

FY 2001 FSMIP Projects

Total Funding: \$1,347,000

Average Grant: \$39,618

34 Projects in 25 States

Alabama - \$50,000 to the Alabama Department of Agriculture and Industries, in cooperation with the Departments of Horticulture and Agricultural Economics at Auburn University, to assist in the development of the Gulf Coast Satsuma mandarin industry by identifying new markets; assessing consumer acceptance; developing quality standards; and assessing handling, packaging, and labeling alternatives.

Alaska - \$62,000 to the Alaska Department of Natural Resources' Division of Agriculture to identify barriers and develop marketing strategies to more effectively promote "Alaska Grown" vegetables and potatoes through retail channels.

California - \$51,000 to the Regents of the University of California to enhance the economic viability of small farms and rural communities and foster the preservation of farmland and agriculture in the Yolo-Solano-Napa region through a farm trails and agri-tourism project.

California – \$35,900 to the California Department of Food and Agriculture, in cooperation with the Lodi-Woodbridge Winegrape Commission, to help wine-grape growers learn how to establish wineries and vertically integrate their operations to add value and attract consumer interest.

Florida - \$54,700 to the Florida Department of Agriculture and Consumer Services, in cooperation with the Department of Food and Resource Economics at the University of Florida, to assess and characterize demand for seafood and aquaculture among Hispanic consumers, identify effective marketing strategies to reach this growing segment of the U.S. population, and disseminate the information to the U.S. seafood and aquaculture product sector.

Florida – \$25,900 to the Florida Department of Agriculture and Consumer Services, in cooperation with the Daytona Beach Partnership, to enhance opportunities for local growers to supply hospitals, hotels, restaurants, schools, and other local institutions.

Idaho - \$20,000 to the Idaho Department of Agriculture to assess the market for and educate small-scale producers about opportunities to produce pastured poultry and poultry products as a way to diversify their income.

Iowa - \$35,000 to the Iowa Department of Agriculture and Land Stewardship, in cooperation with Cooperative Development Services, to assist producers of organic and natural foods to better understand the distribution channels and markets for their products; conduct market research and provide business development assistance for

organic meat, dairy, grain, and feed producers and processors; and develop a strategic program to increase opportunities for direct marketing of livestock products in Iowa and the Upper Midwest.

Maryland – \$44,200 to the Maryland Department of Agriculture, in cooperation with the Eastern States Bison Cooperative (with members from 11 States), to develop a strategy for commercializing and promoting bison meat.

Maryland - \$1,500 to the Maryland Department of Agriculture, in cooperation with the Howard County Economic Development Authority, to conduct a feasibility study for an online virtual farmers market to attract consumer subscriptions for local produce.

Massachusetts - \$2,500 to the Massachusetts Department of Food and Agriculture, on behalf of the Pilgrim Resource Conservation and Development Area Council, Inc., to evaluate demand and define the market for value-added lavender and specialty herb products to provide an option for family farms in southeastern Massachusetts to diversify their operations.

Massachusetts - \$15,000 to the Massachusetts Department of Food and Agriculture, in cooperation with the University of Massachusetts at Lowell, to identify opportunities for local farmers to supply specialty produce to ethnic restaurants in a city with a growing immigrant population.

Michigan - \$47,050 to the Michigan Department of Agriculture, in cooperation with Western Michigan University, the Michigan State Horticultural Society, the Michigan Apple Committee, the Michigan Cherry Committee, and the Michigan Vegetable Council, Inc., to compile a comprehensive, consumer-oriented database of Michigan agriculture-based destinations and assess the impact of agri-tourism on the State economy.

Minnesota - \$14,500 to the Minnesota Department of Agriculture, in cooperation with the Minnesota Christmas Tree Association, to identify consumer preferences for Christmas trees, evaluate consumer reaction to several new Christmas tree varieties, and assess acreage of different Christmas tree varieties currently in production to better plan for meeting future consumer demand.

Mississippi - \$65,650 to the Mississippi Department of Agriculture, in cooperation with the Hinds Community College Small Business Development Center and International Trade Center, to meet the business and financial training needs of Mississippi agri-businesses through the development of distance learning opportunities, workshops, and conferences.

Missouri - \$16,000 to the Missouri Department of Agriculture, in cooperation with Southwest Missouri State University, to facilitate development of an alternative market for fruit as an ingredient for making fruit brandy, spirits, and port.

