

A NEWSLETTER OF THE BUREAU OF MARKETING AND PROMOTION



## WELCOME TO THE NOVEMBER 2003 EDITION OF MARKETING PERSPECTIVES

### **PLEASE NOTE: Specialty Crop Deadline Approaching**

Applications are still available for the Illinois Department of Agriculture's Specialty Crop Grant program. Applications are available on the website and are due **in the office** by 5:00 p.m. on Friday, November 14. If you have questions, please contact **Kim Janssen** at 217-785-5848.

In this month's issue you can read more about:

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[Get Plugged In Today With The New Trade Lead Connection!](#)

[There Is A Better Way To Break Into International Markets](#)

[Dates Set for the "6th Illinois Products Expo"](#)

[Schnucks Markets "Illinois Products Features of the Month" Promotion](#)

["Buy Illinois Food Products" Web Page for Mail Order Marketing](#)

[Opportunity to Promote Illinois Products](#)

[VIV China - Beijing, China April 21 - 23, 2004](#)

In the October 2003 edition, there are some topics that are still relevant that you may want to revisit:

Export Workshop—Interested In Exploring New Markets?

Private Label Products Buyers' Mission

Asia's Largest Food And Beverage Show

Reserve Space In FMI's U.S. Food Export Showcase  
And The NRA's American Food Fair

Second Annual Illinois Food Marketing Seminar Scheduled

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