



Specialty Crop Block Grant Final Report

Select Michigan Market Enhancement Program

Creating Economic Opportunities for Michigan's Specialty Crop Producers and Businesses by Promoting the Importance of Buying Local to Michigan Consumers and Retailers

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This grant was planned to enhance the State of Michigan's existing Select Michigan Program with a goal of re-connecting consumers with agriculture in a retail setting as the first step in increasing their demand for Michigan specialty crop products. The Select Michigan market enhancement program was designed to reach this audience with nutritional, social, and economic messages and offered opportunities to specialty crop producers and businesses to access this ready market.

GOAL #1: PROVIDE MARKET DEVELOPMENT AND ENHANCEMENT FOR MICHIGAN SPECIALTY CROP FARM AND FOOD BUSINESSES.

OUTCOME 1: *Create at least 3 new retail marketing campaigns that will influence consumers to increase their purchases of Michigan grown products.*

Select Michigan staff funded by this grant provided one-on-one technical assistance to farm and food businesses and retailers to create and implement retail promotions for Michigan blueberries, carrot/onion/potato, and apples. They were designed to change consumer purchasing behavior in new Michigan market areas.

Step 1. Create an enticing "Product" (a package of benefits associated with the desired action).

Staff worked to develop a package of messages suited to Michigan that helped consumers understand and recognize the benefits of buying local fruits and vegetables.

Some of the messages were adapted from those originally developed by the Food Route network.

Main Message: *Select Michigan. It's good for you, our growers, and our local economy.*

Campaign Messages (support for main message):

Select Michigan Grown, It's Thousands of Miles Fresher.

Key Talking Points: Local food is fresher, tastes better and comes from farmland near you. Local Michigan farmers can offer produce varieties bred for taste and freshness.

Many fruits and vegetables can lose up to 50% of their nutrients in just five days time. Buying Michigan locally grown food is a healthier choice.

Why Buy Food That Is Better Traveled Than You Are?

Key Talking Points: The best tasting foods ripen right close to your home. Food travels an average 1,500 miles from farm to table and accounts for fifty per cent of the trucks on our interstate system. Buying Michigan locally grown food is a fresher choice.

Plant Your Dollars Close to Home.

Key Talking Points: Family farms are an endangered American tradition. Buying locally benefits and strengthens our communities by boosting the local economy and preserving farmland. Buying Michigan keeps your food dollars circulating in our communities and keeps farm families on the land.

Come Home to Eat.

Local food fits best with the traditional recipes we use at home with our families. Buying Michigan locally grown food helps consumers become more aware of their own relationship to the land and the land stewardship practices used to grow the food they eat. Buying Michigan locally grown food supports families.

Growers Support Michigan's Economy.

Key Talking Points: With each local Michigan food purchase, you ensure that more of your money spent on food goes directly our growers. Growers provide beautiful and productive open spaces and habitat, generate revenue for local, county and state taxes, and employ local labor in communities where they farm. They're concerned about our communities because they also live and raise their families here.

What Can You Do To Help?

If every Michigan family would buy just \$10 a week of local Michigan fruits and vegetables it would keep \$37 million new dollars each week working for you right here at home.

Step 2. Minimize the "Price" the target audience believes it must pay in the exchange (not usually dollars);

Consumers were introduced to the concepts of understanding the real price of the food they eat and the importance of purchasing local Michigan products. The messaging campaign also enabled consumers to understand the nutritional, economic and social advantages (price) of eating local fruits and vegetables. This was done through the use of in-store signage, in-store radio, paid radio, paid advertising, billboards, TV, and/ or in-store events.

Step 3. Make the exchange and its opportunities available in "Places" that reach the audience and fit its lifestyles.

Several retail partners joined on to the campaign. Meijer, Spartan (D&W Fresh Markets, Family Fare, and Glens Markets), Save-A-Lot, and Kroger were our major retail partners. Major activities were centered in the Detroit and Grand Rapids areas. Together these areas and retailers represented an 80% market share which enabled the program to reach the greatest number of consumers with the least cost.

Step 4. “Promote” the exchange opportunity with creativity and through channels and tactics that maximize desired responses.

Because funding was limited and our audience was large, we recognized that we could never influence consumer purchasing behavior by utilizing only one market technique. Therefore it was decided that the program would utilize a *vertical buy* method as a way of reaching the largest number of consumers. For instance, instead of using all of the money to just do billboards, each promotion was designed to include a package of marketing elements all designed to support each other. The goal was to reach the largest number of consumers with our messaging with the least amount of cost.