Missouri - \$15,450 to the Missouri Department of Agriculture, in cooperation with the University of Missouri-Columbia Food Circles Networking Project, to implement a communication network between small-scale producers, processors, and restaurants in the Kansas City area to encourage use of locally grown products.

Missouri - \$41,150 to the Missouri Department of Agriculture, cooperation with the University of Missouri-Columbia, the Missouri Corn Growers Association, the Missouri Seed Improvement Association, and the Missouri Soybean Association, to assess the State's organic feed grain and soybean production and distribution capacities and explore export opportunities in the United Kingdom.

New Mexico - \$34,500 to the New Mexico Department of Agriculture to complete case study analyses and business plan reviews of small farms and ranches and make recommendations about how to effectively increase direct sales.

New Mexico - \$27,000 to the New Mexico Department of Agriculture to conduct a farm-to-school pilot project involving three public schools and a newly formed cooperative of small-scale Hispanic farmers.

North Carolina – \$51,000 to the North Carolina Department of Agriculture and Consumer Services, in cooperation with North Carolina State University, the North Carolina Grape Council, and the North Carolina Muscadine Grape Growers Association, to explore market development opportunities for muscadine grapes, a variety native to the Southeastern United States.

Oregon – \$48,500 to the Oregon Raspberry and Blackberry Commission to conduct research on caneberry seeds and seed oil to determine their nutraceutical properties and assess marketing opportunities for new products.

Pennsylvania – \$60,750 to the Pennsylvania Department of Agriculture, in cooperation with the Center City Proprietors Foundation, to assist successful small-scale food processors to develop marketing strategies for moving their products into local retail channels.

South Carolina – \$89,900 to the South Carolina Department of Agriculture, in cooperation with the South Carolina Governor's Office, Clemson University, and others, to assess opportunities for farmers to convert from tobacco production to high-value medicinal crops.

South Dakota – \$50,000 to the South Dakota Department of Agriculture, in cooperation with the Americas Quality Crop Network, to assist wheat producers to efficiently market their identity-preserved grain via the Internet.

Tennessee – \$76,500 to the Tennessee Department of Agriculture, in cooperation with the University of Tennessee, to develop a comprehensive guide and self-evaluation tool, based on the experience of more than 50 successful and diverse Tennessee agricultural

entrepreneurs, to help start-up valued-added agribusinesses assess and improve their marketing plans.

Utah - \$50,000 to the Utah Department of Agriculture, in cooperation with the Southern Utah Forest Products Association, to create a Resource Center at the entrance of Capital Reef National Park to showcase and sell high-value crafted wood products made by local and national artisans and craftspeople, provide technical and business assistance to small-scale wood products businesses, and develop a nationally recognized sustainable forest resource center.

Utah – \$28,000 to the Utah Department of Natural Resources and other entities in Idaho and Oregon to study the emerging market for native plants and seeds in the five-State Great Basin region (portions of Utah, Nevada, Idaho, Oregon, and California).

Virginia – \$44,000 to the Virginia Department of Agriculture and Consumer Services and others to enhance the effectiveness of the State’s international promotional efforts through video conferences targeted to potential buyers in six global markets to more directly link buyers and sellers of Virginia produce.

Washington – \$50,000 to the Washington State Department of Agriculture, in cooperation with the potato commissions of Washington, Oregon, and Idaho, to provide Japanese processors with technical information about the characteristics and uses of U.S. chipping potatoes and to explore opportunities to supply potatoes to Japan.

West Virginia – \$38,500 to the West Virginia Department of Agriculture, in cooperation with West Virginia University and the West Virginia Sheep Management Project, to develop a comprehensive database for lamb production in West Virginia and a marketing plan to enhance the profitability of small independent lamb producers.

Wisconsin - \$67,250 to the Wisconsin Department of Agriculture, Trade and Consumer Protection, in cooperation with the University of Wisconsin-Madison, to help establish a viable system of farm-based specialty dairy processing and direct marketing in the North Central region.

Wisconsin - \$8,600 to the Wisconsin Department of Agriculture, Trade and Consumer Protection, in cooperation with the University of Wisconsin, Department of Dairy Science, to sponsor a workshop and conference to discuss current dairy cattle (replacement female) guidelines and develop formal recommendations for USDA official grades.

Wyoming - \$25,000 to the Wyoming Department of Agriculture, in cooperation with Mountain States Lamb Cooperative and Colorado State University, to verify the accuracy of a grid pricing system model for lamb that will enable processors to identify and sort carcasses based on accurate, objective measurements and potentially increase returns to producers.