

# Connections



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A Quarterly Newsletter Published by the Ohio Department of Agriculture

**W**elcome to Ohio Proud Connections!

My name is David Daniels and it is an honor to be serving as Director of the Ohio Department of Agriculture.

I grew up on a family farm in Highland County, so I understand many of the challenges and opportunities that go along with agricultural production.



Ohio Proud Connections is a quarterly newsletter that will provide updates and new opportunities for our nearly 500 Ohio Proud partners. We want to do everything we can to increase your sales through consumer awareness,

which will lead to jobs and economic activity.

Ohio Proud partners employ nearly 60,000 Ohioans. Those who submitted their renewal survey reported an increase of a total of 600 employees and an increase in sales during the 2011 year. That tells us that you like what we're doing.

As I travel across the state, I am encouraging people everywhere to support local business and to buy

Ohio Proud. In the coming months and years, I'm looking forward to meeting many of you and working hard on your behalf.

## Ohio Proud Media Campaign

An Ohio Proud holiday media campaign was conducted in Coshocton, Guernsey, Noble, Perry, Muskingum and Tuscarawas counties encouraging consumers to purchase Ohio Proud products during the holidays.

Radio ads and billboards were simultaneous during November and December. The radio campaign reached nearly 425,000 consumers during three weeks while the billboards reached 600,000 consumers during the six-week period.

Reisbeck's hosted a shopping spree with the Mayor of Cambridge and Ohio Department of Agriculture Deputy Director Janelle Mead. A total of \$963.57 was purchased by the department and donated to the Feed My People Pantry.



## Upcoming Events

### Food Safety Training for Farmers' Markets

- May 3, Troy  
Reserve your seat at [www.fmmn.org](http://www.fmmn.org). Space is limited and it is FREE!

### Spring Fabulous Food Show (Cleveland), April 28 & 29

This show features cooking demonstrations from Food Network Chefs. Sample and sell your products from the Ohio Proud section directly to consumers. Special pricing is offered to Ohio Proud partners. Contact Judy Michaels at [jmichaels@ixcenter.com](mailto:jmichaels@ixcenter.com).

### Celebrate Ohio Proud Days (Columbus), The North Market, May 5 & July 15

Reserve your space by emailing [mmartineau@northmarket.com](mailto:mmartineau@northmarket.com)

# Ohio Products to be Offered at Ohio State Fair

Ohio Proud products return to the 2012 Ohio State Fair! Thanks to our great partnership with Celebrate Local, Shop the Best of Ohio and Easton Farmers' Market, who have agreed to coordinate this program.



"Celebrate Local" will be located on the north end of the fairgrounds in the Heritage Hall Walkway where the crafters are located. This is right next to where the Ohio Proud Farmers' Market was in previous years. If you would like your products in the "Celebrate Local" booth at the fair, please email [celebratelocalohio@gmail.com](mailto:celebratelocalohio@gmail.com) or contact the store directly at 614.245.0241 and mention the OHIO STATE FAIR. Space is limited!



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John R. Kasich, Governor    Mary Taylor, Lt. Governor  
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## Share Your Success

Do you have an Ohio Proud success story that you would be willing to share? Email Lori Panda at [lori.panda@agri.ohio.gov](mailto:lori.panda@agri.ohio.gov).

*Don't Forget!*

Is your listing on [www.ohiproud.org](http://www.ohiproud.org) current?

Contact Lori Panda at [lori.panda@agri.ohio.gov](mailto:lori.panda@agri.ohio.gov) for your Username and Password to update your information.

## Welcome, New Companies!

We would like to welcome the following companies who have joined the program since January 2012!

Arborway Alpaca Farm (Wakeman)  
Asian Services in Action (Cleveland)  
Billy's Chillies (Pataskala)  
Crains Run Ranch (Miamisburg)  
Eban Bakery (Columbus)  
Harlow's Maple Corn (Chagrin Falls)  
Jorgensen Farms (Westerville)  
L Town Coffee (London)  
Nina's Nibbles (Chesterland)  
Pap Pap Joe's Salsa & Chips (Dennison)  
RJ's Pepper Pantry (Warren)  
Scherer Foods (Jackson Center)  
Signature Beef (Pleasantville)  
Soodles & Company (Lewis Center)  
Spring Grove Foods (Miamisburg)  
The Brown & Blond Bakery (Marysville)  
The Gourmet Farm Girl (Delaware)

2011 Farmers' Market Directories and Food Safety Coloring Books are available for distribution at no charge. Contact Lori Panda, Senior Program Manager, at 614.466.8798 for a supply.