Staff created and nurtured relationships with providers that were rated number 1 in each city for the demographics we were targeting; women 25-50 years of age. Because we could assure them that we would be buying multiple sequential packages, they each gave us significant discounts or added value. This will be identified for each promotion we are reporting on.

Promotions were designed and coordinated by program staff in consultation with product sponsors. Grant funds primarily funded the technical assistance staff and a portion of the actual promotion. In most cases staff were able to raise sufficient private funds to support most of the actual campaign work.

Campaign Elements Detail

Media and Print

For this grant, the major PR activities centered on the use of Spartan in-store radio, paid commercial radio, Women’s Lifestyle Magazine ads, retail ad circulars, TV segments/programs, websites, and billboards.

Spartan In-Store Radio

70% of all purchasing decisions are made in-store (Point of Purchase Advertising International). Consumers are receptive to in-store advertising, with 55% of the shoppers recalling ads while shopping. Additionally 40% of the shoppers that recalled hearing the ads made a purchase they were not planning to make according to a recent Arbitron study, “The Impact of Retail Audio Broadcasting.”

Using this powerful medium, the Select Michigan Program committed to a minimum schedule of 10 four-week periods. For that commitment, we were given a 50% discounted rate (lowest offered to any vendor). We could use this discount for Select Michigan promotions or it could be passed on to our Select Michigan partners. Both the Michigan Apple Committee and Cherry Central took advantage of the discounted rate and purchased additional advertising for their products. For this grant, the program purchased 4 total periods (16 weeks) for the promoted Michigan specialty crops.

Each period consists of spots played each hour, 24 hours per day, 7 days a week, for 4 weeks. Some periods were purchased for only the Spartan corporate stores; Family Fare and D&W in West Michigan and Glens Markets in Northern Michigan. That represented a total of 68-70 stores. Some promotions extended their reach to the independently owned Spartan Stores throughout the entire state including Detroit and

the Upper Peninsula of Michigan. The number of stores in that network has steadily increased to 239 toward the end of the 3 retail promotions.

The following table represents the work that was done for the 3 retail promotions. Select Michigan spent \$12,800 on in-store radio using the discounted rate. However, the real cost was \$25,600. For the promotions, 536,256 consumer messages were run at a cost of \$.02 per message. This represents a 1:2 return on the investment.

Promotion	Date	Description	SM Cost	Real Cost	Impressions
Blueberry	July 07	4 weeks	\$3,200.00	\$6,400.00	107,520
		160 stores			
Apple	Oct. 07	4 weeks	\$3,200.00	\$6,400.00	107,520
		160 stores			
Potato	Nov. 07	4 weeks	\$3,200.00	\$6,400.00	160,608
		239 stores			
Apple	Dec. 07	4 weeks	\$3,200.00	\$6,400.00	160,608
		239 stores			
Total			\$12,800.00	\$25,600.00	536,256

Commercial Radio

Select Michigan continues to purchase paid radio to promote Michigan specialty crops and Select Michigan activities. In FY 2007 radio spots were purchased in two markets; Grand Rapids and Detroit. Since on average, radio holds onto more than 92% of Its Lead-In Audience during commercial breaks with one minute commercials holding nearly all of the Lead in Audience (What Happens When the Spots Come On: The Impact of Commercials on the Radio Audience 2006), Select Michigan has chosen to produce spots in increments of one-minute or less. Paid radio has shown to be an effective way to communicate Select Michigan messages to the widest audience.

A total of 807 radio spots were placed as part of this grant and the Select Michigan logo/information was included on the station’s websites for each month at no cost. Significant discounts were given to the program because of the period of commitment for the radio buys. Value-added was documented when available. Some stations considered this information proprietary.

Grand Rapids Market

In Grand Rapids the Select Michigan radio partner is New Lite Rock, WLHT 95.7, a.k.a. W-Lite. (<http://www.wlht.com>). This station is owned by Regent Communications. The talent used exclusively for the program is Kim Carson. The station is ranked #2 for women listeners between the ages of 25-54 and Kim is the #1 talent for that audience. WLHT has partnered with the program since 2003 and as part of their commitment to the program have given us significant discounts. For this period, the program spent \$15,839 for media in the Grand Rapids market. The station gave Select Michigan \$36,560 in added value for their investment. This included additional mentions, entertainment updates, website inclusion, and the Lite Rock Café. This represents a 1:4.3 return on investment.

