



**Agricultural  
Marketing  
Service**

## **Fruits and Vegetable Programs**

Specialty Crop Block Grant Program

Description of Funded Projects

*Fiscal Year 2008*

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The Specialty Crop Block Grant Program (SCBGP) was authorized on December 21, 2004, by Section 101 of the Specialty Crops Competitiveness Act of 2004. The Act authorized the Department of Agriculture (USDA) to provide grants to states to enhance the competitiveness of specialty crops. The agency, commission, or department responsible for agriculture within the 50 States, the District of Columbia, and the Commonwealth of Puerto Rico are eligible to apply for grant funds directly to the USDA. Specialty crops are defined as "fruits, vegetables, tree nuts, dried fruits, and nursery crops (including floriculture)."

Fifty-two U.S. States and Territories were awarded Fiscal Year 2008 funds. All the eligible states submitted their applications by the established deadline of March 5, 2009. The approved awards are listed alphabetically.

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### **The Alabama Department of Agriculture and Industries was issued \$118,638.61 to:**

- Partner with the Mid-South RC & D to increase consumption of specialty crops in Alabama by increasing productivity through expansion of plasticulture utilization; increasing accessibility to students through establishment and promotion of school and community gardens; and increasing profits for farmers through increasing opportunities for value-added products
- Encourage Alabama families, mothers and caregivers in particular to adopt a healthy diet by incorporating fresh fruits and vegetables into their meal plans through the distribution of kits including an educational guide that would have recipes, healthy eating tips, nutritional value of fresh fruits and vegetables and serving size along with a list of local farmers markets and u-pick operations, in addition to a baby food grinder, a safe eating utensil for infants and toddlers, an ice cube tray for freezing future servings of baby food, a bib and an air tight storage container or other appropriate items to help families
- Partner with the Alabama Agricultural Experiment Station to locate farmers and provide technical assistance to create a food innovation kitchen to help farmers with producing value-added specialty crop items for direct sales through farmers markets, farms, u-picks and other retail outlets.
- Design point of purchase materials to distribute to retailers, farmers markets, roadside stands and Ag associations and cooperatives to promote buying local and fresh specialty crops; redesign the A+ Alabama Agriculture logo and promote the message as to why it is important to support locally grown specialty crops through print and electronic media outlets; and create a specialty crop website to locate farmers markets, roadside stands, u-picks, agri-tourism trails and sites and contact information of specialty crop commodity associations.

### **The Alaska Division of Agriculture was issued \$101,098.05 to:**

- Conduct an advertising campaign promoting specialty crops that are available for the short summer season
- Award grants to specialty crop producers for the purpose of extending the growing season and increasing crop productivity. These results will be presented by the awardees in publicly held presentations.
- Award grants to Farmers' Markets for marketing and promotional efforts that allow each participating market to double its advertising endeavors.
- Partner with the Alaska Agriculture in the Classroom program to award scholarships to teachers for the implementation of agriculture education curricula intended to expand the awareness and appreciation for the Alaska specialty crop industries.
- Train inspectors in good handling practices (GHP) and good agricultural practices (GAP) third party audit certification, as well as implement a cost-share program for specialty crop producers that choose to participate in select audits.

## **The Arizona Department of Agriculture was issued \$159,294.43 to:**

- Partner with the University of Arizona to develop and implement an online agricultural literacy course in order to allow kindergarten through twelfth grade classroom teacher to increase their knowledge about Arizona's specialty crop industry while meeting Arizona's Academic Standards in mathematics, language arts, and science which will include nutrition.
- Partner with the University of Arizona Cooperative Extension to develop two field day sessions that focus on agriculture education and encourage increased consumption of specialty crops, as well as develop lesson plans that emphasize the specialty crop industry for teachers.
- Partner with the Arizona Farm Bureau Agriculture in the Classroom to provide a curriculum kit to thirteen County Farm Bureaus in addition to a trivia wheel that includes Arizona Fruit and Veggie questions, which will be used at educational events and trade shows.
- Partner with the Arizona Farm Bureau Fill Your Plate Project to expand the Fill Your Plate website to include discussion forums for consumers, farmers, chefs, and rangers; expand the video vignettes available; and update the Arizona Farm Bureau's "Greeting from Arizona" brochure to include information about the website.
- Partner with the University of Arizona to conduct subsurface drip irrigation with nutrients supplies by fertigation with organic fertilizers, conventional subsurface drip irrigation production, and, conventional production with furrow irrigation. The project staff will evaluate the crop yield and quality, post-harvest characteristics, and economic outcomes for organic vs. conventional production and provide grower field days and other outreach activities to disseminate the results.

## **The Arkansas Agriculture Department was issued \$105,096.06 to:**

- Promote Arkansas produce growers with a booth and display at the 2009 Produce Marketing Association Fresh Summit Show.
- Partner with the Arkansas Farmers' Market Association to conduct an annual meeting, which addresses the issues and opportunities for markets and vendors.
- Partner with the University of Arkansas at Monticello/Southeast Research and Extension Center to identify successful strategies for integrating heirloom tomatoes into the product line of existing commercial tomato production companies.
- Partner with the Delta Sprouts to expand the facilities at the farmers' market in Lake Village to allow local producers to make daily sales utilizing a consignment shop model, as well as establish demonstration and outreach programs that encourage entrepreneurship within the grower community.
- Partner with East Arkansas Enterprise Community to work toward the establishment of a grower cooperative and assist local specialty crop producers to grow and market products through education, direct purchase, processing, and marketing.

## **The California Department of Food and Agriculture was issued \$1,228,396.09 to:**

- Support in the development, test, and completion of Phase I of a four phase project to develop a specialty crops web-based nutrient information database, which will make Fertilizer Research and Education Program research reports easily available, comprehensible in a short period of time, and convenient to implement by growers.
- Partner with El Dorado County Ag in the Classroom to expand specialty crops education/outreach for school-aged children and the public in the Sierra Nevada Region.
- Partner with the Cachuma Resource District to provide technical training to small acreage specialty crop farmers to improve their agricultural, business, and environmental practices through bilingual education and outreach.
- Partner with California University, Fresno-Center for Food Science/Nutrition Research to develop an eco-friendly system/technology by determining the geometrical configuration of the peel removal system and the characteristics of peel removing fluid containing minimal or no water.
- Partner with Western Growers and the University of California to develop a risk-based sampling protocol for generic (commensal) E. coli in the irrigation canals, correlated to targeted testing for enterohemorrhagic E. coli O157:H7 and Salmonella, and validated by statistical analysis.

- Partner with Cal Poly Corporation to research a possible means of reducing evapotranspiration (ET) for nut crops, or at least minimizing stress if insufficient water is available.
- Partner with the University of California, Davis- Agricultural Sustainability Institute: Children's Garden Program to support and amplify the impact of FFVP through a training and technical assistance program for school-based personnel.
- Partner with the University of California - Davis to evaluate and demonstrate to vegetable growers a robotic cultivator that is capable of removing weeds from within lettuce and tomato rows.
- Partner with the California Department of Food and Agriculture, Plant Pest Diagnostic Branch and UC-Davis to enhance understanding of leaf-mining flies (family Agromyzidae), of particular importance to California's specialty crops.
- Partner with the Buy California Marketing Agreement (BCMA) to educate consumers about the importance of buying locally grown agricultural products in support of the Golden State's overall economy.

### **The Colorado Department of Agriculture was issued \$135,841.32 to:**

- Continue to conduct a Colorado Proud buy local promotional campaign focusing on television advertising benefiting nearly 200 members that are specialty crop producers.
- Develop a second annual Colorado Pavilion at the Produce Marketing Association's (PMA) 2009 Fresh Summit Exposition inviting specialty crop producers to exhibit at the event.
- Partner with Colorado State University to continue to support licensing and maintenance of the Colorado MarketMaker initiative, an interactive online portal to facilitate buyer-seller contact and foster the development of local food marketing systems benefiting nearly 1,000 specialty crop producers.

