



West Virginia Department of Agriculture

1900 Kanawha Blvd. E., Charleston, WV 25305
304-558-3550

Kent Leonhardt
Commissioner

Dear Producer,

Enclosed is a document to either add or update your company/farm information in our West Virginia Department of Agriculture publications and website. *Foods and Things* and the *AgriTourism Directory* are available in printed form and *Foods and Things* is also available via our West Virginia Department of Agriculture website (www.agriculture.wv.gov). We will also be adding information regarding social networking opportunities that you may be participating in as well.

Please complete the form and **return to us soon as we are reaching a publication deadline. If we do not receive your information, we will delete your current listing or not be able to add your business.**

If you are interested in participating in the West Virginia Grown program, please contact the Marketing Division at 304.558.2210. There are forms that you will be asked to complete prior to receiving the logos. The logos are available at a cost for your use. Payment may be made via check, money order or cash. Unfortunately, we cannot accept credit cards.

We are extremely proud of the services that we offer to agribusinesses. Before we begin, you may request a statement of confidentiality. This ensures privacy issues are addressed. Please be assured that only WVDA employees, West Virginia Bureau of Public Health inspectors and the WVU Food Process Laboratory and Extension Nutrition Science employees are the only non-company individuals that will have access to your company files.

Services offered include:

- ❖ Product development
- ❖ Product packaging and labeling
- ❖ Marketing plan development
- ❖ Domestic and International marketing assistance
- ❖ Grant programs

We look forward to receiving your updated company information and working with each of you. Best wishes for a successful business year!

WVDA Foods & Things
Producer Guide and Directory Form

Note: Use parentheses () to indicate any information that you **do not** want published.
Any information that you do not want published will be used for our internal records only.

General Information:

Company Name: _____

Product(s): _____

Contact Name: _____

Address: _____

City _____ State: _____ Zip _____

Phone: _____ Cell Phone: _____ Fax: _____

E-mail: _____ Website: _____

_____ Yes, please list my company on the website and the next scheduled printing of the *Food & Things* Directory.

_____ No, please exclude me from your directory, because: _____

Product Category: (Please circle all that apply.)

- | | | | |
|----------------------|------------------------|-----------------------|-------------------------|
| Aquaculture | Bakeries | Bath & Body | Beverages |
| Candles | Candy & Confections | Cool Eats | Craft-Breweries |
| Dairy | Distilled Spirits | Flours, Meals & Mixes | Herbs & Spices |
| High Tunnel | Honey & Honey Products | Hydroponics | Jams, Jellies & Butters |
| Meats & Poultry | Miscellaneous | Orchards | Pasta, Rice & Legumes |
| Pet Foods | Pick-Your-Own Farms | Snack Foods | Soups |
| Specialty Condiments | Syrups | Winery | |

Other: _____

Gift Selection Listing:

_____ Yes, my company offers a gift assortment, basket(s), box or special packaging and would like to have a gift basket icon placed by my listing in the *Foods & Things* Directory.

If you are currently in the printed *Foods & Things* and you have internet access, you may review your information anytime at
www.wvagriculture.org/FoodsandThings.htm

Updates, changes or corrections may be
faxed to 304-558-2270 or
emailed to bwood@wvda.us

**WV Agribusiness Producer
WVDA Communications & Marketing Division Assistance Request**

NOTE: Requests for existing or additional new services are subject to approval, staffing considerations and state mandated budgetary requirements. For assistance requests, contact the WVDA Communications & Marketing Division
By phone at (304) 558-2210 or fax at (304) 558-2270.

Communications & Marketing Division Assistance Opportunities

Business & Market Development

Business structure assessment
Business Plan development assistance
Marketing Plan development assistance
Promotional material and pricing assistance
Marketing/advertising consultation
Public relations and press releases
'WV Grown' logo branding program
Third party food safety and certification audits
Capitol and funding sources
Intellectual property security
Sampling and merchandising assistance
Electronic commerce/social media marketing

Training & Technical Assistance

FDA Certified Better Process Control School
H.A.A.C.P. certification training courses
Food Recall
Bio-Security training
Good Manufacturing Practice
Personal Development education & training workshop
Agriculture vulnerability (Assessment and Training)
Agritourism Training
GHP/GAP
Market Ready training

Distribution Channel Assistance

Tamarack jurying assistance
Specialty food and gift shops
WV Farmers' Markets
Broker distributor assistance
Supermarket chain distribution assistance
Restaurant and food service industry distribution assistance
Convenience store distribution assistance
Product specific buyer opportunities
Logistics and supply chain solutions

WVDA Program Promotions

Foods & Things producer directory listing and distribution
Fair and festival participation/representation
International, national and domestic trade show assistance
Commodity group promotions
Export Readiness Training
Regional craft show participation/representation
Reverse trade missions
WV Farmers' Markets
Agricultural event development
Rural Rehabilitation Loan Fund
Market Bulletin publication
Booth design and sampling assistance
Agritourism Ventures

Product and Process Development

Confidential analysis of food product/process flow charts
Liaison for state and federal regulatory agencies
Market research and niche market
Packaging and ingredient supplier sources
Labeling approval
Packaging Assessment
Pricing and cost analysis
Processing facility options
Nutrition facts labeling assistance
FDA required process filing assistance
Process Authority evaluation
Production capacity assessments
Facilities construction and expansion expertise
Ingredient statement assistance
UPC (Universal Product Codes)
Trademark Registration Guidance

Existing Service Requested - Please check any of the above

New/Additional Service Suggestion/Request:

Please provide us with any comments you have on the Agribusiness Industry in West Virginia:

Name & Contact Info: _____
