

## **Extended Season Direct Marketing Project: Expanding Direct Sales of Agricultural Products through the Winter**

**The Community Involved in Sustaining Agriculture, Inc.** of South Deerfield, MA received \$56,989 to, to educate farmers about winter crop varieties and products; train farmers on direct marketing, financial planning, merchandising, and food safety; increase market managers' understanding of the benefits of selling extended-season agricultural products; and educate consumers on availability of agricultural products year-round. Funds were used to conduct a series of workshops for consumers, vendors, farmers and market managers.

### **Final Report**

# Extended Season Direct Marketing Project: Expanding Direct Sales of Agricultural Projects Through the Winter

AMS/FMPP Final Report  
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Ryan Voiland of Red Fire Farm in Granby, MA, shows off his greenhouse greens at Northampton Winter Fare, January 2010.

## **Goals and Objectives of the Project**

CISA's Extended Season Direct Marketing Project was designed to address the lack of sales opportunities for western Massachusetts farmers during the off-season by providing farmers with technical assistance in off-season opportunities and developing and promoting late fall, winter, and early spring Community Supported Agriculture (CSA) shares, farm stands, and farmers' markets.

Our objectives were to:

- Develop new direct sales outlets for extended-season agricultural products (winter CSAs, farmers' markets, and farmstands);
- Help farmers develop skills to analyze, develop, and promote extended-season products;
- Train farmers' market managers about the benefits and methods of incorporating extended-season agricultural products;
- Educate consumers about local agricultural products available in the winter months; and,
- Expand extended-season direct sales between local farms and consumers by 5%.

CISA initiated this project because we saw that there was consumer interest in buying and eating local products throughout the winter and farmer interest in expanding sales year-round, but that very few new marketing opportunities were being developed. Our project aimed to understand the strength of the winter sale market, support farmers in assessing new winter marketing opportunities, initiate and support several new winter markets, and increase consumer demand through education.

## **Project Description**

The project took a multi-faceted approach to the development of direct sales opportunities for farmers during the winter months. The most visible of these efforts was the development of winter farmers' markets and our promotional work for those markets and other winter sales opportunities. We participated in organizing a one-day Winter Fare farmers' market in Greenfield in the winter of 2008-2009, and expanded the Winter Fare offerings to include a second market in Northampton in the winter of 2009-2010. We also supported other one-day markets held in the region and the development of a new, smaller weekly winter market in Northampton in addition to individual farms' winter farmstands and CSAs. Our promotional efforts included press releases, regular articles in our newsletter and on our website, guides and recipes specific to seasonal eating, and paid advertising.

Another central component of this project was technical support and training to farmers and farmers' market managers. We accomplished this through workshops, a farmer mentor program, and through our farmer-specific monthly newsletter.

The final piece of this project was to conduct market research on the potential for winter markets. We conducted a survey of retailers to ascertain the growth potential in

that market, and have conducted surveys of shoppers at each Winter Fare farmers' market. We have also informally gathered information through conversations with farmers selling during the winter and other winter market managers.



Ben Clark from Clarkdale Fruit Farms in Deerfield, MA, surrounded by the crowd at Northampton Winter Fare, January 2010.

### **Activities and Results** (see also attached grid)

When this project began in the fall of 2008, there were signs that consumers' interest in eating seasonally was growing, and that farmers were beginning to explore the possibility of direct winter sales. At that time, CISA staff had been involved in planning a very successful one-day winter farmers' market, and some local farmers had begun limited winter CSA shares. We believed that the nascent market for direct winter sales had serious unexplored potential, and that CISA could play a pivotal role in developing this market niche and helping farmers enter this new market. Over the last two winters, in large part because of CISA's focus on winter markets, the level of interest from consumers and farmers has exploded. This has been an exciting time to be working on direct winter marketing.

Winter Markets: During the winter of 2008-2009, we supported a very successful one-day Winter Fare farmers' market in Greenfield, which drew hundreds of shoppers and received a 100% satisfaction rating from participating farm vendors. One vegetable grower reported, "The market was quite excellent. Thanks for your committees great organizational job! We had more sales than for any other one day farmers market ever before, winter or summer!" Another farmer, who sells yogurt in local grocery stores year round, said, "We saw a significant jump in sales in the Greenfield stores after the market last winter, so bring on a second market!" A shopper sent an email with the following feedback: "Winter Fare was absolutely fantastic. What a scene! What an event! What food! I served my dinner guests local cheese, and a fresh green local salad

on Saturday night and they were all very impressed with my tales. Cider was served at church on Sunday. I congratulate you and all the committee for a wonderful day.”

