MINNESOTA DEPARTMENT OF AGRICULTURE - AGRI- NEW MARKETS PROGRAM

Agricultural Marketing and Development Division
Brian Erickson brian.j.erickson@state.mn.us

Resources

• Food Startup Roadmap, Copacker & Commercial Kitchen lists
• Marketing Events – Minnesota Pavilions & Mentorship
• Cost-Sharing for Marketing Activities
2 COST-SHARE PROGRAMS (E-COMMERCE & WHOLESALE),
1 GOAL: Create competitive advantage for MN farms & co’s

Overall Program Eligibility:
MN farm, MN-Registered, Small-Medium Enterprise

Reimbursement Limits:
$4,000 per entity from each program

Eligible Period:
July 1, 2020 - December 31, 2020 (or when the $ runs out)

Additional Eligibility (need one):
- MDA Wholesale Food Proc./Manufacturing License
- MDA Wholesale Food Handler (with a branded product)
- MDA Retail Food Handler (with a branded product)
- Use a MN Copacker with one of the above
- MDA Minnesota Grown License

Explain your e-comm expenses online; they may include things like:

E-commerce platform fees
- Registration and sign-up fees, and fees paid based on sales
- Advertising/premium positioning
- Site setup & consulting services (contracts)

Website creative and design, photography, videography, and extensions such as store locators & other web store utilities

Additional services that are used to increase, develop, or diversify your e-commerce marketing

Equipment/supplies, electronic payment processing, NOT ELIGIBLE