Country Spotlight
Learn about the largest and wealthiest country in Africa.

NIGERIA

Marketing Tips
Tap into services available through the Missouri Department of Agriculture.

Our International and Domestic Marketing team provides a number of free services to help grow your business and market products in the U.S. and abroad.

- International Consultation
- Financial Assistance
- Export Documentation
- Market Research
- Foreign Buyer Search
- Trade Leads
- Trade Missions & Trade Shows
- Export Consultation & Training

Show-Me Missouri Agriculture

In the Johnson family, caring for Beefmaster cattle is a family tradition.

Burgers’ Smokehouse

Founded in 1952 by E.M. Burger, Burgers’ Smokehouse expanded into a local community staple. They provide their customers with high quality meats, and have for generations.

A Look back at 2017
More than $4 million was generated in sales through several in-bound trade missions led by Ag Business Development staff.

DID YOU KNOW?
Missouri has 28.5 million acres of farmland, the equivalent of 9.5 million baseball fields.
Manager’s Message

Welcome to the first issue of the Ag Business Development Newsletter, our new quarterly engagement tool designed specifically for our agribusiness community to illustrate the services available through your Department of Agriculture. This publication will offer marketing tips, coverage of available financial assistance and opportunities to learn more about domestic and international market expansion. We aim to provide a resource that brings together various pools of information and simplifies some of the complexities of trade and business development.

The marketing team assists agribusinesses— from forest product companies to food processors— with their interests in business growth and expansion. By working collaboratively with local and national partner agencies and organizations, we strive to coordinate effective trade activities both in the U.S. and abroad. The goal is to identify new markets and expand existing ones, and facilitate educational opportunities to achieve lasting changes for our producers and processors.

In 2017, more than $4 million in sales were generated through buyers’ missions to Missouri including a Livestock Buyers’ Mission from Panama, an Asia Buyers’ Mission, a Forestry Buyers’ Mission from Turkey and a Livestock Buyers’ Mission from Australia. The marketing program staff worked with partners including the Missouri Soybean Merchandizing Council, the Missouri Corn Merchandizing Council, the U.S. Livestock and Genetics Export Inc., Missouri Forest Products Association and Food Export Midwest, among others, to coordinate these events. We look forward to continuing these joint efforts in 2018 to provide the tools and resources Missouri needs for continued growth of its number one industry.

I hope you enjoy this first issue, and please do let us know if there are any topics you would like to see covered in the future.

Brenda Verslues
Tucked away on the outskirts of El Dorado Springs, Mo., is a hard-working family carrying on a family tradition that was started in 1975 by Bill Bishop. In the beginning, Bishop had a few Beefmaster heifers and many Herefords. Over time, Bishop observed positive trends from his Beefmaster calves and heifers with respect to weaning weights and calving ease.

From that point on, Bishop was hooked on the Beefmaster breed and wanted to learn more. He traveled to Lasater Ranch in Colorado, the home of the Foundation Herd of the Beefmaster breed. On Laseter Ranch, he learned about the six essentials of the breed: fertility, disposition, milk production, weight, confirmation and hardiness. Bishop spread his passion for the breed by applying what he learned at Laseter Ranch to his own family operation.

In 2004, the family operation grew when Craig Johnson purchased his first cows from the Lasater Ranch. Johnson and Bishop continue to base their herd on the six essential traits and believe those traits are an important part in maintaining an economically viable cattle operation. St. Clair Beefmasters currently manages an operation of 175 registered Beefmaster cows. They sell yearling bulls and heifers, weaned bulls and heifers, pairs, bred heifers and semen. Their current herd sires include Total Impact, Dominator and Butkus. The family purchased Dominator and Butkus in 2016 at the beef on forage sale. Dominator was the No. 1 bull at the sale, with Butkus closely following in the No. 3 spot.

Johnson, along with his wife, Karen, and their three beautiful daughters work hard together as a family to make their dream of continuing St. Clair Beefmasters legacy a reality. The family participated in two Panama Buyers’ Missions to Missouri hosted by the Missouri Department of Agriculture, Beefmaster Breeders United and U.S. Livestock Genetics Export, Inc.