In addition to the Winter Fare farmers’ market, CISA also promoted winter CSAs and farmstands through our email newsletter and tabling events.

During the 2009-2010 winter season, we again participated in organizing the Winter Fare market in Greenfield, and we organized a similar one-day market in Northampton. Both markets were a tremendous success: they drew nearly 30 vendors and close to 2,000 shoppers, were financially successful for all participating vendors, and were highlight community events of the season. We conducted a vendor survey after each market, and received glowing feedback. We’re able to compare responses from the 2009 and the 2010 markets in Greenfield, which show that the percentage of vendors that grossed over \$1,000 grew from 18.9% in 2009 to 35.6% in 2010. In the first year of Winter Fare in Northampton, 41.6% of vendors grossed over \$1,000. A Northampton Winter Fare vendor wrote, “This was by far the most well-attended farmers’ market that we have participated in over 25 years. Our profits were 20% above our previous record high for a one-day market. Amazing!”

In 2009-2010, CISA staff also supported the efforts of a smaller weekly market that began in Northampton, other small one-day markets in the region, and individual farm direct sales efforts. The weekly winter market in Northampton was an excellent example of how increasing interest in winter sales has changed the landscape for farmers interested in winter sales. It was a significantly smaller market than the Winter Fares, which was mostly because there is not yet enough interest among vendors or shoppers to sustain a large weekly winter market. We were able to work closely with the market manager to cross-promote their weekly market and Northampton Winter Fare, which was beneficial to both markets. Three years earlier, there had been virtually no direct winter sales in the region, and in 2009 CISA staff was able to compile a list of places to purchase local food that included ten winter CSAs, eight local farmstands that remained open throughout the winter, five bulk storage vegetable purchasing opportunities, and nine winter farmers’ markets. This list was made available on our website and promoted through our email newsletter. We also posted seasonally appropriate recipes on our website and created a “Winter Shopping List” that listed the types of foods that are available locally during the winter, which we distributed at the Winter Fare markets and online.

In 2008 very few farmers’ markets or CSAs had the capability to accept SNAP benefits. CISA developed a two-page handout for CSA farmers to walk them through the process for accepting EBT-SNAP benefits. This document is available on our website and we have provided it to at least three farms to test and will be promoting it further this winter. We also went through the process of setting up an EBT-SNAP account for use at the one-day winter markets, bought an EBT machine, and developed protocols for hosting EBT bank accounts for unincorporated markets. Because one-day markets are an anomaly, CISA spent many hours back and forth with FNS, state regulators, EBT servicers, and our own bank to make sure that we would be able to successfully accept

EBT cards. Because this process took so long, CISA did not have our machine in time for Winter Fares in 2010, but we were able to accept SNAP benefits at the Greenfield Winter Fare using hard copy paper records. At that market we had \$125 in EBT sales and anticipate with additional promotion and the wireless EBT machine that sales will be significantly higher in 2011.

Technical Assistance to Farmers and Farmers' Market Managers: During the winter of 2008-2009, CISA held workshops focused on best marketing practices, marketing plan development, paid advertising, earned media/press releases, internet marketing, merchandising, and winter CSA management. CISA also assisted with and promoted a training on Good Agricultural Practices (GAPs), which is especially relevant to farmers that are growing greens during the regular season or during the winter. A combined total of nearly 70 farmers attended our workshops, and feedback was overwhelmingly positive. We organized 20 one-on-one follow-up sessions for farmers that participated in the workshop series, which enabled them to deepen their skills even further.

In 2010, CISA held a two-part workshop that was focused specifically on the needs of farmers' market managers. It drew 30 managers, most of whom represented established markets, and received positive reviews during our evaluation. We were able to provide additional support to market managers through a Subcommittee of the Northampton Agricultural Commission that is focused specifically on the farmers' markets in Northampton. A CISA staff member sits on that Subcommittee, which offers us an opportunity to provide guidance to the existing markets in the city, to reap the benefits of consumer outreach that will be conducted in the city, and to work closely with the city and with the existing markets on the Northampton Winter Fare market. We have six farmers enrolled in the Farm Mentor Program as mentors, and have received three inquiries from farmers needing assistance. It has proven to be a challenge to generate interest in this program during the summer months, but as we continue to advertise and promote its availability, we are confident that participation will continue to grow.