### **The Connecticut Department of Agriculture was issued \$116,864.85 to:**

- Coordinate with Connecticut's Department of Public Works and the Connecticut Marketing Authority to develop a design for a new facility at the Hartford Regional Market that will incorporate new vendor stalls that will promote additional specialty crop vendors.

### **The District of Columbia was issued \$100,000.00 to:**

- Install a green house to grow specialty crops during the fall and winter months and evaluate new crops for suitable production in the Washington metropolitan area. Conduct field days, workshops, and publish technical materials to educate urban gardeners on how to establish proper techniques for growing specialty crops in small urban greenhouses.

### **The Delaware Department of Agriculture was issued \$104,504.80 to:**

- Partner with the University of Delaware to investigate the potential for new generation biodegradable plastic mulches as a replacement for standard plastic mulch film for watermelon production and the economics of their use
- Establish a statewide program that promotes the use of locally grown foods by restaurants and schools, as well as develop a brand through a joint marketing effort for the restaurants and schools in the program.
- Develop a new farm crop system for ethnic greens (including collard greens, mustard greens, turnip greens, and kale) for processing and fresh market sales through the use of variety trials to determine the best suited type for the Delaware soil and climate.
- Increase the competitiveness of regional processors and incomes of sweet corn growers in Delaware by identifying varieties of sweet corn that are better adapted to Delaware's growing conditions.
- Provide data collected on insect pests including corn earworm and the European corn borer that will be used to protect vegetable crops in Delaware.
- Train and certify two Delaware Department of Agriculture professionals to be good agricultural practices/good handling practices auditors to provide local, low-cost third party auditors to Delaware specialty crop producers.

## **The Florida Department of Agriculture and Consumer Services was issued \$372,568.56 to:**

- Partner with the Florida Organic Growers and Consumers, Inc. to conduct research to aid in the promotion and marketing of organic and transitional Specialty Crops by identifying the major obstacles and challenges that potential, new and existing Florida organic farmers face.
- Partner with the University of Florida – Institute of Food and Agriculture Science (IFAS), Florida A&M University, College of Engineering, Technology, Science and Agriculture (CESTA), Florida Farm Bureau, and Florida Farm Credit to hold a Small Farms Conference to conduct education and outreach pertaining to specialty crops.
- Partner with the Florida Sweet Corn Exchange to conduct a marketing campaign to promote the sale of Florida sweet corn.
- Partner with the Florida Watermelon Association to conduct a marketing/promotional campaign to increase the sale and consumption of Florida watermelon.
- Partner with the Florida A&M University College of Engineering, Science, Technology and Agriculture (CESTA) – Center for Small Fruit and Viticulture to expand the foundation nursery to include additional muscadine and bunch grape cultivars and produce certified disease free quality planting materials; provide materials to Florida nurseries and grape growers to establish their own nurseries to produce new vines for the industry; inspect participating nurseries periodically to ensure that they abide by established phytosanitary standards and that their vines are disease free; and conduct training workshops at the Center and at various statewide locations to train grape growers and nurseries on propagation techniques, vineyard management and phytosanitary standards in the production of quality planting materials.
- Partner with the Florida Blueberry Association and the University of Florida to conduct research to identify Florida blueberries which are suitable for mechanical harvesting by conducting a breeding program for mechanically harvested blueberries, analyzing the efficiency of machine harvesting selected advanced varieties, and conducting post-harvest physiology of selected advanced varieties.

## **The Georgia Department of Agriculture was issued \$162,532.26 to:**

- Partner with Georgia Public Broadcasting to promote and increase awareness of specialty crops through the Farm to Table show highlighting the living history and heritage of locally Georgia grown fruits and vegetables
- Partner with Coastal Organic Growers to conduct a advertising and public awareness campaign to include informational brochures/handouts, signage, advertising and educational programs designed to promote organic Georgia-grown specialty crops. Sponsor farm days and educational events at farms to educate consumers on how food is grown using sustainable organic methods.
- Partner with Georgia Organics to conduct educational outreach offerings including an annual sustainable agriculture education conference, sustainable agriculture curriculum and ongoing education workshops and field days.
- Partner the Georgia Green Industry Association to conduct risk management workshops to help horticultural producers and landscape industry professionals make educated business and crop production decisions.
- Partner with North Georgia Technical College to update a greenhouse and purchase walk-behind spreaders to support specialty crop instruction.
- Partner with Ross and Company to provide learning sessions to children in community based organizations on variations, characteristics, and growing patterns of in-season specialty crops and the importance of fresh fruit and vegetables to their diet.
- Partner with the Georgia Blueberry Growers Association to conduct Xylella research on blueberries to determine vector inhibition and cultural and chemical control techniques.
- Partner with the Georgia Fruits & Vegetable Association to enhance current web resources for Georgia "agri-tourism" and roadside market locations and utilize "Google" search advertisements to market these locations for growers.
- Partner with the Georgia Pecan Growers Association to exhibit at the SIAL Shanghai food show in China and send products and literature to be displayed at shows in Europe and the Middle East.
- Partner with the Georgia Agricultural Commodity Commission for Peaches to conduct outdoor, radio, and print advertising.

- Partner with the Wine Growers Association of Georgia to conduct an advertising campaign to create brand recognition for Georgia wines.
- Partner with Georgia Beekeepers Association to conduct honey promotions at farmers markets and community events; promote association meetings; and conduct junior beekeeper educational events.
- Organize and carry out a festival by bringing together produce suppliers, chefs, and caterers to promote Georgia Grown specialty crops.

**The Hawaii Department of Agriculture was issued \$117,906.58 to:**

- Perform pre-award and post-award activities to administer Specialty Crop Block Grant Program funding and ensure that the State Agency and sub-awardees abide by Federal and State requirements and regulations
- Partner with the University of Hawaii at Manoa (UHM) to coach specialty crop farmers that currently sell produce on the property of the UH's Kapiolani Community College/Culinary Institute of the Pacific (KCC) to obtain Food Safety Certification as required by the college
- Provide grants to Genesis Pacific LLC, Kapiolani Community College, and Economic Development Alliance of Hawaii for projects related to market development, innovation, and food self-sufficiency in the state of Hawaii.

**The Idaho State Department of Agriculture was issued \$148,201.36 to:**

- To assist in creating a marketing specialist position as well as assist in the facilitation of international buying missions to Idaho
- Develop and distribute retail Idaho Preferred point of sale promotional materials and conduct personal consultations and follow-up with retail chains around the state
- Conduct farmer-chef collaboratives to promote specialty crops on restaurant menus and work cooperatively with distributors to create and manage promotions that will increase availability and sales of Idaho specialty crop products to chefs and restaurants throughout the state
- Conduct a nursery retail promotion, distribute point of sale materials, air nursery-focused television ads statewide, and recruit new nursery participants into the Idaho Preferred program
- Print and distribute Idaho Preferred posters to schools featuring specialty crop products, and increase schools participating in the program
- Conduct television, print, and radio advertising to promote fresh fruits, vegetables, and other specialty crops to further promote the Idaho Preferred label

**The Illinois Department of Agriculture was issued \$123,537.58 to:**

- Conduct workshops targeting the State's farmers market managers and vendors to include Good Agricultural Practices/Good Handling Practices training.
- Partner with the Illinois Specialty Crop Growers Association to conduct training at the Illinois Specialty Crops and Agritourism Conference and promote and advertise the conference.
- Provide specialty crop advertising grants for farmers' markets.

