mail sawagner@state.nd.us.



Badlands Brew serves up some coffee to a potential buyer.



Participants Attend AFIA EXPO 03'

North Dakota was well represented by various feed groups at this year's American Feed Industry Association (AFIA) Expo 03' in Minneapolis, MN. This is the largest animal feed show in the United States, and the show attracts buyers and companies in everything from feeds to processing equipment.

Attending the show was Jan Topp, AmeriFlax; Weston Dvorack, ND Barley Council, and Holly Cline, ND Dry Pea and Lentil and ND Canola Growers. Marketing Specialist Bobbi Talmadge accompanied the group.

Left to right: Weston Dvorack, Holly Cline and Jan Topp

Burrerrr Green Bay

Seventeen North Dakota producers and industry professional attended the Professional Dairy Heifer Growers Association national convention in Green Bay, WI, on March 27-29. This was the largest convention to date with over 350 attendees. Once again, a popular event was the farm tours. This year the tours were sold out when 6 bus loads of participants pulled away from the curb. Throughout the conference, attendees are able to listen to and network with the top dairy heifer growers and university researchers in the nation.

North Dakota producers had most of their expenses reimbursed with the help of our Dairy Heifer Development USDA-FSMIP grant. Next years' convention is stated for March in Roanoke, Virginia. For more information on this event please call Bobbi at (701) 328-4159 or e-mail at btalmadg@state.nd.us.

Pacific Rim - Mission Complete

Japan - With the help of a \$25,000 APUC grant for international trade, North Dakota made a good impression on foreign buyers overseas. Six companies, Marketing Specialist Bobbi Talmadge, and APUC administrator John Schneider made the trek to the Pacific Rim.

The first show FOODEX 03 was held outside of Tokyo at the Makahri Messe Convention Center. The four ND companies exhibiting there were ND Mill, Dakota Pride Cooperative, Safflower Technologies and Earthwise Processing.

The total attendance for this four day show was over 98,000. There was a strong demand for US products at this show, and the North Dakota companies were no exception. There continues to be a strong market for the organic and non-GMO products.

All ND companies used the Foodshow Plus Service through MIATCO. Included in that is interpretation of company material prior to the show, a briefing from the Agricultural Trade Organization Post located in Japan, an interpreter for the show, and buyer alerts sent to prospective buyers.



Jerry Bergman visits with buyers at the FOODEX Show in Japan.

Our ND companies took the opportunity at the show to meet with current buyers, as well as find new prospective clients.

Korea - This was the first year the managing company “Food and Hotel” managed the Korea show. There were about 4,500 attending this three-day show. Attending from North Dakota was ND Mill, Dakota Pride Cooperative, Dahlgrens and Company, Inc, and SB&B Foods .

In addition to the other Food Show Plus services, there were face to face buyer meetings at this show.

This show was much smaller than the Japanese show, but the attendees were clearly buyers. The North Dakota booths were two of the busiest at the show since there is a strong demand for the crops we raise, including organic and non-GMO products.

The companies that attended these shows continue to follow up on the leads they received. In both the Japanese and Korean market, relationships are very important, and some times it takes years of talks before a business transaction will happen. Despite this, one company has already reported a \$75,000 transaction resulting directly from one of these shows.

From left to right: Bob Sinner, Bobbi Talmadge, Prairie Topp, and Scott Sinner.

Marketing Service hopes to bring companies to these shows again next year. Those interested in attending either of them, or learning more about these markets may contact Bobbi at 701-328-4159 or e-mail her at btalmadg@state.nd.us.

Foreign Visitors Venture to North Dakota

Nuffield Group - The North Dakota Department of Agriculture hosted 11 foreign visitors in April. The visiting farmers were part of the Nuffield Farming Scholarships program, which provides farmers from Australia, Canada, France, the Irish Republic, New Zealand, the United Kingdom and Zimbabwe with the opportunity for extensive foreign travel to learn more about agricultural production and agricultural policies in other countries.

The group visiting North Dakota included cattle and sheep producers, grain, vegetable, sugarcane and cotton farmers. Of unique interest, was a morphine producer from Tasmania. All of the foreign visitors are actively involved in farming or ranching.

In addition to meeting with the North Dakota Department of Agriculture, the foreign visitors met with International Certification Services at Medina and the Agriculture Research Station at Mandan. The group also had the opportunity to visit with local dairy and cattle producers.

The Russians - The North Dakota Department of Agriculture was the business host for ten Russians who visited the Bismarck area under a US State Department Productivity Enhancement Program. Marketing Coordinator Chuck Fleming made arrangements for the group to visit over 15 farm and agri-businesses in western North Dakota. The group was in the area from April 25-May 7th.

Commissioner Roger Johnson met with the group and discussed US agriculture policy as well as the functions

Feedlot stop - the group visits Missouri River Feeders in Oliver County.



Department of

of the delegation expressed an interest in purchasing 10,000 metric tons of soybeans and arrangements were made to meet North Dakota suppliers.

New Pride of Dakota Members

City Specialty Foods Grand Forks	ND Lewis & Clark Interpretive Center Washburn
Handmade Ceramics & Baskets Bismarck	Paws 4 Treats Bismarck
Becky's Plants & Flowers Fingal	The Store at the Great Plains Art Museum Fargo
H & M Inc. Harvey	E & S Crafts Fargo
House of Mulciber Fargo	Framed Nature Drayton
Kuchen Kitchen Mandan	Hanson Grain Farms Inc Turtle Lake
Noodlewear Designs Bismarck	The Craft House Jamestown

Making Market Connections in Chicago

Marketing Services again sponsored North Dakota food companies to the American Food Fair, held in conjunction with the National Restaurant Association in Chicago, Ill, on May 16-20. Baker Boy, Dickinson, again displayed at the show with two new comers, American Honey, Hettinger, and Maple River Winery, Casselton.

This is the largest restaurant show in the country with nearly 2,000 companies exhibiting and boasting over 75,000 visitors. In addition to the show, there were a variety of classes available covering everything from management to marketing. This year's event speaker was former New York Mayor Rudolph Giuliani.

This was a MIATCO sponsored show, which hosted over 30 foreign buyers from Central America, the Caribbean, Korea, Japan, China, and Thailand. Food companies were able to have one-on-one meetings with different buyers throughout the week. Also, as a MIATCO event, first time participants are eligible for branding funds to assist with show expenses.

For more information on this show, please contact Bobbi Talmadge at (701) 328-4159 or e-mail at btalmadg@state.nd.us.

Marketing News

is published by the
ND Department of Agriculture
600 East Boulevard, Dept. 602
Bismarck, ND 58505-0020
Phone: (701) 328-2231
or toll free at 800-242-7535
Fax: (701) 328-4567

E-mail: wwwndda@state.nd.us

Web Sites:

www.agdepartment.com

www.shopnd.com

Agriculture Commissioner

Roger Johnson

Executive Services Manager

Ken Junkert

Marketing Services

Chuck Fleming

Sara Wagner

Bobbi Talmadge

Marketing News
North Dakota Department of Agriculture
600 East Boulevard Avenue, Dept. 602
Bismarck, ND 58505-0020