



# TEAM Oregon Food Processing 2014 Annual Report

PROMOTING THE STATE OF OREGON TO THE FOOD & BEVERAGE PROCESSING INDUSTRY

IN THIS ISSUE

## A Recipe for Success

In 2011 a need to strategically focus on the food processing industry sector was identified by the members of the Oregon Economic Development Association (OEDA). The members made clear that the food processing industry is of critical importance to them and the state's economy. This led to the creation of the TEAM Oregon Food Processing (known as TEAM throughout the document). The TEAM was established to leverage resources and create a more aggressive and strategic industry recruitment effort to bring food processors to Oregon.

In 2012, the TEAM worked hard to simply create a buzz about the effort and the State of Oregon to the food processing industry. The TEAM attended three trade shows within the first quarter of 2012 – the NW Food Processors Association Expo, Fancy Food San Francisco, and the Natural Products Expo West. General marketing materials were established for distribution while at the trade shows. The TEAM also purchased a booth space at the Natural Products Expo West in Anaheim. The purpose was to gather information as to who attended the shows, why companies were attending, and how the TEAM would be able to disseminate information about Oregon's food processing value proposition.

Without a formal strategy or plan, the success of the TEAM was exceptional. Contacts were made and a buzz about Oregon was created. The TEAM saw potential for this effort to not simply be a recruitment effort, but also a retention and expansion effort with local existing businesses. The TEAM not only marketed Oregon as a great place to do business, but also marketed the quality products coming out of the state and our diverse agricultural region.

In 2013, over 30 economic development professionals including Business Oregon, Department of Agriculture, PGE, Pacific Power, and the Food Innovation Center participated in the TEAM Oregon Food Processing initiative. This TEAM took what they learned in 2012 and expanded on the intelligence gathering efforts while also working proactively to provide information about Oregon to targeted businesses. For the first time, the TEAM hosted a networking reception at Natural Products Expo West and developed strategic local business development plans for 2014.

### Who is TEAM Oregon Food Processing?

Who are members of TEAM Oregon Food Processing and what role does each of them play?



### Annual Performance Metrics

How successful was TEAM Oregon Food Processing in 2013/2014? How does the TEAM measure success?



# Who is TEAM Oregon Food Processing?



The TEAM is made up of economic development organizations from across the State of Oregon. Current members include:

- Business Oregon
- Corvallis Benton County Economic Development
- City of Forest Grove
- City of Medford
- City of Pendleton
- Clackamas County
- Food Innovation Center
- Greater Portland, Inc.
- Lane County
- McMinnville Economic Development Partnership
- Oregon Department of Agriculture
- OEDA
- Pacific Power
- PGE
- Partnership for Economic Development in Douglas County
- Port of Portland
- Port of The Dalles
- SEDCOR
- Snake River EDA
- SOREDI
- South Coast Development Council

The TEAM is organized around a TEAM Lead and Steering Committee, along with a

committee structure to achieve goals, objectives and tasks.

### WANT TO JOIN THE TEAM?

We are always looking for new members! If you would like to learn more about the TEAM and potential membership, please contact Sarah Means Mizejewski at [Sarah.Mizejewski@co.lane.or.us](mailto:Sarah.Mizejewski@co.lane.or.us)



## Mission Driven

**TEAM Vision**

Oregon is the nation’s premiere environment where food processors and their supply chain can thrive.

**TEAM Mission**

TEAM Oregon Food Processing aggressively promotes retention, expansion and recruitment of food processing and related traded sector companies in Oregon

**TEAM Member Statement/Elevator Pitch**

The TEAM is a statewide partnership of investors rural and urban; public and private; large and small economic development organizations that together collaboratively invest time and assets to build a powerful network for Oregon’s food processors and related traded sector companies.



*PocketFuel and Red Duck Ketchup were two of the companies TEAM Oregon Food Processing assisted in attending and exhibiting at Natural Products Expo West in March 2014.*

## 2014 - Year in Review

### RECRUITMENT, RETENTION, AND EXPANSION



#### Trade Show Presence

Attended 3 industry trade shows with a TEAM booth at 2 of the shows.



#### Networking Reception

250 industry professionals attending the Oregon Reception at McCormick & Schmick's at the Natural Products Expo West Trade Show.

### FAST FACTS

140

The TEAM made connections with more than 140 industry businesses

6

The TEAM invited 6 emerging businesses within the food processing industry in Oregon to exhibit at the Natural Products Expo West show.

A special thanks to the **22** Oregon companies that donated product to our networking reception!

- Betsy's Best Bar None
- Betty Lou's
- Bobs Red Mill
- Cosmos Creations
- Dungeness Crab Commission
- Earth Momma Angel Baby
- Food Smart LLC
- GloryBee
- Gypsy Crunch
- Lisanatti Foods
- Mama Chonga's
- Oregon Fruit Products
- Oregon's Wild Harvest
- PocketFuel
- Puddin River Chocolates
- Pure Peppers
- Red Duck Foods
- Rogue Creamery
- Seeley Mints
- So Delicious
- Truitt Bros
- Wandering Aengus Ciderworks



## Northwest Food Processors Association Trade Show - Portland, OR - January 2014

The 100<sup>th</sup> Annual NW Food Processors Association Expo at a glance:

- Attracted 3,000+ food processing related professionals
- 400 exhibitor booths focused on the food manufacturing supply chain
- Offered extraordinary networking opportunities and industry relevant educational seminars

2014 was the first year the TEAM had a booth space with NWFPA. In previous years, the TEAM walked the show to generate potential leads. After reflecting on the success of the show in 2013, it was determined that a booth may be more effective. Indeed, this was the case. The TEAM found that our potential targets weren't the companies exhibiting at the show, but rather the companies walking the show. Having a booth allowed those companies to find us.