**The Indiana State Department of Agriculture was issued \$118,300.75 to:**

- Partner with the Indiana Humanities Council to develop a website to promote the Dig IN Taste of Indiana event
- Continue to implement the cost-share reimbursement program to provide grants to Indiana farmers' markets.
- Design and develop a farmers' market web tool where consumers could view detailed information and maps about various farmers' markets and road side produce stands.
- Partner with the Michigan City Mainstreet Association to introduce a "Buy Fresh-Buy Local" marketing campaign at the farmers' market to bring awareness to the benefits of buying and eating fresh, locally-grown produce to the many low-income/disadvantaged families which live in the area.

- Partner with the Purdue Grape Action Team to create and promote a signature wine style for the State of Indiana.
- Partner with the Indiana Uplands Grape-Growers Cooperative and Wine Trail to coordinate the Indiana Uplands Wine & Food Encounter event to feature a formal dinner of southern Indiana foods and wines showcased in an educational forum
- Partner with the Madison Area Chamber of Commerce Foundation to promote the Jefferson County, Indiana winery region.
- Partner with the Center for Mental Health, Inc., operated by the Center for Mental Health, Inc. a non-profit organization in partnership with Anderson University, a social enterprise employing students and individuals with serious mental illness, to market Community Supported Agriculture produce as well as other locally grown produce from other central Indiana producers through a newly developed wellness program covering 600 employees, an on-line store and utilization of an existing transportation infrastructure to distribute products to the workplace.

### **The Iowa Department of Agriculture and Land Stewardship was issued \$106,194.10 to:**

- Continue to conduct a radio campaign for the specialty crop industry in the state of Iowa, which will include strawberries, farmers markets, apples, pumpkins, and Christmas trees
- Organize and promote a weeklong event that increases the awareness of Iowa's farmers' markets and the availability of specialty crops to consumers
- Publish and distribute the results of an economic impact study concerning the current impact of farmers' market sales on Iowa's economy
- Create toolkits that will be utilized by specialty crop producers to enhance their on-farm market while encouraging other to create new on-farm markets through a promotional campaign
- Partner with Ag Advisory to develop and evaluate a uniform hazelnut tree through micro-propagation to make it suitable for mechanical harvest
- Partner with Back-to-Basics Beekeeping Club to provide scholarships for classes that promote education and training for perspective Iowan beekeepers
- Partner with Davis County Farmers' Market to establish and promote a Tuesday market, which will increase the overall exposure of specialty crop vendors
- Partner with Drake Neighborhood Farmers' Market to increase market attendance and sales of specialty crops through radio advertising and events that promote specialty crops
- Partner with the Fresh Connections Co-op to promote the specialty crops available in Kossuth County and the surrounding area through culinary courses, seasonal crop events, and a marketing campaign
- Partner with the Iowa State University's Fruit and Vegetable Working Group to bring specialty crop producers and other interested parties to four meetings that will illustrate good and efficient practices for harvesting, washing, handling, grading, and packing produce to meet specific markets
- Partner with the Iowa Farmers' Market Association to implement an educational event in the topic area of specialty crop marketing at the 2010 Iowa Farmers' Market Conference
- Partner with Iowa Fruit and Vegetable Growers Association to offer a symposium for new fruit and vegetable growers that focuses on business and production models new farmers need to understand and employ to be successful
- Partner with the Iowa Organic Association to increase public awareness of organic specialty products that are grown in Iowa through an educational exhibitor booth at the 2009 Iowa State Fair
- Partner with Iowa State University Research Farms to evaluate the differences in time (season extension) and total yield, as well as investigate the quality of fresh and post-harvest of primocane-fruiting brambles grown inside a high tunnel, under row covers, and with no cover
- Partner with Marshalltown Community College to purchase a potato digger that will be utilized to provide small farmers experience in using appropriate technology to make their farm business more efficient

- Partner with the Mississippi Valley Growers' Association to advertise for four nutrition education events at the Davenport Farmers' Market to increase attendance at the market and enable a more successful nutrition education outreach
- Cooperate with the Partners of Scott County Watersheds to promote the utilization of nursery crops that are native to the Iowa landscape through educational booths and hands-on workshops that will teach citizens, businesses, and Habitat for Humanity volunteers about various methods that nursery crops can create sustainable landscapes

### **The Kansas Department of Agriculture was issued \$104,504.80 to:**

- Provide grants to grape growers in Kansas to help them purchase specialized vineyard equipment, which will improve operating efficiencies.
- Partner with Highland Community College to establish a vineyard that will serve as a mechanism to teach viticulture theories and best-practices to students, owners, and operators.
- Expand the Kansas River Valley Local Foods website to include state-wide specialty crop producers' promotional information concerning products to wholesale and retail buyers.
- Partner with Kansas State University to develop a mushroom cultivation and production area that will provide education opportunities for students to understand the production methods and sale of edible fungi.
- Partner with Flint Hills Technical College to develop high tunnel greenhouses that will be used to increase educational opportunities concerning specialty crop production.

### **The Kentucky Department of Agriculture was issued \$105,771.78 to:**

- Develop a reimbursement program for specialty crop producers that will alleviate a portion of the costs associated with farmers utilizing third party good handling practices audits.
- Partner with the University of Kentucky to provide marketing and production to specialty producers through acquiring nationally recognized marketing and specialty crop speakers for the 2009 Fruit & Vegetable Conference.
- Employ a variety of promotional items, activities, and assistance to schools and school districts to educate students concerning the benefits of locally grown produce, as well as encourage the purchase of specialty crops.

### **The Louisiana Department of Agriculture and Forestry was issued \$110,867.83 to:**

- Partner with Louisiana State University-Agricultural Center to continue to conduct research to determine consumer needs and wants at farmers markets.
- Partner with Louisiana State University-Agricultural Center to continue to conduct research to determine the capability of the producer to supply greater quantity and variety of fruits and vegetables, needs and potential for growth at farmers markets.
- Support Louisiana specialty crop producers participating at local, regional, and national trade shows.
- Develop and implement a product demonstration program featuring Louisiana produced specialty crops.
- Develop and purchase advertisements for Louisiana farmers markets to inform the public as to locations and hours of operations and assist farmers' market managers and organizers in developing and launching internet homepages.
- Develop and purchase generic advertisements for Louisiana citrus, strawberry, watermelon, pecan and/or peach growers, before and during their respective seasons.

### **The Maine Department of Agriculture, Food and Rural Resources was issued \$114,612.45 to:**

- Attract agritourists and residents through the development of a publication that promotes Maine's specialty crop industry.
- Identify the needs of farmers' markets, and the specialty crop producers that sell through these markets, to allow them to accept Electronic Benefit Transfer (EBT) and other electronic payment transactions; and provide mini-grants for matching funds to farmers' markets to institute electronic payment capabilities.

- Develop an online resource directory to improve and develop effective statewide dissemination of information on markets, suppliers, government and nonprofit support agencies, sources of financing, and other private and public business support services to benefit specialty crop producers.
- Produce a safe food handling video in Spanish and English to assist specialty crop producers in assuring that they market the safest possible products.

### **The Maryland Department of Agriculture was issued \$123,087.10 to:**

- Further develop the Maryland's Best "buy local" program including the website that links local farmers with consumers.
- Promote Maryland's Best "buy local" program to retail and wholesale markets and increase schools purchases of local products through its "Farm to School" program
- Create a cost share program for producers pursuing Good Handling Practices and Good Agriculture Practices (GAP/GHP) certification.

### **The Massachusetts Department of Agricultural Resources was issued \$116,583.30 to:**

- Foster the expansion of the use of the "Logo" program to commodity associations through a "Massachusetts Grown and Fresher" marketing grant program; and expand the usage of the "Logo" by identifying new opportunities to incorporate the logo within marketing and promotional initiatives.
- Develop and implement a "seal" of Commonwealth Quality Program to increase producer profitability as well as a market opportunity and consumer awareness that identifies specialty crop products adhering to certain existing standards and/or production methods.
- Partner with other New England Departments of Agriculture to support and promote the "Harvest New England" Marketing Conference in February 2009 and research and determine the effectiveness of developing a "Harvest New England" Good Agricultural Program.

