



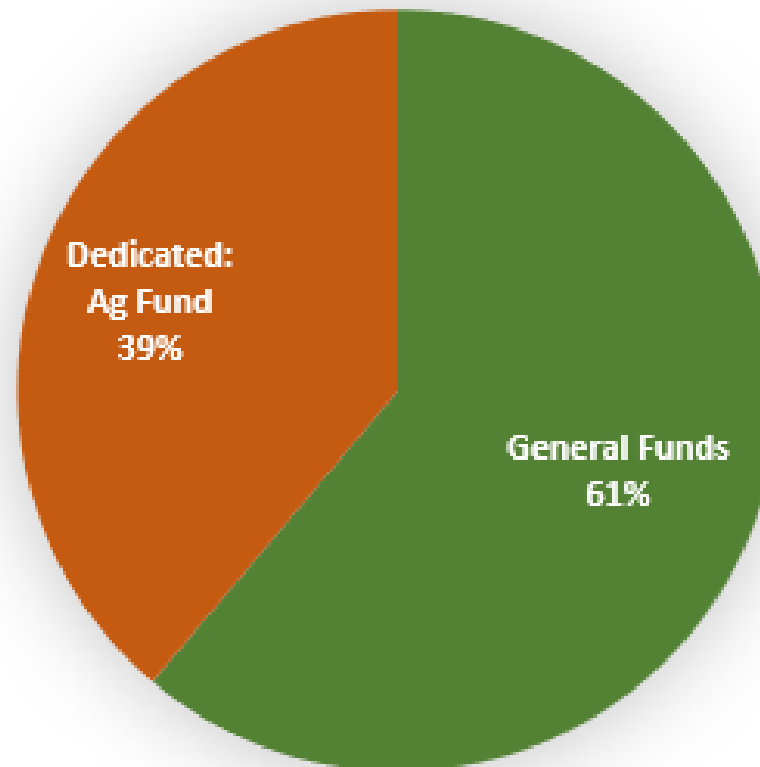
# Ag Marketing and Development

Paul Hugunin, Director

# FY2022-23 Base Budget Agricultural Advancement Programs

## Agricultural Advancement Programs FY2022-23 Base Expenditures by Fund

**\$18.660 million**  
**Agricultural Fund**



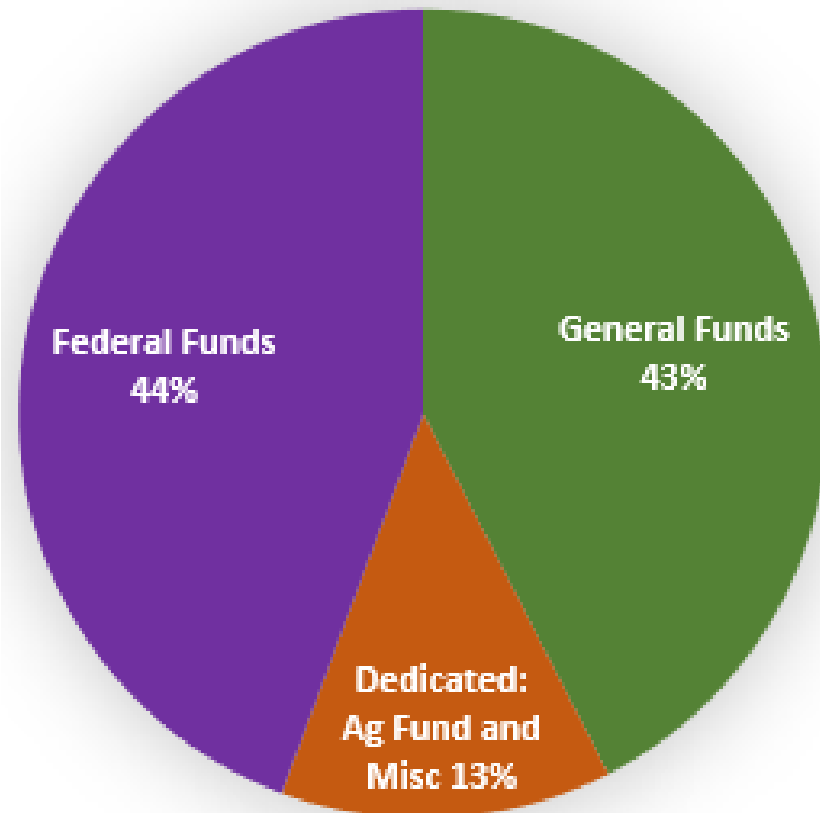
**\$29.386 million**  
**general fund**

# FY2022-23 Base Budget AMDD

## AMDD FY2022-23 Base Expenditures by Fund

**\$7.85 million**  
federal funding

**\$2.347 million**  
Agricultural Fund &  
Misc Special Revenue



**\$7.52 million**  
general fund

# AMDD Farm Safety

2020 supplemental budget appropriated \$100k for farm safety grants and outreach programs



