

Minnesota Grown Update

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In this presentation, we discuss the advertising and promotional opportunities available to Minnesota Grown members. We review the benefits of a digital directory listing, and present some examples of social media marketing campaigns.



Karen Lanthier is the Member Services Coordinator for Minnesota Grown at the Minnesota Department of Agriculture. Karen is responsible for publishing the annual Minnesota Grown Directory, managing member services, connecting to new Minnesota Grown members, and sharing information about the Minnesota Grown program at public events and trade shows. She worked previously for the U of M Extension Regional Sustainable Development Partnership on food systems projects. Karen holds a Master of Science in public policy with a focus on nutrition and agriculture from the University of Minnesota - Twin Cities.



Gabbi Sparby is a marketing specialist at the Minnesota Department of Agriculture. She graduated from Augsburg University with a degree in business administration and economics in the spring of 2020. After working with the Minnesota Agriculture in the Classroom program as a marketing intern throughout her undergraduate, she accepted the marketing specialist position, working primarily with the Minnesota Grown program. She manages the Minnesota Grown website, external advertising and promotional opportunities, and creates original content for the program's social channels. Gabbi is passionate about local product promotion and hopes the Minnesota Grown program can inspire others to be mindful about the origins of their purchases.