



Georgia Grown and Growing

Presentation to the Georgia House
Rural Development Council

August 15, 2018



Commissioner's Update



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

**“Agriculture
makes
Georgians’
lives better.”**



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

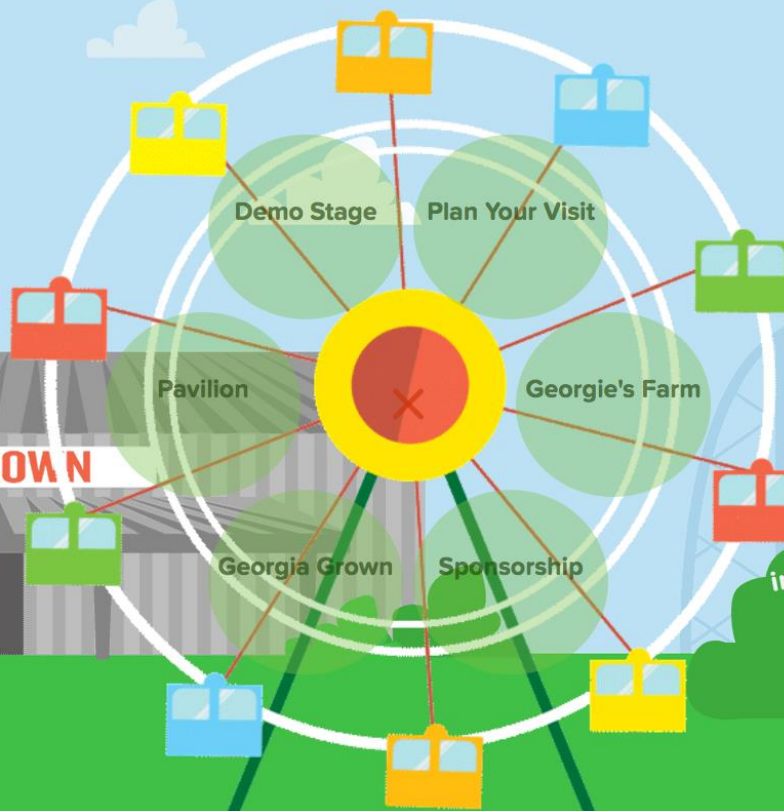
- Spirit of Appalachia Festival, Sautee Nacoochee
- AgroForestry Field Day
- Fresh Market Georgia Grown Launch
- Atlanta Cheese Festival
- Georgia Steeplechase Market



Baby Barn



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GEORGIA GROW N

introducing the NEW

BABY BARN



Georgia House Rural Development Council



International Trade



USDA FAS Southeast Asia Trade Mission

July 16-19, 2018
Jakarta, Indonesia



- 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.

Port of Savannah



- 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.



USDA Foreign Agricultural Service

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
- Kenya Agribusiness Trade Mission (Nairobi): May 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

Domestic Trade



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