

## TO MARKET, TO MARKET

**Y**ou've worked and worked and the results show it. Your calves are fat and healthy, your beans are at the right percentage, and the tomatoes are bursting with flavor. Now what?

Some farmers have contracts—agreements with a plant to buy their calves or pigs at an agreed-upon price. Others may take their animals to a sale point for a large processor or take them to the sale barn. Corn and beans may stay on the farm to feed the livestock or to wait for a better price, or may be sold to an area elevator.

But what if you're a very small farmer? You raise llama, dairy goats, or some other special breed, or you have a garden full of raddichio and mesclun? Then direct marketing may be the only way for you to get a return on your investment.

Your marketing process may, among other things, require transportation, packaging, processing and direct sales. You may want to sell over the Internet, at a farmer's market, or see your product for sale neatly packaged on a grocery store shelf. The following sections will give you a nudge in the right direction, some information on how and where you can sell your product, and some organizations and addresses to assist in getting the goods on the market.

## TRANSPORTATION: ROADS, RAILS and AIR

**R**eal estate pros couldn't have said it better when they coined the phrase: Location, Location, Location. Warren County is uniquely located in one of the most strategic transportation areas in the country: just below the intersection of Interstates 80 and 35, running from coast to coast and from Canada to Mexico.

Highways that provide east/west access are Iowa Highway 5 and Iowa Highway 92; the major north/south highway is U.S. Highway 65/69. Indianola, in central Warren County, is located 340 miles from Chicago and 135 miles from Omaha. In most cases, travel to the east or west coast takes less than 24 hours.

### AVAILABLE CARRIERS

Forty general-commodity carriers and 45 special-commodity carriers are located in the metropolitan Des Moines area, and other Iowa-based firms serve the area as well. Major carriers include: Yellow Freight, Schneider, Barr-Nunn, Crouse Cartage, Jacobsen Transportation, Crete Carrier Corporation, and TMC Transportation, Inc. (located just north of the Warren County line.)

### TRUCK SERVICE FACILITIES

Thirty-three truck service and repair facilities are located in the greater Des Moines area.

### WAREHOUSES

Four refrigerated and 17 dry storage facilities are available in the greater Des Moines area.

## TO MARKET, TO MARKET marketing

### MARKETING YOUR PRODUCT

**M**arketing the products you raise has become increasingly diverse. There is, of course, still the 'old' way of contract selling and wholesale selling. But in the last few years, consumers have expressed a desire to purchase fresh food directly from the farmer, resulting in an upsurge in popularity of retail or direct marketing in the form of farmers' markets, community supported agriculture, and farm sales. Read more about Iowa farmers' efforts to sell direct at [www.ialocalfood.org](http://www.ialocalfood.org)

#### WHOLESALE MARKETING

Few opportunities exist for small or medium-size farms to wholesale their products in their immediate surroundings. Cattle and hogs are usually taken to the sale barn, packing plant, or country point. At times a producer may be able to wholesale to an area store, such as the Warren County produced Summerset wines which are sold at Hy-Vee in Indianola. Corn and beans are taken to the elevator, or stored on or off the farm while waiting for prices to rise, or to feed the farm's cattle or hogs.

#### RETAIL OR DIRECT MARKETING

Direct marketing of farm-fresh goods has enjoyed a healthy growth during the last decade and will continue to increase. Farmers' markets, CSA contracts, and direct sales of beef, pork, lamb, and chickens have gained in popularity due to the consumers' wish for "food with the face of the farmer."

#### Farmers Markets

On Aug. 1, 2000, Agriculture Secretary Dan Glickman announced that a record number of farmers markets are operating in the United States—a total of 2,863

seasonal or year-round markets, reflecting a 63 percent increase from 1994 to 2000. Sales are estimated to exceed \$1 billion annually, with most of the money going directly to small family farmers.

