

Marketing News

North Dakota Department of Agriculture

November 2004

Holiday Showcases are Here!

Our Pride of Dakota members will soon be filling the halls with their products at the 2004 Pride of Dakota Holiday Showcases!

The Grand Forks Showcase is first this year on November 6-7 at the Alerus Center. It is our 3rd year in Grand Forks and we are excited for this show. We anticipate a great crowd with a home football game taking place at the Alerus on that Saturday afternoon as well.

Minot follows the next weekend, November 13-14, at the All Seasons Arena. This show just keeps growing. It sold out first and has had a waiting list for the past several weeks. In addition, our attendance at this show has increased every year!

The third show takes place in Fargo November 20-21. Our exciting news with this show is that we are expanding - not to the basement as we did last year, but to the main arena! We will have vendors in both the Exhibition Hall and the Arena. One other exciting thing taking place at this year's Fargo show is that Lyn Nichol's will do her Saturday cooking show live from the showcase! This is sure to bring in the crowd!

The final show wraps up in Bismarck. Bismarck is always our biggest show. This show is currently sold out as well with over 150 Pride of Dakota companies participating. Each show runs from 10-5 on Saturday and 12-5 on Sunday.

The showcases are an important part of our marketing program. If you are not participating in them, make sure you come and check them out! You might be surprised at the number of quality products that are made in our state!

Pride of Dakota to Celebrate 20 Years!

This year also marks the 20th anniversary of Pride of Dakota! We are busy planning special events and promotions to promote not only our members, but the program itself! Think of ways you can promote your company and Pride of Dakota in your community!

Dakota Store a Hit at Norsk Hostfest

We took the Dakota Store back to the Norsk Hostfest this year and again came away with increased sales!

The Norsk Hostfest took place in Minot October 6-9. This was the fifth year Pride of Dakota has participated in the Norsk Hostfest by having the 'Dakota Store'. The Dakota Store is an 8' x 20' gift shop filled with Pride of Dakota products. Thirty companies participated in this year's store, with more on a waiting list. The store is run in conjunction with Gifts Dakota Style from Minot.

This program enables companies to have a presence at the Norsk Hostfest without having the time or financial burden of having their own booth. If you have questions on this program, please call Sara at 701-328-4766.



Wholesale Gift Show Set

Make your plans now to participate in the eighth annual Pride of Dakota Wholesale Gift Show! This year's show is set for Tuesday, March 1 at the Ramkota Hotel in Bismarck. This year's show takes place at the same time as the North Dakota Tourism Conference which is held at the Doublewood Hotel from February 27-March 1. We hope to attract the tourism crowd to our show.

The Wholesale Gift Show targets buyers from gift shops and tourist attractions around the region. We will be sending the recruitment letter out to the members in January as well as the first of two invitations we will be sending out to buyers. This is a great opportunity for companies who want to get their products into new stores or for those companies who are considering the wholesale market. If you would like more information on this show, contact Sara at 701-328-4766 or e-mail sawagner@state.nd.us

Don't Miss Marketplace of Entrepreneurs

Marketplace of Entrepreneurs takes place January 12-13 at the Bismarck Civic Center. Senator Kent Conrad and Agriculture Commissioner Roger Johnson are the organizing co-sponsors of Marketplace of Entrepreneurs.

Marketplace is a statewide symposium for business people, farmers and those who want to start businesses. Last year's event drew close to 7,000 people to the event, which was held in Grand Forks.

Whether you will be attending for the first time, or are a long-time Marketplace participant, you'll find a wealth of information and ideas at North Dakota's biggest economic development conference. You'll also find fascinating booths, classes and experts to consult on almost any area of interest.

For more information on Marketplace of Entrepreneurs, you can visit their website at www.marketplaceofideas.com or call 888-384-8410.

Marketing Seminar Packs the House

Over 50 Pride of Dakota members attended a marketing seminar on Thursday, September 23 in Bismarck. The focus of the seminar was web-based marketing strategies and featured ComMark from Mayville and the Rainmaker Group out of Bismarck.

ComMark gave an update on www.shopnd.com. and also went through the various services they offer Pride of Dakota members who want to participate on the shopnd.com web site.



Chris Young, Rainmaker Group, presents to members.



