



Marketing News

Winter 2006

Showcase Season a Success

Once again the Pride of Dakota Holiday Showcases have proven to be a success! Close to 22,000 people visited a Holiday Showcase this year!

The Grand Forks show was up from last year with 4,200; Minot drew a crowd of 4,650; Fargo was up again this year with 6,000 customers and Bismarck was again the largest show with over 7,000 attending.

We also had great company participation this year! The Fargo and Bismarck shows were sold out, with Bismarck topping 180 booths. More than 180 Pride of Dakota companies took part in at least one of the 2005 showcases, and more than 100 took part in all four.



Monica Hartsoch, Thunderbird Ranch Gourmet Foods, serves up a sample of soup at the showcase.

For the first time, participating Pride of Dakota companies voted for best booth display at the showcases. The winners included Stacey's Pans, St. Thomas; Penelope Jean's, Center; M & S Enterprises, Minot; Amberland Foods, Harvey; and Thunderbird Ranch Gourmet Foods, Ray.

We will be setting the dates for next year's shows soon and we will keep you posted. We are looking forward to another successful season!

If you have questions on the showcases, please contact Sara at 701-328-4766 or email sawagner@state.nd.us.

Don't Miss the Pride of Dakota Wholesale Gift Show

Make your plans now to participate in the seventh annual Pride of Dakota Wholesale Gift Show! This year's show will take place Thursday, March 2 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 invitations to over 700 buyers from North Dakota and across the region. 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 email sawagner@state.nd.us.

Pride of Dakota Companies to Attend Fancy Food Show

Five Pride of Dakota companies will be attending the San Francisco Fancy Food Show on January 22-24. The companies will be walking the show to get a feel of the event before exhibiting at it.

The companies walking the show are Thunderbird Ranch Gourmet Foods, Ray; Bonnie's Country Classics, Fargo; Mable's Taste of Home, Fargo; Berry Dakota, Jamestown; and American Honey Company, Hettinger.

There are three Fancy Food Shows held every year; San Francisco, Chicago in May (held in conjunction with the Food Marketing Institute Show) and New York in July. In order to exhibit at a Fancy Food Show you do have to be a member of NASFT (National Association for the Specialty Food Trade). There is an annual membership fee that is based on company sales volume. The Fancy Food Shows have attracted over 20,000 attendees from specialty food, wine, gift and department stores, restaurants and other related businesses.

In addition to being able to walk this show, our Department will arrange for meetings with the staff of NASFT as well as show organizers to ask questions on membership as well as on the show.

For more information on this event, please call Sara at 701-328-4766 or email sawagner@state.nd.us.

Cuba Trip Results in Sales

Commissioner Roger Johnson led a group of North Dakota companies to the Havana International Trade Show, October 31 - November 5. The trip was successful with the Cuban government agreeing to buy a record-high \$20 million worth of North Dakota agricultural commodities, including peas, pinto beans, lentils and hard red spring wheat.

The North Dakota delegation included JM Grains, Garrison; Superior Grains, Crosby; North Dakota Dry Pea and Lentil Association, Bismarck; and Premier Pulses, Minot. Donna Thronson with the North Dakota Department of Agriculture also attended this show. More companies had intended on participating in the show, but Hurricane Wilma put a crimp in those plans.

Pedro Alvarez invited Commissioner Johnson and North Dakota companies to the show. Alvarez is Chairman and CEO of Alimport, the Cuban state food buying agency. Senator Byron Dorgan and Commissioner Johnson signed a joint communique' with Alvarez. In the communique', the Americans recognized Alimport's steadily increasing efforts to buy U.S. food commodities, and Alvarez acknowledged North Dakota as a continuing and import supplier of agricultural products.

For more information, please contact Donna Thronson at 701-328-4763 or email dthronson@state.nd.us.

Companies to Exhibit at the Minneapolis Gift Mart

The Department of Agriculture is sponsoring three booths in the ballroom at the spring 2006 Minneapolis Gift Mart.

The companies that are participating are Paola Andrea Collections, Jud; Flax USA, Goodrich; and Badlands Brew, Dickinson.

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, temporary booths are set up at the Sheraton Hotel during the August and March markets.

For more information on the Minneapolis Gift Mart, please call Sara at 701-328-4766 or email sawagner@state.nd.us.

