Show-Me Missouri Agriculture
Beckmeyer Farms is committed to doing their part to remain grounded and true to the mission of the American farmer – providing the fruits of bounty to those who need it.

Country Spotlight
A glance into the world’s 20th largest single-state economy

Upcoming Events
- July 23-27: Mexico Buyers’ Mission
  Missour Livestock & Genetics
- July 30-August 2: Midwest Buyers’ Mission
  Kansas City, Missouri
- August 9-19: Missouri State Fair
  Sedalia, Missouri
- September 4-8: Ecuador Buyers’ Mission
  Missouri Livestock & Genetics

Marketing Tips
Develop your promotion strategy
- Utilize social media
- Use eye-catching graphics to draw in customers
- Connect with your target audience
- Use national holidays to promote specials
- Partner with another business
- Build customer loyalty

DID YOU KNOW?
1 IN 10 MISSOURI JOBS ARE IN AGRICULTURE & FORESTRY

In September 2017, Osage Food Products, located in Washington, Missouri, attended Food Export’s Focused Trade Mission to Mexico for Food Ingredients.
The past three months produced impactful results for Missouri agribusinesses’ access to new markets. During the World Trade Month of May, the Marketing Program facilitated three trade activities that reported over $45 million in sales as a direct result of those events. From barbeque sauce to live breeding cattle, the Department worked to connect consumers with producers and processors to showcase the quality of products in the Show-Me State.

To kick off these efforts, with sponsorship and support from the Missouri Soybean Merchandising Council, Missouri Corn Merchandising Council and Missouri Rice Council, the department hosted eight Vietnamese companies for the Vietnam Buyers’ Mission to Missouri May 7-11, 2018. Surveys collected at the end of the mission indicated the buyers intend to purchase over $45 million of pork, beef, soybeans, soybean meal, corn, wheat, DDGS, black walnuts, pecans and food ingredients/additives within the next year. Both the Vietnamese buyers and Missouri suppliers expressed interest in having a Missouri delegation travel to Vietnam to continue the relationship building and business prospects, and the department is now looking to coordinate a trip in February 2019.

Two weeks later, the department partnered with the Illinois Department of Agriculture to host nine cattle producers from Mexico. Their primary interests were to find new genetics to implement in their herd and to identify reproductive management tools to enhance their operations. Surveys revealed projected sales were an estimated $45,000 for live breeding cattle, semen and embryos. Genetics of specific interest during this mission included Red Angus, Black Angus, Hereford, Charolais, Brangus and Beefmaster. This activity was made possible through U.S. Livestock Genetics Export funding, an incredibly important membership for Missouri that works hard to serve the U.S. livestock genetics industry. We are looking forward to three remaining buyers’ missions this year, where we will leverage funding to host buyers from Ecuador, Mexico and Panama.

Rounding out the month of May was an activity focused on domestic market expansion to showcase Missouri Grown companies. The Department sponsored 10 companies to exhibit at the Tasty Expo KC in Overland Park, Kansas. This event exposed businesses to more than 6,000 patrons, vendors, distributors, grocery store buyers and restaurant owners. Director Chinn appeared on a Channel 41 TV segment with Kansas City Live to speak about the Missouri companies showcasing their products at the event. L’École Culinaire, an accredited culinary school in Kansas City, created recipes using a product from each sponsored company. They presented two on-stage cooking demonstrations that featured a delicious Gluten-Free Grilled Hawaiian BBQ Pizza and The Ultimate Kansas City Burger. Preliminary surveys reported more than $12,000 in sales and the show exposed these Missouri companies to more opportunities for growth.

Our strong partnership with Food Export-Midwest was on display during the Value-Added Feed Ingredients Buyers’ Mission. The event was held in conjunction with the World Pork Expo. Buyers from China, Columbia, Jamaica, Mexico, South Korea and Vietnam traveled to Missouri looking for a diverse selection of feed ingredients. Four of the seven Midwest companies that registered to meet with the buyers for one-on-one meetings were from Missouri, and the group reported over $1 million in sales. The quality of buyers that Food Export-Midwest recruits for events such as these are impressive, and we were excited to support an activity that offered the potential to establish new markets for our feed ingredients sector.

As you can see, partnerships are an important component to our program’s success. We value the relationships we have and strive to increase these vital connections to strengthen the agriculture industry. Our producers have an amazing story to tell, and we are passionate about our role to share that story with more consumers. I hope you enjoy this issue, and please visit our website or reach out to our program to find how you can participate in the Marketing Program’s activities.
Rolling hills, vineyards, a farm house that sits amongst vines, views that last for miles. There are few scenes more idyllic than those abundant at Beckmeyer Farms, nestled on the southern border of Boone County, in the heart of central Missouri. Once used for traditional row crop, the dynamic plot has changed roles over the years, beginning with the production of grapes for Missouri’s wine industry in the late nineties. Under the stewardship of owner Orion Beckmeyer, life-long farmer, producer, volunteer and home vintner, the land has produced far more than the inputs initially planted. As someone who understands the gifts inherent in the American farmer, the bounties of his land and a yearning to do more, Beckmeyer has made it his life’s mission to give back on a global scale.

