**Section 700.40 Division of Marketing and Promotion**

a) The Division of Marketing and Promotion is comprised of four bureaus.

1) The Bureau of Market Development and Information consists of two sections:

A) The Market News Section includes the Illinois Federal-State Livestock Market News Service, the Federal-State Grain Market News Service, and transportation assistance to market agricultural products. Daily, weekly and monthly "Market News" reports are issued.

B) The Market Service Section develops new marketing opportunities and conducts research aimed at increasing the profitability of agribusinesses. This section administers domestic market development and commodity promotional programs which are designed to assist both buyers and sellers of Illinois agricultural products in increasing their markets and in enhancing the image of Illinois agriculture. The Feeder Pig Grading Program is implemented by this Section under cooperative agreement with the United States Department of Agriculture. This Section implements various industry development campaigns in an effort to attract new companies or expand existing companies.

2) The Bureau of Agricultural Statistics is a cooperative effort with the National Agricultural Statistics Service of the United States Department of Agriculture and is responsible for the collection and distribution of basic agricultural statistics for Illinois.

A) Weekly reports issued: Weather and crop reports (April through November).

B) Monthly reports on: Agricultural prices; field crop yields and production forecasts during the growing season; milk production; livestock slaughtered; and apple and peach production forecasts during the growing season.

C) Quarterly releases on: Cattle on feed; grain stocks; hog inventory and pig crop; egg production; farm labor; and wage rates.

D) Annual or semi-annual reports issued cover: Cattle inventory and calf crop; commercial fertilizer sales; poultry inventory; manufactured dairy products; timber prices; prospective plantings (planted and acreage for harvest); and processing and major fresh market vegetable production.

E) "Annual Summary of Illinois Agricultural Statistics" includes all regularly published series of State estimates and estimates by counties, information on farm numbers, crop acreages, land utilization, livestock numbers, and cash receipts for crops and livestock by county.

F) Special releases are also issued from time to time. A list of reports published by this Bureau and their content is available on request.

3) The Bureau of International Marketing conducts promotional activities and programs within the state and in foreign markets to increase sales of Illinois food and agricultural products worldwide.

A) It operates the Illinois Agricultural Trade Referral Service, a computerized system developed in conjunction with the Agricultural Marketing Service of the United States Department of Agriculture.

B) It publishes the annual "Illinois Food Guide" and "Illinois Agribusiness Guide."

C) It carries on an active schedule of international marketing activities.

D) It provides international business consulting services to client companies.

4) The Bureau of Food Marketing and Promotional Events develops and implements programs which assist Illinois food companies to market and promote their products nationwide. These programs and events include:

A) Coordination of trade shows and exhibits which help Illinois companies to introduce their product lines to food buyers.

B) Organization of in-store promotions, menu promotions, and other promotional activities which encourage Illinois consumers to purchase Illinois produced products.

C) Coordination of the Illinois Product Evaluation program, a market research program which assists Illinois food companies to obtain valuable consumer feedback about their product lines.

D) Publication and distribution of a variety of special guides and directories which educate consumers and food buyers on specific aspects of the illinois food industry.

E) Organization of awareness programs which educate consumers about food safety and nutritional issues.

F) In addition, the bureau also develops materials and coordinates events which educate Illinois consumers about the Illinois Department of Agriculture and its services.

b) Addresses and phone numbers for the Division of Marketing and Promotion:

1) Superintendent, Division of Marketing and Promotion, Department of Agriculture, Agriculture Building, State Fairgrounds, Post Office Box 19281, Springfield, 62794-9281; Phone 217/782-6675.

2) Bureau of Agricultural Statistics; Phone 217/492-4295.

3) Bureau of Market Development and Information; Phone 217/782-6675.

4) Bureau of International Marketing; Phone 217/782-6675.

5) Bureau of Food Marketing and Promotional Events; Phone 217/782-6675.

c) Branch Offices: Market News Branch, National Stockyards, National City, 62071; Phone 618/271-6658.

d) Overseas Offices:

1) BRUSSELS, State of Illinois European Office, Illinois Department of Agriculture, 28-30 Boulevard de la Cambre, BTE 2, 1050 Brussels, Belgium; Phone 011.32.2.646.57.30.

2) State of Illinois Canadian Office, 123 Front Street W., Suite 900, Toronto, Ontario M5I 2M2, Canada; Phone 416/365-9888.

3) HONG KONG, Illinois Far East Office, Illinois Department of Agriculture, 1305 Sincere Building, 173 Des Voeux Road (Central), Hong Kong; Phone 011.852.5.451099.

4) Officina Del Estado De Illinois, Paseo de la Reforma No. 450-Piso 4, 06600 Mexico, D.F.; Phone 011.525.208.4185 or 208.2058; Fax 011.525.511.2084.

5) Illinois Department of Agriculture (Soviet Union Office), World Trade Center, 321 N. Clarke Street, Suite 550, Chicago 60610; Phone 312/793-4915.

(Source: Amended at 16 Ill. Reg. 3893, effective February 28, 1992)