AGRI Grant Awardee Communications Guide

About This Guide

Congratulations! You have been awarded a Minnesota Department of Agriculture (MDA) Agricultural Growth, Research, and Innovation (AGRI) Grant.

This communication guide is full of tools to help you promote your grant project to local media outlets, on social media, and through external communications with your consumers. Enclosed, you will find a few AGRI branding tips, links to the MDA's official logos, the MDA's newsroom details, a multi-purpose blurb about the AGRI Program, the MDA's mission statement, a press release template announcing that you have received a grant, a media advisory template to alert media of events related to your project, and program-specific boilerplate language about the grant you received. Grant recipients will also receive a window cling via mail; we encourage you to post it where others can see it.

Please wait to send official press releases or media advisories or post to social media regarding AGRI Grants until you have been given permission by AGRI Grants staff members.

If you have questions about how to communicate about the specific AGRI Grant you have received, please contact the MDA Communications staff at 651-201-6629.

AGRI Branding and Social Media Tips

- Please write out "Agricultural Growth, Research, and Innovation (AGRI) Program" or "Agricultural Growth, Research, and Innovation (AGRI) Grant" the first time it appears in a post or story. Subsequent references may be written as "AGRI Program" or "AGRI Grant."
- Please write out "the Minnesota Department of Agriculture (MDA)" the first time it appears in a post or story. Subsequent reference may be written as "the MDA." Please include the article "the" when referring to the MDA.
- When referring to a specific grant, please include its full name, as listed on the MDA's AGRI Grants homepage. For example, the AGRI Farm to School Grant or the AGRI Livestock Investment Grant.
- When posting to social media, please use the hashtag #AGRIgrants.
- When posting to social media, please tag the Minnesota Department of Agriculture on Facebook and/or Twitter.

The MDA's Official Logos

Vertical

Color: http://www.mda.state.mn.us/sites/default/files/inline-images/aglogoverticalrgb_0.jpg

Black and white: http://www.mda.state.mn.us/sites/default/files/inline-images/aglogoverticalblackprintonly_0.jpg

Horizontal

Color: http://www.mda.state.mn.us/sites/default/files/inline-images/aglogohorizontalrgb_0.jpg

Black and white: http://www.mda.state.mn.us/sites/default/files/inline-images/aglogohorizontalblackprintonly_0.jpg

The MDA's Official Newsroom

Stay up-to-date with news from the MDA. Visit our newsroom for the most recent press releases, or subscribe to our newsletters.

The MDA Mission Statement

"The MDA's mission is to enhance Minnesotans' quality of life by ensuring the integrity of our food supply, the health of our environment, and the strength of our agricultural economy."

About the AGRI Program

The Agricultural Growth, Research, and Innovation (AGRI) Program seeks to advance the state's agricultural and renewable energy industries. Administered by the Minnesota Department of Agriculture (MDA), AGRI Grants focus on areas of greatest opportunity and potential economic impact. Significant increases in production, employment, entry into new markets, and efficiency of production and processing have been realized since the AGRI Program launched in 2013.

The AGRI Program awards grants and other forms of financial assistance (like scholarships and cost shares) to create agricultural jobs and profitable businesses. These competitive grants are awarded to farmers, agricultural businesses, schools, researchers, and county fairs. Grant eligibility is specific to each program.

Press Release Template

News Release

FOR IMMEDIATE RELEASE: Day, Month DD, YYYY

[Company/Organization Name] receives Minnesota Department of Agriculture grant
Funds will [include a 3-5 word project description, for example "support cold climate grape research" or "increase access to fresh produce"]

Your City, MN – *[Insert Your Company/Organization Name Here]* has just received an Agricultural Growth, Research, and Innovation (AGRI) Grant from the Minnesota Department of Agriculture (MDA). The AGRI *[insert specific name of]* Grant was awarded through a competitive application process to *[select one of the following: a) create agricultural jobs, b) support profitable businesses, or c) increase access to new markets]*.

[Insert paragraph about your project. Describe the project. Include information about why you are doing the project, what need or program the project will address. Explain very briefly how you will measure the project's success.]

["Include a brief quote from the person leading this grant effort. Make it personal by explaining why this grant is necessary or exciting."]

