

2013 FSMIP Projects

Total Funding: \$1,234,690

Average Grant: \$68,594

18 projects in 15 States

Arkansas - \$49,700

Arkansas Agriculture Department, in cooperation with the East Arkansas Enterprise Community, Inc., to create wealth in the rural Eastern Arkansas area through local and regional food systems and value-added agriculture, by training producers on marketing, packaging and processing vegetables; developing an Arkansas Grown brand; identifying direct marketing barriers; and conducting a pilot project.

Florida - \$69,500

University of Florida to determine the impact of state-specific signs and labels on consumer demand for the U.S. and Florida grown tomatoes.

Hawaii - \$75,000

Hawaii Department of Agriculture, in cooperation with the Aquaculture Program of the University of Hawaii, to interview and survey grocery retailers and restaurants in Hawaii to explore market acceptance, demand level, preferred product form, packaging and price point for produce and fish harvested by aquaponic farms and related food-safety requirements.

Kansas - \$107,160

Kansas State University to study the current use by nurseries and garden centers of social media marketing, and to measure costs and potential economic impacts of adding a social media strategy to their marketing plans.

Massachusetts - \$37,374

Massachusetts Department of Agricultural Resources, in cooperation with New Entry Sustainable Farming Project, to determine the best methods for expanding the existing business model to new markets by researching and identifying the needs of wholesale and institutional outlets and aggregation/distribution costs of the Food Hub, and address challenges in meeting new food safety requirements imposed by new markets as FDA's Food Safety Modernization Act is implemented.

Michigan - \$99,879

Michigan State University, in cooperation with Purdue University, China Agricultural University, and Zhejiang University, to assess emerging demand for U.S. pork in China by evaluating urban Chinese consumer preferences for various product attributes using a well-established experimental economics methodology.

Michigan - \$26,655

Michigan State University to investigate and refine measurements of the extent to which attention-capturing elements of retail displays of branded and non-branded food producing plants vary among consumers by the level of their gardening expertise.

Minnesota - \$45,279

University of Minnesota, in cooperation with Midwest Dairy Foods Research Center, to identify a yield-maximizing process to convert acid whey to soluble dietary fiber, evaluate the economic feasibility of the process, and explore the market size and potential for growth in demand for the fiber.

New York - \$106,258

Cornell University to better understand the roles and opportunities for small-scale farmer marketing cooperatives as food hubs in addressing growing demands for local, source-identified food products through intermediated marketing channels.

North Dakota - \$78,298

North Dakota State University to support the commercialization of a new biofuel pathway by collecting and analyzing market information on energy beets, creating a demand schedule using an economic feasibility simulation models, and exploring the most cost efficient way of transporting energy beets or beet juice.

Oregon - \$99,180

Oregon State University to develop a method and manual to train entrepreneurial food producers and processors in the basics of conducting product sensory and consumer tests themselves.

Texas - \$77,803

Texas Tech University to develop a profile and identify marketing strategies to reach an emerging yet sizeable market of wine consumers - the Hispanic wine consumer.

Vermont - \$88,500

Vermont Agency of Agriculture, in cooperation with Shelburne Farms, Vermont Department of Tourism and Marketing, University of Vermont Extension, and Vermont Ag and Culinary Tourism Council, to amplify the economic impacts (and mitigate risks) of agricultural and culinary tourism for Vermont farms through research and evaluation of economic impacts; capacity development and risk management for producers offering on-farm experiences; coordinated marketing campaign to drive visitors to farm and food businesses offering authentic experiences; and leadership and network development to ensure the sharing of best practices and strong agricultural organizations.

Virginia - \$39,580

Virginia Polytechnic Institute & State University to examine factors in business partnership selection and contractual relationships between small scale producers and middlemen in the market for specialty crops in order to increase the efficiency and profitability specialty crops markets through improved understanding and more effective use of business relationships and contracts.

Virginia - \$57,200

Virginia State University to identify the deficiencies in the local food marketing system and develop marketing strategies that meet the needs of small farmers and consumers in selected counties in Virginia.

Washington - \$76,633

Washington State University, in cooperation with an advisory team of stakeholders, to assess the feasibility of and develop the framework options for a farmer “verification” program for Washington State to ensure public trust in local products sold at the state’s farmers markets.

Washington - \$50,699

Washington State University to assess the impact of post-harvest labor shortages in the U.S. pome and prunus industries on profit and economic welfare, and determine the extent to which such labor shortages interfere with marketing, distribution, and delivery in domestic and foreign markets.

Wyoming - \$49,992

University of Wyoming to measure pollination services’ value in Wyoming’s rural economy, assess Wyoming’s pollination industry structure and organization and explore Wyoming beekeepers’ openness to new marketing avenues.