

2014 Utah's Own Agriculture & Food Business Contacts

Renewed Contacts: 568 Agriculture & Food Businesses

Recruitment Contacts: 232 Agriculture & Food Businesses

January 1, 2015 – Total Utah's Own Contacts: 800 Agriculture & Food Businesses

2014 Utah's Own Investments:

- **Online Marketing Platform: www.utahsown.org**
 - Designed & Implemented New Membership Database (August 2014) – enables our organization to annually track business age, type (farmer vs. food product vs restaurant), and growth (sales, employment, distribution)
 - Improved online marketing listing/platform for businesses (October 2014)– companies can now display images, business hours, pricing, nutrition (vegan, gluten-free, etc), social media pages, and maps to show business and retail locations.
 - In less than 4 months – 411 companies have enrolled in the new database, and 353 have created a new profile – numbers are expected to rise significantly by June of 2015.
- **Utah's Own Summit Conferences**
 - Partnered with 13 Small Business Development Centers to educate 375 potential/current entrepreneurs about state and local business resources
 - Provided 78 local companies with an opportunity to sample/cater their products
 - Distributed a variety of 2500 Utah products to conference attendees
 - Received Wide Media Coverage: TV (Fox 13, KSL), Radio (4), and newspaper articles
 - Evaluated attendees satisfaction - receive a 4.52 out of 5 rating
- **Other Outreach/Trainings:**
 - Partnered with USU to host three Farm-Chef-Fork Conferences (connects chef to farms)
 - Facilitated Food Safety & Marketing Training for State Farmers Market Managers
 - Sponsored 3 CSA Utah Events: Consumer Open House, Member Tour and Farm Training
- **Tradeshows/Receptions/Events:**
 - Hosted 24 Utah Companies at the Associated Foods Show to improve retail distribution
 - Spoke with 100 restaurants at Nicholas & Food Company Show about local sourcing
 - Partnered with Media One & Utah Food Services to serve Utah products at Governor's Economic Summit, Energy Summit and Global Forum – provided bags for speakers
 - Featured 45 Utah Companies at Utah Leagues of Cities and Towns Reception
 - Sponsored Eat-Local-Week – money provided sufficient funds to launch of a new website (eatlocalweek.org)
 - Hosted 45 Companies for Taste Local Utah Event at Utah State Fair – average attendance: 2500 people

2014 Utah's Own Member Feedback: August 2014*

- 70 percent (n=216) claimed Utah's Own Branding is important to their business' success
- The most important benefits marked by respondents (n=216) were: a supportive small business development network (38%), product exposure (37%), retail opportunities (30%) and website and social media traffic (30%).

**Note the time of year made was peak harvest season – therefore the numbers will reflect a strong influence from Food Product Companies (53% of the respondents)*