### **The Michigan Department of Agriculture and Rural Development was issued \$174,976.77 to:**

- Develop a guide to serve as a one-stop resource by detailing market selection, food safety regulations, good agriculture practices/good handling practices (GAP/GHP), licensing requirements, and market development information in order to will help producers and companies capitalize on the opportunities to start or expand their specialty crop business
- Train and certify seasonal and/or permanent inspection staff to conduct USDA Good Agricultural and Good Handling Practices audits; create informational materials, conduct educational workshops and a retailer summit to provide GAP/GHP program information; and attend the Association of Fruit and Vegetable Inspection and Standardization Agencies meeting to receive the most current GAP/GHP information.
- Organize, promote, and conduct three Special Farmer's Markets during the growing season to assist specialty crop vendors to increase sales, and provide consumers with access to local fruits and vendors.

### **The Minnesota Department of Agriculture was issued \$126,184.15 to:**

- Partner with the North Dakota Department of Agriculture and the Northern Plains Potato Growers Association to improve cultural practices and accelerate new variety releases through a breeding program and conduct presentations and exhibits at grower and industry meetings to disseminate information.
- Partner with the North Dakota Department of Agriculture and the Northharvest Bean Growers Association to increase awareness of the health benefits of dry beans among select groups of dietary professionals resulting in an increase in recommended levels of use of beans in healthy diets among consumers they reach.
- Partner with the Minnesota Food Association to provide training to ten socially disadvantaged farms for USDA Organic Certification, farm business management, and technical assistance toward accessing non-traditional markets.
- Partner with the Minnesota Grown Promotion Group, Inc. to improve the online Minnesota Grown Directory and increasing the amount of consumers who find and use the online Directory; and partner with HealthPartners to document the impact of Community Supported Agriculture (CSA) memberships by comparing before and after health assessment data for those who join CSA's with a control group who didn't purchase a membership.

## **The Mississippi Department of Agriculture and Commerce was issued \$107,038.75 to:**

- Partner with the Mississippi State University Extension Service to examine and evaluate the effectiveness of the utilization of high tunnels to produce off-season strawberries.
- Partner with Alcorn State University to conduct and publish an assessment of the current market opportunity and potential for medicinal herbs, particularly Echinacea and lemon grass, grown in Mississippi.
- Partner with the Mississippi Nursery and Landscape Association to implement a new promotional campaign that will present new plants, resulting in water conservation, energy conservation, reduced pesticide use, and an enhanced native ecosystem to nursery industry stakeholders and Mississippi consumers.
- Partner with Mississippi State University to investigate methods to extend the production season of cut flowers in Mississippi in various high tunnel conditions.
- Partner with Mississippi State University Extension Service to plan, implement, and promote two educational programs that will focus on the enhancement of specialty crop industry in the state of Mississippi.
- Continue to partner with the Mississippi Beekeepers Association to implement a 50/50 cost-share program that will assist new beekeepers with the initial costs associated with starting a beekeeping business.
- Partner with the Mississippi State University Extension Service to research various high tunnel techniques for specialty crop growth, which will assist direct market growers in the state make informed decisions on crop selection, planting time, and cultural practices for specialty crop production in high tunnels.
- Continue to expand the Mississippi Farmers' Market Certification Program and to promote the markets that participate in the program.

## **The Missouri Department of Agriculture was issued \$108,784.36 to:**

- Establish a farmers' market in Battlefield, Missouri to offer the community a place to buy locally produced agricultural items, as well as provide six monthly educational programs that focus on nutrition and gardening.
- Partner with Columbia Farmers' Market to organize a day forum that will enable Mid-Missouri producers to exchange questions, ideas, facts, and feedback through workshops, demonstrations, speakers, and displays.
- Partner with Webb City Farmers' Market to design, print, and distribute billboards and a brochure that highlight the specialty crops provided at the market as well as the new features at the market.
- Partner with Tower Grove Farmers' Market to design and implement an "Eat Local" campaign that will promote awareness of Missouri grown produce and educate metropolitan area citizens about the importance of supporting local specialty crop producers.
- Partner with Ste. Genevieve's Wine Trail to design and implement a six month advertising campaign in the monthly St. Louis food and wine publication "Sauce Magazine".
- Partner with the University of Missouri to strengthen and promote the Lafayette County Farmers' Market, as well as new and emerging good entrepreneurs through coordinating promotional events, materials, and conducting an evaluation of the program.
- Establish a voluntary online registry to help producers of pesticide-sensitive crops alert applicators to the crop's location.
- Establish a local community garden and an after school-garden club using University of Missouri Extension curriculum "Eating from the Garden".
- Partner with the Missouri Organic Vegetable Growers Association to educate current and potential producers about the opportunity to grow potato crops for distribution to the Maplewood Richmond Heights School District.
- Partner with the Missouri Vegetable Growers Association and the University of Missouri Extension to coordinate educational farm tours during the growing season in each of Missouri's eight regions.
- Partner with the University of Missouri Extension and the Missouri State Fruit Experiment Station to educate and train growers and consumers as well as market and promote their products throughout a sixteen county region of Missouri.

- Partner with Norton Vineyard to research the fruit quality of shaded, partially shaded, and fully exposed clusters located in east-west and north-south oriented rows.
- Research and evaluate the performance of seedless watermelons in the Missouri environment to ascertain information concerning the prospect of raising watermelons in Missouri.
- Explore and evaluate the utilization of greenhouse structures to determine the symbiotic relationship between plants and mushrooms, which could enhance economic performance and profitability of a small farm operation.
- Educate potential producers about elderberry production and marketing with the utilization a website to reach rural communities.

### **The Montana Department of Agriculture was issued \$105,462.07 to:**

- Provide a 'Grown in Montana' promotional campaign, creating posters, banners, billboards, radio and TV public service announcements to increase consumers' awareness of Montana's locally grown fruits and vegetables available at farmers' markets.
- Partner with the Montana Nursery & Landscape Association to increase design and landscaping using native plant materials from Montana and to promote xeriscaping through educational sessions at the Montana Green Expo.
- Partner with Montana State University's Central Agricultural Research Center to identify varieties and selections of dry pea and chickpeas that will maximize profitability for producers throughout the major production areas of Montana.
- The Organic Certification Program will facilitate the export of (organic) specialty crops into high-value international markets, enhance the value specialty crops through provision of organic certification, as well as develop and enhance physical and online certification forms to better serve organic specialty crop growers.

### **The Nebraska State Department of Agriculture was issued \$108,530.97 to:**

- Develop and implement good agricultural practices (GAP) seminar and programs as well as a guidance document that offers Nebraska specialty crops growers a perspective on GAPs from a region that is highly focused on specialty crops, an understanding of the mandates that may be coming, and provide a resource for developing farm-specific GAPs
- Provide Nebraska grape growers educational opportunities and guidance in evaluating and adopting best management practices that minimize environmental impacts, reduce economic risks, and protect worker health and safety
- Partner with the University of Nebraska to perform a replicated study and survey western Nebraska production fields (corn, wheat, soybean, proso millet, sunflower, sugar beet, and alfalfa) for a second year to determine the incidence and distribution of bacterial wilt isolates that are pathogenic to dry beans.
- Partner with the University of Nebraska to research the effects of no watering periods and irrigation scheduling on yield and canopy growth to determine a period during potato production in which the negative impacts of limited irrigation would be least detrimental to market yield.
- Partner with the University of Nebraska to conduct a series of integrated research studies to identify the health promoting components present in damaged pinto beans.
- Partner with the University of Nebraska to assess the value-added opportunities for food, feed, and industrial applications and to support the development and commercialization of hybrid hazelnut production in Nebraska.
- Partner with the University of Nebraska to identify and work with the Hispanic population to assist in the establishment of their presence at the local farmers' markets in South Sioux City, Nebraska. Training and technical support will also be provided through the translation of farmers' market materials into Spanish and conducting workshops that describe how to successfully operate farmers' market booths.

