

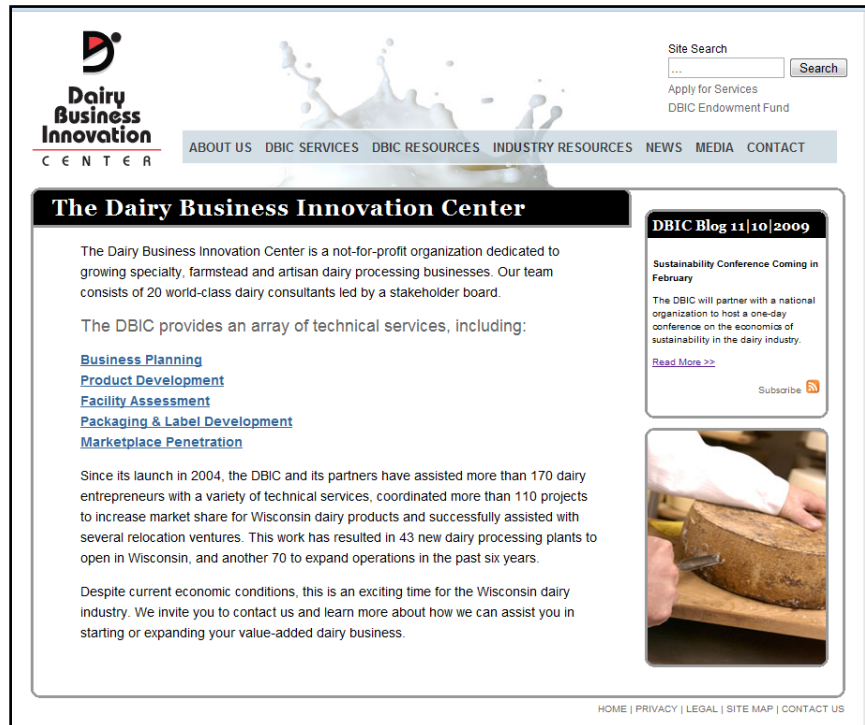
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1. DBIC Launches New & Improved Website Featuring More Resources

The Dairy Business Innovation Center has launched a new and improved website, featuring more detailed information on services it provides for clients, as well as increased industry resources, and a robust video library featuring segments from its popular “Fundamentals of Cheese Distribution” tool for cheese makers and marketers.

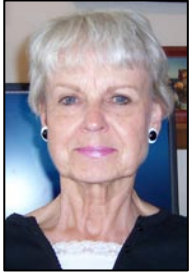
The site, www.dbicusa.org, provides more information about new DBIC consulting services and opportunities for the industry, including assistance with long-range planning, succession planning, and comprehensive business audits. The site also features increased information for industry professionals, as well as updated resources for Wisconsin dairy producers and processors.



The DBIC’s popular “Fundamentals of Cheese Distribution” DVD may also now be purchased and viewed on the website, allowing more flexibility for users, as well as the potential for the DBIC team to easier update the video clips with future interviews.

All past issues of DBIC newsletters, as well as press releases, news clips and story ideas, are available on the new website. For more information, contact Kathy Brown, DBIC Administrator, 888-623-2269.

2. DBIC Team Column: To Show or Not to Show, That Is the Question



This month, we hear from **Andrea Neu**, DBIC Client Services & Brand Positioning Specialist. Andrea offers more than 30 years of experience in integrated marketing communications, focusing on the U.S. food and dairy industry. She served as Senior Vice President of Corporate Communications and Vice President of Marketing Services with the Wisconsin Milk Marketing Board for many years. In 2001 she launched Image Maker, a marketing and corporate communications consulting practice dedicated to business and product/brand positioning. She assists DBIC clients in establishing their brands and developing packaging, and this month discusses exhibiting at trade shows.

Showcasing and sampling your new cheese and dairy products is an important part of brand development and marketing. But often the most challenging part of these opportunities is deciding which events and shows will give you the greatest payback for the time and monies invested.

Consumer shows, like local food & wine shows and educational venues, draw the most people/bodies but unless you are marketing your products in the area, and can tell consumers where they can purchase them—in-store or online, you are only feeding people and not building a network for future purchases. These events are very time consuming and can be expensive, so be sure to check out the history of the event and talk to previous exhibitors. If you decide to participate in the show, set some goals for your business and the results you expect from your investment in the event.

Food industry trade shows offer the greatest potential for sales success, either during the show or with good follow up after the show. However, they don't come cheap because the booth costs, displays, product shipping, airfare, lodging expenses, and marketing materials, can be a significant investment for a small business if you don't get the payback expected. So it's important to know about the show's history. Does it regularly attract the type of buyers you are targeting? Will it be held in a place where the buyers can reach it easily? Will the show be promoted to those buyers? What has past attendance been? Have past exhibitors done well, and do they return as a vendor to this show often?

Some Tips for Show Preparation:

- Prepare a professional-looking display that represents your brand image
- Prepare handouts that carry your brand logo, "story," and product lists
- Make sure your contact information is available on all of your handouts and signage
- Be sure your products—the packaging and labeling—look exceptional and taste the best; keep the sampling trays fresh and clean; display them the way you would want a retailer to merchandise and sample your products
- Train your booth personnel; wear apparel (or badges) with your brand logo; and wear a smile throughout the show...easier said than done!
- Play to the crowd; stay at the front of the booth; look for badges that indicate the buyers who are your target market, but also look for new opportunities you might not have thought about as potential customers
- Collect buyer info; ask for business cards and make notes for follow up; keep a note pad for product feedback and buyer comments
- And, follow up with leads promptly when the show is over!

