

PROGRAM DESCRIPTION

Department: Agriculture

HB Section(s): 6.020

Program Name: International and Domestic Marketing Program

Program is found in the following core budget(s): Agriculture Business Development

1a. What strategic priority does this program address?

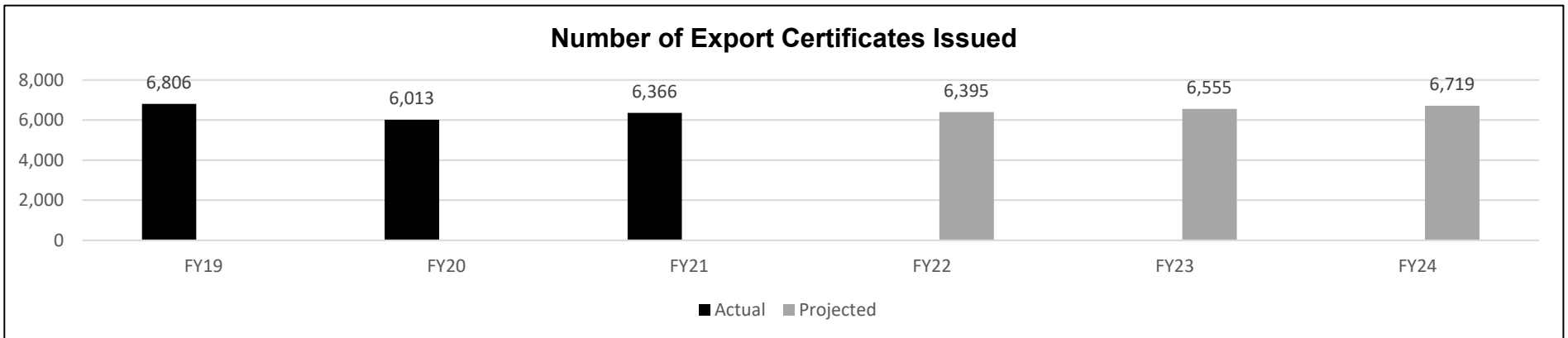
Empower MORE farmers and agribusinesses.

1b. What does this program do?

This program offers services for Missouri farmers and agribusinesses to grow sales through outreach, education and opportunities to participate in domestic and international marketing activities for the promotion of agricultural products that are grown, raised or processed in Missouri.

- Business Education and Outreach
- Agent/Distributor Searches
- Market Research
- Export Document Issuance
- Trade Missions and Trade Show Facilitation
- Financial Assistance

2a. Provide an activity measure(s) for the program.



Note 1: The Domestic & International Marketing Program within the Department of Agriculture issues export certificates to companies exporting food and feed products. Not all agricultural products that leave the state will require an export certificate from this program, as some countries do not require a certificate; and, some products, including raw meats and dairy, require a specific regulatory agency such as the USDA Food Safety and Inspection Service or the State Milk Board to issue the export documentation.

Note 2: Projected target is based on approximate average of previous three years.