Detroit Market

In Detroit the Select Michigan radio partner is Magic 105.1, WMGC, a.k.a. Magic Radio (<http://www.detroitmagic.com>). The talent used exclusively for the program is Mitzi Miles and Jim Harper. The station is positioned to reach the Program's target demographic audience. The program spent \$12,695 on media in the Detroit market. The station gave Select Michigan \$12,695 in added value. This included an ad on their website (\$2,000 per month) as well as additional commercials and mentions (\$4695). There was no discount on the second buy because of the late booking. Overall, this represents a 1:1 return on investment.

The Travel Queen Show

The Travel Queen Show is a weekly two hour live travel talk show. The host is renowned world traveler and talk show personality, Jane DeGrow (<http://www.travelqueen.com>). The show has been on the air for over 13 years and has become a staple on the Saturday morning talk radio circuit. *The Travel Queen Show* is independently owned and operated by Jane DeGrow and is broadcast throughout the state of Michigan on the Michigan Talk Network, a subsidiary of Citadel Broadcasting.

In October of 2007, Jane featured all about Michigan Apples on her show. It was taped at a live radio remote.

The program schedule called for (4) :60 second commercials to run on each station and each program ran for 5 weeks starting on 9/29/07 thru 10/27/07. The schedule total was 20 commercials per station over the 5 weeks. This equaled over 44 commercials per week and over 220 commercials total and was combined with the Travel Queen doing the spot and the live remote appearance.

Below is a listing of the stations that the Travel Queen broadcasted on and what time they ran the show. Many of the stations re-ran the show several times throughout the weekend; so the list below represents the minimum broadcasts for the weekend.

Travel Queen Show

Hastings	WBCH 1220am LIVE Saturday 10am-noon
Ludington	WKLA 1450am LIVE Saturday 10am-noon
Manistee	WMTE 1340am LIVE Saturday 10am-noon
Saginaw	WNEM 1250am LIVE Saturday 10am-noon
St. Joe/Benton Harbor	WSJM 1400am LIVE Saturday 10am-noon

These stations ran the show on Sunday due to college football:

Lansing	WJIM 1240am Sunday 2-4pm
Traverse City	WJML 1210am Sunday 2-4pm
Mt. Pleasant	WMMI 830am Sunday 2-4pm
Muskegon	WKBZ 1090am Sunday 2-4pm
Petoskey	WJML 1110am Sunday 2-4pm
Sandusky	WMIC 660am Sunday 2-4pm

Radio Summary

Promotion	Vendor	Description	SM Cost	Real Cost	Impressions
Blueberry July 07	Magic Radio	4 wks commercials 192 spots	\$4,695	\$9,390	
Apple Oct 07	Travel Queen/ Citadel	Live Remote, Interview & Talent 5 wks commercials 220 spots	\$1,170 \$830		
	W-Lite	4 wks Commercials 80 spots	\$6,000	\$8,500	199,600
		4 wks of Entertainment Update Radio Remotes	N/C \$750	\$1,200	
	Magic Radio	3 wks commercials 3 wks news sponsorship 120 spots	\$8,000	\$8,000	
Potatoes Nov 07	W-Lite	3 wks Commercials 68 spots	\$3,025	\$8,500	149,700
		Entertainment Update Radio Remote Talent 1 Radio Remote	N/C \$250 N/C	\$1,200 \$400	
Apples Dec 07	W-Lite	3 weeks Commercials 127 spots	\$5,064	\$10,960	149,700
		3 wks. Entertainment Update 3 Radio Remotes/Call-ins Radio Remote Talent	N/C N/C \$750	\$1,600 \$1,200	
Total			\$30,534	\$50,950	499,000

Television

The Select Michigan Program increased their media exposure with the addition TV with the addition of the 2 SCBG funded technical staff.

Made in Michigan

In the summer of 2007, the Select Michigan Program reached out to Channel 3; www.wvmt.com, a CBS affiliate in Kalamazoo which covers all of west- central and southwest Michigan (St. Joseph, Calhoun, Van Buren, Kalamazoo, Allegan, Ionia, Kent, Ottawa, Montcalm, Cass, Newaygo, Muskegon Oceana, Berrien, Eaton and Barry). That includes the cities of Kalamazoo, Battle Creek, and Grand Rapids. With the concept of introducing viewers to Michigan products and the importance of selecting Michigan, the *Made in Michigan* segment was taped and aired on the noon news program. The *Made in Michigan* program time slot has anywhere from 36,000 to 42,000 viewers depending on the time of year. For example, during the summer the program is watched by nearly 56,000 viewers.