[Insert paragraph about the length of your project and the outcome you wish to fulfill.]

The AGRI Program awards grants, scholarships, and cost shares to advance Minnesota's agricultural and renewable energy industries. For more information about the AGRI Program, visit http://www.mda.state.mn.us/grants/agri.

Contact
Your First and Last Name, Your Job Title
Your Company or Organization Name
###-###-####
email@address.com

Media Advisory Template

<Insert Your Logo Here>

Media Advisory

FOR IMMEDIATE RELEASE: Day, Month DD, YYYY

<div align="center">

Title: [Company/Organization Name] invites media to [Event Name]
Subtitle: Event will include [highlight, for example "field tour" or "cooking demonstration"]

</div>

WHAT: *[Insert 2-3 sentence description of event]*

WHO: *[Insert names and company/organization of those leading the event, for example:]*
John Doe, XYZ Farms
Jenny Deer, ABC University

WHEN: *[Insert full date and beginning and ending times of event, for example:]*
Monday, December 1, 2018
9:30 a.m. – 1:30 p.m.

WHERE: *[Insert full address of event]*

Contact
Your First and Last Name, Your Job Title
Your Company Organization Name
###-###-####
email@address.com

Program-Specific Boiler Plate Language

AGRI County Fair Grants

AGRI County Fair Grants provide an equal share of funds to each of Minnesota's county fairs to preserve and promote agriculture throughout Minnesota. All Minnesota county fairs may apply. To learn more about AGRI County Fair Grants, visit www.mda.state.mn.us/cofairgrant.

AGRI Crop Research Grants

AGRI Crop Research Grants provide funds for applied crop research that will improve agricultural product quality, quantity, or value. To learn more about AGRI Crop Research Grants, visit www.mda.state.mn.us/cropresearch.

AGRI Farm to School and Early Care and Education Grants

AGRI Farm to School and Early Care and Education (ECE) Grants support school districts and ECE organizations by supporting the equipment purchases and the creation of plans that will result in increased use of Minnesota grown and raised foods in nutrition programs. To learn more about AGRI Farm to School Grants, visit www.mda.state.mn.us/f2sgrant. For more information about AGRI Farm to ECE Grants, visit www.mda.state.mn.us/f2ecegrant.

AGRI Milk Cooler Grants

AGRI Milk Cooler Grants provide funds for schools or early care and education organizations to purchase milk coolers which will increase consumption of local milk and dairy products. To learn more about AGRI Milk Cooler grants, visit www.mda.state.mn.us/milkcooler.

AGRI Livestock Investment Grants

AGRI Livestock Investment Grants provide funds to help eligible livestock producers stay competitive. Funds may help with construction or building improvement project and some equipment purchases. To learn more about AGRI Livestock Investment Grants, visit www.mda.state.mn.us/livestockinvestment.

AGRI Sustainable Agriculture Demonstration Grants

AGRI Sustainable Agriculture Demonstration Grants support innovative on-farm research and demonstrations. Projects must explore sustainable agricultural practices and systems and findings are published in the Minnesota Department of Agriculture's annual Greenbook publication. To learn more about the AGRI Sustainable Agriculture Demonstration Grants, visit www.mda.state.mn.us/sustagdemogrant.

AGRI Urban Ag Grants

AGRI Urban Agriculture Grants provide funds to encourage urban youth agricultural education and urban agriculture community development focused projects located in or serving urban and peri-urban areas. To learn more about the AGRI Urban Agriculture Grants, visit www.mda.state.mn.us/urbanaggrant.

AGRI Value-Added Equipment Grants

AGRI Value-Added Equipment Grants support the costs of equipment or physical improvements that will add value to and increase sales of agricultural products grown in the state. To learn more about AGRI Value-Added Equipment Grants, visit www.mda.state.mn.us/valueaddedgrant.

AGRI Value-Added Feasibility Study Grants

AGRI Value-Added Feasibility Study Grants help fund feasibility studies for companies that wish to add value to and increase the sale of Minnesota agricultural products. The program assists with the development of profitable businesses that will benefit the state's economy by processing products grown or raised in Minnesota. To learn more about AGRI Value-Added Feasibility Study Grants, visit www.mda.state.mn.us/vafeasibility.