



I-75 at Exits 134 & 135

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Georgia Department of Agriculture

Georgia National Fairgrounds & Agricenter

May 19, 2015

Dear Georgia Producer:



The Georgia National Fairgrounds & Agricenter and the Georgia Department of Agriculture continue to promote Georgia Agriculture in the Georgia Grown Building at the 26th annual Georgia National Fair, Oct. 8-18, 2015. We continue in this effort to educate the public about the products available from our state and we have included a copy of our press release which explains the benefits of being located in this new building aimed at spotlighting Georgia products.

For the smaller businesses that may not be able to commit to manning a booth for the duration of the Fair, we offer the option of participating in our Georgia Grown Pavilion, a retail consignment store located in the Georgia Grown Building. Gross sales generated for the Georgia Grown Pavilion in 2014 were over \$62,000. Vendors interested in participating in the 2015 Pavilion will need to send their completed application form along with a proposed list of products including UPC codes and prices by August 14. Accepted vendors will be notified on August 30 and will be sent further information along with their consignment agreement. If accepted, consignees would be responsible for delivery and set-up of their product prior to the opening of the Fair, providing an inventory list upon delivery, and picking up the product after the Fair is over. The Georgia National Fair will staff the store, restock the product throughout the event, and take responsibility for handling of sales tax. To cover the cost of operating the store, the Georgia National Fair will retain a 16% commission.

Informational flyers about the Georgia Grown Pavilion will be distributed at the entry gates to help drive traffic to the building. Included in this flyer will be a coupon for 10% off of one item purchased at the Georgia Grown Pavilion. All vendors will be required to honor this coupon.



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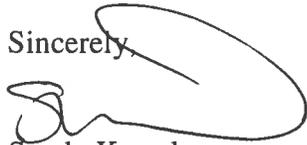
If you are not already a member of the Department of Agriculture's Georgia Grown Program, we would encourage you to join, so that you may reap the many benefits of membership. You may find information about how you can become a member of the Georgia Grown Program at: <http://georgiagrown.com/members>.

We are including a copy of the Georgia Grown Pavilion Application. Space is limited, so please fill it out and return by August 1 to be considered to consign at the Georgia Grown Pavilion this year.

The enclosed press release mentions opportunities within the Georgia Grown Building. If you would like to discuss renting booth space in the building or taking advantage of video advertising, please contact Kelli Williams at (404) 859-9600 kelli.williams@agr.georgia.gov.

For information on sampling opportunities, contact Jason Deal at jason.deal@agr.georgia.gov.

Sincerely,



Sandy Kusuda
Director of Georgia Living
Georgia National Fair
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