Current customer shows—distributors, retailers or foodservice vendors—are typically buying shows that offer an opportunity to showcase your products to their customers and associates. While these shows are smaller in scale than the other shows mentioned above, this type of booth space and product demo is valuable because it should, 1) provide a platform to learn from the buyers who attend the show. You can exhibit current products you are selling to this customer, and new products that you are or will be marketing, so buyer dialogue should result in valuable feedback as well as product orders. And 2), investing time and monies in this “buyers” show should solidify your business relationship with the show sponsor—your current customer. Both of these outcomes must be a focus in your trade show planning and objectives.

Shows and events require careful planning, attention to detail, and analysis after the show to reap the rewards for your investments. Because shows are a major marketing investment for small businesses, this marketing tool should always be included in the annual marketing plan. The information shared above is only the tip of the food show dilemma—to show or not to show. For more information on Business Planning and Market Development, check out the DBIC services offered within these business categories on our new website. www.dbicusa.org.

3. Industry News

- ❖ **Cheezghetti:** A new product is on the market. Cheezghetti, packaged as 1/8-inch wide, 15-inch long strings of Provolone cheese, is now available through AMLTR Products. Crafted in Wisconsin, Cheezghetti pulls apart, just like string cheese, but carries the flavor punch of a provolone. For more information, contact Tom Lechner, 920-822-9182.

- ❖ **WMMB Launches New Cheese For Me Website:** The Wisconsin Milk Marketing Board has launched a new micro website to help pair consumers with their favorite cheeses. By answering a few short questions, Cheese For Me selects the ideal cheese based on your flavor preferences, style and sense. Check it out at: <http://www.cheeseforme.com/>



4. Upcoming Important Dates

- **Nov. 13–14: Connecting Threads Conference. Wisconsin Rapids, Wis.**
The next Connecting Threads, Weave the Fabric of Agriculture, a conference for women farmers, will be at the Hotel Mead in Wisconsin Rapids. The event will feature several sessions, including farm succession, holistic farm management and farm business planning for women. For more information, contact Kathy Schmitt at the Wisconsin Farm Center, 1-800-942-2474.
- **Nov. 17 - Dec. 9: Meetings on Economic Challenges in Dairy Industry. Statewide.**
The University of Wisconsin-Extension and the Farm Center are inviting dairy producers, lenders and community leaders to an informational meeting to learn about the national and global

influences affecting dairy markets, financial and legal options available to producers, preparing for negotiations with lenders and creditors, decision-making and communication strategies, and tax strategies for producers during tough financial times. Nine free workshops will be held throughout Wisconsin from mid November through mid December at the following locations:

- **Nov. 17:** Augustana Lutheran Church, Cumberland, 1- 4 p.m. Call 715-635-3506 or 715-537-6250
 - **Nov. 18:** KD's Homestead Eatery, Mondovi, 12:30 - 3:30 p.m. Call 715-672-5214 or 715-538-2311
 - **Nov. 19:** Black River Chamber of Commerce, Black River Falls, 1 - 4 p.m. Call 715-284-4257
 - **Dec. 1:** Arlington Research Station, Arlington, 1 - 4 p.m. Call 608-355-3250 or 608-742-9680
 - **Dec. 2:** Jefferson Co. UW-Extension Office, Jefferson, 1:30 - 4:30 p.m. Call 920-674-7295
 - **Dec. 3:** Iowa County UW-Extension Office, Dodgeville, 1 - 4 p.m. Call 608-935-0391
 - **Dec. 8:** Fond du Lac County UW-Extension Office, Fond du Lac, 1 - 4 p.m. Call 920-929-3170
 - **Dec. 9:** Marshfield Research Station, Marshfield - time TBD. Call 715-421-8440
 - **Dec. 10:** Abbotsford Community Room, Abbotsford, 1 - 4 p.m. Call 715-743-5121
- **Dec. 9: Arlington Dairy Day, Arlington Ag Research Station, Wis.**
The 13th Annual University of Wisconsin Arlington Dairy Day provides an opportunity for dairy producers and service industry professionals to learn how University research can help them to increase dairy herd profitability, health and productivity. Breakout sessions will focus on topics such as energy efficiencies and carbon footprint of dairy production systems; achieving better pregnancy rates; dairy enterprise trends and returns; Wisconsin alfalfa yield; and when to use sexed semen on heifers. Program registration fee is \$25 per person if sent by November 25 and \$35 per person if sent after that date or paid at the door. The fee includes refreshments, lunch and program proceedings. For more information or to register, call 608-263-3308.
 - **Feb 9-10: Economics of Sustainability & the Dairy Industry Conference. Madison, Wis.**
As part of the third annual ACEEE Forum on Energy Efficiency in Agriculture, the Dairy Business Innovation Center is partnering with this national organization to co-host a special conference exploring The Economics of Sustainability and the Dairy Industry. The DBIC-sponsored event will kick off with a Wisconsin cheese reception on the evening of Feb. 9, 2010, and an all-day series of speakers and workshops on Feb. 10. All events will take place at the Monona Terrace. Save the date. Visit <http://www.aceee.org/conf/10ag/index.htm> for details as they develop.

The Dairy Business Innovation Center offers technical assistance to dairy producers and processors in developing value-added dairy products, business planning and market development. For more information, visit www.dbicusa.org or contact Jeanne Carpenter at 608-358-7837, email: jeanne@wordartisanllc.com.