According to the USDA, nearly 1,000,000 people visit farmers markets each week! You will be amazed at the tremendous difference one individual can make by simply supporting local vendors and the farmers market. Supporting market vendors makes a big difference to your health, to local economics and to environmental health.

Unlike food you buy at the supermarket, the fresh and delicious foods at the farmers market are produced locally and don't have to travel great distances to get to your plate. Did you know that the average supermarket food travels over 1,300 miles to get there? (US Department of Energy). And according to *The Practical Farmer* 90 percent of all fresh vegetables consumed in the U.S. are grown in California's San Joaquin Valley.

Citing a USDA report, food purchased at a farmers market is less expensive than food at the grocery stores. Why? First, food is produced in-season, so farmers buy and use fewer chemicals on the crops (if any are used at all). Second, the farmers are selling directly to you, so there are no "middle people" to pay (e.g. packagers, retailers, advertisers).

Warren County has two farmersmarkets: one in Indianola and one in Milo. The Indianola farmers market is open Saturdays 8:00 a.m. to noon, June through September, and Wednesdays 2:00 to 6:00 p.m., July through September. The market is located on Hwy. 92 at the Fairground west gate. Market Master Dennis Schrader has seen a steady increase in buyers as well as seller attendance. According to Schrader, the market has grown four times bigger in the last 10 years and he foresees 'good times ahead.'

### ROADWAYS

Progress is continuing on completion of the Des Moines Metro's South Beltway. This highway, linking Highways 65/69, 5, and 28 to Interstate 35 by the year 2002, will provide even better access to the airport from the east and south, including Indianola. The portion of the beltway from Hwy. 65/69 north of Indianola east to 1-80 was completed in 1997. The beltway project is expected to encourage both residential and commercial development along its route and in surrounding communities. A cloverleaf interchange and access to Hwy. 28 in Norwalk was completed in December 2000.

### RAILROADS

Railroad services are within workable distance as well. The major commodities handled by rail in Iowa are grain, food products, coal, chemicals, and fertilizer. If you have any railroad question call the Iowa Department of Transportation  
800 Lincoln Way  
Ames, IA 50010  
Telephone: (515) 239-1101

To learn more about Rural and Agricultural Transportation visit the government online at [www.bts.gov/ntl/ruraltransport/](http://www.bts.gov/ntl/ruraltransport/)

This website supports the collaborative efforts of the U. S. Department of Agriculture (USDA) and the U. S. Department of Transportation (DOT). It addresses rural and agricultural transportation issues that: (1) support and enhance rural economic development, rural life and mobility; (2) ensure the efficient movement of agricultural products on the nation's highways, rail systems, waterways, and air in national and global trade; (3) maintain the global competitiveness of American agriculture.

### AIRPORT

The Des Moines International Airport is within 1 1/2 hours driving time from even the most southern corner of Warren County. Overnight delivery services, such as Fed-Ex, have offices and handling facilities at the airport, making world-wide value-added sales of, for instance, boxed specialty meats a feasible direct-marketing possibility.

Des Moines International Airport (DMIA) established a new record for total tons of air cargo transported in and out of the airport in 1998. Passenger traffic increased .21 percent, making 1998 the second busiest year ever at DMIA. To meet increased demand, the airport has expanded with a new \$17.8 million parking facility, adding 1,900 parking spaces connected to the main terminal with a skywalk system. A canopy added to the street facade of the terminal provides additional protection to two lanes of traffic. A \$5.5-million project tripling the size of the baggage claim area was completed in 1998.

New restaurant and gift shop facilities have also been added. Additional improvements include a free-flow security exit, a flight information display system, and a runway extension scheduled for completion in 2003.

A facility in Indianola is only 17 minutes driving time to the Des Moines International Airport.

To secure a spot at the farmers market, call Dennis Schrader at (515) 961-7031. There is a \$5 fee for each of the first four times; after that the fee goes down to \$2. The Indianola farmers market only allows produce and/or products grown in Iowa. Sellers must adhere to Iowa laws pertaining to processing and packaging of food products.

