Georgia Grown
August 20, 2019
Quick Agenda
Georgia Grown Overview – Matthew Kulinski
Farm to School – Misty Friedman
Domestic Marketing Program – Sarah Cook
**PURPOSE**

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

**GOALS**

- 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.
GEORGIA Peaches

Product of U.S.A.
Net Wt. 3 lb / 1.36 kg
dj@juicys.com

GEORGIA JUICYs™

Non-GMO
Gluten-Free
All-Natural

georgia grown
Pure Flavor – Georgia Grown
Walmart Promotions
Kroger Promotions
"You can discover local every day!"

Fresh Blueberries

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

Collins Décor

404.968.7738
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
Subway Promotion

GEORGIA GROWN.

IT DOESN’T GET ANY FRESHER.

GEORGIA GROWN.

CAN IT GET ANY MORE FRESH?

SUBWAY
FRESH IS WHAT WE DO.

GEORGIA grown

GEORGIA grown

FRESH IS WHAT WE DO.
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 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

- 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 $7 million 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
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
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 the number of leads generated and estimated sales generated.
- All other feedback is voluntary but crucial for refining the program.
- Based on feedback, each show will be evaluated for future participation.
- Applicants are encouraged to suggest other shows for future consideration.
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?

Jack Spruill
Director of Marketing
Georgia Department of Agriculture
Marketing Division, Room 324
19 Martin Luther King, Jr. Drive, SW
Atlanta, Georgia 30334-4201
Phone: 404-656-3680
Email: Jack.Spruill@agr.Georgia.gov