# AMDD Grain Storage Facility Safety Grants

75 percent of the cost up to \$400 per bin or silo

Max reimbursement per farm is \$2,400

73 applications for eligible expenses

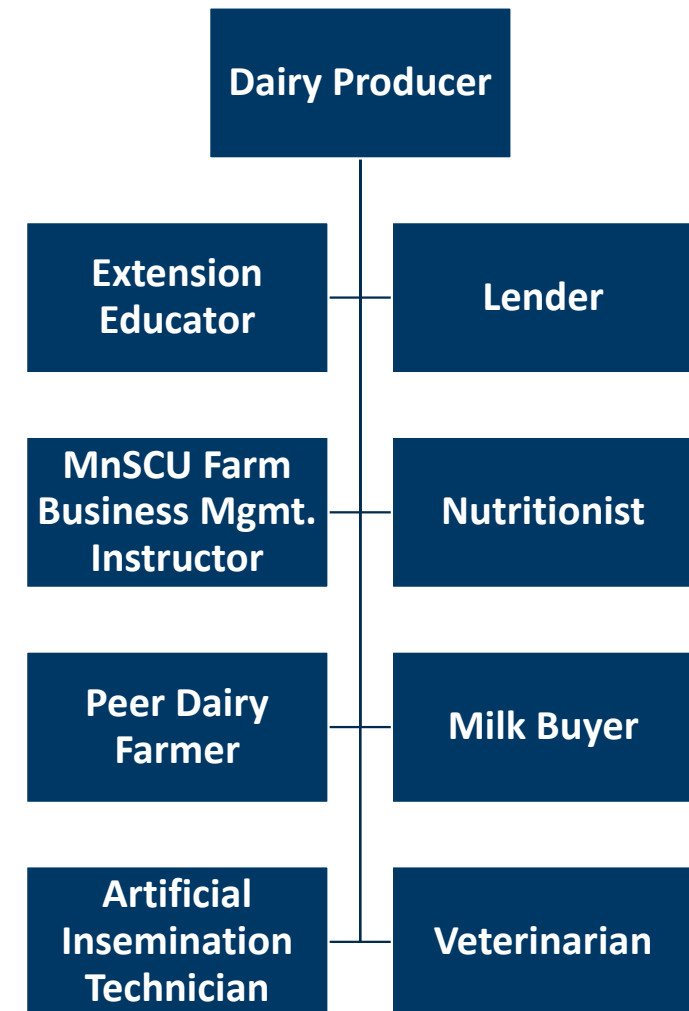
- 57 paid (\$45k)
- 16 pending documentation and availability of funds
- Common examples include harnesses, shields for augers, guardrail systems on ladders and roofs, and grain bin level gauges

Tractor Rollover Grants were reauthorized in the supplemental bill

- No additional funds appropriated
- 398 tractors have received a retrofit as a result of this program
- Approximately 60 Minnesota farms are on a waiting list at the National Tractor Safety Coalition
- Private contributions can be used to make additional grants

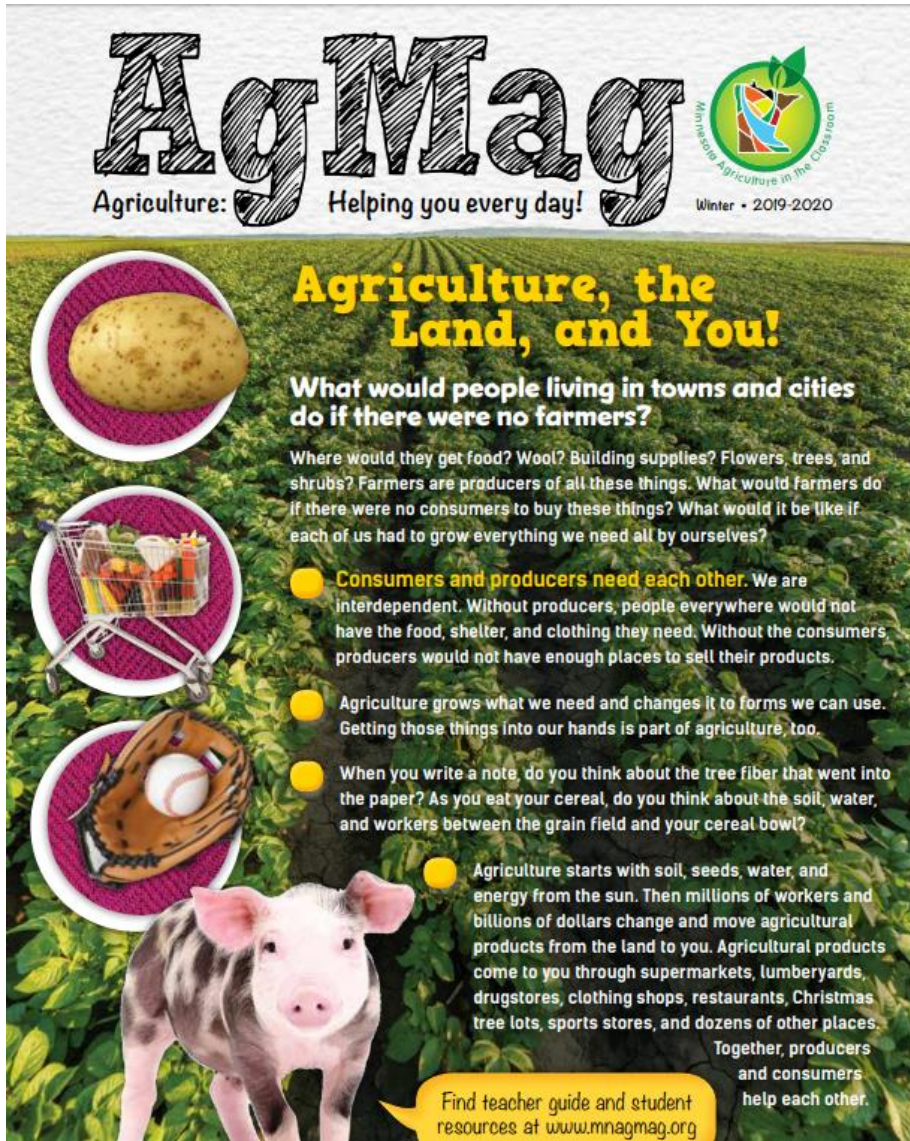
# AMDD Dairy Profitability and Enhancement Teams

