

**Wisconsin Direct Diversion Processing Program
Processor Marketing Plan
School Year 2021-22**

If Processor's answers to questions on the *Marketing Plan Determination Form* indicate that a *Processor Marketing Plan* is required.

1) Does your company have a Food Broker or assigned School Specialist for the State of Wisconsin?

- Yes - please provide the contact information for your food broker below
 No

Contact Name _____

Company Name _____

Phone Number _____

Email _____

2) Does your company currently have commercial distribution in the State of Wisconsin?

- Yes - please complete the attached Commercial Distribution Coverage Map showing the coverage and list of current Wisconsin commercial distributor(s).
 No

3) Detail any other information, plans, or organizational practices that would contribute to the successful marketing of your company's products for the Wisconsin Direct Diversion Processing Program. (e.g., strategies for improving order quantities, increasing the company's visibility in Wisconsin, etc.) This response should be as thorough as necessary, while highlighting your company's efforts as they specifically relate to Wisconsin.

NOTE: If you answered "Yes" to question 1 on the *Marketing Plan Determination Form*, you must include new marketing strategies that you will implement to increase your chances of meeting the one-half truck load commitment requirement.

The below question must be completed for **each** bulk USDA Food requiring a *Processor Marketing Plan*, as indicated in responses to questions on the *Marketing Plan Determination Form*.

4) Does your company currently sell commercial-equivalent food products to schools in the State of Wisconsin? In order to indicate yes, this would be finished end products that can be obtained by schools through the Direct Diversion Processing Program.

Yes - please complete the "Commercial Equivalent Products Sold in Wisconsin" spreadsheet (Attachment B) found here <https://dpi.wi.gov/school-nutrition/usda/direct-diversion/processors-information>. This finished spreadsheet must be returned with your completed marketing plan.

No

Please note that the information provided on this plan is reviewed to determine participation eligibility for the Wisconsin Direct Diversion Processing Program for SY 2021-22.

By providing responses to this plan, and including the signature of an authorized representative, your company asserts that all information is current and accurate.

Company Name: _____
(please print)

Name and Title: _____
(please print)

Signature: _____

Please complete and return this marketing plan (and appropriate attachments) with your completed "Intent to Participate" form by **August 26, 2020** to:

Claire Nagel, Processing Specialist
Email: claire.nagel@dpi.wi.gov