NWFPA TEAM Measurable:

- TEAM Booth (Standard Size)
- 34 Company Connections
- 22 Oregon Company Connections

## Winter Fancy Food Trade Show - San Francisco, CA - January 2014

The 39<sup>th</sup> Annual Fancy Food Trade Show at a glance:

- 1,300 food companies participated
- TEAM paired up and walked the show to gather intel
- Offered valuable networking opportunities
- Focused on specialty foods (chocolates, cheeses, etc.)

2014 was the third year the TEAM has been attending Fancy Food. This is a show the TEAM has chosen to walk instead of having a booth space. Oregon had a strong presence at the show where at least 29 Oregon companies exhibited. The TEAM has been discussing how efforts at this show could be improved including preliminary discussions that efforts may move toward the TEAM facilitating coordinated branding of Oregon and, perhaps, an Oregon Pavilion (much like California and Virginia have at the show). This would take a significant amount of resource (both time, people, and funding) but the initial thought is that this would be a good role for the TEAM to play at this show. More discussion with industry and internal to the TEAM will take place in the future.

Fancy Food TEAM Measurable:

- 66 Company Connections
- 19 co-packing leads
- 6 companies interested in expansion in Oregon

## Natural Products Expo West - Anaheim, CA - March 2014

Natural Products Expo West at a glance:

- More than 5000 companies from the US and the world exhibiting
- Estimated attendance at 70,000
- Range of natural products from food, dietary supplements, health and beauty products, pet products and more

2014 was the third year the TEAM has attended and had a booth at this show. 2014 was the first year the TEAM opted for a double booth and invited Oregon companies to attend/exhibit in the TEAM booth.

The TEAM expanded booth efforts to include 6 small, emerging businesses from multiple regions of the State. These are companies that wouldn't have otherwise been able to exhibit at Expo West. Each company was provided a 2.5 foot space within the TEAM booth to showcase and sample their product. In a recent de-brief with the companies from the 2014 show, the TEAM has heard excellent review. Here is just a sampling of what our companies have said:

"This is an amazing opportunity for any small business in Oregon who would otherwise not be able to afford this." –Heidi Ribkoff, PocketFuel

"This was an excellent way for our company to have a presence at Expo West while still allowing us the flexibility to network and research areas of our business we're working on growing." –Shannon Oliver, Red Duck Ketchup

"Throughout the entire process, the Oregon TEAM worked cohesively, and with purpose and direction, to create a wonderful experience for us all. ... Due to our presence at Expo West, Gypsy Crunch has secured a highlighted article in "Flexible Packaging Magazine," "Fancy Food Magazine," and Fresh Direct, an online retailer based out of the NYC area. In addition, we have received multiple online orders for our products, and are fielding investment calls on a regular basis." – Randi Nash, Gypsy Crunch

TEAM Oregon hosted a reception on the Saturday evening of the 3-day trade show this past March and by all accounts and feedback from attendees, it was a success. The reception was held at McCormick and Schmick's (an Oregon restaurant chain) near the Anaheim Convention Center where the Expo was held. TEAM Oregon Food Processing members were able to solicit donations from several companies and showcase some of the amazing products coming out of Oregon. In total, we had over 20 Oregon businesses donate product to the reception. Oregon beer, wine, and cider were also showcased at this event. Attendance exceeded expectations of TEAM members with approximately 250 people, including many international buyers.

NPEW TEAM Measurable:

- Double booth with 6 emerging Oregon companies
- More than 40 Company Connections
- Networking reception with more than 250 in attendance

## The 2015 Initiative

In 2015 the TEAM will participate in some of the same activities and will be adding some **new components**. Activities will include:

- Five targeted food processor shows
- Strategic industry research and data report
- Stronger connection to partner resources
- Outreach to emerging Oregon food processors
- Reception at NPEW
- Expanded marketing initiatives
- **Private business sponsorship opportunities**
- **Establishing partnership with new private food industry cluster forming in Oregon**
- **Identifying potential lead generation opportunities for California visits**



## TEAM Financials

Due to careful planning and a frugal perspective, TEAM financials are in good order. Each year, TEAM members contribute annual dues, this remains steady at \$1000 per year. Some members, such as OEDA, Business Oregon, and the Oregon Department of Agriculture contribute at a higher level. Generally, the TEAM works with an annual budget of approximately \$30,000.

In 2014, the TEAM added the double booth component at the NPEW. Each business exhibiting in the booth contributed \$1,000 toward booth expenses. While annual membership fees will remain steady for 2015, private company booth participation is subject to change based on what the TEAM learned last year. Additionally, the TEAM has initiated a Sponsorship program to help offset reception costs at NPEW.

It is estimated that for the small financial investment each TEAM member makes, the returned values is \$50,000 in marketing, trade show booths/receptions, and company connections/lead generation.

For detailed information on TEAM financials, contact Sarah Means Mizejewski directly at [Sarah.Mizejewski@co.lane.or.us](mailto:Sarah.Mizejewski@co.lane.or.us) or 541.682.6503.

### FOR MORE INFORMATION

For more information about any information provided in this Annual Report, please contact Sarah Means Mizejewski at [Sarah.Mizejewski@co.lane.or.us](mailto:Sarah.Mizejewski@co.lane.or.us) or 541.682.6503.