### **The Nevada Department of Agriculture was issued \$102,899.97 to:**

- Perform post- award activities to administer Specialty Crop Block Grant Program funding and ensure that the State Agency and sub-awardees abide by Federal and State requirements and regulations

- Partner with Chickie Baby Blooms to establish a website that will demonstrate season extension and sustainable methods through “virtual farming” for vegetables and cut flowers, as well as increase marketing efforts, which will augment the visibility of the specialty crop industry.
- Partner with Smith Valley School Agricultural Department to replicate the successful organic production of the Future Farmers of America gardens by implementing sustainable best-practices, as well as compile, interpret, display, and disseminate these results to other agricultural education organizations within the state of Nevada.
- Partner with Doubletree Ranch to initiate a locally grown produce business and establish a local farmers’ market to meet the public demand for high quality and locally grown produce. The project will also provide a year round collaborative testing and research center for other farmers in Pershing County interested in pursuing conversion from alfalfa and livestock production to growing produce, flowers, fruits, and nut trees.
- Partner with the Great Basin Community Food Cooperative to continue to fund efforts to educate consumers regarding the health benefits as well as economic and environmental advantages of buying Nevada grown produce.
- Partner with NanaDew Herb Farm to provide the youth of Churchill County and surrounding areas an opportunity to learn agricultural sustainability, organic farming, and niche marketing through the experience of growing specialty crops, specifically strawberries, beans, edible flowers, and garden greens.
- Partner with Western Nevada College to sponsor two good agricultural handling and good agricultural practices (GHP/GAP) seminars, a Specialty Crop Institute “Road Show” and a grant writing workshop, as well as employ one or more student interns to develop and distribute specialty crop publications, news releases, and marketing materials for collateral initiatives.
- Expand its marketing of the specialty crop, buy-local, and other related programs through a combined print and media marketing campaign.

### **The New Hampshire Department of Agriculture, Markets and Food was issued \$104,561.11 to:**

- Partner with the New Hampshire Division of Travel & Tourism Development to use multi-media advertising that will tie into existing marketing channels for tourism. The program will also have an educational component for consumers that will include how to find and purchase local specialty crops.

### **The New Jersey Department of Agriculture was issued \$137,755.86 to:**

- Partner with American Cranberry Growers Association to identify fungicide control methods to reduce the expansion of fairy rings, develop methods to diagnose the pathogen and determine how new rings are being formed, and communicate results to stakeholders.
- Partner with the Garden State Wine Growers Association to redesign the New Jersey Wine Country Passport Book for the Wine Trail Weekend program, and create and display point of sale signage and billboards about the program.
- Partner with the New Jersey Beekeepers Association to develop a traveling display that documents the role and importance of beekeeping in New Jersey to inform and educate a variety of target audiences.
- Partner with the Tri-County Cooperative Auction Market Association to create a refrigeration unit to all cooperative members to sell specialty crop products at their seasonal, evening auctions and allow customers to pick up their product during the day time.
- Partner with the New Jersey Agricultural Society to offer specialty crop farmers and agribusiness continuing education seminars and interactive workshops to explore various agricultural topics.

### **The New Mexico Department of Agriculture was issued \$114,950.31 to:**

- The New Mexico Department of Agriculture will implement a ten-state New Mexico Green Chile Promotion focused on the retail market.
- The New Mexico Department of Agriculture will promote value-added chile products and educate consumers on how to use and enjoy frozen green chile and red chile puree.

## **The New York State Department of Agriculture and Markets was issued \$164,953.59 to:**

- Provide marketing and promotion resources to develop "buy local" campaigns in correlation with New York's geographic/tourism regions to directly benefit 500 specialty crop stakeholders.

## **The North Carolina Department of Agriculture and Consumer Services was issued \$178,439.83 to:**

- Partner with the NC Blueberry Growers Association, NC Watermelon Association, NC Apple Growers Association, NC Christmas Tree Association, NC Pecan Growers Association, NC Strawberry Growers Association, NC Commercial Flower Growers Association, and other specialty crop commodity associations to conduct a radio, TV, and magazine advertising campaign highlighting specialty crops that are available each month. The ads will include information on availability, nutrition, and how consumers can locate direct farm markets and other sales outlets where they can purchase these products.

## **The North Dakota Department of Agriculture was issued \$118,582.30 to:**

- Partner with the Minnesota Department of Agriculture and the Northern Plains Potato Growers Association to improve cultural practices and accelerate new variety releases through a breeding program and conduct presentations and exhibits at grower and industry meetings to disseminate information.
- Partner with the Minnesota Department of Agriculture and the Northharvest Bean Growers Association to increase awareness of the health benefits of dry beans among select groups of dietary professionals resulting in an increase in recommended levels of use of beans in healthy diets among consumers they reach.
- Partner with the Entrepreneurial Center for Horticulture at Minot State University-Bottineau to develop and deliver organic and specialty vegetable training modules via distance learning to producers.
- Partner with Northern Pulse Growers Association, North Dakota State University, and Northern Crops Institute to develop product specifications for use of pea protein concentrates as egg replacer in commercial refrigerated egg replacements products and in bakery items that utilize eggs.
- Partner with the North Dakota Nursery and Greenhouse Association to develop a multi-media campaign to educate the buying public about the health and economic benefits of purchasing locally grown North Dakota nursery and bedding plant products. It will promote food safety and security issues, the cost savings and health benefits of growing fruits and vegetables, the benefits of buying hardy and locally adapted plant materials, and it will help the buying public find these locally grown plant materials.
- Partner with the North Dakota Grape Growers Association to determine the economic impact of the grape and wine industry in North Dakota.

## **The Ohio Department of Agriculture was issued \$149,552.80 to:**

- Partner with Ohio State University's Center for Farmland Policy Innovation and the Social Responsibility Initiative to understand the local market distribution structure by cataloguing the types of products distributed, product sourcing, service area, trip logistics, food safety requirements, product point of entry and marketing strategies.
- Partner with Ohio State University and the Ohio Direct Marketing Team, and the Ohio Food Policy Council, Market Connections Task Force to bring together educators who will document specialty crop producer and retailer stories and their educational lessons learned. These stories will be shared in print and electronic formats to reach specialty crop producers and media outlets throughout Ohio.
- Partner with the Ohio Food Policy Council to identify innovations in marketing and distribution to help Ohio's specialty crop producers provide for increased consumption of Ohio produce.
- Acquire a mobile freezer so that specialty fruits and vegetables may be frozen for later sale to Ohio institutions.
- Partner with Ohio State University, the Ohio Direct Marketing Team, and the Ohio Food Policy Council, Market Connection Task Force to conduct a communications and educational campaign to increase specialty crop producer knowledge and participation in MarketMaker.

## **The Oklahoma Department of Agriculture, Food, and Forestry was issued \$113,598.87 to:**

- Fund participation in a program that allows small (less than 40 acres), limited resource farmers to apply for a plasticulture program, assist in the installation of up to one acre of plasticulture, fund land preparation, animal depredation, wildlife fencing, fertilizer, scales, irrigation systems, plants, and plastic.
- Continue a statewide advertisement campaign to increase awareness of farmers' markets and specialty crops.
- Provide grants up to \$2,500 to 100% Oklahoma Grown Farmers' Markets to purchase structures, signage, marketing promotional items, advertising, newsletter publishing, and other promotional items.

