



# STATE OF OREGON

BRANDING OREGON AGRICULTURE



How this  
started...



What is a brand?  
A promise.  
A relationship.



OUR GOAL  
ANSWER THE QUESTION

Should the state of Oregon have a brand that represents agriculture commodities as well as value-added brands?

*If yes, how should it work?*



# Our process

# DISCOVERY



1

INTERVIEW OTHER  
STATE PROGRAMS

2

INTERVIEW  
KEY  
STAKEHOLDERS

3

INTERVIEW  
CONSUMERS

4

REVIEW EXISTING  
RESEARCH DATA

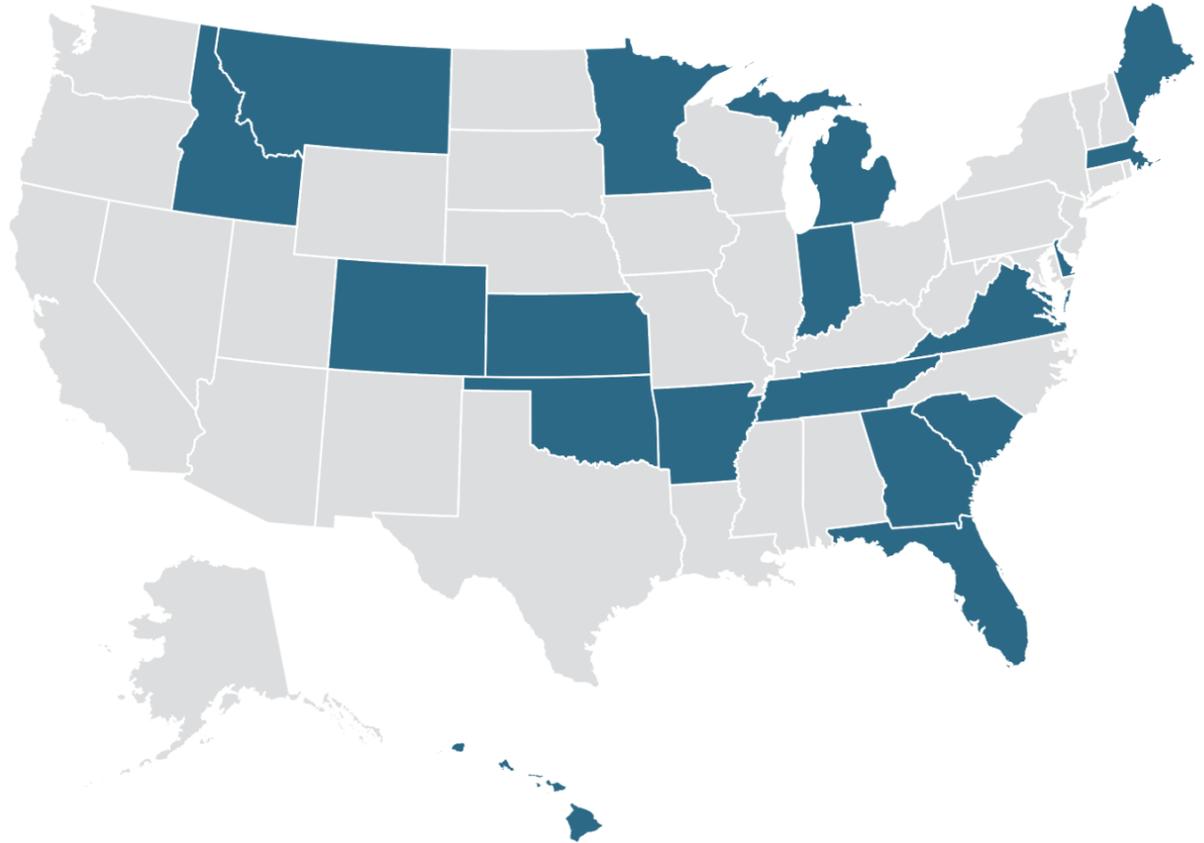


# Research + Analysis



RESEARCH FINDINGS  
Interviews with other state brands

# REVIEWED RESEARCH FROM SUCCESSFUL STATES ACROSS THE COUNTRY



INSIGHTS  
FROM OTHER STATES

Funding is tricky.

