

**PROGRAM DESCRIPTION**

**Department: Agriculture**

**HB Section(s): 6.020 & 6.025**

**Program Name: Missouri Grown**

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

**1a. What strategic priority does this program address?**

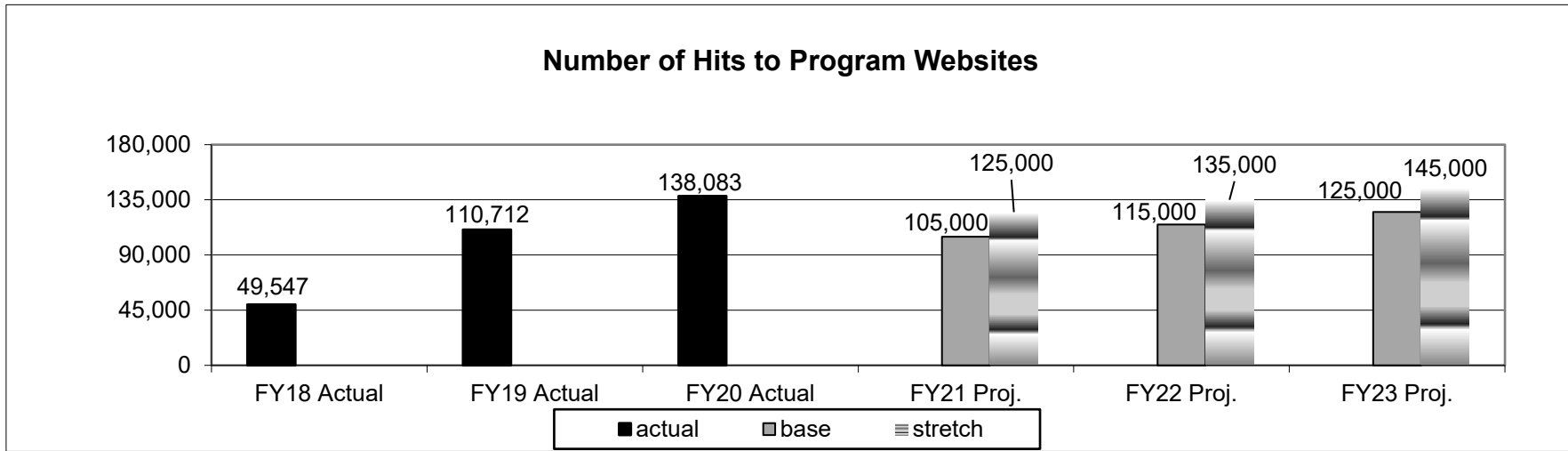
Feed More, Reach More, Empower More

**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, 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.**



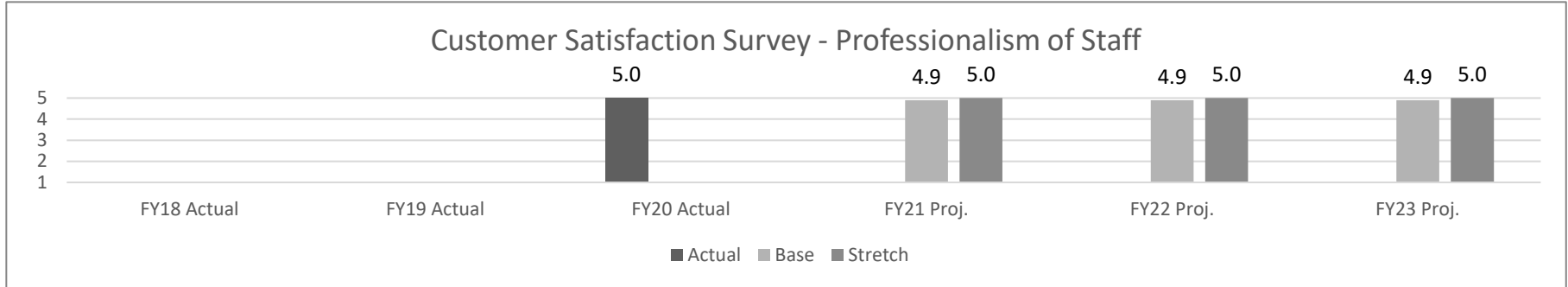
**Note:** Includes data for both the Missouri Grown and AgriMissouri websites. The Missouri Grown website promotes the program to consumers. The AgriMissouri website is for members to conduct business.

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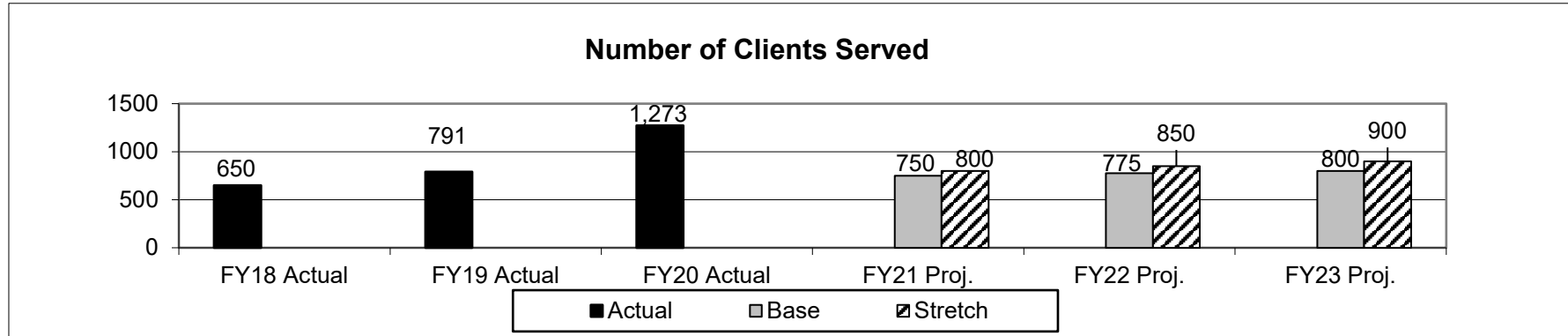
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**2b. Provide a measure of the program's quality.**



