

Utah's Own Proposed Budget FY 2015

The goal of Utah's Own is two-fold:

- (1) To aid local farmers, ranchers and food entrepreneurs to be profitable through product development, strategic sales and marketing. As Utah agriculture and food businesses expand, they provide more jobs within their communities, as well as strengthen the economic vitality of our state. Utah's Own has provided continual data that demonstrates the power of food and agribusiness in job creation and economic health both for city, county and regions.
- (2) To educate consumers of the value, economic benefit and incredible taste of local food. As Utah's Own tells the unique stories of farmers, ranchers and food entrepreneurs, consumers form a relationship with those people who grow, produce and cook their meals. Utah's Own has provided interesting data demonstrating that consumers are more likely to buy those products/brands that are most familiar.

To accomplish our goal, we propose the following budget:

| <i>Category</i> | <i>Current Budget</i> | <i>New Budget</i> | <i>Total</i> |
|-------------------------------------|-----------------------|-------------------|--------------|
| Business Training & Development | Sensitive Information | | |
| Consumer Education & Promotion | | | |
| Content Media & Website Maintenance | | | |
| Branding | | | |
| <i>Total</i> | | | |

Business Training and Development:

Benefits: Increased jobs, Community Business Expansion

Utah's Own is a small business mentor and provides networking opportunities for entrepreneurs to interact with other businesses where synergies are developed and Utah's Own members help each other succeed. Experts from the food industry will be featured at training seminars and to provide one-on-one consulting.

Consumer Education and Promotion:

Benefits: Increased Sales, Increased Tax Dollars

The importance of educating consumers about the benefits of buying local cannot be over emphasized. We can train and help small farmers and businesses develop their product and strategies, but the market support has to be primed to ensure ultimate success. A strategic annual promotional campaign with targeted media, point-of-sale advertising, and promotional events will keep 'buying local' top of mind with consumers, and identify what the local products are and where they can find them.

Content Media and Website Maintenance:

Benefits: Increased Agriculture Awareness

Use online marketing strategies (social media and Utah's Own website) to tell the unique stories of various farmers, ranchers and food entrepreneurs. It is important to keep information interactive and current for both consumers and Utah's Own member companies.

Utah's Own Branding:

Benefits: Recognition of local products and product origin

Provide signage, point-of-sale materials, and branding items for members and promotional events.