## **The Oregon Department of Agriculture was issued \$201,780.33 to:**

- Pair the expertise of private sector horticulture experts with the Oregon Department of Agriculture's knowledge and connectivity in the Japanese and Chinese markets in order to create a powerful and seamless supply chain network for plant material for the utilization of Oregon nurseries and Asian importers
- Conduct an annual symposium for U.S. state and federal officials, along with their counterparts from China, to share information and troubleshoot technical issues related to export sampling and certification of U.S. specialty crop products for export to China; and publish a "Best Practices" manual of current sampling and testing procedures as they are applied in the import surveillance setting in China.
- Expand capacity and train audit staff to provide audit services under the Global Food Safety Initiative
- Partner with the Oregon Association of Nurseries to review and identify prevailing definitions of sustainability and associated concepts and practices, establish a definition and related concepts and practices, and disseminate information to growers.

## **The Pennsylvania Department of Agriculture was issued \$158,590.56 to:**

- Partner with Penn State University to monitor and document the occurrence of high-risk pathogens threatening specialty crops in Pennsylvania; develop and implement highly sensitive diagnostic methods for such pathogens; and organize the accumulated knowledge on the target pathogens and the diseases caused by them in a web accessible and searchable format to assist grower education.
- Partner with USDA, National Agricultural Statistics Service to conduct an orchard and vineyard production survey.

## **The Department of Agriculture of the Commonwealth of Puerto Rico was issued \$114,894.00 to:**

- Introduce and promote a new brand for specialty crop products; provide small and medium firms sponsorship and coordination for participation in domestic and international expositions and trade shows; and promote specialty crop firms and local products through television, radio and print advertising.

## **The Rhode Island Division of Agriculture was issued \$102,871.81 to:**

- Partner with the Rhode Island Farm Bureau to develop a video that will illustrate all aspects of running a successful fruit and/or vegetable farm for students and other interested individuals, which will be showcased at elementary schools and other public settings.
- Partner with the Rhode Island Center for Agriculture Promotion & Education to develop marketing campaigns to promote Rhode Island farms as well as design and implement a series of training and professional development programs for specialty crop and other farmers interested or engaged in agritourism and/or alternative enterprises.
- Partner with the Kids First Group to further the development of the statewide Farm to School Program to increase the amount of locally grown, fresh produce offered at local schools.
- Partner with Farm Fresh Rhode Island, a Brown University community group, to ensure that the information concerning Rhode Island farm data is accurate on the Farm Fresh Rhode Island website as well as simplify the site's design to maximize clarity and functionality.
- Continue to expand on a "buy local" initiative by conducting produce preparation demonstrations at all Rhode Island farmers' markets and participating roadside stands; update its Rhode Island Agricultural Display; continue marketing projects with Harvest New England; make point of purchase advertising material available to farmers.

- Partner with the College of Environment & Life Science at the University of Rhode Island to install field trials of new heirloom tomato varieties as well as provide demonstrations concerning organic farming techniques for local farmers.
- Partner with the Pezza Farm to establish Garden Center Classes for annual and perennial cut flower production as well as enhance the product line of floriculture growers in Rhode Island.
- Partner with the Rhode Island Rural Development Council to develop and deliver an intermediate training course concerning the bee pollination process of specialty crops in Rhode Island.

**The South Carolina Department of Agriculture was issued \$121,848.28 to:**

- Provide signage, promotional materials and promotional events to support placement of new produce stands.
- Partner with the South Carolina Peach Council, South Carolina Watermelon Board, and the South Carolina Fruit, Vegetable and Specialty Crops Association to conduct a summer fresh fruit and a fall vegetable retail and food service promotion.
- Acquire the assistance of a merchandising firm to go into food stores and insure certified branding and marketing materials for specialty crops are in place and properly displayed.
- Provide displays and promotional events at specialty crop trade shows for producers.
- Provide support to the nationally syndicated, Clemson University and SC ETV program highlighting South Carolina fruits, vegetables, and nursery crops.
- Partner with South Carolina Farm Bureau to produce and distribute healthy eating habits information to elementary schools in South Carolina through Ag in the Classroom.

**The South Dakota Department of Agriculture was issued \$101,745.61 to:**

- Partner with the South Dakota Department of Health to identify barriers to increased fruit and vegetable intake through surveys and focus group evaluations
- Partner with Steve Polley to grow hops in a heated greenhouse and conduct field days to educate others who are interested in growing hops.
- Partner with Firehouse Brewing Company to produce hops for local and regional consumption as well as educate local citizens about the growth of hops plants through events such as field days.
- Partner with Twin Brooks Farmer’s Market to develop the market to sell culinary herbs and honey products and increase the general public’s awareness about these agricultural products.
- Partner with the Black Hills Grape and Berry Growers Association to organize and conduct an educational seminar to keep South Dakota grape and berry growers current on the issues they face as producers.
- Partner with Jackson Winery & Vineyards, LLC to research the use of a plant growth regulator on grapes to help accelerate the maturation process to allow the fruit to attain higher brix and desirable acid levels needed to produce a quality wine and produce a report for the South Dakota wine industry.
- Partner with Thelma Deffenbaugh to complete two trial methods of planting and growing ginseng and publicizing the results on which method has the greatest economic return.
- Partner with South Dakota State University to research and report antioxidant melatonin levels in Midwestern wine grapes and wine relative to total phenolic content and antioxidant activity.
- Partner with South Dakota Specialty Producers Association to conduct a “Buy Fresh Buy Local” branded campaign.
- Plan and organize a Wine Pavilion during the State Fair to allow consumers to sample South Dakota wine.

**The Tennessee Department of Agriculture was issued \$123,396.81 to:**

- Continue to partner with the Tennessee Farm Bureau Federation to conduct a statewide buy local branding program, produce local food resource guides, conduct advertising, and distribute educational/promotional materials.

- Partner with the University of Tennessee to develop and conduct multi-lingual statewide workshops in English and Spanish aimed at educating farmers and farm laborers on how to comply with requirements of Good Agricultural Practices. Grants will also be provided for specialty crop producers to support the cost of 3rd party Good Agricultural Practices/Good Handling Practices audits.

### **The Texas Department of Agriculture was issued \$213,830.67 to:**

- Partner with the Texas A&M Agrilife and Extension Center at Stephenville to renovate the present greenhouse structure to utilize greenhouse space in for the production and protection of the citrus industry's foundation budwood sources from potential infection by the Asian Citrus Psyllid.
- Partner with the Texas Nursery and Landscape Association to write the content for and develop the website for online retail and landscape training and develop marketing materials to promote the training site to the industry.
- Partner with the Texas Florist Association and retail florists across the state to expand "buy local" promotions by developing media ads and materials promoting how to find local florists.
- Partner with the organic industry to develop seminars designed to help small producers develop and grow their businesses and develop informational pieces educating the public about what organic products are available from Texas producers and how to find them.
- Partner with more than 100 farmers market associations across Texas to develop and distribute informational pieces to promote the markets.
- Promote Texas produce in restaurants by developing both trade and consumer promotions including culinary educational efforts promoting locally grown produce to chefs and restaurateurs, as well as creating unique opportunities for restaurants to showcase seasonal menu selections.
- Partner with the olive industry to develop in-store demonstrations and other marketing materials to help promote Texas olives in retail stores.
- Partner with the Texas Pecan Growers Association to begin development of training materials and a training seminar to help Texas producers inform Chinese buyers about the benefits of buying Texas pecans.
- Develop a contest to encourage students to eat more fruits and vegetables by developing a calendar in which the students will receive a sticker each time they eat a fresh fruit or vegetable in school. Once the calendar is full of stickers the student can color the back of the calendar, submit it to us and compete against other students statewide.

