

# The University of Georgia

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College of Agricultural and Environmental Sciences



## A Survey of State Agricultural Labeling and Promotion Programs

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This purpose of this paper is to present a summary report on state agricultural Labeling promotion programs. The specific states discussed include Georgia, Tennessee, Virginia, Texas, and North Carolina. Various aspects of these programs covered include logo development, program benefits, and participation requirements. Other states with similar programs are also mentioned.

### **Georgia**

Georgia's agricultural promotion program "Georgia, Always in Good Taste" is funded primarily by the State Legislature. The program's annual budget is \$250,000. Commodity commissions are a source of some external funds. The purpose of this campaign is to promote Georgia agricultural products in domestic and international markets. The logo was developed in house without any outside research or input (Figure 1). At this time, about 200 companies are participating, some of which are specialty food stores. Currently there are no commodity groups using the logo, but a spin-off program has been formed by the Fruit and Vegetable Association with Kroger promoting "Georgia Grown" produce.

**Figure 1. Georgia Logo**



Funding is very limited, so this campaign does not contain the same number of programs as the other states discussed. A good deal of the promotion is centered around state and national farmers' markets. There is also a good deal of focus on national shows including the Produce Marketing Association (PMA), the Food Marketing Institute (FMI), and a food showcase for state displays sponsored by NASDA. They have used funds to put a Georgia products insert in the PMA program. They match limited funds with the Georgia Specialty Foods Association and this year with the Georgia Fruit and Vegetable Association. They also promote at fancy food shows. An outside advertising firm is used for promotions.

### **Alabama**

Unfortunately, Alabama does not currently have the resources to develop their states promotional program to the extent they would like. Alabama does have a logo program but they are not effectively using the program like some of the surrounding states. Alabama is lagging behind other southern states in their logo marketing and promotion programs.

**Figure 2. Alabama Log**



**Florida**

Florida has a similar program to Tennessee and Texas in that it has an aggressive marketing and promotional campaign, which includes public service advertising and successful Ag tags program. The Florida program also has a large international focus. They perceive the global market as a giant opportunity for Florida producers.

The Florida Department of Agriculture has developed a series of four logos to identify Florida products. The four logos each cover different types of products and they are:

- “Fresh From Florida” logo - is used with fresh fruits and vegetables, eggs, poultry, fresh meats and foliage.
- “From Florida” logo - used with processed and stored products such as sugar, rice orange juice, pasta and honey.
- “Fresh from Florida “ seafood logo - This logo depicts a fish in the sunburst and is used on fresh seafood and aquiculture products.
- “from Florida USA” logo - Used to market Florida products globally.

**Figure 3. Florida Logo**



**Figure 4. Florida Ag Tag**



Businesses that participate in the program and utilize the different logos on their products automatically tie into a statewide advertising campaign that includes television, radio public service announcement that are aired throughout the state. The campaign also includes an industry incentive program. This program offers cash awards for log usage in print, on television, radio, billboards, Internet applications and on cartons and packaging. The program is involved with trade shows from Canada to Florida to aid consumers in identifying Florida products.

As a result, the Florida Department of Agriculture has effectively increased awareness of Florida products in the state, nationally and internationally. The Florida Department of Agriculture recently conducted a study in China to gauge consumers shopping habits in an attempt to better market Florida products in China.

### **Tennessee**

Tennessee's agriculture promotion program "Pick Tennessee Products" (PTP) has been a model program for other states. This marketing campaign was started to help consumers identify and choose Tennessee produced and/or processed products. It is run through the Marketing and Promotions Division of the Tennessee Department of Agriculture. While the program does receive state funding appropriated from the legislature (about \$25,000), funds are also generated from the sale of Ag Tags (Figure 5).

**Figure 5. Tennessee Ag Tag****Figure 6. Tennessee Logo**

These specialized agricultural license plates not only generate funds for the program, but also act as traveling billboards to promote Tennessee products. They are available for all Tennessee vehicles and cost an extra \$25 over the normal licensing fees. The proceeds go to fund agricultural research and development programs. To date, \$547, 800 has been raised through this program for grants. Funds recipients include 4-H and FFA as well as specific commodity organizations. Some private companies have also received funds. Most promotional grants require matching funds.

There was no outside research involved with developing the PTP logo and tag. The tag was developed first, in house. The logo on the tag was given to partner organizations including the University of Tennessee and the Tennessee Farmers' Cooperative for comment (Figure 6). The logo was designed to compliment all farmer groups. No tractor was used because they did not want to offend the owners of any one type of tractor. A generic green field was used because it could be almost any crop. Any company or organization producing or processing a Tennessee product can apply with the State Department of Agriculture for use of the logo. There is also a staff available to help organizations incorporate the PTP logo into their marketing plan. There is no charge for this service, but the product is checked for quality standards and the Department of Agriculture reserves the right to revoke the use of the logo.