- The Minnesota Dairy Initiative uses customized teams of experts to work with individual farms
- Teams are working with over 200 producers across the state
- Goals include improving profitability, increasing milk production, and improving milk quality





# AMDD Minnesota Agriculture in the Classroom



103

participants from

40

Minnesota counties

MINNESOTA AG IN THE CLASSROOM

## Virtual Summer Teacher Tours

36%

metro teachers

64%

greater MN teachers





# AMDD Minnesota Ag in the Classroom during COVID

## virtual FIELD TRIPS



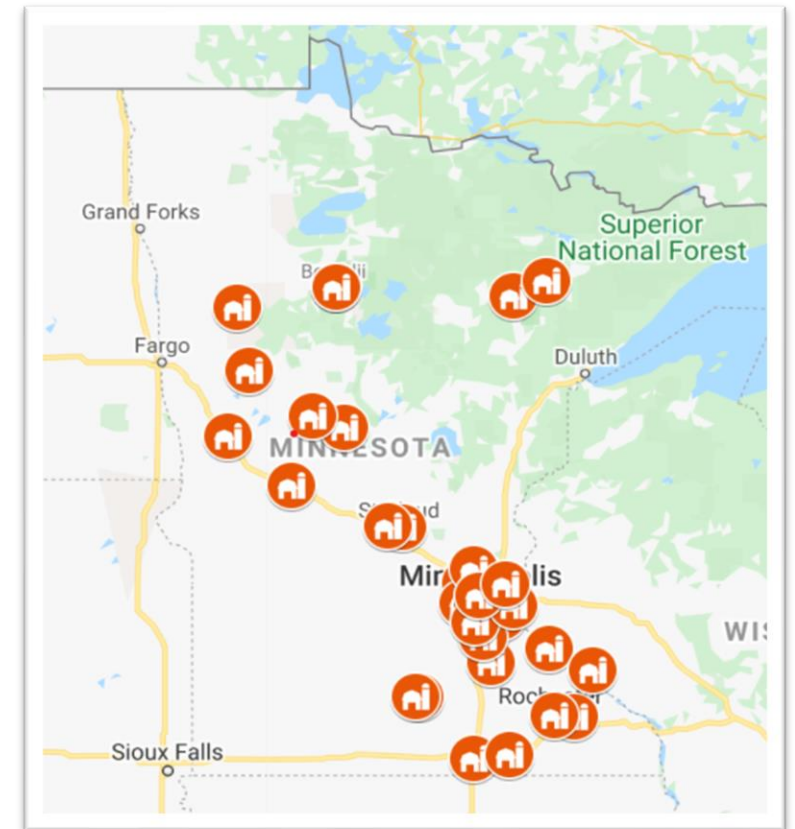
Minnesota  
Agriculture  
in the  
Classroom