### **The Utah Department of Agriculture and Food was issued \$105,687.31 to:**

- Partner with the Utah State Horticulture Association to integrate the most current orchard management technology including utilizing weather stations to provide updated crop water use based on calculated evapotranspiration, using soil moisture sensor, and developing and implementing critical levels of soil moisture for regulated deficit irrigation into commercial fruit orchards in Utah.
- Partner with the Utah State Horticulture Association to evaluate the effectiveness of two different types of insect trap lures used in monitoring codling moth in Utah's mating disrupted apple orchards. The data collected from traps will be analyzed to assess the attractiveness of the two lures; refine predictions of fruit injury from trap catch developed from data collected from 2006 through 2008; and a refereed research manuscript will produced with the results of the useful trap threshold for each of the two lures.
- Partner with the Utah State Horticulture Association to utilize a diagnostic growth medium (CCT) to quickly and accurately determine when the fire blight pathogen becomes active in commercial apples grown in Utah.
- Partner with the Utah State Horticulture Association to expand orchard research plots to improve weed control practices in orchards; explore weed management techniques that will enable growers to continue, intensity IPM, certified organic, and sustainable orchard management systems; and compare various weed control strategies for conventional production systems.
- Partner with Utah State Horticulture Association to test the effectiveness of four different hand-applied, field-aged dispensers using the residual analysis and volatile trapping system method.

- Partner with Utah State Horticulture Association to document the benefits and/or consequences between different orchard floor management scenarios of cover crops and demonstrate the feasibility of organic and reduced input peach production in Utah.
- Partner with Payson Fruit Growers to bring in a representative from AIB International to provide a seminar for fruit growers in practical and reasonable horticulture and farm management practices that will improve their understanding of food safety.
- Partner with Wasatch Community Gardens to provide hands-on lessons in gardening to primarily low-income youth participants so as to foster an interest in consuming fresh fruits and vegetables, as well as the skills and knowledge to grow and prepare those foods.
- Establish the Utah Fruit and Vegetable Growers' Association, which will be a nonprofit organization that will provide networking and educational opportunities to vegetable and fruit growers throughout Utah, regardless of the size, location, or purpose of the operation.
- Partner with Dawn House to refurbish the Pioneer Craft House green house, provide gardening and plant identification courses to disadvantaged/refugee adults and youth, and restart and host a weekly farmers market in the City of South Salt Lake.
- Partner with Utah State University to monitor soil and air temperatures, track energy use, monitor plant growth and identify flower dates, and measure yield and quality of tomato and strawberry fruits in high tunnels, which will establish production information on the economic cost and potential market returns. This information will be used in production guides and fact sheets.
- Partner with Utah State University's Department of Plants, Soils and Climate to continue and finalize its investigation of the southern Utah native shrub, *Eriogonum corymbosum* (EC), for development of potentially economically valuable cultivars, quantify its degree of drought tolerance, as well as its tolerance for wet soils during nursery production and in irrigated landscapes.
- Partner with the Utah State University Extension Office in Carbon County to expand the High Desert Growers Farmers' Market, which will establish and advertise a farmers' market in Castle Dale, Utah.
- Partner with the Utah Botanical Center to develop a farmers' market that will promote the purchase of local produce and artisan food products, provide sustainable home and garden demonstrations, and provide educational opportunities concerning good nutrition of children and adults.
- Partner with Utah State University's Department of Plants, Soils and Climate will utilize the knowledge and expertise of botanists, natural resource managers, and others to locate and document specimens of trees and shrubs that conserve water and are commercially viable for the landscape industry.
- Partner with Utah State University to establish a study to determine the effectiveness of mating disruption on a five-acre block of black currants in northern Utah for one season.

### **The Vermont Agency of Agriculture was issued \$102,787.35 to:**

- Design and distribute a seasonal marketing publication as well as support marketing and technical activities related to specialty crops in Vermont's Quadricentennial Celebration and new agritourism/culinary tourism program activities.
- Continue to partner with regional and national organizations, including the U.S. Apple Association, the U.S. Apple Export Council and the New England Apple Association, to offer educational and training activities for growers and other industry workforce that will include topics such as horticultural techniques (pruning, grafting, etc.) for orchards, pest management techniques, new apple cultivars, and marketing issues.
- Continue to partner with the Vermont Grape and Wine Council to improve and provide educational opportunities for producers of grapes and other fruits for wine production.
- Partner with the vegetable and berry industry and the University of Vermont extension leaders to organize a series of industry education and training programs incorporated into existing events as well as new regional or specific-topic events.

- Partner with the Vermont Beekeepers Association to assist beginning beekeepers through the provision of a 50 percent cost share for bees and related hive equipment as well as provide educational opportunities for new and experienced beekeepers.
- Partner with the American Brewers Guild, the Vermont Brewer's Association, and farmers to research hop harvesting and to identify sites for commercial hop production in Vermont.
- Work with the Christmas tree industry organizations to coordinate marketing activities that will benefit both wholesale and direct market sales of Christmas trees.

### **The Virginia Department of Agriculture and Consumer Services was issued \$123,565.74 to:**

- Partner with the Eastern Shore Agricultural Research and Extension Center to define a sustainable comprehensive nitrogen management program for commercial fresh market tomato production.
- Partner with Virginia State University to conduct field trials concerning powdery mildew control in winter squash at organic farms and at Virginia State University's Randolph Farm to test organic control products on different varieties of winter squash to provide reliable information to growers.
- Partner with Virginia Tech to research digital climate, soil, physical land features, and satellite imagery data to develop a high-resolution Geographical Information System (GIS) resource for vineyard site selection;
- Determine the economics and best practices in developing an organic blueberry operation in contrast to a traditional (non-organic) operation.
- Determine the economics and best practices in developing an organic blueberry operation in contrast to a traditional (non-organic) operation.
- Partner with Virginia Tech's Hampton Roads Agricultural Research and Extension Center to develop a new system for producing, holding, and marketing landscape-caliper trees bare root for bare root planting to the landscape.
- Partner with the Virginia Pumpkin Growers Association to improve the efficiency of pumpkin production and promote Virginia pumpkins through the use of "Virginia Grown" bins, stickers, and labels, educational meetings, and website updates.
- Partner with the Southside Beekeepers Association to purchase honey processing and bee education equipments to be utilized by association members, allow small beekeepers to develop their business, and provide resources for educational outlets.

### **The Washington State Department of Agriculture was issued \$287,906.47 to:**

- Partner with the Mercer Island Farmers Market to conduct marketing and outreach campaign using postcards, posters, print ads, and market bags to promote unique and heirloom specialty fruits and vegetables, increase attendance and specialty crop vendor revenues at the market, and highlight the importance of preserving farmland and supporting local farmers.
- Partner with the Cascade Harvest Coalition to conduct market research to attract consumers, provide outreach tools and tactics, and implement specific strategies at their farmers markets.
- Partner with the Neighborhood Farmers Marketing Alliance to design and distribute newsletters to educate consumers about local farmers, events, local fresh produce calendars, and recipes.
- Partner with the Vashon Island Growers Association to promote their farmers' markets by sharing profiles of specialty crop farms and farmers.
- Partner with the Washington State Farmers Market Association to promote specialty crop farmers through printing and distributing of the Washington State Farmers Market Association market guides.
- Partner with the Maple Valley Farmers Market to open a farmers market in Maple Valley, WA.
- Partner with the Poulsbo Farmers Market to promote specialty crop farmers and their products at the farmers' market through distribution of a flyer.