Market Evaluation: In order to better understand the growth potential of winter sales, we gathered information from a variety of sources. We conducted "dot surveys" at both the Greenfield and Northampton markets in 2009 and 2010, which was an opportunity to learn from shoppers about the potential for expanded winter markets. The majority of respondents indicated that they purchase locally-grown foods directly from farmers during the spring and summer, and a comparable number purchased locally-grown foods from retailers during the winter. This reveals that these shoppers are interested in buying directly from farmers, and that they would do so if the markets were in place. Nearly half of the shoppers at each market had never attended a winter market of any kind before, but the majority of shoppers indicated that they were there because of an interest in supporting local farms. This indicates that, until recently, the opportunities to buy locally during the winter have been extremely limited, but that the burgeoning interest in local food among consumers does include an interest in seasonal eating and winter markets. It's an indication that the potential for these markets is only just being realized. We are also partnering with UMass Amherst

Extension on a project that links regional efforts around winter markets, which will provide an opportunity to share evaluation results regionally and will yield a fuller picture of the potential for expansion.

We also surveyed local retailers, who had a track record of buying local food, to better understand consumer demand for local product during the off-season. We received seven surveys back, after multiple mailings and direct calls to interview buyers. The results of the survey revealed that retail based demand for winter crops varied. Most retailers indicated an interest in expanding their local offerings during the winter, but the volumes and willingness to pay a premium for local products varied widely. The most common challenges that retailers faced in purchasing more locally grown winter crops were price and quality. Information about both the consumer surveys and the retailer surveys is available on CISA's website, alongside the other resources we've developed for farmers interested in winter marketing.

### **Lessons Learned and Next Steps:**

The winter marketing scene is rapidly changing and expanding in our region. Our work thus far has made great strides towards establishing winter markets for farmers, and has been effective in educating consumers about seasonal eating. It's clear that there is a lot of room for growth, interest is increasing and organizations like CISA play an important role in generating and meeting that growing interest. Even though this grant has ended, CISA has gotten many requests from farmers and farmers' markets who are interested in CISA's support in starting winter farmers' markets. We are partnering with a local farmer to begin a weekly winter market that will be held in Amherst, and we will continue to support the weekly winter market in Northampton. We project that, with appropriate support and marketing, there is space for two weekly markets in relatively close proximity, but whether both markets will be viable for all interested vendors remains to be seen. We are in a position to compile and analyze information from the various winter marketing efforts and to use our conclusions to shape our future efforts and to share them with farmers and market managers. As with seasonal farmers' markets, winter farmers' markets will soon have to balance consumer demand for new markets with vendors needs to maintain viable weekly sales.

CISA has plans to continue and expand our work on the Winter Fares. In addition to the Winter Fares in Northampton and Greenfield, we will be holding a third in Springfield. This represents a new marketplace and new demographics, and we are confident that Winter Fare is a model that will be successful in that more urban, lower-income environment. We will continue to offer support and marketing to other one-day markets that will spring up in the region and to farmers that are beginning or continuing winter CSAs, bulk purchasing, or on-farm stands. Our partnership with UMass Amherst Extension will enable us to share resources and evaluation results regionally and locally. We also plan to continue our technical assistance and networking work, with additional workshops for farmers' market managers.



Shoppers select storage vegetables from bins at the Greenfield Winter Fare, February 2009.

### **Project partners and beneficiaries:**

Our project partners provided valuable insights and trouble shooting along the way. Farmers (such as Michael Docter, Ryan Voiland, and others) provided feedback on the type of technical assistance that would be most valuable and spoke with us at length about the types of new marketing opportunities that they were most interested in exploring. Organizational partners such as Greenfield Farmer's Market, Department of Agricultural Resources and The Food Bank of Western Massachusetts provided advice to the program, especially on retail sales and EBT access, and assisted in outreach and communications. Volunteer board committees provided guidance on communications efforts, outreach and educational opportunities, for instance CISA, developed a Facebook page for Winter Fare as a result of their guidance.

The beneficiaries were numerous and the benefits will continue to accrue over the coming years as markets that CISA established or supported solidify and farms continue to offer direct winter sales outlets.