# AMDD Farmers' Market Nutrition Programs

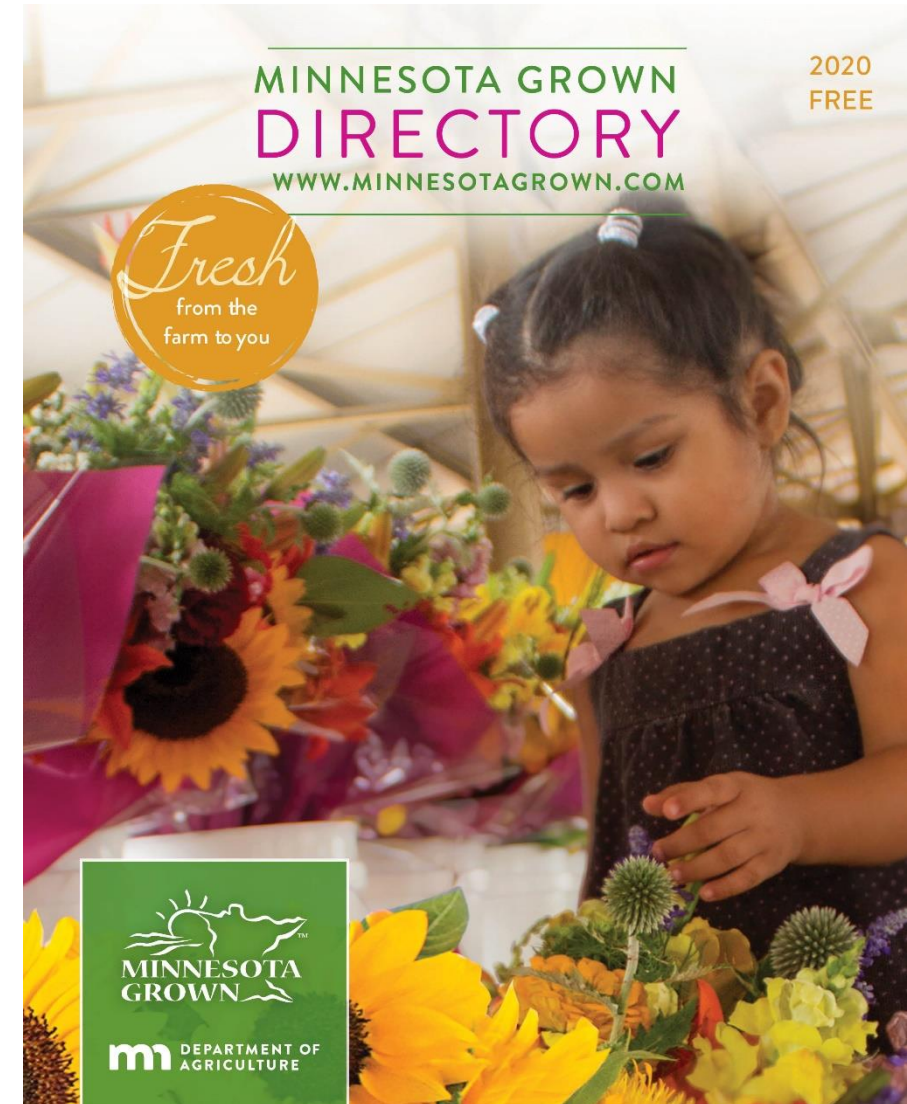


MINNESOTA DEPT. OF AGRICULTURE Farmers Market Nutrition Program 625 Robert St., St. Paul, MN 55155-2538	<b>2020</b> STAMP AUTHORIZED FMNP	<b>400001</b> VALID DATES OF USE June 15, 2020 – October 31, 2020
Payable to: <u>Authorized Minnesota FMNP vendor #</u> <b>Five dollars and no/100</b>	VENDOR NUMBER HERE	NOT TO EXCEED \$5.00 <b>5.00</b> NO CHANGE GIVEN
Good for the purchase of fresh, locally grown vegetables, fruits, and herbs from an FMNP vendor. Any other use constitutes fraud. Farmer must deposit by November 10, 2020.		
NOT VALID AT GROCERY STORES. NOT REDEEMABLE FOR CASH.		





# AMDD Local Markets Minnesota Grown



# Local Markets

## Shopping the Farmers' Market during

### COVID-19



#### Stay home if sick

- Wearing a mask does not mean people who are sick should go out into the community.



#### Plan for success

- Check websites or Facebook pages for updates. Call or email ahead if unsure of changes.
- Learn if your market is using pre-order or drive-through options.
- Make a shopping list.



#### Wash your hands (before & after)

- Wash your hands at home before leaving and after returning.
- Handwashing stations may be available at the market.



#### Clean reusable bags

- Machine wash and care for your bags between shopping trips; use only clean bags.
- Individual markets may have different requirements around reusable bags – check ahead of time.



#### Use a mask

- Show that you care: wear a mask to the market, if possible.



#### Look for instructions

- Markets may post instructions on signs around the market.
- Markets may have volunteers instructing visitors.
- Pre-order or drive-through options might be used by your market.



#### Expect delays

- The number of customers allowed to shop at one time will be limited. Please be patient.



#### Keep 6 feet (1 cow) apart

- Be friendly from afar: Wave, share a “peace” sign, or crinkle your eyes in a smile from behind your mask!



#### Shop alone, if possible

- Bring only as many household members as is absolutely needed.



#### Shop speedily

- Know what you are looking for (create a list!)
- Buy items as quickly as possible.
- Avoid gathering in groups.