- Partner with the Washington Mint Commission to conduct a "pilot scale" of laboratory studies conducted previously extracting oil using a solvent-free microwave extraction process reducing the energy required.
- Partner with Washington State University to generate science-based knowledge on grapevine fanleaf disease and deploy best management practices to prevent the spread of grapevine fanleaf disease.
- Partner with the Institute for Washington's Future and Washington State University's Center for Sustaining Agriculture and Natural Resources to recruit and schedule leading experts on the application of bio-products for improved soil fertility and pest control at bio-products conferences in Washington.
- Partner with the Washington State Potato Commission to continue to fund a comprehensive food safety program for the Washington potato industry. The program will include employee food safety training materials, a template for standard operating procedures, signage for farm use, step by step instruction on what documentation needs to be in place for becoming USDA Good Agricultural Practices (GAP) certified, and a cost share reimbursement for a USDA GAP audit.
- Partner with the Washington State Horticulture Association to address food safety, education, and environmental concerns through implementation of GRASSP: Growers Response to Agriculture, Safe, and Sustainable Practices.

### **The West Virginia Department of Agriculture was issued \$100,563.10 to:**

- Participate in the North American Farmers' Direct Marketing Educational Program and Tour to learn about advances, trends, and opportunities within the specialty crop industry that can be shared at the West Virginia Small Farms Conference.
- Partner with Orchard Manor, Kanawha Valley Garden Association, and WV Department of Agriculture-Guthrie Complex in collaboration with Manna Meal and the Montgomery Farmers Market to identify several public assistance programs to initiate or develop community gardens and markets with specialty crop growth and develop a model employee workplace health improvement program that uses gardening as a catalyst
- Partner with the West Central Beekeepers Association to reintroduce bees to central West Virginia in 2009 by educating potential beekeepers through a series of classes and hands-on demonstrations.
- Partner with West Virginia Beekeepers Association to develop a local source of bee colonies (package or nucleus colonies) for annual replacement stock, which will assist in the prevention of the transfer of Africanized genes in West Virginia.
- Partner with West Virginia Queen Producers to expand on prior efforts of raising local queen bees by providing additional equipment, training, and subsidies to local producers that provide queens to all registered beekeepers in West Virginia.
- Partner with Amma Farmers' Market to strengthen specialty crop development, availability, and profitability through advertising, promotion, and expansion of market resources.
- Partner with Fayette County Farmers' Market to increase traffic at three farmers' markets and create incentives for individuals to attend the markets through a recipe book and ride-share program.
- Partner with the Garden Fresh Country Market producer association to increase public awareness of the availability of specialty crops in the northeastern Preston County region through expanded promotional efforts including advertising in the local media, market brochures, informational pamphlets, banners, and other promotional activities.
- Partner with the Gilmer County Farmers' Market to increase senior citizen and public participation in the market through the purchase of scales, market signage, and consumer shopping incentives.
- Partner with the Monroe Farm Market to develop marketing materials to advertise the market and enhance the current website to expand sales volume via ecommerce channels.
- Partner with the Wood County Development Authority to develop multi-media marketing materials for the newly established Downtown Farmers' Market Place.
- Partner with the Spencer Farmers' Market to advertise through newspaper, radio, and live radio to promote and publicize the Spencer Farmers' Market, which will enhance the profitability and sales of specialty crops.
- Partner with the Hometown Marketers to create a space adjacent to a community garden designed to provide retail sales of specialty crops and a corresponding website to educate participants about growing, preserving, and using specialty crops.

- Partner with Weirton Farmers' Market to design and develop banners and posters to promote the five markets to increase awareness and sales.
- Partner with Collaborative for the 21st Century Appalachia to increase the functionality of its website and provide enhancements to increase the access to interactions of farmers, chefs, and consumers.
- Partner with Fresh Feast on the Farm to feature specialty crops at local celebrations of food and community, sponsor at least one dinner that highlights locally produced crops, as well as develop and publish an event website and other publicity information.
- Partner with ACE Adventure Resort to develop a production plan and infrastructure for heirloom tomatoes on a site that previously was utilized by a coal mine to determine production feasibility and provide resort with produce throughout the summer months.
- Partner with Cole Farms to improve production efficiency, expand the utilization of a water wheel planter, and implement a packing line with product washer. Project staff will also facilitate field and training day, collect data on the efficiency expectations, and publish the results after the evaluation.
- Partner with Hillbilly Daylilies to develop and demonstrate coldframe production methods to sustain and improve the viability of daylilies and enhance their market competitiveness of this specialty crop in West Virginia.
- Partner with Jett Farms to investigate a way to impound rainfall run-off from the high tunnel which can be used at low pressure to drip irrigate strawberries growing within the high tunnel.
- Partner with Lambert's Vintage Winery to utilize and demonstrate new varietal planting, build a wildlife fencing system, and install a stronger trellis system that will increase production, reduce losses, and document any significant decreases in out-of-state product purchases while introducing new wine varieties to the public.
- Partner with the New Appalachian Farm and Research Center to create and promote a business model that will capture the economic leakage of agriculture in West Virginia by building a local food system.
- Partner with The Potager to provide information concerning organic, sustainably grown vegetables to the home vegetable gardeners and small family-owned farms in West Virginia through farmers' market promotion materials, signage, and labeling.
- Partner with the West Virginia University Extension Office to investigate the production of pumpkins using a cover crop.
- Partner with the West Virginia Department of Tourism to highlight and provide a specialty crop presence in two food-based receptions celebrating West Virginia and its specialty crop based agritourism operations in Washington, DC.
- Partner with Garrett Cole of the Future Farmers of America to increase awareness of specialty crops through the development of educational materials that will be used with school visits to measure and teach specialty crop production agriculture.
- Partner with Liberty High School to present an advanced foods course focusing on Appalachian specialty crops and the growing, harvesting, and processing of these crops for consumption.
- Partner with West Farm to provide hands-on education opportunities to 4-H participants that concern the growth and market of six varieties of culinary herbs. The program of study will include the budgetary functions, production, direct marketing, packaging, and sales at local farmers' markets.

**The Wisconsin Department of Agriculture, Trade and Consumer Protection was issued \$144,090.73 to:**

- Hire a consultant to assess the food safety needs of specialty crop producers and to implement an appropriate program that will assist producers in solving food safety issues that may be impeding them from entering new markets.
- Optimize the SavorWisconsin.com website search engine for specialty crop producers, which will improve the quality and quantity of Wisconsin specialty crop producers listed. Additionally, articles featuring Wisconsin's specialty crops will be published to drive traffic on the website.

- Provide the Christmas tree industry with needed pest management resources by conducting a technical workshop to discuss integrated pest management (IPM) techniques and provide technical resources specifically tailored to the Christmas tree industry;
- Conduct a statewide survey of snap beans for a panel of bean viruses. The results of this project will be reported to participating producers.
- Conduct a delimiting survey and testing for tobacco rattle virus to identify the scale of the problem in Wisconsin. Results will be reported to participating producers and the potato-growing industry to assist with integrated pest management practices.

**The Wyoming Department of Agriculture was issued \$101,266.98 to:**

- Partner with the Rock Springs Main Street Program to develop a downtown community garden and purchase a mobile commercial kitchen to conduct demonstrations on recipes, canning procedures, and food safety.
- Establish a position for to monitor the progress of the Specialty Crop Block Grant Program projects as well as promote and educate about specialty crop opportunities in Wyoming.
- Contract with the Lander Pushroot Community Garden in Lander, Wyoming to prepare a community garden, which will provide a percentage of the produce grown to a local food bank and offer workshops on recipe development, canning, and produce season extension.
- Continue and expand the small grant program for producers and agricultural organizations to develop native plant production, diversify vegetables, extend specialty crop season, and increased crop productivity.
- Partner with the Wyoming Grape and Wine Association to increase the quality of grapes and wine in Wyoming through the development and distribution of a grape growing manual that provides growing tips, variety information, and how to successfully grow grapes in Wyoming.