In addition to numerous daily tasks that come with running a successful farm operation, Beckmeyer is an active participant and producer for the Foods Resource Bank (FRB). This non-profit organization works to raise money to help people in developing countries grow their own food through numerous growing projects, volunteerism and fundraising. Each year, he opens his vineyard to the local community inviting them to share his passion for agriculture as well as provide an opportunity to donate their labor to FRB. By welcoming harvesters to participate in a charitable “u-pick,” in conjunction with partners at his church and surrounding community churches, Beckmeyer has raised more than $300,000 for the global food organization. Not alone in their efforts, the U.S. Agency for International Development matches the money to further leverage the gifts to recipient markets for farm equipment, fertilizer and seed. In addition to his work to raise capital, Beckmeyer donates his time and expertise through traveling to Kenya, a market where the organization serves to teach, give and learn. Kenya is a country of more than 48 million people, with nearly 70% of the population living below the poverty line, many of whom regularly live on just one meal a day.

In a region of the world repeatedly devastated by realities unknown to the modern American farmer, Kenya is a country plagued with widespread crop disease, livestock-eliminating viruses carried by infected insects and an influx of refugees because of the continental prevalence of AIDS. Beckmeyer has learned nearly as much as he has imparted and is touched by the sight of hungry families compounded with statistics indicating that an African child loses their fight to hunger every seven seconds. He is committed to doing his part to remain grounded and true to the mission of the American farmer – providing the fruits of bounty to those who need it. These facts, figures and firsthand accounts keep him motivated to make a difference; even in lands far away from the peaceful, safe-haven of the hills of Hartsburg.
Republic of China (Taiwan)

GDP: $1.25 trillion dollars

The world’s 20th largest single-state economy. Exports account for more than 50% of the Taiwanese GDP.

78.2% of the population is urban-focused in Taiwan. This creates a significant limiting factor for domestic production of agricultural products.

Top 5 Missouri exports to Taiwan in 2017

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Soybeans</td>
<td>$5,902,000</td>
</tr>
<tr>
<td>2</td>
<td>Pork &amp; Pork Products</td>
<td>$1,449,000</td>
</tr>
<tr>
<td>3</td>
<td>Dog &amp; Cat Food</td>
<td>$1,155,000</td>
</tr>
<tr>
<td>4</td>
<td>Forest Products</td>
<td>$1,006,000</td>
</tr>
<tr>
<td>5</td>
<td>Feeds &amp; Fodders NESOI</td>
<td>$925,000</td>
</tr>
</tbody>
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90% of animal feed products are imported to Taiwan.

Republic of China

78.2% is the food self-sufficiency rate in Taiwan, which is among the lowest in Asia.

OUR TAIWAN OFFICE

The Missouri Department of Agriculture has a Taiwan office that offers a variety of services and market intelligence for its farmers, ranchers and agribusinesses. The office director, Hank Ma, actively participates in trade activities in Vietnam, Taiwan, Japan and southern China. Hank has a large role in contributing to the success of Missouri’s trade with its 13th largest export market.
Since 1999, Osage Food Products has grown to supply a wide range of ingredients to the food and nutrition industries. They primarily focus on the dairy industry by offering whey, milk proteins and custom blend dairy products. In 2014, they added Osage Flavors, a subsidiary that produces flavors for many different industries including bakery, nutritional and confectionery.

In September 2017, Osage Food Products, located in Washington, Missouri, attended Food Export’s Focused Trade Mission to Mexico for Food Ingredients. While there, they met with multiple Mexican buyers during prearranged meetings and had the opportunity to tour a production facility. Just a few months later in February 2018, they reported two new agent relationships and a successful sale of dairy ingredient products worth $200,000 as a result of the trade mission.

Since 2010, Osage Food Products participated in Food Export Buyers’ Missions, the online product catalog and webinars. This was the first Food Export Focused Trade Mission for Osage Food Products, and they recently expanded to Food Export’s Branded Program. Missouri companies, like Osage Food Products, have the chance to expand their export market and increase sales through Food Export and Missouri Department of Agriculture programs. MDA’s Domestic and International team work as activity coordinators with Food Export-Midwest to facilitate export education and outreach programs. This allows Missouri’s value-added agricultural companies to reach new markets and expand their business.

“As a result of the trade mission, Osage Food Products acquired two new agent relationships and secured a successful sale of dairy ingredient products worth $200,000.”
Marketing Tips

Summer-ize your marketing activities

Labor Day and back-to-school events are perfect opportunities to promote a themed sale or promotion, but don’t forget about the lesser known holidays. Smaller national holidays are perfect for grabbing attention without being overshadowed by larger companies. For example, July is National Picnic Month. Here are six tips to maximize company promotion during the summer season.

**Utilize social media**
- Sites such as Facebook, Instagram, Twitter and LinkedIn are great platforms to promote your company that are free of charge. It is important when using social media to stay active and relevant to maintain an engaged audience.

**Use graphics to draw in customers**
- Add a visual pop to your business with the use of graphics and signage. This increases the likelihood of foot traffic and makes it easier for customers to find your business.

**Connect with your audience outside**
- Attend local fairs and community events.
- Hosting a live event is a great way to attract clients and prospects.
- Consider sponsoring or donating products to an event that is likely to attract your target customers. Create some branded freebies or giveaways that draw customers in.

**Use national holidays to promote specials**
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**Build customer loyalty**
- Reward your loyal customers and draw positive attention to your business with a VIP event. Offer appetizers and drinks while they browse your store or invite local musicians to entertain visitors.