The Milo Small Town farmers market is open Wednesdays 5:00 to 7:00 p.m. and Saturdays 9:00 a.m. to Noon; June 7-Oct. 4. The market is held at Milo City Park. For information call Jolene Ripperger, (515) 942-6534.

### Community Supported Agriculture (CSA)

CSA is an agreement between a local farmer and community members who pay the farmer an annual membership fee to cover the production costs of the farm. In turn, members periodically receive a wide variety of foods, harvested during the local growing season, at their peak of ripeness, flavor and vitamin and mineral content. The arrangement guarantees the farmer financial support and enables many small organic family farms to remain in business.

There are many kinds of CSA. All include payment in advance at an agreed-upon price. In some, members of the community purchase a "share" of the anticipated harvest, while in others they sign up for a predetermined amount of produce over the course of the season. In most cases, this commitment implies a willingness to share with the farmer both the bounty from the land and at least some of the risks involved with production.

In return for their payment, consumers receive a variety of freshly picked, (usually organic) vegetables grown and distributed in an economically viable and ecologically responsible manner. Some farms also offer meat, eggs, fruit, herbs, flowers and other products. In this way, farmers and members become partners in the production, distribution and consumption of locally grown food.

One fact also to consider is that organic food produced with local communities is not the same as organic food transported over long distances. When members obtain food from local farmers, environmental costs associated with the transport, processing and distribution of organic food and the consumption of fossil fuels are significantly reduced. Considering that the organic food available to members is produced locally rather than transported over long distances, the cost to the environment is significantly less.

Currently there are two Warren County CSAs:

North River Produce Ltd., owned by Amy Miller. Contact her at: P.O. Box 43, Prole, IA 50211; (515) 981-5603 (farm); [northriver@juno.com](mailto:northriver@juno.com)  
CSA is Crossroads Garden CSA, directed by Jay Robinson. Contact him at P.O. Box 51, Ackworth, IA 50001; [robinjl@storm.simpson.edu](mailto:robinjl@storm.simpson.edu)

CSA farmers can benefit from their membership in the Iowa Network for Community Agriculture (INCA).

The mission of the Iowa Network for Community Agriculture is to develop relationships among those who are committed to sustainable local food sources that are safe and healthy for people, the land, and all creatures.

Membership in the Iowa Network for Community Agriculture (INCA) supports quarterly newsletters, a membership directory, a member list serve, seasonal field days, an Annual Iowa Local Food System Conference, a Speaker's Bureau, and outreach to local food partners, faith communities, and government.

For further details about the Iowa Network for Community Agriculture and scheduled activities, contact Information Coordinator Jan Libbey at (641) 495-6367; [libland@frontiernet.net](mailto:libland@frontiernet.net)





### Agri-Tourism

Agri-tourism is growing by leaps and bounds around the world. It is the economic activity that occurs when people link travel with agricultural products, services and experiences. Increasingly, tourists want to experience rural life, and meet and interact with the local people. Agri-tourism can include farm bed-and-breakfast operations, farm stays, horse-and-carriage or hay rides, picnic and camping sites on farms, on-farm craft and food stores, educational tours, agricultural fairs and farmer field days, farmers markets, etc..

Warren County boasts several agri-tourism destinations: Orchards, a vineyard, and numerous pick-your-own farms.

The Summerset Inn and Winery is an inviting place to stay and relax and enjoy the fruits of the harvest. The bed-and-breakfast offers two rooms and two suites, each with their own private bath.

The Winery is well-known throughout the area for its wine-tasting afternoons, complete with live music, and the Harvest Festival featuring grape stomping and



wine tasting to the tunes of strolling musicians. Owners Ron and Linda Marks can be reached at: Summerset Inn & Winery, 1507 Fairfax, Indianola, IA 50125; (515) 961-3545; [www.summersetwine.com](http://www.summersetwine.com)

Cumming Orchard is a family destination offering fun fall activities during apple-harvest time. They feature hay rides and a pumpkin patch for Halloween, and the store is packed with goodies. Also offered for parties and celebrations is the Celebration Barn. Contact them at (515) 981-4413.

