

# Georgia Grown

August 20, 2019



# Quick Agenda

Georgia Grown Overview – Matthew Kulinski

Farm to School – Misty Friedman

Domestic Marketing Program – Sarah Cook





## PURPOSE

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Georgia Grown is an economic and community development platform designed to grow local economies throughout our state.

## GOALS

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- Economic Development “We Help Georgia Grow”
- Nutrition & Wellness – We strive to improve the wellbeing of Georgians by increasing the consumption of fruits, vegetables and locally produced food.
- Environmental- Our high quality products start locally, using the best growing practices and production techniques.
- One Georgia – The gap between rural and urban Georgia can be bridged through agriculture.



REGENERATE  
Blueberries  
Wash Before Use  
Product of USA  
Distributed by: Southern Fresh & Packing  
1885 Peachtree Dairy Road - Stockbridge, GA 31026  
Net Wt. 16 oz. (510g)  
53908 00202

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Baker Farms

Triple Washed

Learn more at  
[www.familyproducts.com](http://www.familyproducts.com)

GEORGIA  
GROWN

GEORGIA  
GROWN

COLLARDS

COLLARDS

PRICE  
\$4.99

# GEORGIA Peaches

- ✓ Non-GMO
- ✓ Gluten-Free
- ✓ All-Natural

GEORGIA  
grown

Product of U.S.A.  
Net Wt. 3 lb / 1.36 kg  
gajucys.com

GEORGIA  
JUICYYS™



# Pure Flavor – Georgia Grown



# Kubota - Georgia Grown



# Walmart Promotions



# Kroger Promotions



More value for the way you live.™

**LOW PRICES & SO MUCH MORE!**

Local, first-of-the-season Georgia peaches have arrived! Fresh and juicy, these sweet treats are perfect for pies, delicious in salads and great for a snack anytime of day...it's going to be a peachy summer!

[www.kroger.com](http://www.kroger.com)

<p>Southern Yellow Peaches</p> <p><b>10\$10</b></p> <p>for 10 lbs</p> <p>With Card</p>	<p><b>GEORGIA grown</b></p>
<p>Red, Yellow or Orange Bell Peppers</p> <p><b>4\$5</b></p> <p>With Card</p>	<p>USDA Choice Boneless Skinless Chicken Breasts</p> <p><b>6\$99</b></p> <p>With Card</p>
<p>Fresh Partee Boneless Chicken Breasts</p> <p><b>FREE</b></p> <p>Buy One, Get One Or Equal or Lower Value</p>	<p>Another reason to shop Kroger:</p> <p>Celebrate with <b>4x FUEL POINTS</b></p> <p>when you buy fuel eligible items</p>
<p>Milk that's fresh for 10 days...we promise. Brought to you fast from local dairies.</p> <p>Kroger Milk</p> <p><b>2\$99</b></p> <p>With Card</p>	





**GEORGIA**  
grown

Fresh **BLUEBERRIES & BLACKBERRIES**



From Georgia, our blueberry production is 100% locally sourced. Our blackberry production is 100% locally sourced. For more information, call 1-800-451-1111.

Grow in Georgia. Sell in Georgia. **LOCALLY SOURCED** BY 100% LOCAL FARMERS

Fresh **WATERMELONS**



From Georgia, our watermelon production is 100% locally sourced. For more information, call 1-800-451-1111.

Grow in Georgia. Sell in Georgia. **LOCALLY SOURCED** BY 100% LOCAL FARMERS

**Biggy Wiggle**  
Our Best Price 10%  
\*Candy \*Meats  
\*Produce  
At Our Cost Plus 10%  
At The Register!  
A new way to shop!

**PRODUCE**

**LOCALLY SOURCED**  
Produce



*Fresh*  
**BLUEBERRIES**



OUR LOCAL FARMER

Blueberry production added over \$335 million to Georgia's economy in revenue and jobs.



**REGENERATE**  
*All Things Blueberry*

• Grown in Blackshear, GA •

SUPPLIED LOCALLY BY 

404.968.7750



*Fresh*  
**ORANGES**



ORANGES

Supplied locally by 

# Craft Food Products



# Georgia Grown in Publix



# Georgia Grown in Publix



# THE ONLY VEGETABLE WRAPPED IN SILK



Georgia Sweet Corn

Nature's Favorite State



Check out recipes and more at  
[georgiagrown.com](http://georgiagrown.com)



# LORD OF THE ONION RINGS



Vidalia Onions

Nature's Favorite State



VIDALIA  
ONIONS

georgiagrown.com

# PEACH PERFECT



Georgia Peaches

Nature's Favorite State



PEACHY  
KEEN

georgiagrown.com

# YOUR CURE FOR THE SUMMERTIME BLUES



Georgia Blueberries

Nature's Favorite State



READY  
TO JAM

georgiagrown.com



# Subway Promotion

**GEORGIA  
GROWN.**

**IT DOESN'T GET  
ANY FRESHER.**



**GEORGIA GROWN.**

**CAN IT GET ANY  
MORE FRESHER?**



# Georgia Grown Pecans



# Farm To School



# Feed My School Program

- Pilot Program With 3 schools in 2012.
- Goal was to identify and overcome barriers to the sale of Georgia Grown products to schools.
- Added the Georgia Grown Test Kitchen in 2015
- Launched 20/20 Vision in 2015
- Focus was put on products grown and processed in Georgia.