The afternoon session featured the Rainmaker Group. They covered search engines, pay-per-click advertising, website building and more.

The seminar provided an information-filled day. Participants asked many questions and were excited about the information they had learned that day.

If you would like more information on this event, please call Sara at (701) 328-4766 or e-mail sawagner@state.nd.us.

Farmers' Market Update

This past spring, over 30 cities invited the North Dakota Department of Agriculture into their communities to learn more about the North Dakota Farmers' Market and Growers Association's Farmers' Market Mini-Grant Program. The presentation focuses on the benefits of having a farmers' market in your community and features useful farmers' market management and marketing techniques.

As a result of these presentations, 17 new farmers' markets were introduced into the state of North Dakota. The grant assisted with market start-up costs. There is still more work to do. Another 14 communities expressed interest in further developing their farmers' market or beginning a new farmers' market.

Today, North Dakota features a total of 41 markets: 17 newly developed markets, 14 informal markets (no formal organization), and ten previously organized markets.

We will continue to offer the presentation to any community that is interested in organizing a new market or improving an existing market. For more information, give Donna a call at 1-800-242-7535 or email dthronson@state.nd.us.

National Farmers' Market Week

The week of August 1st through 7th, twelve North Dakota farmers' markets joined in celebrating National Farmers' Market Week by participating in a farmers' market coupon promotion.

The North Dakota Department of Agriculture and the North Dakota Farmers' Market and Growers Association purchased ad space for each of the twelve participating markets. The ads ran in the market's local newspaper promoting National Farmers' Market Week. Within the ad, farmers' markets offered a one dollar off coupon with the purchase of five dollars or more in fresh produce.

The coupon offer was designed to create awareness of farmers' markets and to encourage consumers to buy and support local producers. When consumers learn about the quality, fresh produce offered at farmers' markets, they will be back for more and continue to support the local economy.

For only \$25 annually, farmers' market can reap the benefits of the North Dakota Farmers' Market and Growers Association. If you are interested in membership, contact Donna 800-242-7535 or email dthronson@state.nd.us.

KFYR News broadcasted live from the Bismarck Capital Farmers' Market during National Farmers' Market Week with featured guest speaker, Agriculture Commissioner Roger Johnson.



Marvin Mittleider, President of the Capital Farmers' Market, restocks his display for eager shoppers.



Food Companies Get Boost with New Program

North Dakota food companies are receiving more export assistance from the North Dakota Department of Agriculture. The enhanced services are available through a recent agreement with the Mid-America International Agri-Trade Council (MIATCO).

Through MIATCO, the North Dakota Department of Agriculture is contracting the services of export specialist Edd Goerger. Edd's duties include educating companies on export opportunities and to provide information on export assistance programs.

"The partnership between MIATCO, the Foreign Agriculture Service (FAS) of USDA, and our department is strengthened through this agreement," according to Agriculture Commissioner Roger Johnson. "There are programs we can offer companies that are serious about exporting. This enables us to work closer with companies to take advantage of export opportunities."

The MIATCO Branded Program offers reimbursement up to 50% of costs to attend international trade shows. The Food Plus Program is available to assist with interpreting expenses, developing brochures in foreign languages, and finding potential distributors. Food companies can also access the MIATCO Helpline and can also participate in the Distributor Development Program. Edd can provide details on all these services.

Edd is a farmer from Wyndmere and is a graduate of North Dakota State University. He serves on the Board of Directors of Earthwise Processors, is a member of the State Board of Agricultural Research and Education (SBARE) and is a member of the North Dakota Ag Coalition.

To arrange an appointment with Edd, contact Carrie Stebbins at the North Dakota Department of Agriculture at 701-328-2231.

Pride of Dakota Mentoring Program

If you are a new Pride of Dakota member, make sure to take advantage of the Pride of Dakota Mentoring Program! This is a program that will help you take advantage of the knowledge and experience gained from companies who have been in business for years! If you are interested in participating in the mentoring program, please call Sara at 701-328-4766 or e-mail sawagner@state.nd.us

Trip by Johnson to Cuba Results in Sale of Peas

North Dakota Agriculture Commissioner Roger Johnson returned to Cuba in September that resulted in the sale of 5,000 metric tons of yellow peas.

