

Georgia Grown

Marketing Georgia's Own

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Georgia Department of Agriculture





What is Georgia Grown

- A brand and a program for producers to join together and more efficiently bring their products to agribusinesses, institutions and consumers
- A means for producers to connect with and learn how to package their products for large businesses & institutions
- A powerful website that makes it easy to find agribusinesses by product, location and/or target audience and agri-tourism locations and farmers markets
- A means to access the considerable resources of the Department of Agriculture in ways that help you and help grow your business



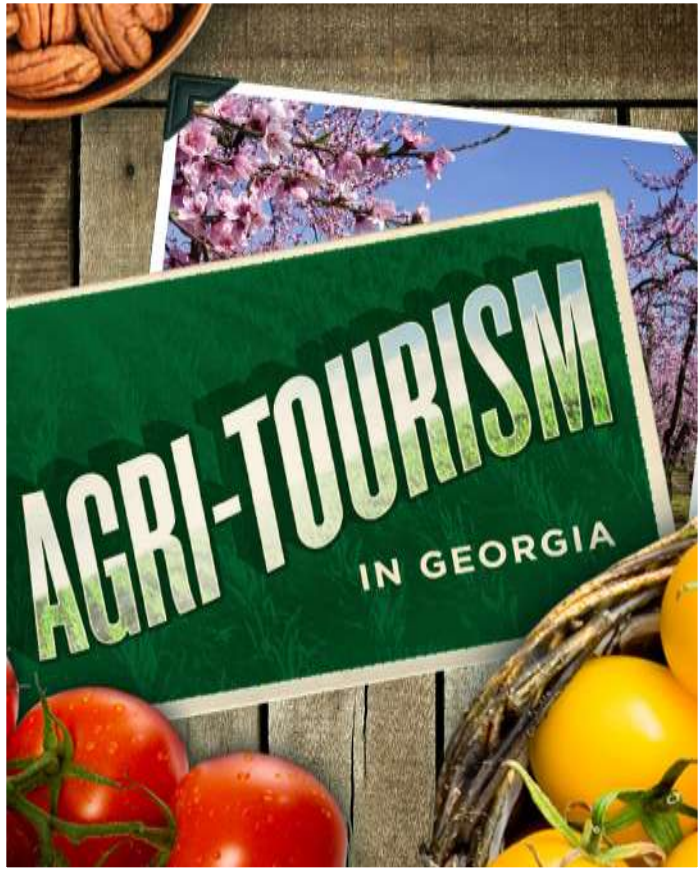
What Georgia Grown is NOT

- A for-profit business designed to make the Department or any agency of State Government money... all monies go back into growing the program which in turn grows Georgia's Agribusinesses. Sustainability by definition.
- Another regulatory agency
- A replacement for YOUR active engagement and participation in local ag, economic development and business groups





Who is Georgia Grown for?



- Entities involved in Georgia agriculture or that use Georgia agri-products in its offering.
 - Restaurants, Retailers and local suppliers
 - Artisanal food businesses i.e. honey, jam, cheese and wine growers/manufacturers
 - Fruit and nut growers that sell to the public and other businesses
 - Agri-tourism operations



Who is Georgia Grown for? *(cont.)*



- Regional commissions working to bring their producers in to more mainstream supply chains
- Consumer Supported Agriculture (CSA)
- U-Pick operations
- Processors, packagers and manufacturers looking for more and better supply sources.
- Equipment, materials and ag services suppliers



How does Georgia Grown work?



Silver Membership – \$100 Annually

- Use of the logo on your packaging and marketing materials
- Being listed on our highly searchable statewide directory designed to connect your company with buyers and consumers
- Access to ongoing events, seminars and **Georgia Grown** content at either free or discounted rates
- Access to additional benefits as the program evolves over time



How does Georgia Grown work?



Gold Membership – \$500/year

- Silver-level Benefits, plus
- Access to over \$5k worth of free advertising and marketing templates to help you promote your brand as part of the **Georgia Grown** family
- Access to specialized marketing seminars and content at either free or highly discounted rates
- Access to additional benefits as the program evolves over time



How does Georgia Grown work?



Corporate Membership

- For companies looking to take the next step in growing their full-time agri-business
- Silver- and Gold-level benefits, plus
- A slot on the Georgia Grown Advisory Board to help provide guidance on the program's development
- Access to local and regional economic development opportunities surfaced by the Department and other state entities



How does Georgia Grown work?



Georgia Grown Sponsors' Circle

- For companies that support Georgia's economic and workforce development
- Sectors include: Energy, Farm technology and Implements, tech and ag colleges and ag-pharma, restaurants, retailers, etc.
- Access to all benefits plus recognition of their support across most platforms of the Georgia Grown program including Spring 2012 Georgia Grown Symposium, advertising materials, newsletters, educational podcasts, etc.



Join Today

- Regardless of your membership level, join in.
 - Leverage the growth trends for “Locally Grown” products
 - Access the tools and educational resources you need to grow your business
 - Expand your contacts with businesses and consumers
 - Support your local and state economies
 - Play a role in the future of Georgia Agriculture





www.GeorgiaGrown.com

Thank You! Any Questions?