- **Farmers:** Over 70 farmers attended our winter workshops on marketing, 32 vended at at least one Winter Fare (23 farmers vended at Northampton, 29 farmers vended at Greenfield Winter Fare). CISA also directly promoted the winter marketing outlets of ten winter CSAs, eight local farmstands that remained open throughout the winter, and five bulk storage vegetable purchasing opportunities. Farmers were primarily small-scale family farms selling fruits, vegetables, meat, dairy and eggs.
- **Farmers Markets:** CISA directly promoted nine winter farmers' markets, and provided training and technical assistance to 24 farmers' market managers and board members.

- Community members: CISA reached out to all members of the community with promotions and ads. Over 3,000 people attended the Winter Fare markets and over 23,000 unique visitors went to our website in the past year.

<b>Stage/Time</b>	<b>Activity</b>	<b>Activities Performed and Milestones Achieved</b>
<b>Stage 1</b> Fall 2008	1. Convene advisory group to review Scope of Work and Timeline.	Spoke to key farmers interested in season expansion about their needs and the project scope and timeline.
	2. Develop outline and plan for farmer training and market manager training. Begin to secure trainers.	Winter 2008-09 farmer training completed.
	3. Develop winter 08-09 consumer education campaign outline.	Developed consumer education campaign that involved paid advertising and direct outreach through our e-newsletter and website. Published five staff-written articles on eating local year-round including articles on storing winter crops, preserving food, and winter markets. Committed staff time to planning the Week of Winter Fare, an annual celebration of local food in Franklin County, MA, that takes place each February. Winter Fare is focused on increasing access to and consumer education about local food.
	4. Finalize design of market research study.	Compiled list of retailers and institutional buyers, who we will interview to ascertain demand for local food. We will extrapolate information about direct-sales capacity from these interviews.  Conducted a “dot survey” at the Winter Fare Farmers market, held in Greenfield, MA in February 2009. Consumers indicated their sources of local food at various times of the year and their preferred crops.
	5. Promote Farmer Workshop series.	Promoted workshops via direct mailings, calendar listings in local newspapers and listserves, and email contact with farmers.

<p><b>Stage 2</b> Winter 08-09</p>	<p>1. Conduct three Farmer Workshops on direct marketing, including direct sales, marketing, merchandising, financial planning, CSA management, food safety and handling, marketing plan development.</p>	<p>Held workshops focused on best marketing practices, marketing plan development, paid advertising, earned media/press releases, internet marketing, merchandising, and winter CSA management. CISA advised on and promoted a training on Good Agricultural Practices (GAPs). Speakers included a marketing expert, a local retailer, and a CSA farmer. A combined total of nearly 70 farmers attended.</p>
	<p>2. Begin promoting &amp; offering technical assistance through Farm Mentor Program.</p>	<p>Farmers who attended our entire winter workshop series received one-on-one mentorship time with the workshop presenter of their choice. This one-on-one technical assistance opportunity focused more generally on direct marketing and will not be specifically focused on building winter sales capacity.</p>
	<p>3. Technical assistance via email and newsletters to CISA member farms with advice and resources for exploring extended season sales.</p>	<p>Our monthly email newsletter, which is designed specifically for the needs of farmers, has featured regular opportunities and resources for farmers seeking to expand their markets.</p>
	<p>4. Develop and mail out survey to farmers about interest in and needs related to extended season sales.</p>	<p>Survey was sent to 170 farmers with questions about interest in expanding winter sales.</p>
	<p>5. Conduct winter 08-09 consumer education and outreach campaign.</p>	<p>Ran monthly newspaper advertisements showcasing local food. Included information about eating locally throughout the winter in our monthly consumer e-newsletter, which is sent to over 3,000 people. Helped organize the Week of Winter Fare and Farmers Market. The Farmers' Market, held the first weekend in February, drew over 1,000 customers. 100% of vendors indicated in a follow-up survey that the market exceeded their expectations. The week following the market featured local foods potlucks, workshops, and film screenings designed to increase consumer capacity to eat local food throughout the year.</p>
	<p>6. Evaluate farmer workshop series.</p>	<p>Conducted evaluation with workshop participants. Results were overwhelmingly positive for all workshops.</p>