Marywood Orchard is an old and established destiny for Warren County apple lovers. Their apples and delicious cider are sold in area stores. (515) 961-3338.

For more information about agri-tourism, including fact sheets on managing Agri- and Nature-Tourism operations, visit the University of California Small Farm

Center's Agricultural Tourism site on the Internet, at [www.sfc.ucdavis.edu/agritourism/agritour.html](http://www.sfc.ucdavis.edu/agritourism/agritour.html)

## TO MARKET, TO MARKET adding value

Finally, value-adding captures the essence of communities. Locally produced specialty foods or nonfood items provide a window into the unique qualities of a community. These products can give tourists a "piece" of the place to take back home and share with others. Because local products make good souvenirs, some states have created special logos and help with advertising.

### From Product to Profit

Do you have a recipe for jam, jelly, salsa, or bread that is a family favorite? Does the idea of making tofu or cheese, sun-dried tomatoes, or wine appeal to you? According to Nebraska farmer Dave Vetter, who has successfully added grain processing and marketing to his farm enterprises, only 8 percent of the people who start up a food processing business are successful. He highly recommends the Entrepreneur Assistance Program (EAP) at the University of Nebraska-Lincoln (UNL) as a way to learn what is involved.

Arlis Burney, marketing manager at the UNL Food Processing Center, says the EAP has three phases. Phase I is a one-day seminar, "From Product to Profit," that introduces participants—who come into the program with an idea of what they want to do—to all the issues: market selection, regulatory issues and agencies, product development, product pricing, legal issues, financial considerations, food safety, and packaging and promotional strategies. By the end of the day, would-be entrepreneurs should be able to make informed decisions about developing their business.

Participants who decide that they want to pursue developing a food-manufacturing business may choose to enter Phase II. During this phase, food industry consultants and food scientists offer individual and confidential assistance with both technical and marketing issues. Depending on the time the entrepreneur

has to devote to the new business, Phase II may take anywhere from 6 months to 1 year. Since the program began in 1989, an amazing 80 percent of the participants who went on to start a food-manufacturing business remain in business.

Once these new companies have their products in the marketplace, they can continue to work with the UNL Processing Center the same as other existing food-manufacturing companies to improve their efficiency, productivity and profitability. Because each company's needs are very different, confidential services are offered on a project proposal basis in Phase III.

Some of the most commonly requested projects by companies include: new product development; sensory evaluation; chemical analysis; shelf life studies; processing techniques; operations, business, and marketing plan development; export marketing assistance; financial analysis; information technology training; marketing research; and media and promotional plan development. You can read more about this program on pages 60-61.

A key point to remember is that adding value by processing food products increases safety risks. Therefore, rules and regulations are established by each state to protect the public health. In addition, the FDA regulates products going out of state. If a product contains meat, an on-site USDA inspector is required. And the U.S. Food and Drug Administration enforces label ingredient legislation. The Oregon Department of Agriculture has published a booklet, *From Growing to Processing: A Guide for Food Processors*, intended to provide food and seafood processors with a basic understanding of applicable rules, business responsibilities, and marketing options.

The information is based on Oregon laws and regulations in effect as of 1995. For a free copy of the guide, contact: Agricultural Development and Marketing

## ADDING VALUE: OVERVIEW

**A**dding value to your product by packaging, processing, or direct marketing can make or break your enterprise. The process requires a great deal of thought and preparation, which may or may not be worth the effort. However, if done properly, adding value can greatly increase the income received from your product.