PTP members are also informed about relative trade shows that will help the member reach its target group. PTP often shares the travel and registration costs at these trade shows. They also inform their members when funding is available to help export their products. When a company or organization joins PTP, they are also included in all appropriate consumer and buyer directories.

### **Mississippi**

The Make Mississippi program was officially launched April 1999 and as of March 1, 2000 it boasts a membership of over 400 companies. The program targets a wide variety of businesses associated with agriculture. Any manufacturer, processor, or producer that adds at least 51% of the value of a product in Mississippi is eligible to participate in the program.

**Figure 7. Mississippi Logo**



Membership in the program is voluntary and is free to businesses that meet the 51% criteria. There are numerous advantages to being a member and they are as follows:

- Membership allows the businesses use of the Make Mine Mississippi logo
- Members are eligible for the Cooperative Promotions Program, which is a matching funds program used for advertising and promotions.

- Members receive special advertising discounts around the state in magazines, radio, and newspapers.
- Members are eligible to participate in numerous retail promotions with partners around the state
- Members are tied into generic advertising on radio and printed media around the state, asking consumers to look for the Make Mine Mississippi logo in retail stores to support Mississippi business.

The Make Mime Mississippi matching funds program allows members of the program to receive up to \$3,000 in matching marketing and promotional funds for use in trade show expenses, advertising or label printing. The recipient of the matching funds must incorporate the Make Mine Mississippi into their activity for which they were approved.

## Virginia

Virginia's agricultural promotions program "Virginia's Finest" has also become known as a model program. The trademark program was introduced in 1989 to identify and promote top quality Virginia produced and processed agricultural products. The logo was developed by an outside advertising agency (Figure 8). Market research and other tests were used in the development of the logo. There are currently over 500 agricultural, food, and beverage companies participating in the program.

**Figure 8. Virginia Logo**



The program is funded through the state legislature, and there are no outside programs to generate extra funds. The budget for the trademark program is about \$150,000 per year. Participation in the program is voluntary and open to all Virginia agricultural producers and processors that consistently meet specific quality standards. Quality standards in the program are set by industries, agricultural groups and similar representatives and are approved by the Virginia Department of Agriculture and Consumer Services. A two-step procedure for participation involves the development of industry standards and certification. Processed foods are approved by a special committee.

The program funds are used primarily for advertising campaigns. This is done through commercials on radio and television as well as ads in newspapers. Like the

other state programs, funds are available to subsidize the cost of trade and food shows on a local and national level. There is not much emphasis put on export promotions with the trademark program.

### **South Carolina**

The South Carolina Marketing and Promotion Program started out with a logo and has evolved. The mission of the program is to maintain and develop a broad-based marketing program aimed at increasing consumer awareness and product demand for quality products produced in South Carolina locally, nationally and internationally.

#### **Figure 9. South Carolina Logo**



The program does limited advertising in association with IGA stores. The program works with IGA to include South Carolina Promotional material in IGA's monthly advertising insert. The Program also is involved with agribusinesses and encourages them to incorporate their logo into their marketing materials. The promotional campaign gets involved with various tradeshow on agribusinesses behalf.

South Carolina is facing budgetary problems and as a result their marketing and promotion program has been scaled back.

## Texas

Texas has launched a similar campaign to promote its agricultural products with GO TEXAN. The Texas Department of Agriculture (TDA) coordinates the campaign. It promotes all Texas agricultural products - food, fiber, wine and horticulture - under one trademark (Figure 10). They have recently started an ag tag program, but it has not been in place long enough to generate much funding (Figure 11).

**Figure 10. GO TEXAN Logo**



**Figure 11. Texas Ag Tag**



In addition to the original state funding of \$250,000 per year, the State legislature has also approved a \$1 million matching grant partner program that doubles the funds available to promote Texas agriculture. GO TEXAN also televises public service announcements to promote Texas products. Pitcher, Nolan Ryan and actor, Tommy Lee Jones have voluntarily appeared in these commercials. Partnerships have been formed with Texas supermarkets for labeling and promotions and TDA is discussing similar ventures with grocery store chains across the state. Samples of other programs include:

- Facilitating \$1 million in sales to international buyers at the Houston Livestock Show and Rodeo.
- Coordinating the natural fiber Texas Designer Collective during March Mega Market at the Dallas International Apparel Mart.