<b>Stage 3</b> Spring/Summer 09	1. Develop scope of work for market research and consumer outreach evaluation project to measure growth potential in consumer demand for winter agricultural products.	We developed a market research plan and a market survey. We have also developed several methods of gathering feedback on our consumer outreach efforts.
	2. Market research conducted.	The market survey was distributed to our retail partners, and we have begun follow-up calls and phone interviews to complete the survey. Due to busy schedules and the specificity of the questions on the survey, especially the purchasing information, gathering responses has been more challenging and time-consuming than we anticipated.
	3. Conduct evaluation of 08-09 consumer outreach.	We have used several methods to evaluate our 2008-2009 consumer outreach: <ul style="list-style-type: none"> <li>• One of our primary outreach tools is an email newsletter, which goes to over 3,000 households per month. We are able to track readership of the newsletter and the articles that attract particular attention.</li> <li>• We track the numbers on our website, which has been recently redesigned to include more information for consumers, most notably a section on winter storage tips and resources.</li> <li>• CISA staff has begun interviews with Local Hero members to gather their feedback and perception of our paid advertising program, which will factor into our own internal review of that outreach track.</li> <li>• CISA staff has begun an internal audit of our outreach and advertising methods. Preliminary discussions have revolved around a shift away from traditional media to more web-based and traditional outreach methods.</li> </ul>
	4. Develop training series for farmers' market managers and promote.	<ul style="list-style-type: none"> <li>• We began planning for one workshop geared specifically towards farmers' market managers.</li> <li>• We have already taken advantage of opportunities to provide technical assistance, including a presentation on best practices for expanding direct winter sales at this summer's NOFA (Northeast Organic Farming Association) conference.</li> </ul>

		<ul style="list-style-type: none"> <li>• A CISA staff representative has joined an agricultural commission sub-committee on farmers’ markets in the city of Northampton, the mandate of which is to conduct research on the existing markets in Northampton and to develop a series of recommendations and protocols surrounding the development of new markets. This committee offers us an opportunity to provide guidance to the existing markets in the city, to reap the benefits of consumer outreach that will be conducted in the city, and to work closely with the city and with the existing markets on the Northampton Winter Fare market.</li> </ul>
	<p>5. Design consumer education and outreach campaign for winter 09-10, incorporating evaluation of 08-09 campaign.</p>	<p>We have developed a multi-faceted approach to consumer outreach for winter 2010:</p> <ul style="list-style-type: none"> <li>• CISA has committed to coordinating a one-day winter farmers’ market in the city of Northampton, and we will support the annual Winter Fare market in Greenfield, MA. Both of these markets provide a direct sales outlet for local farmers and serve a vital role in education and outreach to consumers. The media outreach around the markets focuses on the wide diversity of foods that are available during the winter months in our region. Workshops and educational displays during the market and talks, film screenings, and skill-shares during the weeks following the markets continue the outreach and educational mission of this project.</li> <li>• Our email newsletter will continue to focus on eating local food year-round.</li> <li>• Our newly designed website has pages devoted specifically to food storage, winter farmers’ markets, and recipes for year-round consumption of local food. We will continue to add new content, including a page for consumers focused on farms that sell bulk storage crops or continue to sell product late into the season.</li> </ul>
	<p>6. Analyze results of market research report on demand for winter products and use to support consumer outreach campaign.</p>	<p>We have incorporated information from the consumer “dot survey” conducted last February and from less formal feedback from consumers into our planning for this coming winter’s outreach campaign.</p>

	7. Update and design CISA webpage to include information learned from market research, farmer surveys, and consumer education campaign on extended season markets.	Our newly redesigned website contains significantly more resources on extended-season purchasing for consumers, and more resources on increasing sales throughout the year for farmers. We are working on developing tipsheets for farmers on ideal storage varieties and conditions, and several storage facility options. We are also working on a “best practices” document for starting and sustaining winter farmers’ markets.
	8. Begin to design Farm Mentor program.	A farmer-to-farmer educational component is central to the technical assistance offerings we have begun to plan for winter 2009-2010.
<b>Stage 4</b> Fall/Winter 09-10	1. Offer training series for farmers’ market managers on extended season promotion and marketing and resources for extended season markets.	<ul style="list-style-type: none"> <li>• In a poll of farmers’ market managers completed in January 2010, we found that April was the best month for holding our training.</li> <li>• We held a two-part workshop for farmers’ market managers, which was drew 30 managers. We focused on pulling in managers from established markets, and got excellent feedback from them about the workshop.</li> <li>• CISA staff was available to market managers, especially those looking at winter sales. We worked closely with the manager of a new, small, weekly winter market in Northampton to offer start-up guidance, and we continue to work with that market to plan for next year. This spring we have already had nearly 10 calls from people looking to start new markets.</li> <li>• CISA staff has continued to participate in an agricultural commission sub-committee on farmers’ markets in the city of Northampton, the mandate of which is to conduct research on the existing markets in Northampton and to develop a series of recommendations and protocols surrounding the development of new markets. This committee offers us an opportunity to provide guidance to the existing markets in the city, to reap the benefits of consumer outreach that will be conducted in the city, and to work closely with the city and with the existing markets on the Northampton Winter Fare.</li> </ul>
	2. Share results of market research with farmers, market managers, partners, media, and colleague organizations in the region/country.	<ul style="list-style-type: none"> <li>• The market research is still underway and making good progress.</li> <li>• We conducted a “dot survey” of consumers at each of the Winter Fare farmers’ markets that were held this winter season, and will incorporate the results from those surveys into our final results.</li> </ul>

