

PROGRAM DESCRIPTION

Department: Agriculture

HB Section(s): 6.020 & 6.025

Program Name: Missouri Grown

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

1a. What strategic priority does this program address?

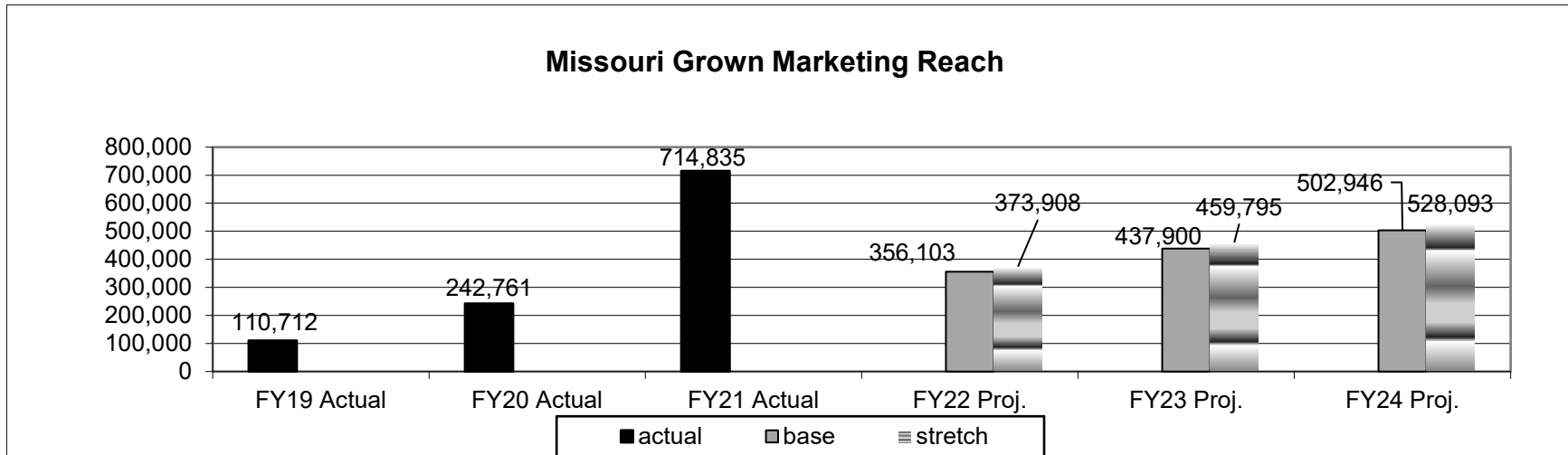
Feed More, Reach More, Empower More

1b. What does this program do?

Missouri Grown offers services to promote Missouri agricultural products grown, produced and processed by Missouri farmers, ranchers and value-added agriculture businesses. The program works to connect agriculture goods produced and processed in Missouri with Missouri consumers, farmers' markets, institutions, and retail outlets through:

- Consumer Outreach and Education Efforts
- Missouri Grown Brand Promotion/ Marketing
- Farm to Table Coordination Efforts
- AgriMissouri/Missouri Grown Membership Assistance
- Agritourism Promotion

2a. Provide an activity measure for the program.



Note: Includes data for both the Missouri Grown and AgriMissouri websites, social media platforms and traditional/digital marketing. The Missouri Grown traditional and digital marketing efforts promotes the program to consumers and provides resources for members.

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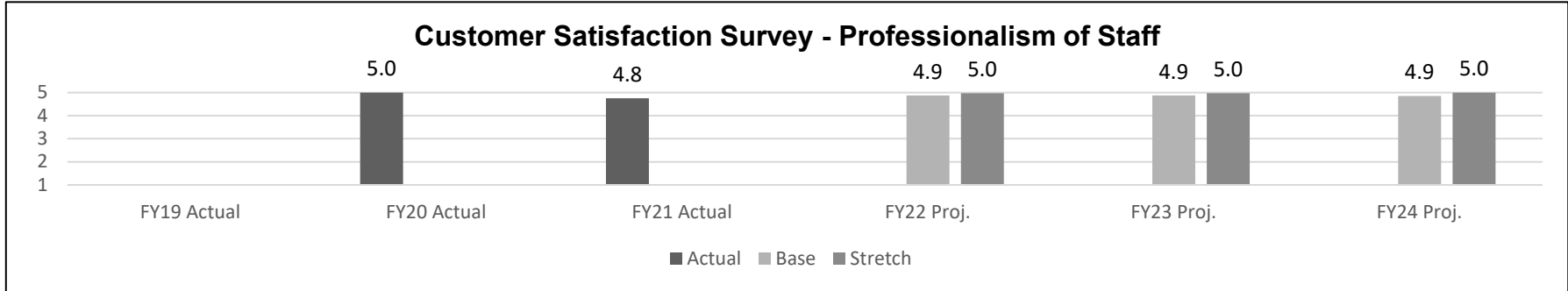
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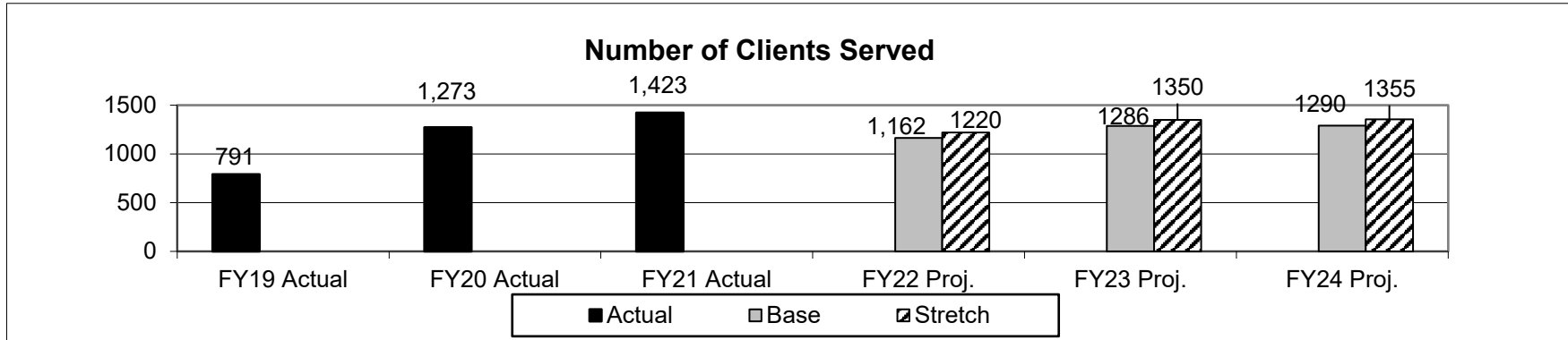
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2b. Provide a measure of the program's quality.