On Sept. 25, 2000, Agriculture Secretary Dan Glickman awarded 12 matching grants totaling nearly \$600,000 to support agriculture market research and demonstration projects. The grants will be used to improve marketing systems for food and agricultural products or to identify new market opportunities for farm products.

“These projects reflect our continued commitment to help small farmers and ranchers find new, innovative approaches to marketing that will help them better connect with consumers,” said Glickman. “Finding alternatives to traditional retail distribution strengthens the chances for smaller producers to survive in markets that are growing increasingly concentrated and competitive. “On average, how much money do farmers receive of every dollar spent on food? The amount of money farmers receive dropped from 37 cents in 1980 to only 21 cents in 1994 (USDA). Despite this, the food industry is enjoying record profits. Out of every food dollar spent, 78 cents is used to “add value” through processing, packaging, transportation, and marketing.

### ADDING VALUE TO FARM PRODUCTS: AN OVERVIEW

This overview is condensed from a publication by the same name, prepared by Janet Bachmann, ATTRA Technical Specialist.

To request more information, contact ATTRA at Appropriate Technology Transfer for Rural Areas, P.O. Box 3657, Fayetteville, AR 72702; (800)-346-9140.

During the past few years, interest in the production of “value-added” products from agricultural commodities has increased. Value-added products result when raw agricultural products are altered through processing or in other ways. The value of farm products can be increased by cleaning and cooling, packaging, processing, and distributing; through cooking, combining, churning, culturing, grinding, hulling, extracting, drying, smoking, handcrafting, spinning, weaving, labeling, packaging; and through adding information, education, or entertainment.

### Adding Value Contributes to Sustainability

Adding value offers farmers the potential to recapture a larger share of the food dollar. By processing their own raw, undifferentiated agricultural products into higher-value consumer-ready products, farmers have the opportunity to retain income. In addition to offering a higher return than a raw product, value-added products can open new markets, create recognition for a farm, and expand the market season.

In addition to increasing farm sustainability, small-scale processing can make a positive contribution to the community. Small-scale food processors tend to be embedded in their communities—often sourcing ingredients locally, hiring staff from the community, and selling their products locally. The dollars generated from these activities tend to recirculate in the local economy longer than dollars generated from other businesses. Input/output studies show that processing farm products creates more additional jobs and income in a community than any other industry.

Division, Oregon Department of Agriculture, 121 SW Salmon St., Suite 240, Portland, OR 97204-2987. (503) 229-6734

Other states have also developed guides, some of which are listed in the Resources section of the above-mentioned publication. Since laws and agencies differ from state to state, potential processors need to contact agencies in their own states. Usually the agriculture department and the health department are the places to start. Because of the many regulations involved with food processing, some people may choose to add value in other ways. Crafts, fragrances, body care products, information, and services are examples.

## ADDING VALUE: PROGRAMS

### UNIVERSITY OF NEBRASKA FOOD ENTREPRENEUR ASSISTANCE PROGRAM

**T**he Food Processing Center’s Entrepreneur Assistance Program specializes in providing business, marketing and technical assistance to entrepreneurs in the value-added food processing industry. The program consists of three phases:

- From Recipe to Reality Seminar
- From Product to Profit
- Existing Business Development

#### From Recipe to Reality Seminar

This one-day seminar addresses the issues to consider when starting a food-processing business. If you or someone you know is interested in selling a food product, is just starting a business or has been in business less than a year, this seminar is a good place for information. The seminar will address topics

including:

- Market research and selection: grocery, specialty, food service and others
- Selling food products in gourmet stores, grocery stores, direct mail and other markets
- Developing a company and product image
- Packaging and labeling requirements
- Cost and pricing strategies
- Government regulations
- Product development
- Business structure
- Food safety

For 2001, the From Recipe to Reality seminar will be offered on:

- April 20 - Chicago, IL
- April 30 - Lincoln, NE
- June 14 - Lincoln, NE
- August 17 - Lincoln, NE
- October 16 - Lincoln, NE

UNL’s Food Processing Center is dedicated to confidentiality when assisting new business ventures. Following the seminar, assistance is available for start-up companies. This assistance provides entrepreneurial companies with access to resources including The Food Processing Center’s marketing specialists, technical specialists and a comprehensive network of industry contacts.

