Summer is already underway, so don’t wait any longer to start marketing yourself for the season. Done right, summer marketing can be a great way to overcome a slight dip in traffic. Check out some ideas for your business on page six.

**Show-Me Missouri Agriculture**

Community is at the heart of a mission for Sam and Dorothy Harris, cattle and poultry farmers from Wentzville, Missouri. A mission devoted to agriculture. A mission devoted to inclusion. Peek inside for more about their commitment to community in agriculture.

**DID YOU KNOW?**

A STEER weighs about 1,000 pounds & YIELDS approximately 450 POUNDS of edible meat.

**Country Spotlight**

A guide to trade with Missouri’s 7th top export market.

**Marketing Tips**

- **Heat up Your Summer Business Strategy**
- **PLAN FOR THE HOLIDAYS**
- **ENTERTAIN YOUR CUSTOMERS**
- **HOST A SUMMER-THEMED GIVEAWAY**
- **ATTEND NETWORKING & BUSINESS EVENTS**
- **TARGET THE VACATION CROWD**
Manager’s Message

As we celebrated National Small Business Week in May, we were reminded of Missouri’s thriving small business community, boasting over 189,000 companies who employ 250 employees or less. Have you ever heard the saying, “When you support a small business, you’re supporting a dream”? This is a simple reminder that a single purchase or new found connection is part of a larger picture. At the Department, we are proud to serve these businesses, helping to share their story and reach new consumers through education, outreach, market exploration and expansion.

While the U.S. works to complete trade policies with some of our biggest partners, we at the Department continue our work to provide opportunities for Missouri companies in secondary markets. On page three, you will discover that South Korea relies heavily on imports to fulfill food and agricultural needs, a valuable prospect for some of our agribusinesses to keep in mind. Our team of marketing specialists would be happy to provide you with additional research specific to your products if you would like to take a more in-depth look. The Department will also be hosting a South Korean Buyers’ Mission this October focused on Missouri’s food service industry. Reach out to us today if you would like more information on how you can get involved.

On page four, you can find our most recent Show-Me Missouri Agriculture story about Sam and Dorothy Harris, owners of their cattle and poultry farm and this year’s recipients of a Missouri Legacy Award. Their passion for agriculture and commitment to providing opportunities for youth in agriculture is truly inspiring.

Looking for new ideas to reach consumers during the lazy days of summer? Be sure to check out page six and read our Marketing Tips section for heating up your summer business strategy. You may find an approach that plays off of the fun summer-time season to help generate exposure over the next few months.

We hope you have a wonderful summer, and enjoy this issue of our Domestic & International Marketing Program newsletter.

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Upcoming Events

**JULY**
- 24-27: Turkey Buyers’ Mission for Forest Products (Missouri)

**AUGUST**
- 8-18: Missouri State Fair (Sedalia, Missouri)

**SEPTEMBER**
- 5-9: USDA Trade Mission to Canada (Toronto & Montreal, Canada)
- 23-27: Thailand Buyers’ Mission for Beef Cattle & Genetics (Missouri)
- 25-26: Taiwan Biotech & Green Energy Expo (Tainan City, Taiwan)
International Business Relationships

Building trust and a good personal relationship is essential to doing business in Korea. Korean culture is deeply rooted in Confucian principles that focus on respect for hierarchy, loyalty, integrity and respectfulness. By demonstrating these qualities, you will be more successful in your personal and business relationships.

Country Spotlight: REPUBLIC OF KOREA

Trade Analysis

TRADE STRENGTHS
Korea depends heavily on imports to fulfill its food and agricultural needs as the agricultural sector accounts for only 2.2% of the Korean GDP (as of 2016).

TRADE WEAKNESSES
The high cost of shipping and multiple layers of intermediary distributors and retailers erodes price competitiveness of imported products.

TRADE OPPORTUNITIES
Korean consumers maintain a strong demand for products that offer good value, high quality, health/nutritional benefits, new and diversified tastes and convenience as income levels continue to increase.

TRADE BARRIERS
Korean consumers are generally biased toward locally produced agricultural products and maintain an idea that local products are superior in quality and safety.

Top Missouri Exports in 2018

<table>
<thead>
<tr>
<th>Product</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pork &amp; Pork Products</td>
<td>$54,969</td>
</tr>
<tr>
<td>Other Intermediate Products</td>
<td>$5,846</td>
</tr>
<tr>
<td>Feeds &amp; Fodders NESOI</td>
<td>$2,741</td>
</tr>
<tr>
<td>Dog &amp; Cat Food</td>
<td>$2,721</td>
</tr>
<tr>
<td>Forest Products</td>
<td>$2,667</td>
</tr>
</tbody>
</table>

SOURCE: USDA GATS 2018
“No exclusions. No exclusions of race, gender, or background; no exclusions at all. We are all a part of this. Everybody is. That is what community means to us.”—Sam and Dorothy Harris

As if a mantra by which they live their lives, “community” is at the heart of a mission for Sam and Dorothy Harris, cattle and poultry farmers from Wentzville, Missouri. A mission devoted to agriculture. A mission devoted to inclusion.

Recipients of the 2019 Missouri Legacy Award, honoring agriculturalists who are committed to evolving the industry for generations to follow, the Harris’ are dedicated to progress in the field they know and love. Progress, by way of correcting societal misconceptions about the industry they hold dear.