#### Eat at home

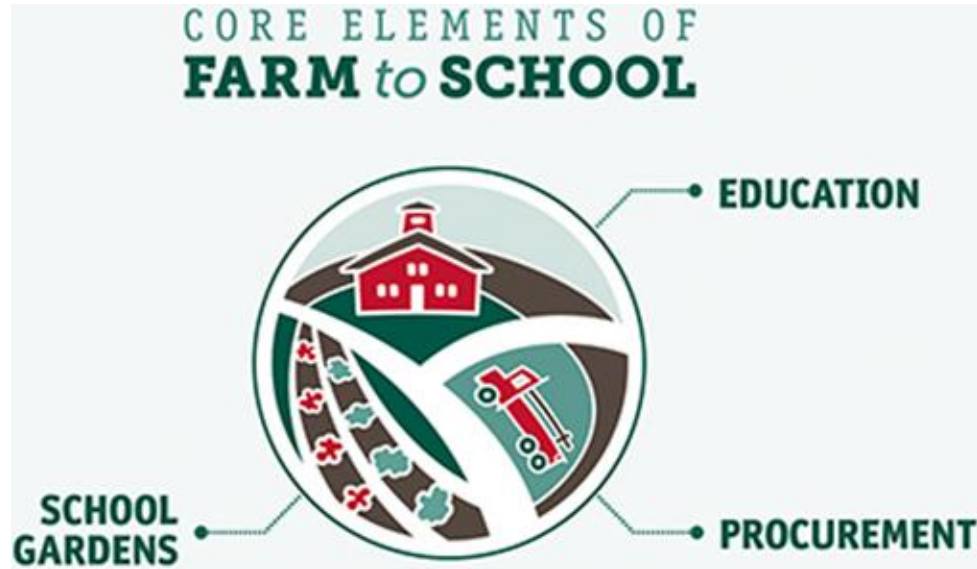
- Food trucks and prepared food may be present but only for takeout.
- No onsite food consumption.
- When eating takeout at home:  
1) Open packaging 2) Wash hands  
3) Remove food 4) Toss packaging  
5) Wash hands again 6) Enjoy!



#### Plan how to pay

- Small bills to make exact change may be helpful.
- Credit cards or prepay methods may be available – check with your market.

# AMDD Regional Markets New Position



## LOCAL FOODS BROUGHT TO YOU BY:





# AMDD Regional Markets Farm to School

## FARM to SCHOOL 2020 MEDIA RECAP

### RESULTS AT A GLANCE

**57**  
TOTAL CLIPS

TOTAL POTENTIAL AUDIENCE  
**31,696,943**



***“To be able to support the local farming community while increasing the quality and flavors offered in our food service program due to Melonhead Farm is something our district is continually thankful for!”***

-Chelsey Newton, Registered Dietitian-Food Service Director, Dilworth-Glyndon Felton Public Schools

***“I was able to serve three school districts this fall, something I have not done in years. Because of the positive feedback I am looking to expand my volume and offerings in future years.”***

- Dana Bahr, Bahr Farms (Ottertail)

Above, From Northfield Public Schools: Locally-sourced foods funded in summer 2020 with MDA Farm to School Rapid Response grant to purchase Ferndale Turkey from Cannon Falls for Turkey and Spuds bowl and apples from Fireside Orchard in Northfield to make homemade apple crisp.



# AMDD Regional Markets



[Home](#) > [Local and Regional Markets](#)

[Sign up to receive updates](#) about our new USDA-funded project, [Statewide Cooperative Partnership for Improved Opportunities and Performance in Local and Regional Markets](#). During this three-year project, we're working with more than 40 partners to develop a roadmap to strengthen support for small- and medium-sized agricultural producers selling in local and regional markets.

Minnesota's agricultural landscape includes a vibrant mix of farms and agribusinesses that sell into local and regional markets, generating an estimated \$184 million in economic activity each year.

According to the 2017 Census of Agriculture, we have about 3,500 farms that sell directly to consumers, while more than 630 sell directly to retail outlets like grocery stores, restaurants,

## FORMS + RESOURCES

- > [Food Business Development](#)
- > [Food Safety Regulations and Information](#)
- > [Grants, Loans, and Other Funding](#)

