



Living & Working on the Land

THE BUILDING BLOCKS FOR SUCCESS

WYOMING PRODUCTS PROMOTION



Made in Wyoming



Sponsored by: 

WYOMING FIRST PROGRAM




Made in Wyoming

What Is Wyoming First?

- ❖ Wyoming First assists Wyoming companies with the promotion of their products that are made in or substantially enhanced in Wyoming.
- ❖ Started about 1987 to promote Wyoming food/ag products.
- ❖ Eventually expanding to include non-food products.

Do I qualify?

- ❖ Must be a Wyoming-based company.
- ❖ Product must be produced in Wyoming or have added substantial value to the final product.




How do I become a member?

- ❖ Complete an application.
- ❖ Complete and sign a Licensing Agreement
 - Allows Wyoming First members to use the Bucking Horse and Rider stickers and hangtags without paying royalty fees
 - Stickers are to be used only on products listed Exhibit b
- ❖ Select your stickers or hang tag
- ❖ Mail to WBC, Attention - WY 1st with your membership fee




How much does it cost?

- ❖ \$35.00 fee for a two year membership
- ❖ Additional stickers and hang tags can be purchased at a reasonable price





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What's in it for me?

- ❖ Use of "Bucking Horse & Rider" stickers and hang tags
- ❖ Notification of member exclusive marketing opportunities
- ❖ Individual information only on www.wyomingfirst.org
- ❖ Option to be listed in next Wyoming Products Catalog



Exclusive Opportunities

- ❖ General Mercantile at Cheyenne Frontier Days
- ❖ Denver Mart – a wholesale show held in February and August in Denver. These are subsidized events.



Are there other opportunities?

- ❖ Other marketing/selling opportunities available are:
 - Wyoming Mercantile on the Midway at the Wyoming State Fair
 - International Sportsmen's Expo: Denver in January and Salt Lake City in March. These are subsidized events.
- ❖ As the WBC is made aware of opportunities, notifications are sent out to members via email.



Cooperative Marketing Program

- ❖ This includes four events
 - International Sportsmen's Expo: January in Denver
 - Denver Mart in February
 - International Sportsmen's Expo: March in Salt Lake City
 - Denver Mart in August
- ❖ These are all subsidized by the WBC. Exhibitors pay a portion of the expenses and are responsible for their lodging and food.
- ❖ There is an application process for these events.

QUESTIONS?

WYOMING MARKETMAKER





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What is MarketMaker?

- ❖ An online, searchable database designed to connect food producers, distributors, buyers and sellers to their specific consumer markets.



www.wyomarketmaker.com

About MarketMaker

- 10 years old
- 20 partner state with Colorado, Wyoming and Nebraska in the west.
- Over 1 million profiles for food related business across the country
- Over 27,000 expanded farmer/producer and winery profiles
- Food preference data
- All data is geo-coded and can be viewed on a map

Who can use WY MarketMaker?

- ❖ Anyone with access to the Internet.



WYOMING MARKETMAKER IS

FREE!

Free to those who:

Grow Food



Process Food



Eat Food



Sell Food



What does WY MarketMaker do?

- ❖ Helps farmers and other food related enterprises connect with other members of the food supply chain.
- ❖ Helps consumers, restaurants, farmers markets, schools and other institutions find fresh and locally grown and processed food.



WY MarketMaker Features

Capability to

- ❖ A virtual forum for ads to buy and sell products
- ❖ Trade alert system that can send buy/sell opportunities via email or text
- ❖ Standardized data that connects local, regional and potentially global markets



- ❖ Interactive mapping of food, where it is grown, processed and sold





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How do I get started?

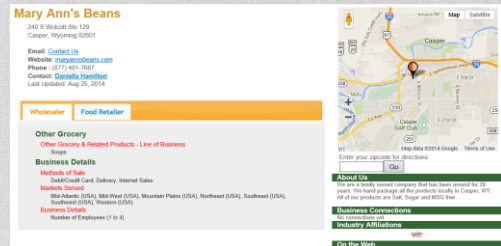
❖ For those with computers:
www.wyomarketmaker.com



❖ There are easy-to-learn tutorials and other online resources.

