

2015 FSMIP Projects
Total Funding: \$1,005,906
Average Grant: \$67,060
15 projects in 14 States

Alaska - \$60,739

University of Alaska, in partnership with Arctic Qiviut and the Alaska Natural Fiber Business Association, to develop a vibrant, diverse, and sustainable fiber industry in the state of Alaska through a needs assessment, market research, and development of quality and processing standards.

Colorado - \$104,405

Colorado Department of Agriculture, in partnership with the Colorado State University, MarketReady, Cornell Cooperative Extension of Tompkins County, Colorado Farmers Market Association, and the Northern Colorado Food Cluster, to assess the marketing strategies used by wholesale distribution channels, farmers' markets, Community Supported Agriculture operations, and farm-to-school initiatives, and make recommendations to improve profits for Colorado fruit and vegetable producers.

Delaware - \$87,261

University of Delaware to explore market opportunities in Delaware, Maryland and Pennsylvania for watermelon labeled with a *Delaware Preserved Farm* label that could lead to higher price premiums and higher participation of farmers in farm preservation programs.

Hawaii - \$69,194

University of Hawaii at Manoa, in partnership with County of Manoa Office of Economic Development and Maui Chamber of Commerce, to develop an on-line marketing hub for vendors of value-added, "Made in Maui" agricultural products.

Kansas - \$24,420

Kansas Department of Agriculture to hold egg grading workshops for Kansas poultry producers to encourage uniformity and consistency in commercial practices and take advantage of opportunities to sell eggs in local markets.

Kansas - \$33,000

Kansas Department of Agriculture, in partnership with Kansas Wheat Commission, to create a premium brand for hard white winter wheat grown in the Western High Plains of Kansas and adjoining states by establishing quality criteria, educating farmers and customers, and identifying export opportunities.

Massachusetts - \$44,297

Massachusetts Department of Agricultural Resources, in partnership with Community Involved in Sustaining Agriculture, to evaluate the effectiveness of an on-line ordering system that will

enable wholesale buyers to order Massachusetts farm products, improving marketing efficiency and supporting the growth of sales of locally grown products.

Minnesota - \$59,373

University of Minnesota to create and expand markets for underutilized and low-value species Eastern Region trees; identify consumers' perceptions of chemical-free, thermally-modified, wood; investigate the marketing practices of current producers and distributors; and develop a strategic marketing plan to address barriers to increased production and utilization of thermally-modified wood.

New Jersey - \$99,803

Rutgers University, in partnership with the Northeast Organic Farming Association of New Jersey and the New Jersey Department of Agriculture, to research consumer perceptions and behaviors in the Mid-Atlantic region in order to enable growers to fully take advantage of the organic market.

South Carolina - \$55,814

South Carolina Department of Agriculture, in partnership with University of South Carolina, to determine the best marketing practices and optimum strategies to reach Millennial consumers; enhance sales of local food under the Certified South Carolina label to this emerging group of consumers; and assist the state to create a multi-year strategic marketing plan.

Tennessee - \$91,235

University of Tennessee to ascertain statewide consumer willingness to pay for locally produced and branded beef products with different quality attributes; assess willingness of Tennessee cattle producers to participate in a branded beef program; and determine preferred ownership structure of processing facilities among interested beef cattle producers.

Vermont - \$92,200

Vermont Agency of Agriculture, Food and Markets, in partnership with Vermont Specialty Food Association, Vermont Maple Sugar Makers' Association, Vermont Fresh Network, to enhance the ability of Vermont farmers and value-added producers to market, connect and efficiently distribute high-value products to regional and national consumers through distribution infrastructure, branding, social media campaigns and e-commerce.

Washington - \$62,265

Washington State Department of Agriculture, in partnership with Northwest Agriculture Business Center, Okanogan Producers Marketing Association, Pierce Conservation District, State of Washington Department of Commerce, Washington State University Stevens County Extension, Cloud Mountain Farm Center, and others, to analyze the state's traditional and alternative supply chains for minimally processed produce and identify strategies to further develop value chain infrastructure and relationships needed for local farms to sell their products to schools.

Wisconsin - \$56,855

Wisconsin Department of Agriculture, Trade, and Consumer Protection, in partnership with Mutch Better Foods LLC, to analyze the current supply chain for local products and create a statewide institutional procurement strategy for institutional purchasers to feasibly substitute products grown and produced in Wisconsin, in lieu of the products available through traditional distribution systems.

Wyoming - \$65,045

University of Wyoming, in partnership with the Wyoming Department of Agriculture, to address risks and opportunities for producers when conducting private contract negotiations by conducting focus groups with producers to gain insight about their experiences, strategies, and needs for developing skills in contract and price negotiation; working with agricultural professionals to measure the impact of negotiation training on prices received by producers; and developing educational material to improve producer skills in price and contract negotiation.