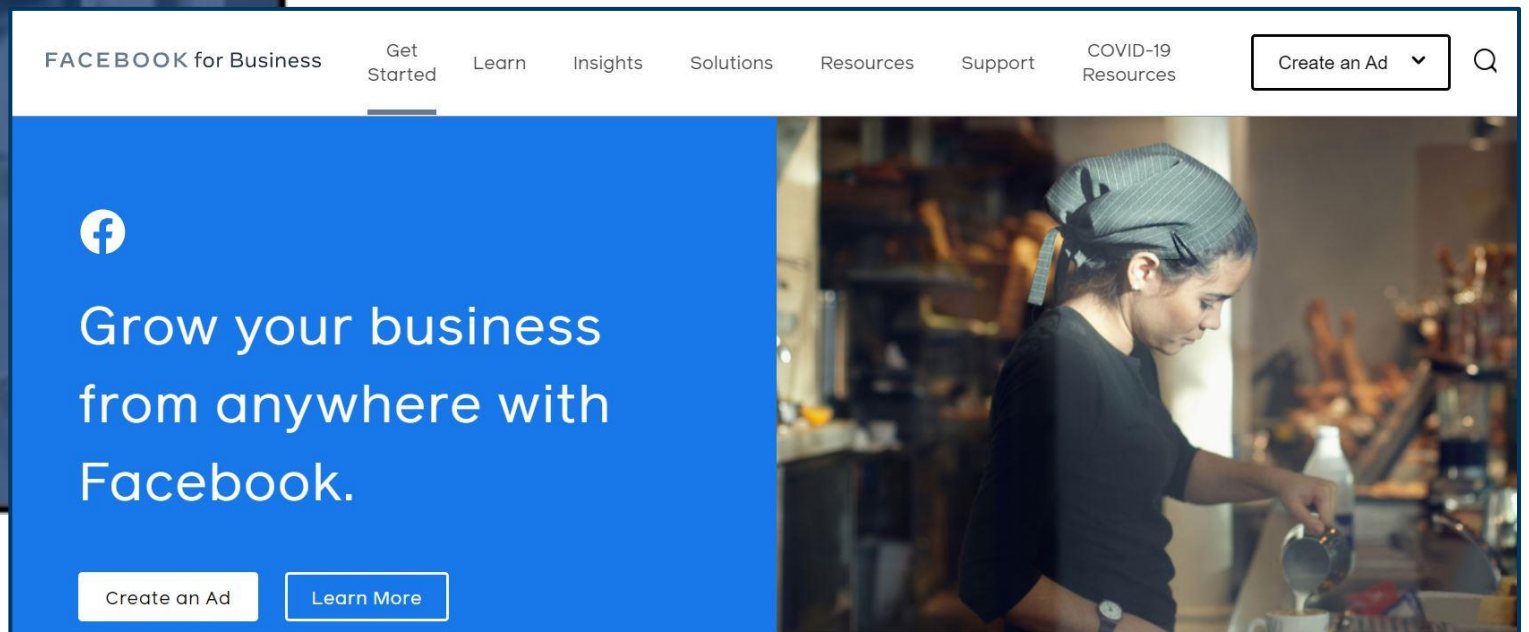
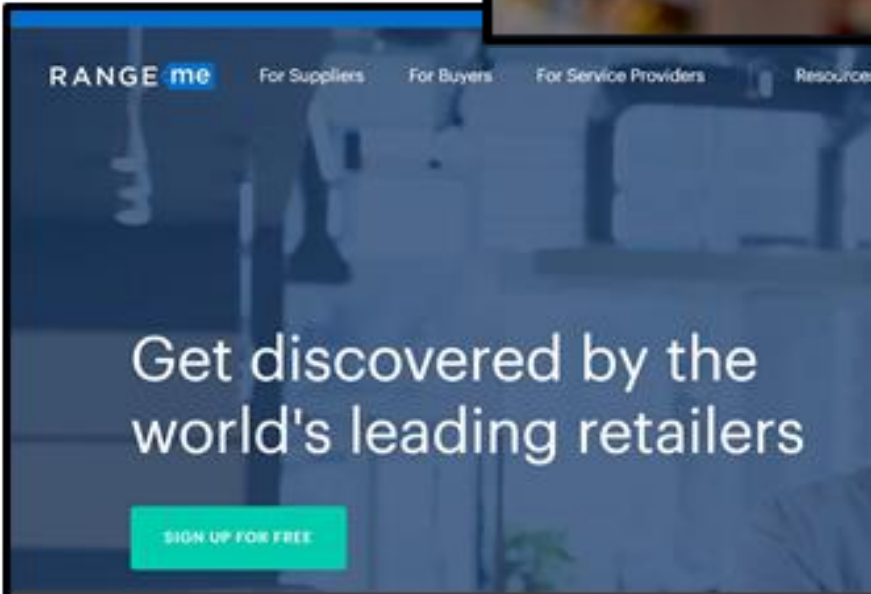


# AMDD National Markets





# AMDD National Markets E-commerce



# AMDD National Markets E-Commerce Testimonials

*“Covid-19 reduced farmer's market, foodservice & bulk grocery sales by 128%. We were able to offset the loss, increasing online sales by 41% in 2020, thanks to the MDA.”*

**Dustin and Grace Vanasse, Bare Honey – Minneapolis, MN**

*“Cost-Share support through the Minnesota Dept of Agriculture helped us so much. When restaurants closed, we lost those markets. With your help, we quickly pivoted to direct-to-consumer online sales.”*

**Noreen Thomas, Doubting Thomas Farms – Moorhead, MN**



# AMDD E-Commerce – Mostly Made Testimony



Jillian McGary

Mostly Made

<https://mostly-made.com/>

*"This cost-sharing had a huge impact on my business growth. I used the reimbursement to help pay for RangeMe.com – a platform that connects CPG brands with buyers. The reimbursement mitigated my financial risk and encouraged me to invest. As a result, Mostly Made was invited to pitch Hy-Vee buyers for a chance to sell into their 290+ stores. The program also helped me invest in KeHe's (distributor) virtual trade show. Our pitch will stream to an audience of 5,000 buyers which could open up national distribution."*

**Jillian McGary, Mostly Made – Minnetonka, MN**

# AMDD International Markets



# AMDD International Markets During COVID

1/3

Speaker View Exit Full Screen

HOST - Food Export ...