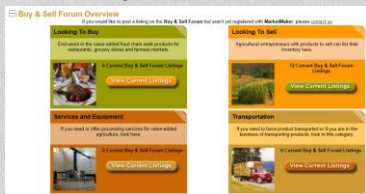


• Create a profile



Other WY MarketMaker Features

❖ Post current needs and availability of food related products and services on the MarketMaker Buy Sell Forum

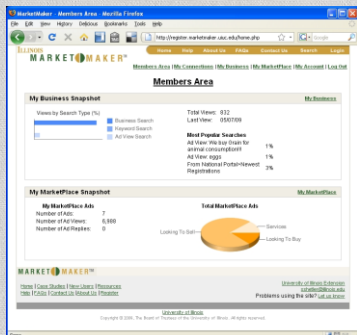


Trade Alerts

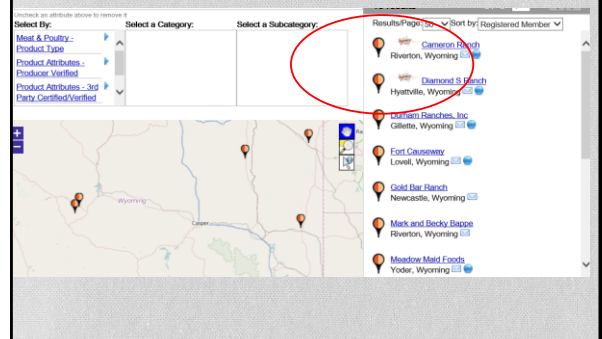


Business Snapshot

❖ Feedback to registered farms and businesses let them know how often they are viewed and why.



Featured Groups





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Private Networks of Buyers & Growers

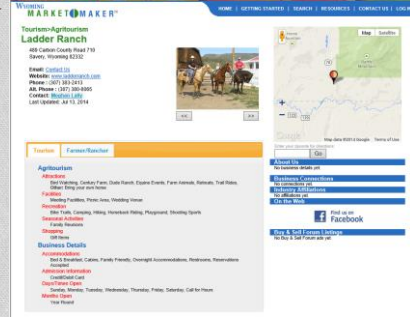
- ❖ Link with your retailers, restaurants, or farmers markets!
- ❖ Link with your producers, suppliers.



It's not just about food...

- ❖ MarketMaker also has an AgriTourism component

Promote your working ranch, roadside produce stand, u-pick farm, horseback riding, hunting & fishing, pumpkin patch, corn maze, or anything you can imagine.



What's next?

- Exploring ways to highlight cattle, genetics, commodity crops, non-food ag products such as fiber.

QUESTIONS?



WBC TRADE SHOW INCENTIVE PROGRAM

What's it all about?

- ❖ WBC Trade Show Incentive program assists Wyoming companies with a tangible product that is made in or substantially enhanced in Wyoming attend various trade events





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How do I qualify?

- ❖ Wyoming-based business with a product that is made in or substantially enhanced in Wyoming.
- ❖ Complete an application packet – all sections
- ❖ Provide a brief business/marketing plan
- ❖ Provide a letter of recommendation from your local economic development group, chamber of commerce or community group, Small Business Development Center or Manufacturing-Works representative

Can I go to any trade show?

- ❖ Qualifying trade shows are those with a regional or national audience. However, Wyoming does host a few qualifying events:
- ❖ National High School Rodeo Finals
- ❖ Cody interior design show
- ❖ Evanston hosted a bike race that is national recognized
- ❖ When in doubt call or email

What is covered by the grant?

- ❖ Fees related directly to the event: booth fee, furniture rental, electricity, additional lighting, risers, tables and table coverings, internet access fee, other event offering (require prior approval.) These services are provided by the event management company and it's contract vendors.
- ❖ Transportation: air fare for one or mileage for one round trip



Other possible eligible expenses:

- ❖ Shipping of product/booth to and from the event location
- ❖ Storage and drayage charges by the event
- ❖ Labor charges if it is mandatory that event personnel are to be used
- ❖ Special event fees/dues if they are required to attend
- ❖ Seminar room and audio visual equipment rental
- ❖ Advertising specific to the event

What about printed materials?

- ❖ Printed materials may be allowed if the materials are specific to the event. They must have the event name and dates.
- ❖ These must be preapproved.

What isn't eligible?

- ❖ Food and lodging to and from, and during the event
- ❖ Expenditures directly related to the operation of the business



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Questions?

More information or questions?

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