The Station created the program and website at no cost to Select Michigan. During the 2007 growing season, the program showcased a Michigan specialty crop on each segment. Two episodes a month were done beginning in August 2007. Blueberries, carrots, onions, apples, and potatoes were featured during their respective grant promotions. Priscilla Massie, Michigan Culinary Historian and Cookbook Author is the host of each show. The Program covers her talent fee of \$300 plus food costs per program.

By going to the website www.wvmt.com/sections/made-in-michigan current and archived programs can be viewed. Copies of the program are included in the Attachments.

“Do you want to learn more about great food products for healthy living that are produced right here in Michigan? "Made in Michigan" highlights Michigan fruits and vegetables. Each segment emphasizes the importance of buying Michigan products and includes a tasty new recipe. "Made in Michigan" is featured the first and third Thursday of every month, on NEWSCHANNEL 3 Live at Noon.”

Made in Michigan Channel 3 TV	Select MI Pd. (Talent/Food)	Real Cost (Airtime/ Production)
Blueberry	\$300.00	\$2,600.00
Onion	\$326.06	\$2,600.00
Carrot	\$327.82	\$2,600.00
Apple Fresh	\$300.00	\$2,600.00
Apple Processed	\$300.00	\$2,600.00
Potato Chipped	\$325.53	\$2,600.00
Potato Fresh	\$325.53	\$2,600.00
MI Holiday Apple	\$300.00	\$2,600.00
Specialty Crop Holiday Gifts	\$300.00	\$2,600.00
Total	\$2,701.94	\$23,400.00

The Select Michigan investment of \$2,701.94 for talent/food alone realized an added value of \$23,400 for free airtime and production. This represents an 1:8.66 return on investment.

Print

Women’s Lifestyle Magazine

This is a syndicated monthly magazine dedicated to the interests of women. Their mission is to provide women with information that is essential, enlightening and entertaining. The content of Women's LifeStyle is well-balanced, resourceful and sincere. It was published monthly in the Grand Rapids area and is available free at partnering retail stores and is the only publication devoted to greater Grand Rapids area women. With 82% of all major purchasing decisions being made by women, Women’s Lifestyle remains an important vehicle in getting our message to the target audience.

In Grand Rapids the magazine has a readership of 50,000 women per month ages 25 to 54. 82% of them have an average household income of more than \$50,000 per year. The Program placed 8 full page color ads in 4 issues (\$7,200). Each ad reached 200,000 people for a total of 1.6 Million. The Program paid a discounted rate of \$900 per

full color page ad including design. The regular page rate is \$1,150 + \$125 per hour design fee (\$10,200). For October, the magazine also ran free apple recipe pages, an added value of \$1600. This discount was also given to Select Michigan partnering companies and businesses. Using this discount, retailer Meijer, Inc. secured 4 ads through Select Michigan for Michigan Blueberries, Carrots, Apples and Potatoes.

The return on investment for Women's Lifestyle Magazine in Grand Rapids was almost 1:1.64.

Edible WOW Magazine

This is a quarterly color magazine that celebrates the abundance of local foods in Southeastern Michigan. The magazine's focus is on the region's family farmers, brewers, food artisans, chefs, home gardeners, and others who have a dedication to producing and using sustainable produced, local, seasonal foods.

Edible WOW is a subscription magazine. However, it can also be viewed on-line at www.ediblewow.com and advertisers receive a supply of Edible WOW to give to their customers free of charge. It can also be picked up at free at local eateries, bookstores, and food businesses. 25,000 copies are produced quarterly. And with a pull-through rate of 4 each issue is read by an estimated 100,000 people in southeast Michigan. The average reader is from 25-86 years. 51% are women and 49% are men. The average income of the reader is \$100,000.

The Program placed a full page ad for Michigan apples in the winter 2008 issue. It received inside back cover placement and a free full page. The regular full-page rate is \$2,200 and the inside back cover goes for \$2,700. The Program paid \$1,500 for both, a 69% rate reduction.

This represents an investment \$.02 per impression and a 1:3.27 return on investment.

Retail Ad Circulars

Even though several partnering retailers such as Save-A-Lot, Meijer and Kroger often included the Select Michigan logo on Michigan product in the ad circulars, only Spartan Stores was able to provide a value for this placement. They indicated 900,000 circulars are produced each week. There was 9 weeks worth of promotional activity for Select Michigan covering the grant promotions at Spartan. An estimated 8,100,000 impressions were created by those logos. Spartan indicated a value of \$.015 per impression for a total value of \$121,500 for the ad circulars. The Program contributed no money to any retailers for logo usage or placement.

