

A NEWSLETTER OF THE BUREAU OF MARKETING AND PROMOTION

WELCOME TO THE JANUARY 2006 MARKETING PERSPECTIVES

8th Illinois Products Expo
[FoodEx Japan](#)
[FoodEx Japan Food Show Plus!](#)
Participation Agreement
ANTAD / ANTAD Food Show PLUS!
Food & Hotel Korea Food Show PLUS!
2006 Midwest Petroleum and Convenience Tradeshow (M-PACT)
FMI / NRA
SIAL China / SIAL China Food Show PLUS!
IDDBA Show
2006 IIFT Food Expo
Food Export Helpline
Branded FY 2005 Open for Applications
Illinois Products Cookbook
Grown From The Heart In The Heartland
Illinois Organic Production Conference
Illinois Specialty Crop Conference
Northeast Buyers Mission
Illinois Food Marketing Seminar
Mexico Retail Store Trade Mission
2006 Illinois Pork Expo
China Swine Trade Mission
Agricultural Awareness Conference
Illinois Products Promotion—Jacksonville
Mexico Convenience Store Trade Mission
Illinois Wheat Association Annual Meeting
Illinois Beef Expo
Canadian Specialty Foods Trade Mission
Illinois Food & Agribusiness Guide

LAST CHANCE!
MEXICAN CONVENIENCE STORE TRADE MISSION
 February 5-9, 2006 Monterrey, Mexico
1 SPOT REMAINING **Deadline January 13, 2006**
[Mexican Convenience Store Trade Mission FLYER](#)
[Convenience Store Trade Mission to Mexico PARTICIPATION AGREEMENT](#)
 For more information contact Kim Hamilton at 217/782-5809
 or kim.hamilton@illinois.gov.

SPACE IS STILL AVAILABLE!

ANTAD - Deadline January 31, 2006
 Contact [Kim Hamilton](#)

FMI / NRA
 Contact [Kim Hamilton](#)

2 SPACES AVAILABLE
SIAL China - Deadline extended
 Contact [Sarah Potter](#)

Other TOPICS

2005 - 2006 MARKETING CALENDAR OF EVENTS

Main Number:
217/782-6675

Ongoing

Food Export Helpline <i>Participation Agreement</i>	MIATCO	312/334-9200
Branded FY 2005 Open for Applications	Sarah Potter	217/782-2581
Illinois Products Cookbook - Grown From The Heart In The Heartland	IDOA Marketing	217/782-6675

January 2006

11-12	IL Organic Production Conference	Interstate Center Bloomington, Illinois	Bob Reese	217/524-9130
17-18	Illinois Specialty Crop Conference	Crown Plaza Springfield, Illinois	Bob Reese	217/524-9130
17-20	Northeast Buyers Mission*	Philadelphia, PA New York, NY Boston, MA	Lauren Swartz Food Export USA	215/829-9111
18	Illinois Food Marketing Seminar	IDOA Building Springfield, Illinois	Larry Aldag	217/524-3012
22-26	Mexico Retail Store Trade Mission* <i>Participation Agreement</i>	Monterrey and Mexico City, Mexico	Will Smith MIATCO	312/334-9225
Jan 31 - Feb 1	2006 Illinois Pork Expo	Civic Center Peoria, Illinois	Bob Reese	217/524-9130
Jan 30 - Feb 2	China Swine Trade Mission	Illinois	Bobby Dowson	217/782-4755

February 2006

1	Ag. Literacy Coordinators Workshop	Quad Cities	Karen Fraase	217/785-7799
1	Agricultural Awareness Conference	Quad Cities	Karen Fraase	217/785-7799
2	Illinois Products Promotion	Jacksonville, Illinois	Larry Aldag	217/524-3012
5-9	Mexico Convenience Store Trade Mission* <i>Participation Agreement</i>	Monterrey, Mexico and Mexico City, Mexico	Kim Hamilton	217/782-5809
13	Illinois Wheat Association Annual Meeting	Holiday Inn Mt. Vernon, Illinois	Bob Reese	217/524-9130
23-26	Illinois Beef Expo	State Fairgrounds Springfield, Illinois	Bob Reese	217/524-9130
24-26	Illinois Grape Growers and Vintners Association Conference www.illinoiswine.com	Hilton Hotel Springfield, Illinois	Bill McCartney IGGVA	217/473-6845
Feb 26 - Mar 1	Canadian Specialty Foods Trade Mission* <i>Participation Agreement</i>	Toronto, Canada	Will Smith MIATCO	312/334-9225

* indicates a MIATCO-sponsored activity.

[Complete 2006 Calendar of Upcoming Events](#)

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Calendar of Upcoming Events

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Rod R. Blagojevich, Governor
 Charles A. "Chuck" Hartke, Director
 Lisa Groesch,
 Director of Administrative Services
 Gib Frier, Bureau Chief