<p>3. Deliver consumer education and outreach campaign for winter 09-10.</p>	<p>We carried out a multi-faceted approach to consumer outreach for winter 2010:</p> <ul style="list-style-type: none"> <li>• CISA coordinated an immensely successful one-day Winter Fare farmers’ market in Northampton, which drew 25 vendors and nearly 2,000 shoppers. The market was extremely profitable for the vendors, one of whom reported back, “This was by far the most well-attended farmers' market that we have participated in over 25 years. Our profits were 20% above our previous record high for a one-day market. Amazing!” CISA also offered vital support in the form of staff time and marketing to an annual one-day Winter Fare in Greenfield, MA. Both of these markets focus on education and outreach to consumers, with all the media outreach focusing on the wide variety of foods that are available locally during the winter months, extremely well-attended workshops and educational displays during the market, and talks, film-screenings and skillshares during the week following the Greenfield market.</li> <li>• Our monthly email newsletter, which goes to over 3,000 subscribers, featured regular content focused on seasonal eating and where consumers can purchase local food during the off-season.</li> <li>• We have continued to update our website (<a href="http://www.buylocalfood.org">www.buylocalfood.org</a>) with content specific to eating locally year-round. Over the winter, we expanded the content on winter crop storage and updated our recipe page regularly to focus on storage crops. We maintained lists of winter farmers’ markets and farms that sell bulk storage crops, have winter CSAs, or stay open late into the season. We also posted a “Winter Shopping List” to give consumers an idea of the foods that are available during the winter, with a list of retailers that purchase locally grown food. Over 1,200 unique visitors have visited the “Find it Locally” section on our website over the last three months.</li> </ul>
<p>4. Hire Farm Mentors and begin program.</p>	<p>We have five farmer mentors participating in the Farm Mentor program, and three farmers thus far have asked for guidance from them on season extension. We have sought out mentors to meet the specific requests that we have received, so our mentor base has grown as a result of the program being put to use. We have also scheduled 20 one-on-one technical assistance meetings for farmers as part of our other Technical Assistance offerings.</p>

	5. Evaluate trainings for farmers' market managers and consumer outreach program.	<ul style="list-style-type: none"> <li>• We conducted a survey of participants in the farmers' market manager workshop, which was highly favorable.</li> <li>• We surveyed vendors, shoppers, volunteers, workshop presenters, and display organizations about Winter Fare, and received raves from each group about the events.</li> <li>• We continue to track the number of people that read our enewsletter and view pages on our website to ascertain the success of each of those outreach tools.</li> </ul>
<b>Stage 5</b> Spring /Summer 10	1. Share results of market research with farmers, market managers, partners, media, and colleague organizations in the region/country.	Our market research results are available on our website on a special page devoted to the range of work that we have been doing on winter sales and winter crop storage.
	2. Provide follow-up technical assistance as needed, based on results of research.	We continue to offer support to farmers and market managers interested in expanding winter sales. This coming winter, we are partnering with a local farmers to create a weekly winter market in Amherst, and will continue to support the weekly winter market in Northampton and the one-day markets that spring up around the region.
	3. Extend the availability of the Farm Mentor program.	The spring and summer is a difficult time to encourage farmers to take advantage of a mentoring program, either as mentors or as mentees. We have continued to advertise the program in our farmer newsletter and have received one additional farmer interested in serving as a mentor. We expect that inquiries will start up again in the fall, and we will continue to promote the program.
	4. Conduct evaluation of the Farm Mentor program.	We conducted research into how other organizations have run similar programs and have incorporated some of that research into our procedures.
	5. Final Report to AMS/FMPP.	Completed.