



February, 2018

Dear NAAMO Executive Members:

Attached you will find the 2018 NAAMO Agricultural Marketing Excellence Award Application. Congratulations to Oklahoma's Department of Agriculture, the 2017 winner: **Oklahoma Jelly Making Trails** submitted and presented by Jamie Cummings at the 2017 NAAMO Conference in Manhattan, Kansas.

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 1, 2018**. 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 Calgary, Alberta, July 22-25, 2018. Check out [naamo.org](http://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 Alberta for the 2018 NAAMO Conference. If you have any questions, please do not hesitate to contact me or any of the NAAMO Executive Board Members.

Sincerely,

Laura Johnson  
1st Vice President  
Bureau Chief, Market Development Division  
Idaho State Department of Agriculture  
208-332-8533  
[Laura.Johnson@isda.idaho.gov](mailto:Laura.Johnson@isda.idaho.gov)



**Award of Agricultural Marketing Excellence  
North American Agricultural Marketing Officials  
APPLICATION**

**Application deadline: May 1, 2018**

Date:			NAAMO Award Year: <b>2018</b>		
<b>APPLICANT INFORMATION</b>					
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:					
4. Total project cost and summary of funding sources:					
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

<b>E-Mail completed form to:</b> Laura Johnson Laura.Johnson@isda.idaho.gov
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# 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 [Laura.Johnson@isda.idaho.gov](mailto:Laura.Johnson@isda.idaho.gov)
- Applications are due by May 1, 2018
- A state/province can nominate itself
- The NAAMO Executive Board establishes a committee to evaluate proposals
- A member of the Executive Board can submit an application, but must excuse him/herself 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 at the annual conference.
- The award will be announced at the annual meeting banquet. A personalized plaque will be mailed after the conference
- A presentation will be made at the NASDA annual meeting