FY20 was the first year of the customer satisfaction survey.

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



Clients served is an accumulation from all five areas of emphasis:

- Consumer Outreach and Education
- Missouri Grown Promotion
- Farm to Table Efforts
- Membership Assistance
- Agritourism

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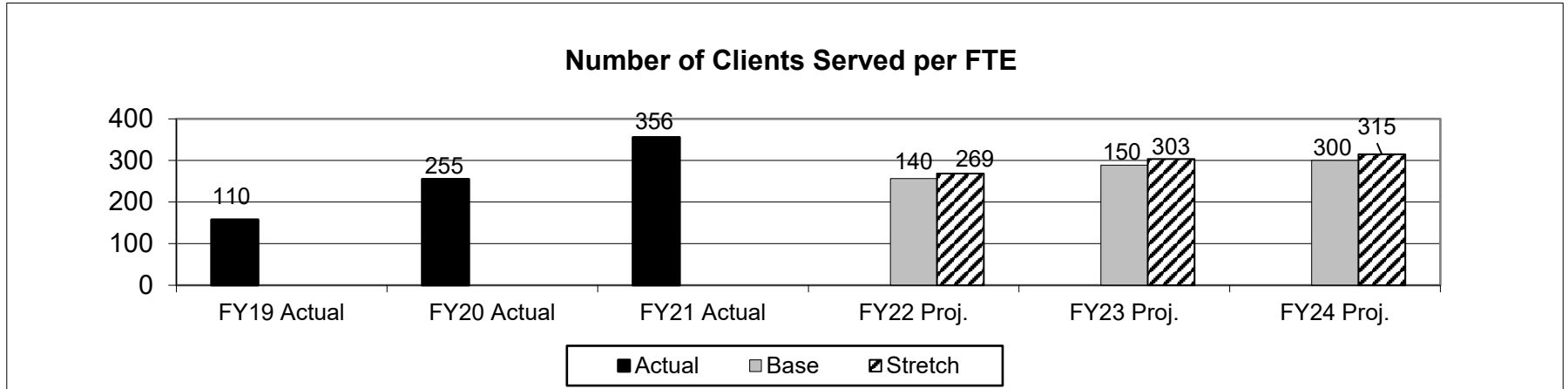
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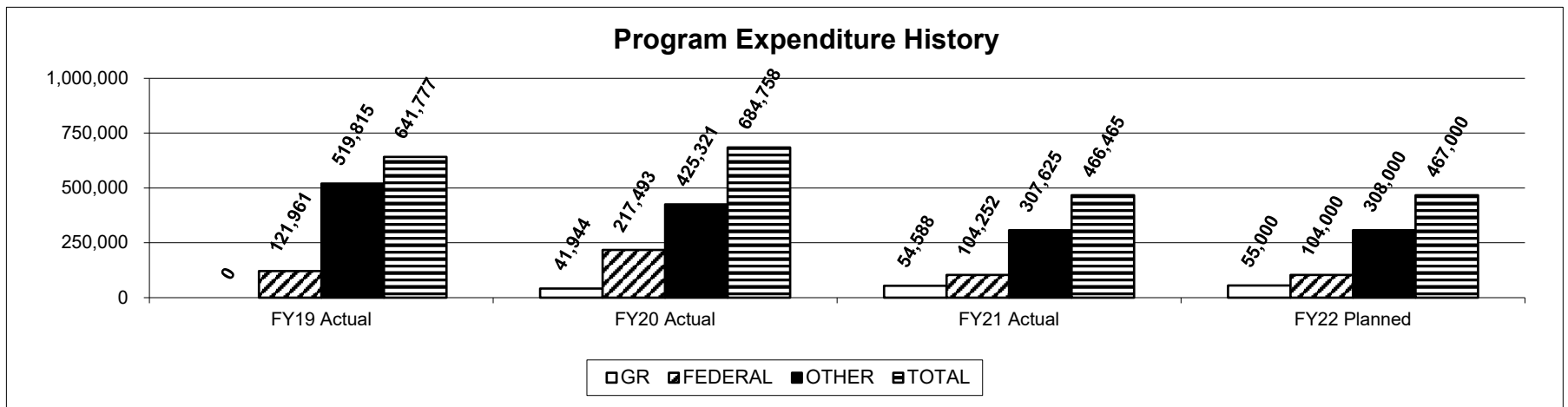
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2d. Provide a measure of the program's efficiency.



*The Missouri Grown staff consists of a program manager and four marketing specialists. This number was calculated by using the total number of clients served, divided by the number of staff members.

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.)



* Missouri Grown was known as AgriMissouri until FY18 when the program was re-branded.

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

Marketing Development (0683), 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, 261.235, 348.410

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

No

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

No