Pride of Dakota School Lunch Day Set for March 28

Agriculture Commissioner Roger Johnson has declared Tuesday, March 28, 2006 as Pride of Dakota School Lunch Day in North Dakota.

On that day we are encouraging all schools to feature North Dakota food products on their menu. Last year nearly 90% of the schools in the state participated. This is one way to salute the emerging food industry in the state and to show the pride and appreciation for those who produce and process the food we eat.

If you want your products to be served on March 28, we suggest you move quickly to contact your local school lunch administrator.

For more information on this program, please call Chuck Fleming at 701-328-4759 or email cflaming@state.nd.us.

Crane Creek Gardens First to Complete Essentials Online Training in ND

Kari Warberg of Crane Creek Gardens, Stanley, is the first person from a North Dakota company to complete the Export Essentials Online program. Created by the Mid-America International Agri-Trade Council (MIATCO) and Food Export USA-Northeast, the online education center consists of ten modules that can guide companies to determine their export readiness, research and target their top markets and even create an export marketing strategy, all at their own pace and time.

Export Essentials online is available to U.S. food companies for \$20 per module, \$50 for four modules, \$75 for seven modules, or all 10 modules for \$90. The ND Department of Agriculture will reimburse ND companies, who are Pride of Dakota members who complete the course. Up to three passwords can be issued per company, making this a great, inexpensive tool for training relevant company employees. Users have one year from the start of the course to access the course materials.

Companies can register with a credit card at www.exportessentials.org or can contact [Cheryl Duvall](#), International Intern for North Dakota for further details.

Marketing News

is published by the
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Department of Agriculture

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Farmers Market Conference

If you are interested in getting involved in a farmers market, here's you change to learn more. The 2006 Farmers Market Conference and Annual meeting will take place March 15-16 at the Kelly Inn in Fargo. Tentative topics include "How to Run a Farmers Market", "Weed Control", "Pricing" and more. For more information contact Donna Thronson at 701-328-4763 or email dthronson@state.nd.us.

Taste of Dakota

We are currently working on setting up a Taste of Dakota at Dan's Supermarket in Bismarck. We hope to get it scheduled for sometime in April - keep your eyes on the mail for more information!

Pride of Dakota Day - ND State Fair

Mark your calendars - the Pride of Dakota Day at the North Dakota State Fair is tentatively set for Monday, July 24. At this event you are able to set your booth up and exhibit and sell for free to fair attendees! We'll be sending out recruitment for this event in May.

Meet the New Marketing Intern

Marketing Services has a new intern! Aimee Larson is originally from Devils Lake. She is currently working towards a degree in Business Administration at Mayville State University. Aimee will be working on Pride of Dakota School Lunch Day, Taste of Dakota, and much more! Welcome Aimee!

Calendar of Events

January 22-24	Fancy Food Show San Francisco
March 2	Wholesale Gift Show Ramkota Hotel, Bismarck
March 12-15	Minneapolis Gift Mart (UMAGA) Sheraton Hotel, Bloomington
March 15 -16	Farmers Market Conference Fargo, ND
March 28	Pride of Dakota School Lunch Day
July 24	Pride of Dakota Day - ND State Fair Minot, ND

Welcome New Pride of Dakota Members

Dakota Rustic Birdhouses
Bowman

Heavenly Mixins
Burlington

Wildmoon Enterprises
Fargo

2 Dine 4
Bismarck

Berthold Farmers Elevator
Berthold

Essi Vanness Designs
Fargo

JM Grain, Inc.
Garrison

Oakes Packers
Crete

Prairie Rose Clay Creations
New Town

Smoky Water Press
Bismarck

Stoney Lonesome Photos
Beulah

Whoa Cowgirl
Flasher

1st Impressions
Fargo

B.E. Aware
Fargo

Chris Koski Designs
Bismarck

Cre8tive TZ & Foto Ballz
Horace

Miki's Maille
Minot AFB

North Woods Pasta
Minot

Prairie Elevator Images
Grand Forks

Tunes for Tots
Bismarck

4Z Products
Mott

Aromaprairie
Minot

Gwyn & Bear It
Bismarck

Holiday Expressions
Underwood

Jewelry Designs by Dee
Bismarck

ND Rural Development Council
Bismarck

Timeless Home Treasures
Mandan

Wellness Images
Minot