- All state brands (except Florida)

Oregon is in a unique position.

- South Carolina (who can sell all their products in-state)

Form a board of stakeholders  
to inform the future of the brand.



RESEARCH FINDINGS  
Oregon commissions + industry  
organizations

# FOCUSED INTERVIEWS + SURVEY WITH KEY COMMISSIONS + INDUSTRY ORGANIZATIONS



Presented + conducted live survey with 22 commissions during the Oct. 4, 2017  
Commodity Commission Round Up: Fostering Collaboration

## INSIGHTS

# KEY COMMISSIONS + INDUSTRY ORGANIZATIONS

Food & beverage entrepreneurship drives innovation creating economic value for the state AND for rural communities.

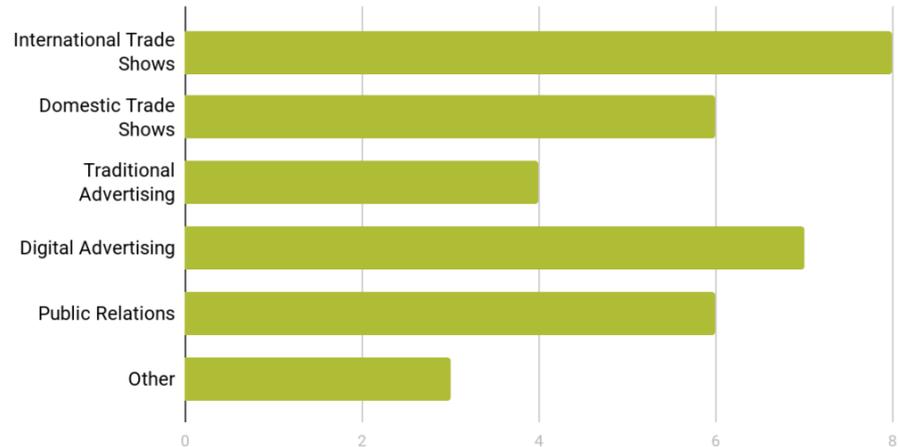
Most favor a broadly inclusive program—63% of respondents said that the program should include brands whose products are not made with 100% Oregon crops.

## INSIGHTS

# KEY COMMISSIONS + INDUSTRY ORGANIZATIONS

Most feel the greatest opportunity for growth lies out of state—especially overseas—and they would like to see marketing dollars spent accordingly.

On which marketing activities would you like to see the allocated funds spent? (check all that apply)





RESEARCH FINDINGS  
Interviews with manufacturers

# FOCUSED INTERVIEWS WITH KEY MANUFACTURERS



INSIGHTS  
FROM OREGON MANUFACTURERS (VALUE-ADDED BRANDS)

Big opportunity internationally—but the window is closing.

Can be even more powerful/effective if we're collaborating with other agencies (*Business Oregon and Travel Oregon*)

Could have greatest positive effect on new and small brands.

Do I qualify by being an Oregon manufacturer?



RESEARCH FINDINGS  
Interviews with retailers

FOCUSED INTERVIEWS WITH  
KEY RETAILERS



## INSIGHTS FROM RETAILERS

Our customers connect with local/Oregon.

Most would be willing to create/use in-store POP/POS marketing materials to promote an Oregon brand – including in their out of state stores.

Broadest, most inclusive thoughts around the qualifications for use of the Oregon brand.