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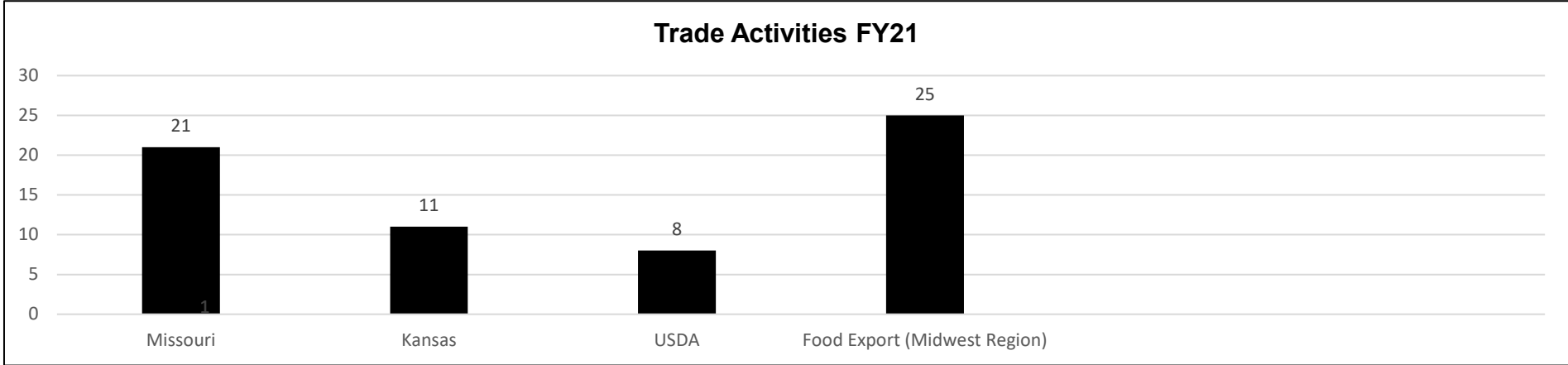
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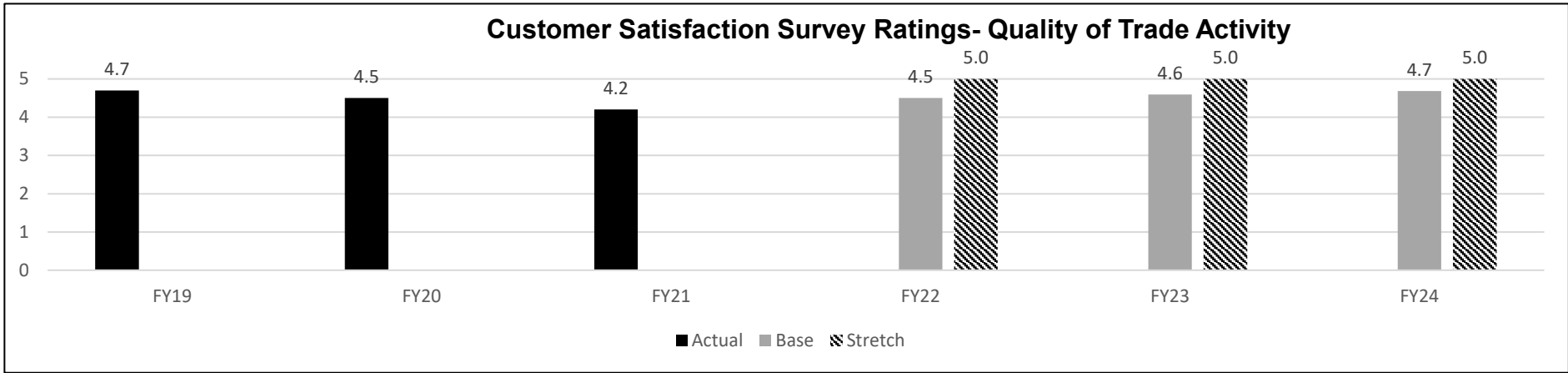
2a. Provide an activity measure(s) for the program (continued.)



Note 1: Trade activities include trade shows, trade missions and buyer missions facilitated to promote the purchase of Missouri ag products.

Note 2: Trade activities for Missouri show only those coordinated by MDA. Kansas total may include some coordinated in partnership with outside associations.

2b. Provide a measure of the program's quality.



Note: Customer satisfaction rating is derived from the surveys administered immediately following a trade activity to companies and buyers that participated on a scale of 1-5.

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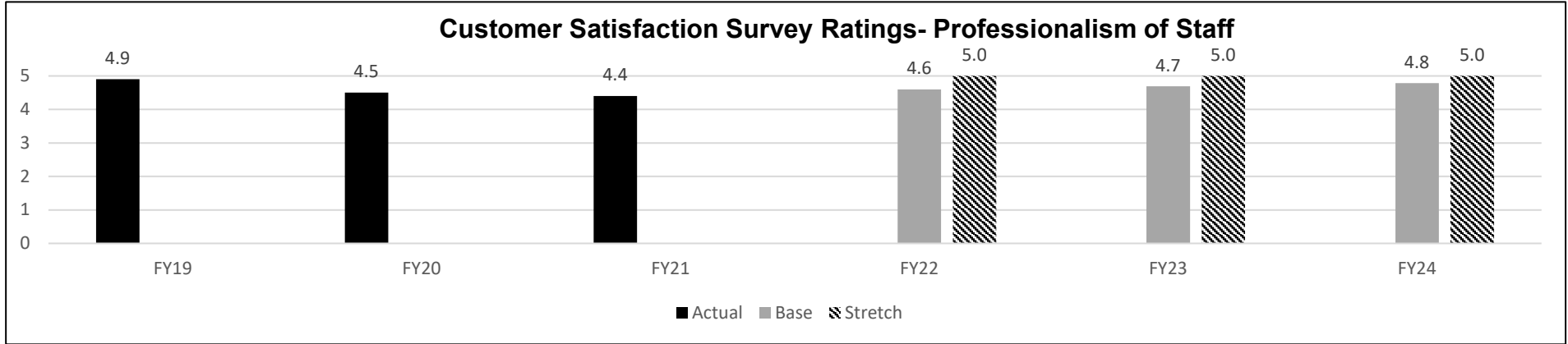
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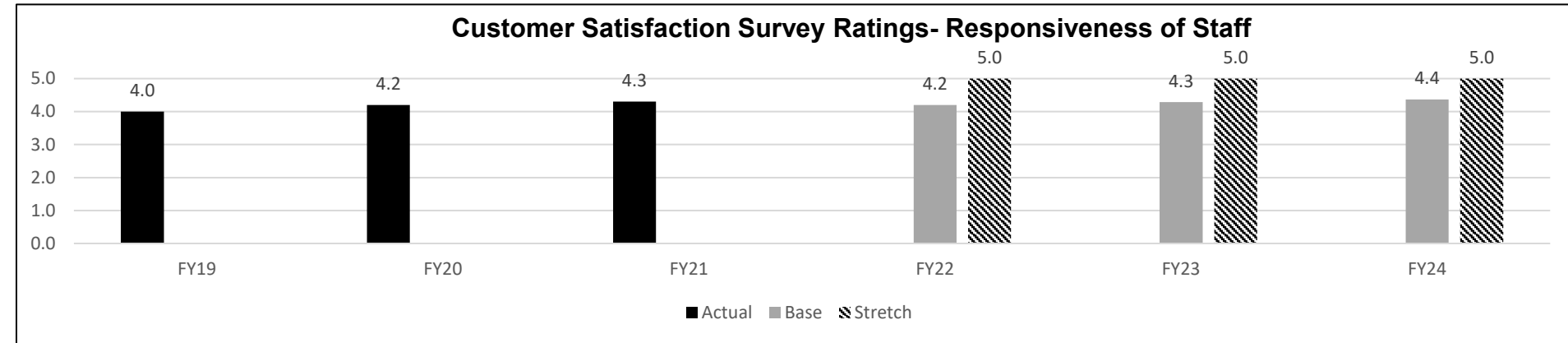
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2b. Provide a measure of the program's quality (continued.)



