

PROMOTIONAL

Opportunities

- Winery Promotion
- AgriMissouri™ Markets
- Networking Events with Retailers
- Buyer's Guide Online
- Chef Contest to encourage use of more local products
- International Fancy Food Show
- Promotional activities with retailers and food service professionals
- Agritourism workshops
- Agritourism promotion with retailers
- Farmers' Market of the Year Award
- Farmers' Market Champion of the Year Award
- Farmers' Market Price Cards
- AgriMissouri™ Point of Purchase Materials

WWW.AGRIMISSOURI.COM

WWW.MDA.MO.GOV



AGRIMISSOURI™
IS A PROGRAM WITHIN THE

MISSOURI DEPARTMENT OF AGRICULTURE
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MEMBERSHIP

Guide

AGRIMISSOURI



MISSOURI DEPARTMENT OF AGRICULTURE

MEMBERSHIP BENEFITS

Membership Categories

Product Member

Businesses that grow, raise or process Missouri agricultural products.

Agritourism/Experience Member

Businesses or farms that provide the public with an agricultural experience.

Farmers' Market Member

Any organized group of farm product producers, whether incorporated or not, that gather to sell goods they grow or make.

All Members Receive:

- AgriMissouri™ membership certificate
- Company feature page on AgriMissouri Web site
- Access to Members Only section of Web site
- Use of AgriMissouri™ logo on marketing materials
- AgriMissouri™ point of purchase materials at cost

Category Specific Benefits

Product Members:

- Participation opportunities at state and national tradeshows
- Promotional opportunities in AgriMissouri™ Markets
- Trade leads on international marketing opportunities
- Quarterly newsletters
- Discounts on educational workshops

Agritourism Members:

- Participation opportunities in agritourism promotions coordinated by AgriMissouri™
- Quarterly newsletters
- Discounts on educational workshops

Farmers' Market Members:

- Access to Farmers' Market media kit
- Access to advertisements developed exclusively for farmers' markets
- Opportunity to participate in farmers' market promotions
- Eligible to participate in farmers' market contests

AgriMissouri™ Web site

www.agrimissouri.com

- All members receive a feature page on the AgriMissouri™ Web site
- Each member's feature page can include up to two (2) pictures and a description of your business, products, farm or farmers' market
- Information about AgriMissouri™ activities
- AgriMissouri™ recipes
- Digital advertisement layout that may be personalized
- Consumer pages featuring different AgriMissouri™ companies or products
- Pages providing agritourism and farmers' market business information