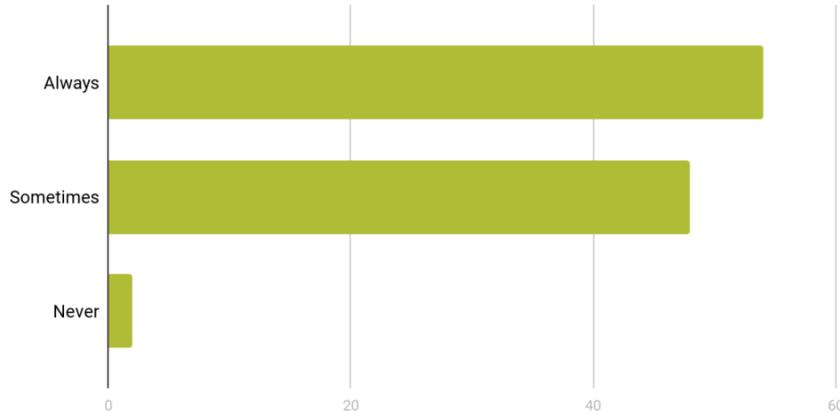
They like the idea of an Oregon brand that helps bring new and innovative products to market.



RESEARCH FINDINGS  
Survey of consumers

# INSIGHTS FROM OREGON CONSUMERS

Do you tend to choose Oregon brands over non-Oregon brands when quality and price are the same?

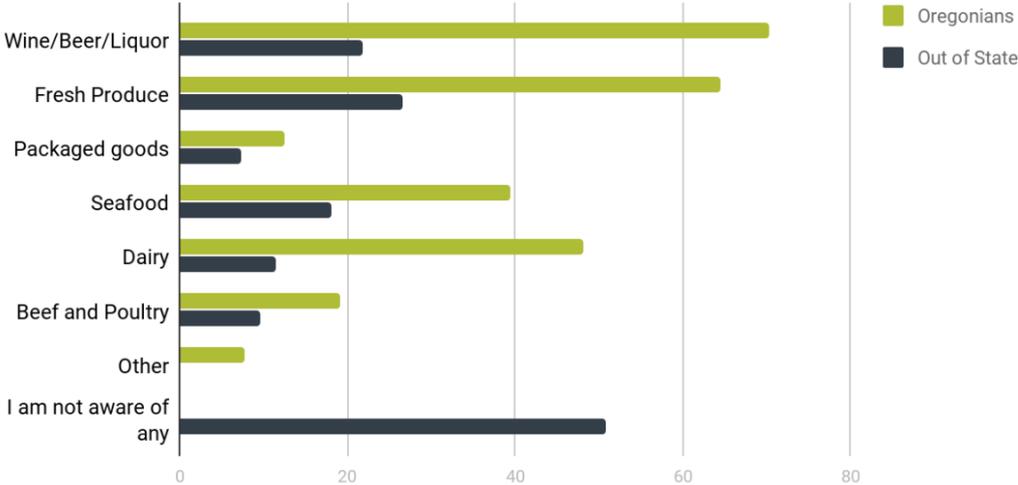


Consumers in Oregon are already very aware of Oregon products, and already choose them when possible.

# INSIGHTS FROM CONSUMERS

Consumers in Oregon are already very aware of Oregon products, while those out of state require education.

What kinds of products do you most identify being from the state of Oregon? (select all that apply).



## INSIGHTS FROM OUT OF STATE CONSUMERS

75% of respondents have never visited Oregon.

60% of respondents would like to buy  
fresh produce from Oregon.