Note: Customer satisfaction is derived from the surveys administered immediately following a trade activity to companies and buyers that participated on a scale of 1-5.

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Note: Customer satisfaction is derived from surveys administered to companies that interact with staff during company visits and trade activities on a scale of 1-5.

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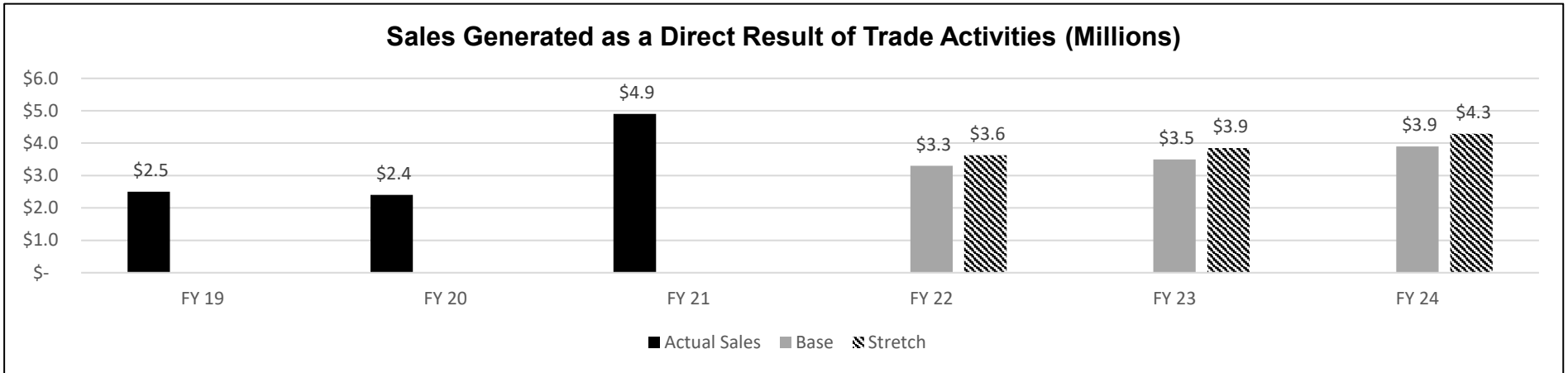
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2c. Provide a measure of the program's impact.