Staff - Alejandra S...

Centurion Foods - ...

Interpreter - Eduar...

AFP Emin TOKUG...

Dinternal - Jacky ...

Pacific Soybean - L...

Jolifoods - Sonia ...

Albanese-Bill Thur...

Comestibles DAN ...

Global Brand-Expo...

The Fremont Com...

Staff - Abril Romero

La Gran Colombia ...

Staff - Jose Madeira

Staff - Jeff Phillips

Staff - Paola Piram...

Staff - Carolina Na...

Agri-DAiry - Ana Paul...

Floricon Partners- ...

Staff Food Export ...

Vesta Ingredients - ...

Albanese -Manuel ...

Staff- Cel Natalia ...

Staff - Claudia Lec...

Unmute ...

1/3

Unmute Stop Video Security Participants 65 Chat Share Screen Record Reactions Leave



# Governor's Budget Recommendation



## Increase International Trade

- **One-time investment of \$100,000** to leverage Minnesota's trade network and strong agricultural sector by hiring a representative in Taiwan to serve the East Asia markets.
  - The East Asia market is critical for Minnesota agriculture exports.
  - In-country representation is key to market success.
  - The MDA has worked with delegations from Taiwan—both inbound and outbound—for the past five years.
  - New Taiwan representative will work with the U.S. Foreign Agricultural Service and in-country buyers to secure current markets and advance future sales and partnerships.

# AMDD Farm Transitions - Background

- The average age of the Minnesota farmers is over 56 years of age.
- The three major options for existing farmers in retirement are to pass on to the next generation, sell to the highest bidder or work with a beginning/emerging farmer to allow them to build equity and eventually takeover.
- Minnesota's beginning and emerging farmers are actively seeking farming opportunities.



# Governor's Budget Recommendation



## Support for Farm Transitions

- **One-time investment of \$50,000 in the first year** to improve the FarmLink platform, which connects retiring farmers and non-farming landowners with beginning and emerging farmers seeking land to farm.
  - This new application will offer a service that connects people seeking on-farm work and/or mentorships with existing farmers who are seeking labor.
- **Investment of \$50,000 per year** to create a two-year pilot project for Farmland Access Teams.
  - Customized teams (modeled after Minnesota's successful Dairy Profitability Teams) will work one-on-one to help beginning farmers and individuals exiting the profession.

# AMDD FarmLink

## Current FarmLink Web Platform

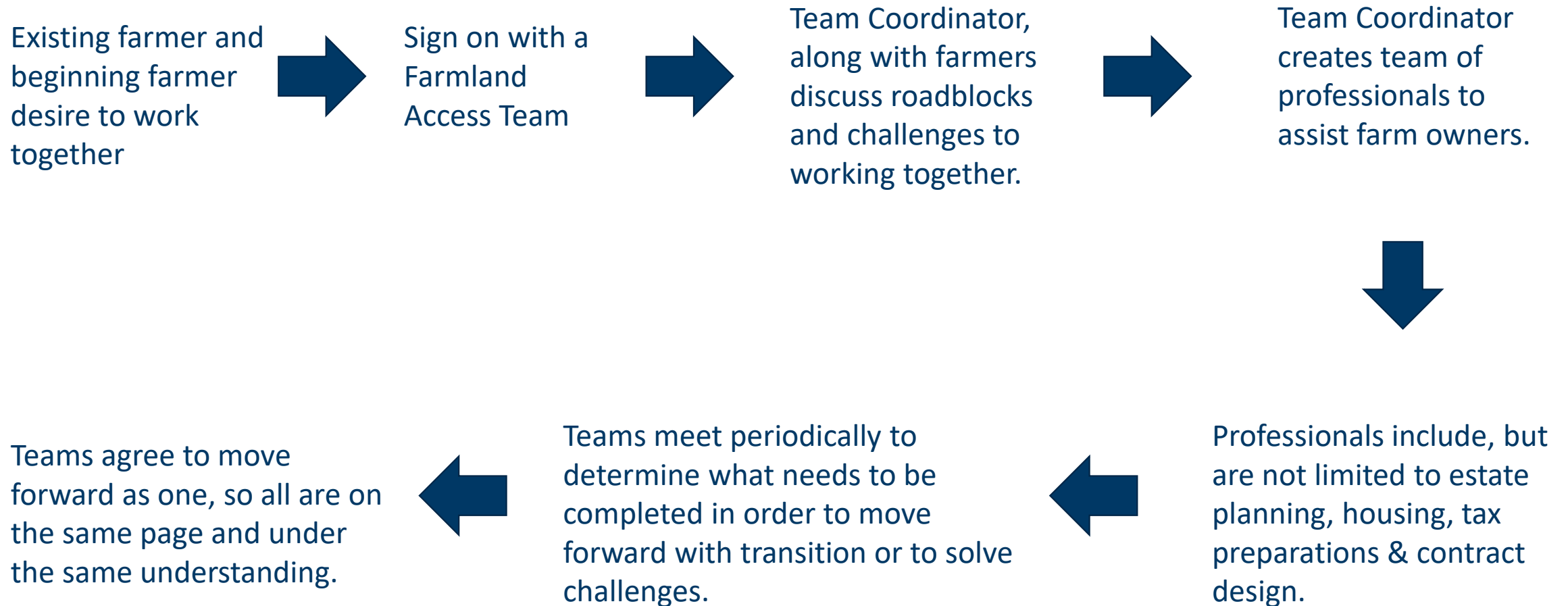
- Created in 2009-2010
- Very simple
- All data entered through staff
- All communication between parties coordinated through staff
- 4 modules
  - Livestock farms for sale or rent
  - Land parcels for sale or rent
  - Existing farms seeking a successor
  - Beginning/emerging farmers seeking partner farm
- Outdated
- Not user friendly



