



March, 2017

Dear NAAMO Executive Members:

Attached you will find the 2017 NAAMO Agricultural Marketing Excellence Award Application. Congratulations to Colorado's Department of Agriculture, the 2016 winner: **Colorado Proud "Choose Colorado" Pop-Up Picnics** submitted and presented by Tom Lipetzky at the 2016 NAAMO Conference in San Antonio, Texas.

There are many exciting marketing initiatives being implemented by State & Provincial Departments of Agriculture. The NAAMO Agricultural Marketing Excellence Award is an opportunity to be recognized on an international level for your work. Enclosed is the application for this award, presented annually to the State or Province whose project demonstrates premier agricultural marketing efforts.

Applications are due **May 15, 2017**. Complete applications are reviewed and ranked in accordance with the criteria for entry. Projects should advance the image and professional abilities of NAAMO and its members; be unique and innovative in the field of ag marketing; make significant impact on agriculture in the state or province; involve new and innovative marketing concepts and methods; involve the use of market research or market based knowledge and have potential application to other states or provinces.

The top four applicants will be invited to give a presentation of their project at the NAAMO annual meeting in Manhattan, Kansas July 9-12, 2017. Check out naamo.org for more annual meeting details. The Board has authorized covering the cost of registration (\$350), and up to \$650 in travel and lodging expenses for the finalists to present their projects.

We look forward to seeing you in Kansas for the 2017 NAAMO Conference. If you have any questions, please do not hesitate to contact me or any of the NAAMO Executive Board Members.

Sincerely,

Mary J. Jordan
1st Vice President

Director, Division of Agricultural Markets
Massachusetts Department of Agricultural Resources
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Boston, Massachusetts 02114-2151
617-626-1750

Mary.jordan@state.ma.us



Award of Agricultural Marketing Excellence North American Agricultural Marketing Officials APPLICATION

Application deadline: May 15, 2017

Date:		NAAMO Award Year: 2017		
APPLICANT INFORMATION				
State/Province:		Contact Name:		
Mailing Address:		City:	State/Province:	Zip/Postal Code:
NAAMO Executive Member in good standing*: Yes <input type="checkbox"/> No <input type="checkbox"/>		Fax Number: ()	Phone Number: ()	Email Address:
Date Project Initiated:	Date Project Completed:	Title of Project:		
1. Summary of Project:				
2. Summary of innovative marketing techniques utilized:				
3. Summary of project results including measured impacts on state/province agriculture:				
The applicant should attach a detailed description of the project (maximum 4 pages) describing the goals of the project, project methodology, use of market research, project results and evaluation, and other information relevant to the project consideration. All copies of materials, photos, media, etc. must be attached as digital files.				

*Dues Current

E-Mail completed form to:
Mary Jordan
Mary.jordan@state.ma.us

NAAMO AWARD OF AGRICULTURAL MARKETING EXCELLENCE

Selection Criteria

Purpose:

- To annually recognize and award innovative and effective agricultural marketing projects by states/provinces
- To transfer knowledge about innovative and effective projects to other states/provinces for their consideration/use

Criteria:

- The project should advance the image and professional abilities of NAAMO and its members
- Project is unique/innovative in the field of agricultural marketing
- Project has significant impact to the state's or province's agricultural economy
- Project has measurable impacts on agriculture in the state/province
- Project involves new and innovative marketing concepts and methods
- Project involves the use of market research or market based knowledge
- Project has application to other states/provinces

Eligibility:

- Project was conducted by a NAAMO state/provincial Department of Agriculture or like agency
- Project must have occurred within the past 2 years
- Proposal must be submitted by a NAAMO executive member in good standing (dues paid)
- If Award is won, applicant must wait one year before submitting again

Process:

- Complete application and submit it and all support materials electronically to mary.jordan@state.ma.us
- Applications are due by May 15, 2017
- A state/province can nominate itself
- NAAMO Executive Board establishes committee to evaluate proposals
- A member of the Executive Board can submit application, but must excuse him/her self from evaluations
- The top four projects will be selected by the Executive Board and asked to present their program/project information at the Annual NAAMO Conference.
- Executive Members will select the winning project.
- Award announcement will be made at annual meeting banquet with personalized plaque mailed
- Press release developed by NAAMO Board to be given to winning state/ province for distribution to appropriate media venues.