



August 13-23

AgriMissouri Market – Missouri State Fair in Sedalia

One of AgriMissouri's biggest marketing opportunities of the summer is the AgriMissouri Market at the Missouri State Fair. Thousands of people will visit the AgriMissouri Market during the fair so it is a great place to highlight your products.

The AgriMissouri Market is a storefront that houses only AgriMissouri members' products. Participation in the AgriMissouri™ Market is voluntary. Refrigeration space is limited so a majority of the products must be shelf-stable and all must be properly labeled. Below is an outline explaining how the Market operates.

- Members return their wholesale price list, vendor input form and intent to participate forms to Sarah by Friday, June 26. (All these forms are necessary for us to pay you.)
- AgriMissouri will send you an order for the product carried in the Market
- Members ship or deliver their product to Sedalia; AgriMissouri will provide a shipping address.
- AgriMissouri markets your products
- Members are paid the wholesale price of products sold after the fair
- Unsold merchandise is returned to members via UPS after the fair

We will again offer sampling opportunities in the Market. Sampling your product always increases sales. Sampling is on a first come, first serve basis. Sampling days fill up fast, so contact Sarah as soon as possible.

Below is a list of dates for reference for the AgriMissouri Market.

June 26	Deadline to send wholesale price list to Sarah (Fax: 573-751-2868; e-mail: Sarah.Gehring@mda.mo.gov)
July 24	Deadline to sign up for sampling day(s)
July 24	Orders sent to AgriMissouri members
August 3-11	Product needs to arrive in Sedalia at Missouri State Fair
August 13-23	Missouri State Fair – Sedalia, MO

Please contact Sarah with any questions about the AgriMissouri Market. You can reach her at 573-522-9213 or Sarah.Gehring@mda.mo.gov.