Johnson was accompanied by Eric Bartsch, Administrator of the North Dakota Dry Pea and Lentil Council and Greg Johnson, owner and General Manager of Premier Pulse of Minot.

The group had extensive negotiating meetings with Pedro Alvarez, President and Chief Officer for Alimport, the agency that purchases for the Cuban Government. Negotiations also took place for an additional 20,000 metric tons. "I am hopeful that we can complete this sale in the next 90 days", says Commissioner Johnson. "It would be a big deal for our North Dakota producers."

"This year, North Dakota farmers are expected to produce 308,000 metric tons of dry peas; the state's growers have sold 25,000 tons to Cuba during the last two years," Johnson said.

North Dakota farmers' acreage of peas and lentils has doubled in each of the past two years, and now total 315,000 acres for dry peas and 100,000 acres for lentils.

While on the trip, Johnson visited with officials from the Ministry of Agriculture and with the Minister of Foreign Trade as well as with the President of the Chamber of Commerce for the Republic of Cuba.

Over \$7 million dollars of North Dakota agricultural products have been sold to Cuba since trade began in 2001. This was Johnson's fourth trip to the island.

Meet our New Marketing Intern

We have a new full-time intern in the marketing department. Carrie Stebbins is a University of Mary student majoring in Business Administration with a special emphasis on marketing and management. She is a native of Bowman, but now calls Bismarck her home.

Carrie already has some work experience in the business industry, “When I finished taking my general class requirements in college I just wasn’t sure what I wanted to go into. I decided to take time off and work for a large corporate bank. This work experience is why I decided to major in business. Working at the bank taught me a lot about the business world; especially the customer service and marketing areas.”

Carrie will be with our department through the end of December at which time she will graduate from the University of Mary. Some of you may have already met Carrie at the Norsk Hostfest in Minot or talked to her on the phone. She is looking forward to meeting more Pride of Dakota members at the Pride of Dakota Holiday Showcases, “I’m really excited about this event. It is a great way to showcase the fantastic products that are made here in North Dakota.”

Marketing Calendar

November 6-7	Grand Forks Holiday Showcase Alerus Center
November 13-14	Minot Holiday Showcase All Seasons Arena
November 20-21	Fargo Holiday Showcase Fargo Civic Auditorium
December 4-5	Bismarck Holiday Showcase Bismarck Civic Center
January 13	Marketplace for Entrepreneurs Bismarck Civic Center
March 1	Pride of Dakota Wholesale Gift Show Radisson, Bismarck

Welcome New Pride of Dakota Members

Erickson Photography Grand Forks	Penelope Jeans & the Old Home Place Center	Q-Shack Enterprises Fargo
Action Novels 4U Beulah	John Wiskus Wishek	Dr. Mary’s Books Kensal
Blaisdell’s Olde Time Barbor Shop Grand Forks	Bless My Bloomin’ Cookies, Inc. Enderlin	Rendezvous Candy Mayville
Frog Point Pottery Grand Forks	CK Creations Mandan	The Charley Family Minot
Originals Casual Wear, Inc. Drayton	Empower You Press Fargo	Wren Vocal Studio Dickinson
Prairie Packing, Inc. Williston	Ole’ Products Hillsboro	PC Hertz.com Fargo
Bubble Gum Press Jamestown	Prairie Seasons Photography Buchanan	Pansy Lady Art Grand Forks

Other Programs...

Need help? Check out the message board - Want input from other members? Need help with an idea? Don't know where to look for help from your peers? Look no further - check out the Pride of Dakota Message Board! The message board is a free service that our Pride of Dakota members can utilize to communicate with other members.

To begin, all you need to do is go to our website, www.agdepartment.com - go to Pride of Dakota, then message board. To get started you will need to request an account through the North Dakota Department of Agriculture. Once you do that, you will be sent a user name and password. That's is all you need to do!

We're Looking for North Dakota Stores - that carry and want to carry Pride of Dakota products! We have started a Pride of Dakota Store Program that will benefit both our members and stores that carry Pride of Dakota products! Get your list of stores to Sara!

If you have questions on these programs, please call Sara at 701-328-4766 or e-mail sawagner@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
Donna Thronson