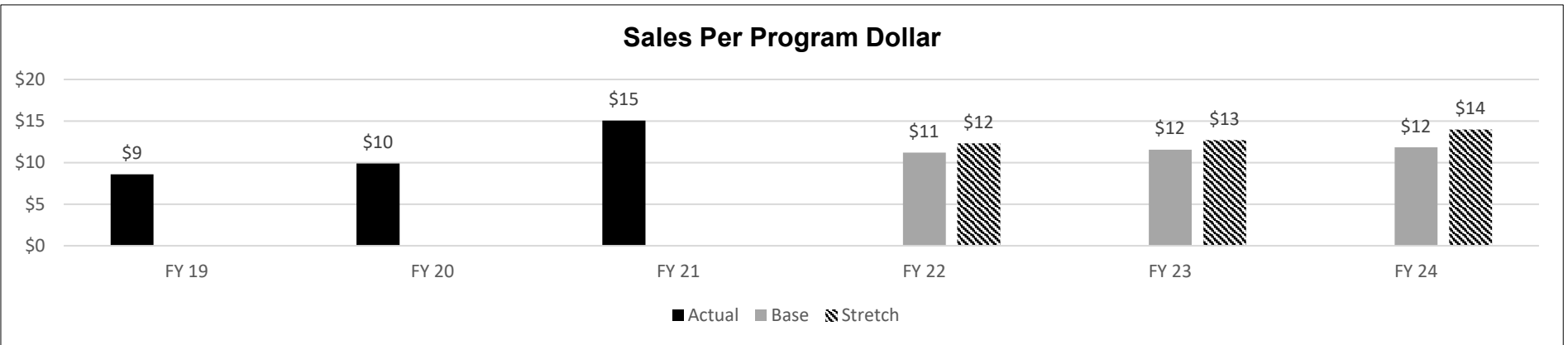


Note 1: Actual Sales are those reported by the Missouri company that were made as a direct result of the activity.

Note 2: Base target is based on approximate average of previous three years. Stretch target is 10% increase in sales over Base.

Note 3: Results are obtained from surveys collected immediately after a trade activity and at a six months and is a voluntary reporting system.

2d. Provide a measure of the program's efficiency.



Note 1: Chart shows the dollars of reported sales (from event surveys) divided by the total program operating budget (i.e. reported sales/operating budget).

Note 2: Base target is based on approximate average of previous three years. Stretch target is 10% increase in sales per program dollar over Base.

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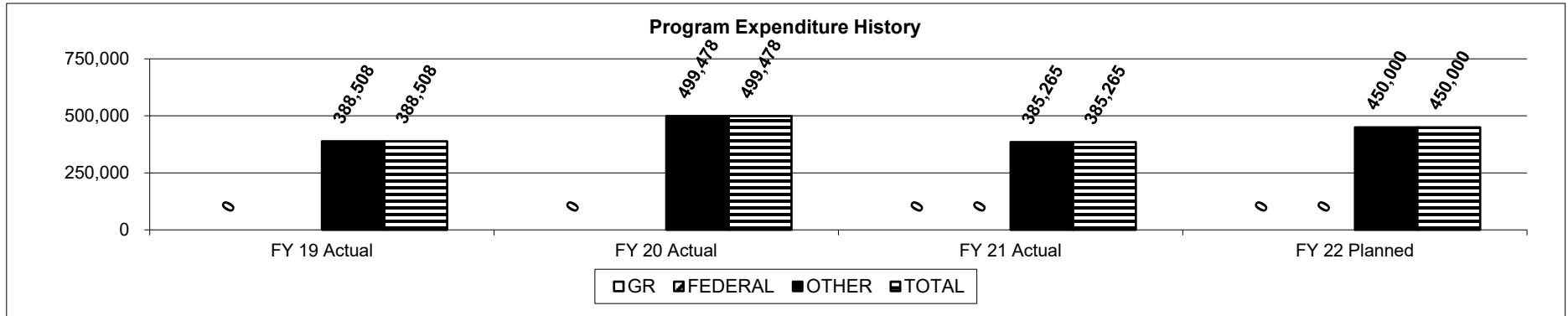
2d. Provide a measure of the program's efficiency (continued.)

Actual Sales Per Dollar of Investment -- CY20		
	Missouri	Food Export-Midwest
ROI	\$119:1	\$2,191:1
# of Activities	19	25

Note 1: Table shows the number of trade activities and ROI (actual sales/program budget) compared to Food Export-Midwest, a non-profit trade association comprised of 13 Midwestern state agricultural promotion agencies that use federal, state and industry resources to help companies increase product sales overseas.

Note 2: Calendar year is used for this benchmark measure to match Food Export Midwest data.

3. Provide actual expenditures for the prior three fiscal years; planned expenditures for the current fiscal year; and, when available, the Governor's recommended funding for the upcoming fiscal year. (Note: Amounts do not include fringe benefit costs.)



4. What are the sources of the "Other " funds?

Ag Protection Fund (0970)

5. What is the authorization for this program, i.e., federal or state statute, etc.? (Include the federal program number, if applicable.)

Sections 261.030, 261.035, 261.230, 261.095, 261.235, 261.239, 348.410, 348.438

6. Are there federal matching requirements? If yes, please explain.

No

7. Is this a federally mandated program? If yes, please explain.

No