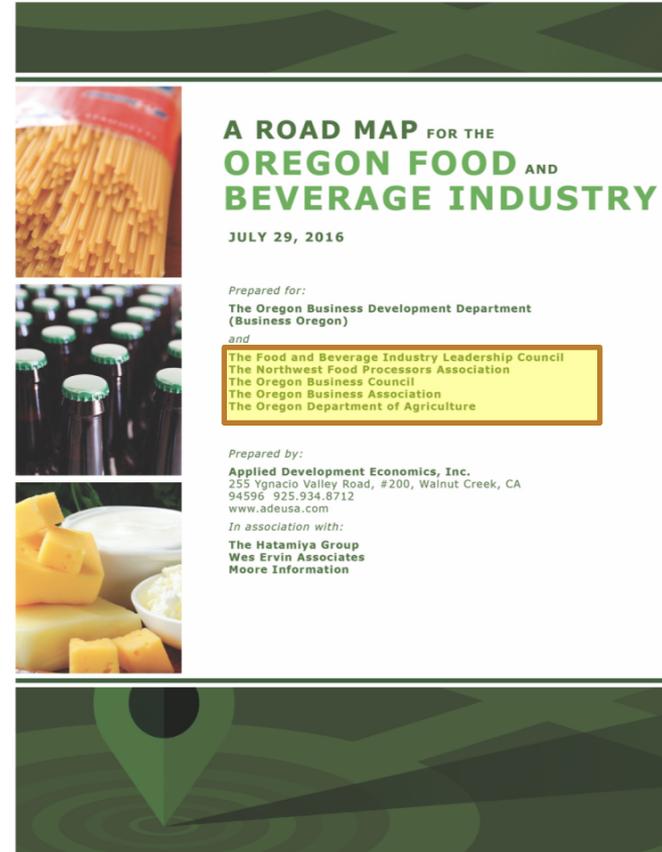
70% of respondents were neutral when asked if  
they agree that food & beverage products from  
Oregon are of higher quality than other states.



RESEARCH FINDINGS  
Review of existing research

# Oregon is Perfectly Positioned:

- There is a strong shared sense of what Oregon as a brand stands for.
- Don't duplicate efforts and work with others who share in the risks/rewards.
- The power of public and private partnerships.



**A ROAD MAP** FOR THE  
**OREGON FOOD AND BEVERAGE INDUSTRY**

JULY 29, 2016

*Prepared for:*  
**The Oregon Business Development Department  
(Business Oregon)**  
and  
**The Food and Beverage Industry Leadership Council  
The Northwest Food Processors Association  
The Oregon Business Council  
The Oregon Business Association  
The Oregon Department of Agriculture**

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Wes Ervin Associates  
Moore Information**



RESEARCH + ANALYSIS  
Summary of findings

## INSIGHTS ACROSS THE BOARD

Oregon has a thriving, innovative and unique entrepreneurial food & beverage community. The Oregon brand could and should support that community.

If there's a cost to participate, there should not be a cost for new brands.

If the effort is to succeed, it must have the support of the state for multiple years.



# The path forward

# NEXT STEPS—PHASE TWO + THREE

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## 2.1

FORM ADVISORY  
BOARD OF  
INDUSTRY  
STAKEHOLDERS-  
DEVELOP CRITERIA

## 2.2

BUILD THE BRAND  
(LOGO, TAGLINE,  
PROMISE/  
FOUNDATION +  
WEBSITE)

## 2.3

CREATE  
ADDITIONAL  
ASSETS FOR  
BRAND ROLLOUT

## 3.0

2019—2029  
PHASE THREE  
ROLLOUT  
PLANNING

# PHASE TWO—ESTIMATE AND PROJECTS

Estimated budget: \$250,000

Includes:

- Found and Manage Advisory Board Meetings
  - Includes development of Metrics to track and prove ROI
- Create the Visual Identity to represent Oregon Food & Beverage
- Develop Oregon Food & Beverage Website
- Initiate Social media (Help to benefit from and transition Celebrate Oregon channels)
- Promotional Materials & Specific Promotions
- In-state Launch

# PHASE THREE—ESTIMATE AND PROJECTS

Estimated budget: \$1,000,000/year  
for next ten years

*Includes:*

- Ongoing local/domestic support
- International support (China, SE Asia, Canada)
- Implement Metrics to Track/Prove ROI

## MAKING THE CASE

Agriculture is the  
**2ND LARGEST**  
trade sector in Oregon

Oregon exports  
**80%** of product  
outside of  
its borders





THANK YOU

