

Division of Marketing
Agricultural Development and Diversification (ADD) Program
1991 Grant Final Report

Grant Number 06037

Grant Title Marketing Development & Consumer Awareness of the Broad Range
of "Something Special From Wisconsin" Products Available at the
Retail Level

Amount Awarded \$21,060.00

Name Ronald and Barbara Multerer

Organization The Basketry, LTD
Wauwatosa

E-Mail

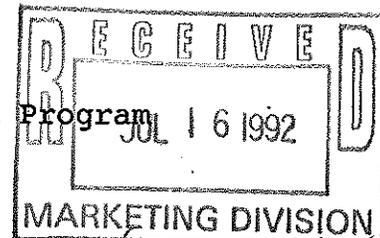
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Department Contact: DATCP - Marketing - ADD Grants
PO Box 8911 Madison, WI 53708-8911
Tel: (608)224-5136
<http://datcp.state.wi.us>

FINAL REPORT

MK-DD-2.2
7/23/91tb

Agricultural Development and Diversification Program
3rd Round Grant Progress Report



Date: 7/13/92

Project Title: MKTG DEVELOPMENT & CONSUMER AWARENESS of SSFW PRODUCTS

WDATCP Contract No.: 60 37

Contractor Name: RONALD + BARBARA MULTERER

Project Leader: BARBARA MULTERER

Progress Report For (Dates) MAY 1, 1992 - JULY 13, 1992

This report is submitted in fulfillment of Appendix A of the contract. The reports should: summarize project activities and key results for the reporting period, and; describe project activities and results expected during the next phase of the project. Attach a summary of project expenditures for the reporting period (MK-DD-1.2 - Grant Project Invoice - Third Round Grants [green form] with supporting documentation).

This is the final report for our grant. Sales have been very good + June was our biggest month so far, with an increase of 44% over June '91. We are seeing more repeat business, low travel fares have helped + we are seeing response to our weekly "specials."

This grant has given us the opportunity to market Wisconsin products on a national level + allowed us to get over the rough 1st yr. but it has paid off.

Our marketing efforts are paying off for the more than 40 Wisconsin companies we are representing + we thank you for this opportunity.

Attach Additional Information If Needed

**"SOMETHING SPECIAL from WISCONSIN" RETAIL STORE AT GENERAL
MITCHELL INTERNATIONAL AIRPORT**

NATURE OF THE PROJECT

Develop consumer recognition of the broad range of Wisconsin products available, especially those covered by the "Something Special from Wisconsin" program, at the retail level.

HOW THE GRANT PROGRAM HAS HELPED THE PROJECT

The funding made available through the Agricultural Development and Diversification (ADD) grant program allowed us to use a more aggressive marketing plan, hire three (3) employees and carry a broader range of products. The site of the store at General Mitchell International Airport was chosen because of maximum visibility to the business, convention and vacation traveler to Wisconsin. Through advertising to this group via travel related magazines we have addressed a relatively untapped market.

BENEFITS TO FARMERS/AGRIBUSINESS

The store provides a unique opportunity to showcase over 200 food products in 20 different categories for over 40 different Wisconsin companies. The sales generated by this retail outlet increase the volume of product needed to meet the demand.

Customer response cards are included with all mail order sales. These provide useful information as to customer product preference. With this information we learn the need for additional product categories or changes in emphasis of product offered. These changes and additions benefit the farmer/agribusiness to determine production needs.

POTENTIAL ECONOMIC IMPACT

This highly visible location at General Mitchell International Airport is visited by people worldwide. The sales success of these products will increase recognition, sales and demand of Wisconsin made food products. It provides employment for a minimum of three (3) additional persons. It generates additional revenue to the state.

As a result of increased sales volume an economic growth within the agricultural industry will occur for producers, manufacturers, and retailers. Consumer feedback will stimulate additional product lines and create more jobs.

"Something Special from Wisconsin" by The Basketry, LTD
5300 S. Howell Avenue, Milwaukee, WI 53207 414/747-5116