## Proposed FarmLink Web Platform

- Created in-house by MNIT
- Self-serviceable (participants create account, add, amend, delete data on designed downloadable forms)
- Participants connect with one another through blind emails, protecting private information
- More efficient, less staff time needed
- More options to get the next generation of farmers on the land
- 8 modules
  - Livestock farms for sale or rent
  - Land parcels for sale or rent
  - Existing farms seeking a successor
  - Beginning/emerging farmers seeking partner farm
  - Farm advertising employment opportunities
  - Farm advertising mentorship opportunities
  - Beginning/emerging farmers seeking employment
  - Beginning/emerging farmers seeking mentorships

# AMDD Farmland Access Teams



# Governor's Budget Recommendation



## Support Ongoing Rural Mental Health Outreach

- **Investment of \$50,000 per year** to fund programs, services, and outreach efforts aimed at reducing stress and promoting better mental health for farmers, farm families, and others who work in and with Minnesota's agricultural sector.
  - The Minnesota Farm & Rural Helpline - professional 24-hour confidential hotline, text, and e-mail service
  - Educational Efforts - workshops, seminars and other offerings that teach farmers, agricultural and rural professionals
  - Public Outreach - public information and outreach efforts to reduce the stigma that surrounds stress, anxiety, and other mental health challenges

# Governor's Budget Recommendation



## Expand Livestock/Meat Processing

- **One-time investment of \$1 million** in the Agricultural Growth Research, and Innovation (AGRI) fund to provide grants to support meat, poultry, egg and milk processors.
  - Grants will support the start-up, expansion, and modernization of facilities across the state. These one-time funds would supplement the existing AGRI Value-Added Grant.
- **Investment of \$110,000 in each year of the biennium** to meet the processing demand at new or existing businesses.
  - This funding is necessary to support current levels of staff to meet mandated inspection frequencies.



# Governor's Budget Recommendation: Meat Processing



Tony and Amy Dehmer  
Monticello, Minnesota

AGRI Value-Added Grants

- 2015: \$3,239
- 2017: \$30,726
- 2019: 25,139
- 2020: 37,120



Austin Williams  
Brewster, Minnesota

Rapid Response 2021: \$5,000



**Jack Creek Meat Co.**

# Governor's Budget Recommendation



## Increase Biofuels Infrastructure

- **\$2 million per year from the general fund** beginning in FY2022 to establish a Biofuels Infrastructure Financial Assistance Program.
- The funds will be used to help service stations make infrastructure upgrades to ensure that higher blends of biofuels are available across the state.
- The MDA will work with a newly established Biofuels Infrastructure Financial Assistance Program Advisory Committee to advise the commissioner on eligibility guidelines, program criteria, and leveraging additional public or private dollars.

# Governor's Budget Recommendation



## Invest in Bioincentive Program

- Claims for bioincentive payments greatly exceed available funds. Additional claimants are expected, which would result in an even greater shortfall than in FY20.
- **The Governor recommends an additional \$750,000** per year beginning with FY22 to support the Bioincentive Program. The proposed increase of \$750,000 per year (to total \$3.75 million per year) will reduce, but not eliminate, the shortfall.

# AMDD – Additional Services

- Farmland Protection and Environmental Quality
  - Ag Land Preservation Program
  - Development and Energy Project Review
  - Outreach and Technical Assistance
- Commodity Council Oversight
- Organic Program
- Livestock Weighing
  - JBS hog plant in Worthington



# Thank you!

**Paul Hugunin**

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651-201-6510