Websites

The Select Michigan program was added to the Magic Radio and WLHT Radio websites at no charge. That represented an added value of \$8,000 and \$3,000 respectively. Those values were included as part of the Paid Radio calculations.

The Spartan owned D&W Food Centers also included the Select Michigan program as part of their website during this grant. There was no charge to the Program but this represented a real value of \$1,111 for 4 months of development representing 29,633 impressions. Finally, the two partnering TV stations all added Select Michigan to their respective websites but were unable to place a value on the inclusion of this feature.

Billboard

The Select Michigan program placed a 1 -14'x 48' billboard for Michigan Apples during November on the U.S. 31 and I-96 intersection in Grand Rapids. This is the busiest area in the city and it was seen by southbound commuters.

Campaign detail

1. A **Blueberry** Campaign was conducted in July 2007 in Detroit with Kroger, Meijer and Save-A-Lot. It was also conducted in West Michigan with Meijer, Spartan and Save-A-Lot. However, some campaign elements went statewide. Private funding was raised to support all of the following campaign elements.

West Michigan Area

Channel 3 TV Program with Cookbook Author and Culinary Historian, Priscilla Massie
Blueberry event at Meijer, Ludington for corporate staff and V.I.P.'s. with Priscilla Massie
Women's Lifestyle Magazine Ad for Michigan Blueberries - Meijer

Southeast Michigan Area

Celebrity Chef Frank Turner – 10 In-Store Events for Meijer, Kroger, and Holiday Market
Celebrity Chef Lorraine Platman In-Store Event at Meijer, Northville
Celebrity Chef Chef Frank Turner - Kroger Brunch for Kroger executives featuring MI Blueberries
Celebrity Chef Chef Wes Bernard - In-Store Event at Kroger
Celebrity Chef Nick Seccia In-Store Event at Kroger
Magic Radio schedule in Detroit week of 7/23/07 and 7/30/07

July/August Statewide

Spartan In-Store Radio at 170 locations
Select Michigan Signage at all Michigan Save-A-Lot stores
Spartan POS Blueberry/Grower signs

2. A root vegetable; **Carrot, Onion and Potato** campaign was conducted September, October, and November 2007 in Detroit and West Michigan. However, one element went statewide.

Southeast Michigan Area

Chef Frank Turner - 8 In-Store Events at Detroit area Meijer

West Michigan Area

Celebrity Chef Paul Penney - In-Store Event at Meijer - Grand Rapids
3 Women's Lifestyle Magazine Ads for Carrot, Root (includes Onion) and Potato - Grand Rapids
2 Women's Lifestyle Magazine Ads for Carrot and Potato
WLHT Radio Remote with Kim Carson in November
WLHT Radio Schedule in November - Grand Rapids – 3 weeks
4 Channel 3 TV Programs for Carrot, Onion Chip Potato and table Potatoes with Cookbook Author and Culinary Historian, Priscilla Massie

November Statewide

Spartan In-Store radio for Potatoes – 239 locations

3. An **Apple** campaign was conducted in October and December with Meijer, Spartan Stores and Kroger in West Michigan and Detroit. Some campaign elements went statewide.

October West Michigan Area (Grand Rapids, Grand Rapids area, Muskegon, Eaton Rapids, Plainwell, Holland, Marshall, Oshtemo, Plainwell, and Allendale)

3 W-Lite (WLHT) Radio remotes with Kim Carson

4-week Radio Schedule on W-Lite (WLHT)

Women's Lifestyle Grand Rapids 2 Ads and Recipe pages - Apple

Priscilla Massie – 20 In-store Events - West Michigan Save-A-Lot, Meijer Family Fare

2 Channel 3 TV Programs with Cookbook Author and Culinary Historian, Priscilla Massie for fresh and processed apples

Celebrity Chef Paul Penney – 4 In-store Events at D&W and Meijer

Apple Pedestal signs in all Spartan stores

October Southeast Michigan Area

Miss Select Michigan - 27 Appearances at Meijer, Plum Market and Kroger

Celebrity Chef Frank Turner – 8 In-store events at Meijer and Kroger

Celebrity Chef Nick Seccia – 4 In-store events at Meijer and Kroger

Celebrity Chef Isabella – 2 In-store events at Plum Market, Bloomfield Hills and Meijer, Northville