#### From Product to Profit





This phase provides individualized consultation and assistance that is crucial to successfully develop a business. Assistance is provided in the areas of technical and business/marketing issues including:

- Product development
- Business structure development
- Market selection
- Regulatory requirements
- Marketing and promotional strategy development
- Food safety and sanitation programs
- Cost analysis and pricing strategy
- Analytical services
- Packaging and labeling development

#### Existing Business Development

As a company grows, it often needs additional assistance to expand into new markets and develop new products. During this growth phase, project proposals are prepared by The Food Processing Center's professional food consultants. Each proposal is customized to the specific needs and goals of the company. Services include, but are not limited to, the following areas:

- Market analysis and market research
- Logo and label development
- Promotional materials development
- Product introduction strategies
- Marketing plan development
- Pricing strategies

- Financial management and planning
- Equipment, ingredient and packaging sourcing
- Product development
- Nutritional analysis & labeling

To request additional information about services or seminars, or to speak with a food industry specialist, email Arlis Burney at [aburney1@unl.edu](mailto:aburney1@unl.edu), or call her at (402) 472-8930. Address: The Food Processing Center Business Development Office, University of Nebraska-Lincoln, 60 Filley Hall, Lincoln, NE 68583-0928

#### INTEGRATED FOOD SAFETY INFORMATION DELIVERY SYSTEM

The Integrated Food Safety Information Delivery System (IFSIDS) website is designed to serve the needs of food safety regulators by providing factual information for use with local food establishment operators. The IFSIDS website contains food safety fact sheets covering a few of the more common topics dealing with the day-to-day operation of a food establishment, such as proper handwashing techniques, use of a three-compartment sink, and hot and cold holding temperatures. The site also contains ready-to-use signs in a PDF format that can be printed and appropriately placed in food establishments.

The Integrated Food Safety Information Delivery System (IFSIDS) website is maintained by the Iowa Department of Inspections and Appeals, Inspections Division, Food and Consumer Safety Bureau; [www.profoodsafety.org](http://www.profoodsafety.org)

#### IOWA FOOD POLICY COUNCIL

Iowa Governor Tom Vilsack facilitated the creation of the Iowa Food Policy Council. The 15-to 20-member council advises the Governor and Lt. Governor on initiatives and ideas that create a safe, nutritious, and adequate food supply that balances economic, social, and environmental impacts while providing

added food products.

- Members of the program are growers, producers, food processors and manufacturers. Sponsors of the marketing program are the Iowa Department of Economic Development, Iowa Department of Agriculture and Land Stewardship, Iowa Grocery Industry Association and the Iowa Hospitality Association. These sponsors promote the program statewide and individually participate in different ways.
- The Iowa Department of Economic Development works with growers, producers, food processors and manufacturers.
- The Iowa Department of Agriculture and Land Stewardship works with farmers markets, members of the Iowa Fruit and Vegetable Growers and the Iowa Honey Producers Association.
- The Iowa Grocery Industry Association works with the wholesale grocery groups, grocery stores and manufacturers.
- The Iowa Hospitality Association works with the restaurant members of their association.
- The program is a win/win for the Iowa economy—the growers, producers, food processors and manufacturers gain exposure and the consumer helps the local economy by purchasing Iowa products.
- The current number of A Taste of Iowa® members is 179.
- The current number of restaurants participating in the Restaurant Menu Mention Program is 80. This number includes independent restaurants, national chains and hotel restaurants.
- There are about 1,500 registered A Taste of Iowa® products—popcorn, pasta, wine, beer, turkey, salsa, barbecue sauces, canned and fresh fruits

and vegetables, dairy, honey, spices and meat products.