- Introducing the state's hottest specialty food companies to 30,000 buyers at the Summer Fancy Food Show in New York.
- Trade shows promoting produce, processed foods, and horticultural products, livestock expositions from Fort Worth to San Antonio to the Rio Grande Valley, fashion shows and retail promotions across the state get the word out that Texas stands for quality. From the Hill country Wine and Food Festival to the Neil Sperry Garden Show, **GO TEXAN** is working to sell Texas.

The GO TEXAN campaign seems to put more emphasis on international promotions than “Pick Tennessee Products.” TDA is currently seeking opportunities to link producers and processors with buyers from Hong Kong to Helsinki. Some of these include:

- Trade missions, most recently to Chile, Argentina and Brazil, emerging markets with growing populations and income.
- Food promotions targeting buyers and distributors in Mexico and the Caribbean.
- Reverse trade missions bringing international buyers to Texas to meet companies.
- Outreach seminars to counsel small-to-medium sized companies interested in exporting.

The TDA's International Marketing staff also recruits Texas companies to apply for export funding through the federal Market Access Program (MAP) for branded products. MAP is a matching funds reimbursement program covering export opportunities.

The GO TEXAN logo was developed through marketing research by a private advertising firm. Similar to the PTP program, farm groups or agribusinesses can apply to use the logo on their product. The requirements are listed in Appendix A. Unlike Tennessee, the TDA does charge a \$25 per year fee for the use of the logo. For the \$25 fee, a group gets the following:

- Use of GO TEXAN logo
- Participation in the GO TEXAN database listed on the Texas Department of Agriculture's web site and available to buyers around the world
- Participation in retail promotions
- Joint advertising opportunities
- Ability to participate in state wide and national industry trade, consumer and livestock shows
- Marketing support through the use of broadcast and print advertisements
- Info-letters on upcoming marketing events and industry news and information
- International marketing opportunities

### **North Carolina**

North Carolina also has a similar campaign, but it is divided into two programs: “Goodness Grows in North Carolina,” and its sister program, “Freshness from North Carolina Waters.” These programs promote state agricultural and aquacultural products respectively. The logo was developed in house without any outside input or research (Figure 7). The majority of the funds are received from the State Legislature and the project is administered through the North Carolina Department of Agriculture and Consumer Services. This program has a budget of \$291,802 for this fiscal year.

**Figure 12. North Carolina Logo**



Funds are also raised through the “Goodness Grows Visa” program. This is a credit card that anyone can apply for. Every time a card member uses the Visa, a portion of the proceeds go to the promotion programs. Card members also receive a newsletter that has the latest member discounts and information on upcoming promotions. The

funds generated from this program are not released to the public, but it is a very small portion of the overall budget.

The campaign is currently working with local restaurants to promote the State's aquacultural products. It also partnered with McDonald's to sponsor the All-American Basketball Tournament. The campaign also sponsors "The Flavors of Carolina," a trade show that promotes Carolina products every year in locations throughout the state and U.S.. Other features of the program include:

- Specialized Cooperative Programming with the Retail and Foodservice Industry
- Cooperative and Umbrella Advertising Opportunities Through Television, Radio, Newspaper and Outdoor Advertising
- Comprehensive Marketing and Media Programs Throughout the State
- Consumer-Directed Promotions
- Trade Shows and Food Shows
- Published Materials (Quarterly Goodness Grows Newsletter, Goodness Grows Company Directory, Goodness Grows Gift Guide, and the Goodness Grows Free-Standing Insert)
- Special Presentations to the Food Industry
- Consultation Availability with Trade Specialists for Retail, Foodservice, Institutional, Specialty and International Markets

Requirements for the North Carolina Program are listed in Appendix B.

### **Other State Programs**

While every state has programs to promote agriculture several have labeling programs similar to the programs that have already been discussed. Some of these include California, Ohio, Alaska, Missouri, Colorado, Connecticut, Illinois, Michigan, Minnesota, New Mexico, New York, North Dakota, Utah, Vermont, and Wisconsin. The logos for these states can be seen in Appendix C. The Kentucky Department of

Agriculture is currently in the process of developing a similar program and is holding a contest to develop its logo. West Virginia is also starting a logo campaign.

## Appendix A: “Go Texan” Membership Qualifications

### General:

- An Agricultural, horticultural, viticulture or vegetable product, either in its natural or processed state, that has been produced, processed, or otherwise had value added to the product in Texas.
- Texas processed agricultural product--Non-Texas agricultural product, excluding processed food product and processed natural wood and natural fiber product, which has undergone a value added procedure in Texas that changes or adds to its physical characteristics. The department shall have the sole discretion to determine whether a product qualifies as being a Texas processed agricultural product.

