

Legislative Testimony

January 30, 2025

RE Bill 1009 Testimony by Mollie Ficocello, 3 Farm Daughters, Grand Forks ND

Chairman Monson and committee members,

For the record, my name is Mollie Ficocello, and I am a Co-founder of 3 Farm Daughters in Grand Forks, ND, a better for you pasta brand that was built on a passion to reconnect people with where their food comes from, the farm. Our pastas are sold online and through retail partners. Thank you for the opportunity to submit testimony regarding Bill 1009: A BILL for an Act to provide an appropriation for defraying the expenses of the agriculture commissioner; and to provide for a transfer.

I am here today to support Bill 1009. In 2020, 3 Farm Daughters received APUC funds to help develop our company branding and the package designs you see today. Prior to the program, our branding was a mishmash of clipart assets we put together ourselves with no marketing background. Through the APUC program, we were able to engage with a professional Marketing Agency that had vast experience in the Consumer-Packaged Goods industry and consumer package design.

Working with them, we explored the use of color, how to bring a ND Agriculture influence into our logo (the 3 being representative of rows in a field), and ensuring FDA compliance while transitioning our packaging from a cello bag to a box. Completing this exercise ensured that our ND products were ready to be debuted at a national level.

In 2021, we officially launched the rebrand with Whole Foods Market, our first major retailer, and have since launched with major retailers nationwide increasing our retail footprint by over 1500%. Because of APUC's support, we were able to take our company to the next level and be competitive against the big brand competitors.

Therefore, I strongly encourage this body to support Bill 1009.

Thank you for your time and review of this testimony today and thank you for your service to our state.