- A Taste of Iowa® is a marketing venue for promotion at state, regional, national and international trade shows and statewide events.

For more information, contact Gail Kotval, Marketing Manager, A Taste of Iowa® Iowa Department of Economic Development  
200 East Grand Avenue  
Des Moines, Iowa 50309  
(515) 242-4731; [gail.kotval@ided.state.ia.us](mailto:gail.kotval@ided.state.ia.us)

#### COMMUNITY FOOD SYSTEMS PROJECT

The Community Food Systems Project (formerly Field to Family) is a marketing project of the Practical Farmers of Iowa. They act as a broker for purchases of local and sustainably produced foods. Currently they are conducting in-depth feasibility studies of various approaches to linking Iowa farmers practicing sustainable agriculture to hotel, restaurant and institutional (HRI) markets. You can read more about the program online at [www.pfi.iastate.edu/Local\\_Food\\_Syst/Field\\_to\\_family.htm](http://www.pfi.iastate.edu/Local_Food_Syst/Field_to_family.htm)

maximum opportunities for Iowans.

“Iowa can become a world leader in the new economy by creating an efficient food production system that links producers, processors, distributors, and retailers to the world’s markets,” Vilsack said. “The Iowa Food Policy Council will provide us with the information we need to create strategies that enhance our ability to become the food capital of the world.”

The Council is composed of members appointed by the Governor. Council membership includes local producers engaged in direct marketing, local food processors, local food distributors, local food retailers, cooperative extension representatives, urban agriculture and education representatives, agricultural policy and legal experts, and hunger prevention and food security experts. Representatives from the Iowa Department of Agriculture and Land Stewardship, Iowa Department of Economic Development, Iowa Department of Public Health, and Iowa Department of Human Services serve as nonvoting members.

“It is our goal that the Food Policy Council identify new opportunities to increase profitability for Iowa producers through diversification, local processing, enhanced distribution, and direct marketing,” Vilsack said.

All research, policy development, and publication activities are coordinated by the Council through Drake University’s Agricultural Law Center. Funding to support the Council’s activities will be received by the Council through private donations, state and federal grant assistance, and institutional support from Drake University. The Agricultural Law Center has already devoted \$20,000 to the creation and startup of the Council. Additional funding will be provided from a Wallace Genetic Foundation grant and from the Ruan family.

The Council will submit a final report outlining findings and recommendations to the Governor’s Office by April 30, 2001.

#### OUR FUTURE’S ON THE TABLE

This is another value-added program created under Governor Vilsack. You can read more about it online at [www.agvalue.state.ia.us/](http://www.agvalue.state.ia.us/)

The members consist of Iowa Farm Bureau Federation, Agribusiness Association of Iowa, Iowa Soybean Association, Iowa Corn Growers Association, Iowa Pork Producers Association, Iowa Cattlemen’s Association, Iowa Egg Council, Iowa State University Department of Agriculture, Iowa Turkey Federation, Iowa Poultry Association and the Iowa Department of Economic Development.

Its mission is to help Iowa become the world’s leading producer of value-added agricultural products.

Its definition: Value-added agriculture transforms crops and livestock into products worth more to the world marketplace, resulting in increased job opportunities and income for Iowans.

#### TASTE OF IOWA

A Taste of Iowa is a partnership promotion of: Iowa Department of Agriculture And Land Stewardship; Iowa Grocery Industry Association; Iowa Hospitality Association; Iowa Department of Economic Development.

- A Taste of Iowa® is a logo identification marketing program developed to help consumers recognize food and agricultural products that are at least 50 percent raised, grown or processed in Iowa. The program is designed to help growers, producers and manufacturers sell their products to local, statewide, national or international markets.
- The logo points out Iowa food products on grocery shelves, restaurant menus, and in specialty shops and farmers markets.
- The primary goal is to increase the sales of Iowa agricultural and value-