### Food Products:

- Agriculture products that are produced or processed in Texas for human consumption.
- Non-Texas food products which have undergone a value-added procedure in Texas to change or add to its physical characteristics including, but not limited to, cooking, baking, heating, drying, mixing, grinding, churning, separating, extracting, dehydrating, distilling, preserving...
- The department shall have the sole discretion to determine whether a product qualifies as being a processed food product.

### Wine:

- Must be 75% by volume derived from grapes grown and fermented in Texas
- Must be fully produced and finished in Texas

### Horticulture:

- Nursery, floral and greenhouse plants or plant products produced in Texas from seeds, rootings, cuttings, tissue culture, seedlings or other propagation materials
- Non-Texas plants being produced for a period during which they are transplanted or increased in plant size and volume of container
- Texas and non-Texas produced plant-based horticulture products processed in Texas.

### Livestock:

- Feed, feed supplements and pet food produced or processed in Texas for animal consumption
- Oysters in their raw or processed form

Fiber:

- Fibers which have been produced from Texas crops or shorn from Texas livestock and are used in textiles, apparel and other goods. Includes leather made from hides of animals or reptiles
- Leather, textile or apparel products composed of 50% or greater natural fibers described above and having been preserved throughout processing so as to be verifiable by satisfactory documentation as having been originated in Texas or
- Composed of 50% or greater natural fibers, regardless of where grown or raised, which have been processed into leather, textile or apparel products within the state of Texas in a manner which substantially changes their form, and, if composed of natural fibers derived from crops or livestock grown or raised outside the state of Texas, the natural fibers must be of a type commercially produced within the state of Texas.
- Non-Texas raw natural fiber, which has undergone mechanical or physical changes in Texas resulting in a finished, distinct product.
- The department shall have the sole discretion to determine whether a product qualifies as being a processed natural fiber.

Forestry:

- Natural wood products produced from Texas hardwood and softwood timber, which may include, but not limited to, furniture, home furnishings, building construction materials, pulp and paper.
- Non-Texas raw natural wood, which has undergone mechanical or physical changes in Texas resulting in a finished, distinct product.
- The department shall have the sole discretion to determine whether a product qualifies as being a processed natural fiber and wood product.

Products produced in Texas, but processed out of Texas do not meet GO TEXAN program requirements.

## **Appendix B: “Goodness Grows in North Carolina” Membership Requirements**

### **I. The Goodness Grows in North Carolina label may be used only by qualified producers or processors of North Carolina agricultural and food products.**

- The label may be applied only on North Carolina produced or processed products which use product ingredients from North Carolina when readily available.
- Products not indigenous to North Carolina do not qualify (Ex. citrus, coffee, etc.).
- Imported products from foreign sources are not eligible.
- Only the first/top-quality products from a product line will be considered for membership.
- The processing/production facilities or corporate headquarters must be located in North Carolina.
- If the processing facility is located out-of-state, the product must be a 100% North Carolina agricultural product.
- Identification of the North Carolina corporate headquarters is required on product packaging.
- Facilities and products must meet all Federal and State regulations where applicable.

### **II. Application to use the Goodness Grows in North Carolina label:**

1. Any person or firm representing and packaging North Carolina agricultural or food products may submit an application to use the Goodness Grows in North Carolina label on eligible products.
2. Application shall be made on forms provided by the North Carolina Department of Agriculture and Consumer Services.
3. Permission to use the Goodness Grows in North Carolina label will be granted upon NCDA&CS committee approval of application. Application and products will be under continual review by the Goodness Grows in North Carolina committee. All decisions of the Goodness Grows in North Carolina committee are final.
4. Applicant must furnish three copies of product(s) labels and five product(s) samples in a finished package.

### **III. Assistance: The North Carolina Department of Agriculture and Consumer Services will provide the following services upon request:**

1. Marketing service assistance.
2. Assistance in Retail, Foodservice and Institutional marketing.
3. Advertising, sales promotions, merchandising, public relations campaigns and special media promotions throughout the year.

**IV. Penalty:**

1. Any person, firm, partnership, corporation or association who shall violate any provision herein, give false information in the application to package products under the Goodness Grows in North Carolina label, or use any container bearing the Goodness Grows in North Carolina label for packaging products which are not of North Carolina production, shall be subject to a suspension of his/her authority to use the Goodness Grows in North Carolina label.
2. Nothing herein shall be construed to exempt any person or firm from provisions of other applicable laws or regulations.

**V. The North Carolina Department of Agriculture and Consumer Services reserves the right to change these bylaws as necessary.**

Appendix C: Other State Logos