# Early Barriers

## Barriers

- Procurement process
  - School nutrition directors had difficulty navigating procurement process for locally grown products
- Menu planning
  - Schools needed assistance finding ways to add Georgia Grown products to their menus
- Identifying sources for locally grown
  - School needed assistance identifying locally grown products.
- No centralized location for farm to school information.

## Solutions

- Created templates that fit National School Lunch Program rules.
- Federal changes to micro purchasing rules increased purchasing limit from \$3,500 to \$10,000
- Provided meal plans with video instructions and nutritional analysis.
- Worked with distributors to add local farmers to their product list.
- Hosted 5 annual Source Shows, more than half of all school systems have participated.
- Created [feedmyschool.org](http://feedmyschool.org) to be a clearing house for all farm to school related information.



# Future of the Feed My School Program

- Promotion and marketing to support increased participation
- Expand Feed My School into a statewide program
- Feed My School Fridays!



# Existing Barriers

- Distribution
  - Several School systems are receive produce deliveries from out of state.
- Staffing / Training
  - Schools need additional staff to handle and prepare produce
  - Traditional scratch cooking requires additional training.
- IQF – Individual Quick Frozen
  - IQF fruits and vegetables are a staple of school nutrition programs.
  - Farmers and distributors need access to processing and IQF facilities to improve year-round availability of Georgia produce and increase the ease of use.



# More Information on IQF

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- Only one IQF produce facility in Georgia – it processes blueberries in Alma
- We don't know total IQF purchases for schools
- We do know Georgia schools used from USDA contract:
  - 24,000 cases (30lb) corn
  - 56,000 cases (30lb) peaches
- US Foods, representing 30 schools systems purchased:
  - Sold almost \$7million of IQF produce in SY2019
  - 68,400 lbs of frozen yellow squash from Mexico
  - 13,320 lbs of yellow squash domestic
  - Estimated value of \$90,000 for squash



This item is   
**GEORGIA**  
grown

# 20/20 Vision Reporting

- 20/20 Reporting from schools systems across the state in 2019 showed total Georgia Grown purchase at \$22.3 million.
- Average school system spending on Georgia Grown products were \$200,000.
- Clayton, Cobb, Richmond, Dougherty, and Fulton were highest – averaging over \$2 million in 2019.



# Farm to University

- ABAC
- Georgia State
- UGA



**We are** **GEORGIA** grown

NO. 1 GOAL IS TO BRING TOGETHER

**PRODUCERS  
PROCESSORS  
SUPPLIERS  
DISTRIBUTORS  
RETAILERS  
AGRITOURISM  
AND CONSUMERS**

FREQUENTLY SOURCED

SEASONAL PRODUCE

PECANS

SHELL EGGS

CHICKEN

BREAD

SERVING LOCALLY PRODUCED & GROWN PRODUCTS WHEN AVAILABLE

**LOOK FOR THE  
GEORGIA GROWN  
LABEL IN THE  
DINING COMMONS.**



**GEORGIA** grown



# Domestic Marketing Program

- Hosted marketing program
- Companies must be located in Georgia with primary manufacturing or if manufacturing outside of Georgia, 100 % of product must be derived from Georgia ingredients
- All produce must be grown in Georgia
- Must be adequately prepared for market development
- Products and/or marketing must bear GG logo



# Program Reach

- Exposure at 13 national trade shows
- Mixture of produce and manufactured foods shows (9 foods, 4 produce)
- Six states
- 131 booth spaces
- Potential of 410,000 event attendees



# Evaluating Performance

- Evaluations are required post-show
- Participants are required to share # leads generated and estimated sales generated
- All other feedback is voluntary but crucial for refining program
- Based on feedback, each show will be evaluated for future participation
- Applicants are encouraged to suggest other shows for future consideration



# AmericasMart July 2019 Case Study

- Results so far:
- 22 respondents out of 27
- Self-reported
  - 1,016 leads
  - \$328,068.73 sales
- “Georgia Grown was featured prominently in the Mart areas and resulted in customer recognition and association (based on direct feedback from customers and potential customers).” --Program participant feedback



# AmericasMart July 2019 Case Study

- 132 exhibitors in Gourmet Temporaries floor from several states
- Approximately 32 Georgia companies
- 27 participated in DMP (20% of show floor)
- Visibility at the show:
  - Georgia Grown floor stickers to identify local producers
  - 10 members in incubator program
  - First Look Lobby display that showcased GG products available and booth locations
  - First Lady Marty Kemp visited the GG members on the show floor
  - Peach and Prosperity podcast
  - ...& all asking for MORE!



# www.GeorgiaGrown.com

## Thank You! Any Questions?

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