

MARKET DEVELOPMENT TRADE SHOW AND EDUCATIONAL CONFERENCE COST SHARE PROGRAM

Participant Application

OVERVIEW

The SC Specialty Crop Growers Association is partnering with the SC Department of Agriculture (SCDA) to promote the specialty crop industry through a cost share program that will assist growers in attending domestic industry trade show and educational conferences. Attendance at various trade shows and conferences will equip South Carolina’s specialty crop growers with the latest and most current research based educational information on topics such as pest management, sustainability, production practices, food safety, and regulatory issues. This project will allow South Carolina growers the opportunity to develop new markets and buyer relationships, which are both essential in expanding the specialty crop industry.

Through funding from the USDA Specialty Crop Block Grant, this cost share program will cover a maximum reimbursement based on 50% of exhibitor and/or registration fees for attending a specialty crop focused trade show or educational conference. The cost share will not cover costs of merchandise, travel, food, or lodging. Please submit the information below to apply for reimbursement.

FOR REIMBURSEMENT, THE FOLLOWING IS REQUIRED:

- Must be a South Carolina farmer and grow specialty crops. The USDA defines specialty crops as “fruits and vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture)”.
- Provide primary source receipts for trade show and/or educational conference registration.
- Provide data, information, statistics, and/or testimonials at checkpoints throughout the duration of this program for tracking purposes. Information will only be shared with SCDA.

PROGRAM CALENDAR

JULY 21, 2023:
Applications open for
2022–2023

AUGUST 25, 2023:
Applications due

SEPTEMBER 1, 2023:
Approval letter distributed

**THROUGHOUT
AWARD YEAR:**
Post-event evaluation
surveys collected

MARCH 2024:
Final survey deadline

HOW TO APPLY

The 2023–2024 Market Development Trade Show and Educational Conference Cost Share Program application is available starting July 21, 2023. Companies must apply annually and obtain approval in advance of activities for which they seek reimbursement.

1. Fill out application for trade show/conference participation.
2. Applications are due by August 25, 2023.
3. Through acceptance in this program you are required to participate in 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.
4. Following each event, you will be required to submit a copy of your primary receipt, the provided reimbursement form, and survey within 30 days of the last attended trade show or conference. Your reimbursement check will be mailed within 60 days following form submission.

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 the events named below are the only shows approved by 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.

Southeast Produce Council Southern Innovations

Date: September 14 – 16, 2023

Location: Charlotte, NC

Estimated Attendance: 2,400

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

Cost to Exhibit: \$2,995

Max Reimbursement: \$1,497.50

More Info: seproducecouncil.com/events-networking/southern-innovations

SONOCO Fresh Summit

Date: September 18 – 19, 2023

Location: Clemson, SC

Estimated Attendance: 1,000

Key Players: Organizations and businesses in the food, packaging, and sustainability industries, interested in exploring collaborations, solutions, and innovative thinking throughout the value chain.

Cost to Attend: \$499

Max Reimbursement: \$249.50

**Up to two registrations per company*

More Info: sonocofreshsummit.com

The Global Produce & Floral Show (formerly PMA Fresh)

Date: October 19 – 23, 2023

Location: Anaheim, CA

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 SC Pavilion: \$6,450 (150 sq. ft. booth)

Max Reimbursement: \$5,000/co-exhibitor

More Info: freshproduce.com/events/the-global-produce-and-floral-show

Carolina Farm Stewardship Association Sustainable Agriculture Conference

Date: November 11 – 13, 2023

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: \$475

Max Reimbursement: \$237.50

**Up to two registrations per company*

More Info: carolinafarmstewards.org/sustainable-agriculture-conference

Southeast Vegetable & Fruit Expo

Date: November 26 – 28, 2023

Location: Myrtle Beach, SC

Estimated Attendance: 1,000

Key Players: Organizations and businesses in the food, packaging, and sustainability industries, interested in exploring collaborations, solutions, and innovative thinking throughout the value chain

Cost to Attend: \$180

Max Reimbursement: \$90

**Up to \$47.50 for one other registration*

More Info: ncvga.com

New York Produce Show

Date: December 5 – 7, 2023

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

Max Reimbursement: \$2,999.50

More Info: nyproduceshow.com

Southeast Regional Fruit and Vegetable Conference

Date: January 11 – 14, 2024

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, agriculture suppliers for seeds, fertilizer, equipment, etc.

Cost to Attend: \$235

Max Reimbursement: \$117.50

**Up to two registrations per company*

More Info: seregionalconference.org

Global Organic Produce Expo

Date: January 22 – 24, 2024

Location: Hollywood, FL

Key Players: Growers, shippers and retailers specializing in organic produce

Cost to Exhibit: \$5,000

Max Reimbursement: \$2,500

More Info: events.farmjournal.com/gopex2024

Southeast Produce Council Southern Exposure

Date: March 7 – 9, 2024

Location: Tampa, FL

Estimated Attendance: 2,400

Key Players: Southeastern growers and producers, buyers in retail, wholesale, and food service market channels

Cost to Exhibit: \$2,995

Max Reimbursement: \$1,497.50

More Info: seproducecouncil.com/events-networking/southern-exposure

APPLICATION

Name _____

Farm Name _____

Physical Address _____ City _____ ZIP _____

Mailing Address _____ City _____ ZIP _____

If different from above

Phone Number(s) _____ Email _____

State Vendor Registration Number _____

Each company requesting reimbursement must obtain a State of SC Vendor Number. This process is free and can be completed at procurement.sc.gov/doing-biz/registration.

Trade Show / Conference Attending

Grower must attend the event to receive reimbursement. Reimbursements will be awarded based on the number of applications received and available funding.

- | | |
|---|--|
| <input type="checkbox"/> Southeast Produce Council Southern Innovations | <input type="checkbox"/> New York Produce Show |
| <input type="checkbox"/> SONOCO Fresh Summit | <input type="checkbox"/> Southeast Regional Fruit and Vegetable Conference |
| <input type="checkbox"/> The Global Produce & Floral Show (formerly PMA Fresh) | <input type="checkbox"/> Global Organic Produce Expo |
| <input type="checkbox"/> Carolina Farm Stewardship Association Sustainable Agriculture Conference | <input type="checkbox"/> Southeast Produce Council Southern Exposure |
| <input type="checkbox"/> Southeast Vegetable & Fruit Expo | |

Recommend an Event

If you want to attend a conference or trade show that will help bring value to South Carolina's Specialty Crop Industry, let us know about it. We will review it and potentially approve it for you to receive a reimbursement.

Event Name _____

Event Date _____ Location _____

Write a brief statement about how the event will help your farm develop the specialty crop industry.

Are you a member of the SC Specialty Crop Growers Association? Yes No *SCSCGA members may be given preference.*

List of Specialty Crops Grown _____

Estimated Gross Annual Farm Sales _____ *This data will only be used to meet USDA Grant Objectives.*

Signature _____ Date _____

RETURN COMPLETED APPLICATION TO

Michael Cranford, SCDA Marketing Specialist
South Carolina Department of Agriculture
PO Box 11280, Columbia, SC 29211
mcranford@scda.sc.gov

*Save this form to your computer first before submitting.
Do not submit from an internet browser.*

SCDA GRANTS ADMINISTRATION USE ONLY

Approved Not Approved

Amount to Pay _____ Date _____

Authorized By _____