Common misconceptions like you can’t work in agriculture unless you inherit a large plot of land. Societal misconceptions like you can’t really contribute unless you’re sitting atop a tractor. Social misconceptions like you don’t belong if you don’t look exactly like everyone else.

A minority family of six, with four grown children, three of whom collectively hold five degrees in agriculture from the University of Missouri’s College of Agriculture, Food and Natural Resources, and one with a business degree from William Jewell, the Harris’ have seen the returns of their investment time and time again. Now accomplished professionals with careers spanning pharmaceutical management, economic development, corporate food production, transportation management, and with the United States Department of Agriculture, they credit their kids’ familial upbringing in agriculture as key to their success.

“A strong education in agriculture has helped our kids in so many ways,” Sam said. “It taught them to remain grounded, and it has made them the people they are today.”

Knowing the invaluable role agriculture has played in their lives, the Harris family has made their farm a welcoming haven for city kids unfamiliar with the riches of rural life. Partnering with the USDA’s AgDiscovery initiative, a program giving high school and middle school students a first-hand look at the many career paths in agricultural sciences, Sam and Dorothy use their experience as an example for generations to follow.

“When kids picture a career in agriculture, the image in their head is very specific, and they don’t see themselves in it” Dorothy said, “We tell them our story, and show them the various ways agriculture has made an impact on our family, and hope to broaden that mental picture so that it includes them.”

No exclusions.

As African Americans working in agriculture, the Harris’ know the important role they play in changing the mindset of the public. But it wasn’t until they attended a conference devoted to minorities in agriculture that their own view of the field, and understanding of their own impact, began expanding.

“We thought we were some of the only ones. But then we saw people that were Indian, Mexican, African, female—any minority you can think of—we were all represented,” Dorothy said. “And they all had the same passion we did. It was truly incredible to see.”

Realizing the breadth of opportunity for minorities in the field, they began sharing their story and changing minds. Advocates for progress, the Harris’ began recruiting for the USDA 1890 National Scholars Program, which provides full tuition, employment, employee benefits, fees, books, and room and board to selected students pursuing a bachelor’s degree at historically black land-grant universities. Because of Sam and Dorothy’s efforts to recruit for this program offered at Lincoln University, several minority students have graduated and are contributing their talents in the field today.
No exclusions of race, gender, or background.

True activists for inclusion, their definition of community doesn’t end with what they see in the mirror. The Harris’ have also partnered with Camp CARVER, a non-profit dedicated to creating opportunities for inner-city youth to learn the virtues of animal husbandry and farming, to provide medical transportation equipment for disabled community members. In-kind donations of such valuable and expensive transportation vehicles has made agricultural exposure a reality for even the furthest removed.

No exclusions at all.

In addition to their tireless support of like-minded organizations and initiatives bigger than themselves, the Harris’ know that simple neighborly assistance can be the critical difference between success and failure. Although they may not know the details of God’s larger plan, they believe in its power, and are committed to loving thy neighbor—especially in times of need.

When a local girl could not participate in the county fair because she couldn’t afford to purchase any livestock necessary to compete, Sam gave her a steer. That steer went on to win second place in the overall competition. The money the girl received for it, along with a scholarship, made it possible for her to attend college.

She was not planning on receiving that steer. She was not planning on going to college. “That was success for us,” Sam recalled with nostalgia.

Much like the Harris’ own children, all she needed was a little support and a steadfast example.

We are all a part of this. Everybody is.

“At the end of the day, we all want the same things in life. We want security. We want to have a safe life. We want to be able to provide for our families, and we want our children to be treated fairly” Dorothy said, “When you talk to people long enough, no matter how different they seem, you’ll find we’ve all got a lot in common, and there’s always a seat at the table.”

That is what community means to us.
Heat up Your Summer Business Strategy

**Entertain Your Customers**
Find great deals you can offer to your customers on these holidays. Create digital and physical marketing collateral that adheres to the theme of the celebrations. Consider hosting a community-wide picnic at a local park or partnering with a local restaurant, winery or bar as a way to say thank you to your customers and build goodwill throughout your community of fans. The key thing to remember: You can claim all customer entertainment as a tax deduction as long as you can state a clear business purpose for it. But while we’re on the subject, don’t forget about your big clients or partners. Treat them to a special event as well to keep the relationship strong.

**Host a Summer-Themed Giveaway**
This one sounds like a run-of-the-mill marketing technique, but the reason why it’s so popular is that it just works. Giveaways are a great way to get people excited and involved, all while interacting with you. If you can work a summer theme into a giveaway, that’s a perfect way to capitalize on the season, but even if that doesn’t quite make sense for what you do, there are some creative ways around that.

**Attend Networking & Business Events**
This is something you should do whether business is booming this summer or whether you’re subject to a seasonal lull. This is a great way to meet potential business partners and mentors that can help you year round. But don’t sweat it if the professional scene has thinned out due to vacations and other summer obligations. There are always people around, so you can even host your own informal event (at a local restaurant’s outdoor patio, perhaps) that brings a few local leaders together for a meeting of the minds.

**Target the Vacation Crowd**
This may not apply to your location, but if it does, you could set yourself up for a major boost this summer. If vacationers are flocking to your locale, give them a reason to stop in and see you. One idea is that if they can show an out-of-state ID, they’ll get a discount for their first purchase with you. Tie the locals in too, and if a resident of your area brings a friend from out of town to your business, let them know they’ll get a discount or freebie the next time they come in.