



STATE OF CONNECTICUT

Governor's Council for Agricultural Development MARKETING WORKING GROUP



MINUTES OF MEETING HELD JUNE 26, 2013

Hartford Regional Market
101 Reserve Road, Hartford, CT 06114

I. CALL TO ORDER

Peter Orr, working group chair, called the meeting to order at 1:05 p.m. Other working group members present included Nicole Berube, Margaret Chatey, Joseph Dippel, Kevin Donahue, Steve Domyan, Randy Fiveash, Barbara Gordon, James Guida, Tricia Levesque, and George Motel.

Working group member Winter Caplanson was absent.

Also present were council members Commissioner Steven Reviczky (chairman) and Henry Talmage (vice-chairman), as well as Linda Piotrowicz.

II. INTRODUCTIONS

Working group members introduced themselves and provided information about their areas of expertise.

III. BACKGROUND INFORMATION AND UPDATE ON GOVERNOR'S COUNCIL FOR AGRICULTURAL DEVELOPMENT

Chairman Orr provided an overview of the council's work since it convened in January 2012.

IV. INTRODUCTION OF WORKING GROUP ASSIGNMENT

Chairman Orr introduced the assignment the Marketing working group will be undertaking in 2013, which is to review state statutes (CGS [Sec. 22-38](#) and [22-38a](#)) regarding advertising and promotion of Connecticut Grown farm products and suggest workable components for the comprehensive marketing strategy in GCAD's 2012 Recommendation No. 2.

V. DEVELOPMENT OF DRAFT DELIVERABLES

The group engaged in an in-depth discussion about its assignment and came to consensus that marketing of Connecticut Grown farm products is a complex issue and that considerable pre-work is needed before the elements of a marketing campaign could be identified and implemented.

VI. DETERMINATION OF RESOURCES REQUIRED

The group determined that the financial and human resources needed for a comprehensive campaign would be determined after the pre-work was completed.

VII. RECAP AND NEXT STEPS

Chairman Orr recapped discussion highlights and next steps, which include working members reviewing the pre-work discussed and submitting additional feedback to the group via email.

VIII. ADJOURNMENT

There was no further business and Chairman Orr adjourned meeting at 3:48 p.m.

Respectfully submitted by Linda Piotrowicz
June 27, 2013