During the missions, the Johnson Family displayed their herd genetics and opened their home to provide a meal for everyone who attended. After both missions ended, St. Clair Beefmasters successfully sold 13 heifers and three bulls to various Panamanian producers. Through these missions, Johnson and his family have built lasting relationships that will lead to future sales of Beefmaster genetics.
Nigeria
Country Spotlight

GDP: $553 billion dollars

The youngest, largest and wealthiest country on the African continent has a median age of 17.9 years old. 47% of the West African populace lives in Nigeria, and the country has a population of more than 185 million inhabitants.

Consumer spending is projected to exceed $25 billion by 2020.

Market Growth

Due to a sharp rise in consumer spending, the country now imports $22 billion in food products. An increase in the urban population creates greater demand for modern grocery retail outlets.

The food and beverage sector is the country’s largest, encompassing 66% of total consumer spending. Popular consumer purchases include rice, pasta, condiments, spirits and beverages. Wide product variety, competitive pricing and convenient locations give rise to predominance of large conglomerates, similar to models that are popular in much of the developed world. Overall, consumer trends toward convenience and comfort drove the market to establish nine new grocery outlets from 2016 to 2017 alone.

Source: Informa Market Insight Reports
Burgers’ Smokehouse
A local company with international exposure

Founded in 1952 by E.M. Burger, Burgers’ Smokehouse has since grown to be a local community staple. They have provided their customers with high quality meats for generations. Based in California, Mo., this family-owned company has a diverse product portfolio, consisting of ham, turkey and bacon, among other products.

Working with Food Export-Midwest over the last year, Burgers’ Smokehouse attended the Food Service Buyers’ Mission at the National Restaurant Association Show in May 2017. They connected with several international buyers at the show, which allowed them to enter new markets and improve on their existing relationships with businesses overseas.

Burgers’ Smokehouse also participates in several other Food Export-Midwest programs such as the online products catalog and webinars.

The Domestic and International Marketing team within the Missouri Department of Agriculture collaborates with Food Export-Midwest, working as activity coordinators and assistant coordinators for Food Export services. MDA pays for a Food Export membership that allows all of Missouri’s value-added agricultural companies to participate in their export education and export outreach programs. This membership allows Missouri companies like Burgers’ Smokehouse to expand their export market and improve their sales! In addition to their involvement with Food Export-Midwest, Burgers’ Smokehouse is a current member of MDA’s AgriMissouri/Missouri Grown program and is a recurring participant in the State Fair’s Missouri Grown Bistro.

“...They gained additional exposure in Southeast Asia and had their “best year yet” in Singapore as a result of the new connection and additional exposure from the Buyers’ Mission.”
Numerous financial assistance resources are available to Missouri agribusinesses, covering a variety of needs. Whether you are looking for cost-share opportunities for international marketing efforts, loan guarantees for rural business or tax credits for meat processing, the marketing specialists at the Department are here to help. Please contact us today to learn what programs may be available to help grow your business.

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Export-Import Bank of the United States
• Working Capital Guarantee, Supply Chain Finance Guarantee Program, Global Credit Express Pilot Loan Program, Export Credit Insurance and the Loan Guarantee & Direct Loan

Food Export Association of the Midwest USA
• Branded Program, Customized Export Assistance and Export Promotion

Missouri Agricultural & Small Business Development Authority
• Missouri Value-Added Grant Program, Missouri Value-Added Loan Guarantee Program, New Generation Cooperative Incentive Tax Credit Program and the Alternative Loan Program

Missouri Department of Economic Development
• Global Market Access Program, State Trade and Export Promotion Grant Program (STEP)

U.S. Department of Agriculture (USDA)
• Market Access Program, Emerging Markets Program, Quality Samples Program, Technical Assistance for Specialty Crops, Value-Added Producer Grant, Rural Business Development Grants and Export Credit Guarantee

U.S. Small Business Administration (SBA)
• Export Express Loan Program, Export Working Capital Program and the International Trade Loan Program