Commissioner’s Update

There are 5 key words to our approach for rural development in Georgia:

“Agriculture makes Georgians’ lives better.”

Georgia House Rural Development Council
Staffing Update

• Paul Thompson: Deputy Director for Marketing/Promotion Program
  • Replacement hired for Atlanta State Farmers Market Director, starting August 20

• Sarah Cook: Domestic Trade Manager for Marketing/Promotion Program

• Christopher Raasch: Marketing/Promotion Program

• Misty Friedman: Farm-to-School Coordinator

• Cindy Norton: Agritourism Specialist/Signage Coordinator
Staffing Update

- Happy Wyatt: Full-time Georgia Grown Area Market Coordinator for West/Central Georgia
  - Brings total to five full-time area market coordinators
- Beth Meeks: Area Market Coordinator
- Tom Neville: Area Market Coordinator
- Jason Deal: Area Market Coordinator
- Lee Lancaster: Area Market Coordinator
Georgia Grown

• Upcoming Events
  • Apple Education Day, Mercier Orchards
  • School Nutrition Training
  • Atlanta Braves Farmers Market
  • GG Networking Event, Augusta
  • GG Tailgate, Commerce City Schools
  • Decatur Book Festival
  • Shrimp and Grits Festival, Jekyll Island
  • Spirit of Appalachia Festival, Sautee Nacoochee
  • AgroForestry Field Day
  • Fresh Market Georgia Grown Launch
  • Atlanta Cheese Festival
  • Georgia Steeplechase Market
International Trade

CANADA
MEXICO
COLOMBIA
UK/IRELAND
KOREA
TAIWAN
VIETNAM
KENYA
SOUTH AFRICA
Southeast Asia Trade Mission Increases U.S. Exports: Under Secretary McKinney led a Trade Mission of 18 U.S. businesses and State Departments of Agriculture representatives to Indonesia.

- FAS facilitated **251 one-one meetings** between U.S. exporters and Indonesian, Malaysian and Philippine buyers.

- The ATM also presented a significant opportunity to remove longstanding trade barriers for U.S. agriculture in Indonesia.

- High-level officials from the Government of Indonesia (GOI) expressed a willingness and commitment to quickly work towards resolving key barriers affecting U.S. exports of horticulture, soybeans, dairy, animal proteins, and live cattle.
The first shipment of stone fruit from Peru came through the Port of Savannah to J.J. Jardina Co, Inc. at the Atlanta State Farmers Market. This was part of a USDA pilot program in conjunction with the Georgia Ports Authority and Customs & Border Patrol to provide fresher fruits and vegetables from South America to the Southeastern United States.
Upcoming Trade Missions

- Southern Africa Agribusiness Trade Mission (Johannesburg & Cape Town): October 29-November 2, 2018
- Korea Agribusiness Trade Mission (Seoul): November 5-8, 2018
- Canada Agribusiness Trade Mission (TBD): April 1-5, 2019
- Vietnam Agribusiness Trade Mission (Hanoi & Ho Chi Minh City): April 22-26, 2019
- Colombia Agribusiness Trade Mission (Bogota & Medellin): July 2019
- Mexico Agribusiness Trade Mission (Mexico City): September 2019
- Taiwan Agribusiness Trade Mission (Taipei): October 2019
- United Kingdom & Ireland (London): TBD
Georgia’s Domestic Reach

- Southern Innovations, Nashville, TN
- Atlanta Foodservice Expo, Atlanta, GA
- Gourmet Foods International, Atlanta, GA
- Produce Marketing Association, Orlando, FL ***
- Southern Convenience Store Show, Macon, GA ***
- New York Produce Show, New York, NY
- AmericasMart Winter, Atlanta, GA ***
- Southeast Regional Fruit and Vegetable Conference, Savannah, GA
- Southern Exposure, Orlando, FL
- Natural Products Expo West, Anaheim, CA
- American Food Fair, Chicago, IL
- Sweets & Snacks Expo, Chicago, IL
- AmericasMart Summer, Atlanta, GA ***
- Georgia Food Industry Association, Orlando, FL
- Summer Fancy Food Show, New York, NY ***

***indicates multi-company pavilion planned