

The Robert M. Kerr Food & Agricultural Products Center is please to share this information about the marketing venture between J-M Farms and Dancing Bear Ingredients. The FAPC has worked with both of these companies.

PRESS RELEASE
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OKLAHOMA FIRMS FORM MARKETING VENTURE

J-M Farms, Inc. of Miami, OK and Dancing Bear Ingredients, L.L.C. of Bartlesville, OK have joined forces to market and sell J-M's new line of dehydrated mushrooms. J-M Farms is already well known for its high quality fresh mushrooms which are sold in a multi-state area to retail and institutional customers. Pat Jurgensmeyer, Vice President of J-M Farms says, "This move into the dehydrated market is a logical move for us as it enables us to reach national and international markets as well as sell into some applications and uses we not been able to serve in the past. By turning over the marketing and sales activities connected with these dehydrated products to Dancing Bear Ingredients, we feel we can maximize our focus and efforts as well as benefit from the experience of Dancing Bear in the ingredients market".

Dave Dreisker, President of Dancing Bear Ingredients, adds, "Not only are J-M Farms' products grown and processed in the USA; the whole operation is in compliance with the appropriate government regulations and carries a Superior AIB rating. In today's world, the importance of this can't be overstated. Customers expect safety and high quality in the products they buy and J-M Farms gives both. We feel this is an ideal time to make this marketing move and are enthused about the possibilities."

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