



MARKET DEVELOPMENT TRADE SHOW AND EDUCATIONAL CONFERENCE COST SHARE Program Information

DEAR SOUTH CAROLINA GROWER,

Thank you for your interest in the South Carolina Department of Agriculture (SCDA) **Market Development Trade Show and Educational Conference Cost Share**. The South Carolina Specialty Crop Growers Association (SCSCGA) and the SCDA are working together to promote the South Carolina specialty crop industry by offering a cost share program that will assist growers in attending domestic trade shows and conferences. Increased presence of South Carolina's specialty crop growers at these selected events will equip growers with the knowledge, tools, and networking and market growth opportunities to enhance the specialty crop industry and drive economic growth.

This proposed project will offer financial assistance for attending and or exhibiting at pre-approved regional trade shows and conferences. Growers may be reimbursed for 50% of exhibitor or registration fees via application approval and contract award process. Reimbursements are offered on a first come first serve basis.

The assistance that will be provided on behalf of this cost share program is made possible through annual application to the Specialty Crop Block Grant through the SCSCGA. The overall goal of this project is to increase demand for Certified South Carolina agriculture products, thus creating jobs and bolstering our economy.

The following guidelines will explain the requirements, application, award and reporting process required to participate.

Please contact Market Development Coordinator Katie Pfeiffer or Marketing Specialist LauraKate McAllister with any questions.

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PROGRAM ELIGIBILITY

To qualify for the trade show conference reimbursement program, your company must meet the following criteria:

1. Your company is headquartered in South Carolina.
2. You grow **specialty crops**.
3. If you are not currently registered under SCEIS, you must **register** prior to submitting your application. This is how the SCDA will send your reimbursement check.

PROGRAM CALENDAR

APRIL 1, 2021: Application open for 2021–2022

JULY 1, 2021: Application review and approval letter distributed

TBD: Through duration of award year intermittent pre and post event evaluation surveys collected

MARCH 2022: Final survey deadline

HOW TO APPLY

The 2021–2022 Market Development Trade Show Education cost share application is available starting April 1, 2021. Companies must apply annually and obtain approval in advance of activities for which they seek reimbursement.

1. Fill out application form in the spring for trade show/conference participation the following fall and spring. Sample application located on last page.
2. Applications are due in the summer prior to event activities and approved on a first come first serve basis.
3. Once your application has been reviewed and approved by the Market Development team, the person or persons designated as the application contact will receive an email notification and signed agreement for which trade show(s) and/or conference(s) are approved for future reimbursements.
4. Through acceptance in this program you are required to participate in pre and post event evaluations and an end of year survey. This data is used to track how this program benefits your company's domestic sales and the economic impact on the specialty crop industry. If the surveys are not completed, future participation may be denied.
5. Following each pre-approved trade show or conference you will be required to submit a copy of your primary receipt, the provided reimbursement form, and survey within 30 days of attendance. Your 50% reimbursement check will be mailed within 60 days following form submission.

NOTE Graduation Rule: Growers cannot exceed more than two consecutive years in the program, although they can reapply after one year hiatus.

APPROVED DOMESTIC TRADE SHOWS OR EDUCATIONAL CONFERENCES

At this time these are the only shows approved by the SCDA for the market development trade show and educational conference cost share program. This list may be expanded in future years due to suggestions and greater funding allocations.

1. **SOUTHEAST PRODUCE COUNCIL SOUTHERN EXPOSURE**

Date: Late February/Early March

Location: Varies between Tampa and Orlando, FL

Estimated Attendance: 2,400

Key Players: Regional produce buyers

Cost to Exhibit: \$2,995 | 50% reimbursement: \$1,497.50

2. **SOUTHEAST PRODUCE COUNCIL SOUTHERN INNOVATIONS**

Date: September

Location: Savannah, GA or Nashville, TN

Estimated Attendance: 2,400

Key Players: Regional produce buyers, organics and food service highlighted

Cost to Exhibit: \$2,995 | 50% reimbursement: \$1,497.50

3. **NEW YORK PRODUCE SHOW**

Date: December

Location: New York, NY

Estimated Attendance: 5,000

Key Players: New York/New England produce buyers in key target markets – food service/retail/ports/terminal

Cost to Exhibit: \$5,999 | 50% reimbursement: \$2,999.50

4. **PRODUCE MARKETING ASSOCIATION**

Date: October

Location: New Orleans, LA (2021)

Estimated Attendance: 20,000

Key Players: National and international produce growers, floral companies and equipment and technology companies, national level buyers in retail, wholesale, food service

Cost to Exhibit in SCDA Pavilion (TBA): Estimated at \$7,000 | 50% reimbursement: \$3,500

5. **CAROLINA FARM STEWARDSHIP ASSOCIATION SUSTAINABLE AGRICULTURE CONFERENCE**

Date: November

Location: Durham, NC

Estimated Attendance: 1,000

Key Players: Regional growers and farmers, experts in the fields of food safety/marketing/policy/organics/sustainability, regional retail buyers and food service

Cost to Attend: \$350 | 50% reimbursement: \$175

*Up to two registrations per company

SOUTHEAST REGIONAL FRUIT AND VEGETABLE CONFERENCE

Date: January

Location: Savannah, GA

Estimated Attendance: 3,500

Key Players: Fruit and veg growers from across the country, experts in the field of specialty crop agriculture, extension agents, technology, food safety, marketing, science, buyers

Cost to Attend: \$210 | 50% reimbursement: \$105

*Up to two registrations per company