FY20 was the first year of the customer satisfaction survey.

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



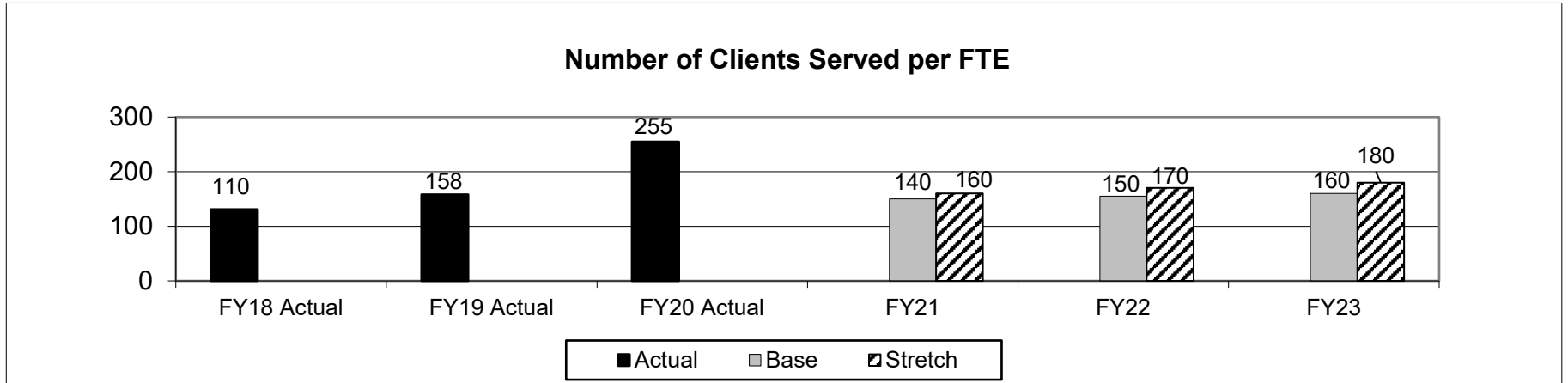
Clients served is an accumulation from all five areas of emphasis:  
 Consumer Outreach and Education  
 Missouri Grown Promotion  
 Farm to Table Efforts  
 Membership Assistance  
 Agritourism

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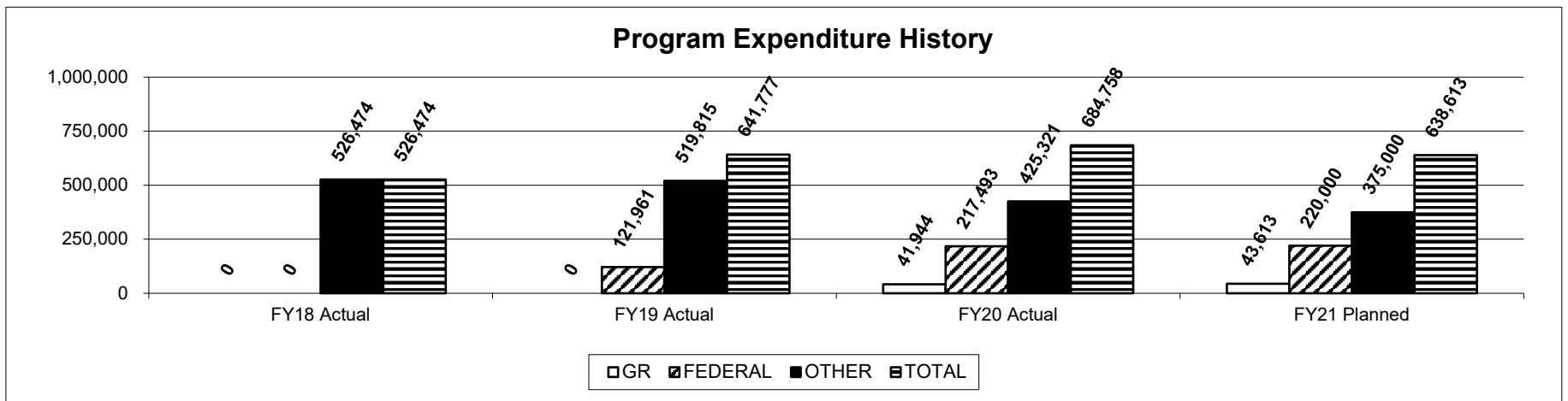
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**2d. Provide a measure of the program's efficiency.**



\*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