Celebrity Chef Bardell – 1 In-store events at Kroger, Canton

3-week Magic (WMJC) Radio Schedule 10/1 – 10/27 - Detroit

October Statewide

The Travel Queen Radio Program

Select Michigan signage in all Save-A-Lot stores

Spartan In-Store Radio 160 locations

December West Michigan Area

3 week Radio Schedule on W-Lite (WLHT)

3 W-Lite (WLHT) Radio Remotes with Kim Carson and Santa and apple give-aways

2 Women's Lifestyle Grand Rapids Ads - Apple

Priscilla Massie – 10 In-Store Events - West Michigan Meijer

2 Channel 3 TV Programs with Cookbook Author and Culinary Historian, Priscilla Massie for fresh and processed holiday apples

Celebrity Chef Paul Penney - In-Store 4 In-Store Events at Meijer and D&W Food Centers

Grand Rapids Billboard - Apples

December Southeast Michigan Area

Miss Select Michigan – 23 Appearances at Kroger and Meijer

Celebrity Chef Brad Bardell - 4 In-Store Events at Meijer, POH Hospital, and Kroger

Celebrity Chef Aaron Cozadd – 2 In-Store Events at Meijer and Plum Market

Celebrity Chef Matthew Schellig – 2 In-Store events at Meijer and Kroger

Celebrity Chef Frank Turner – 2 In-Store events at Kroger and Value City Marketplace

Edible WOW Magazine full page color ad

December Statewide
Spartan In-Store Radio 239 locations

Campaign Results

The 4 major campaign retailers; Meijer, Spartan, Kroger and Save-A-Lot, were asked to share their results. Each one was asked about their Sales Units, Dollar Sales and any comments for each of the promoted products. Not all retailers were able or willing to share their results for proprietary reasons. Some do not collect information in a way that they could answer our questions. And not all could attribute all gains or losses to the program because the data could not be separated out.

Save-A-Lot

This was the first year in the program for Save-A-Lot and they did not begin until March of 2007. Select Michigan staff worked with them to identify a dedicated supply of Michigan grown produce. Save-A-Lot also promoted a wide selection of Michigan products throughout the summer of 2007 using the Select Michigan signage. In-store signage was designed in cooperation with Select Michigan staff and it prominently featured the logo. They paid for all their own in-store signage and ads.

Save-A-Lot reported that they added 50 new Michigan specialty crop growers to supply the additional Michigan product. In addition, their existing growers realized additional sales of approximately 50%. Strong sales were reported in asparagus, blueberries, apples, green beans, cucumbers, cooking greens, green onions, peaches, potatoes, squash and turnips. All Michigan grown produce sales at Save-A-Lot increased by 50% to 2,000% over FY 2006. This translated into \$1,500,000 in sales of Michigan produce.

Meijer

Meijer completed their 5th year with Select Michigan in FY 2007. The program conducted chef events, culinary events, and/or Healthy Living shopping events during this time period in the West Michigan and the Detroit areas. Some events in West Michigan had radio remotes. Additionally, the promotions included appearances by the Michigan Apple Queen, Miss Select Michigan, growers, and/or industry representatives. During the in-store events, Select Michigan signage was displayed. Corporate signage included the Select Michigan logo and grower pictures at the store level. Finally, the Select Michigan logo appeared on the display screen at check-out.

	Sales Units	Dollar Sales	Comments
Blueberry	-10.00%	+11.10%	
Carrot	+4.40%	+11.10%	
Potato	-27.90%	-14.80%	Higher potato market pricing is causing sales to suffer
Apple	-7.00%	+7.10%	Higher Apple market pricing is causing sales to suffer

For Meijer in 2007, sales units were down 40.9% while dollar sales increased by an average of 14.5%.

Spartan

Spartan stores also participated for the entire year. This represented their 5th year of partnership with Select Michigan. At Spartan corporate and selected independent store statewide, the program utilized in-store radio, in-store events, Select Michigan logo inclusion on all Michigan products on in-store price cards, In Good Taste Magazine recipes, store recipe cards and placement in all ad circulars.

Sales Units

Blueberry	+5.05%
Carrot	+1.14%
Potato	+5.40%
Apple	+2.80%

Spartan was only able to provide dollar sales. For FY 2007, dollar sales for Spartan increased an average of 3.6% for these 4 products.

Kroger

Kroger participated in FY 2007 for only Apple and Blueberries. This was their 2nd year participating in the program. Staff conducted chef events and/or Miss Select Michigan appearances at Kroger for these products in Detroit area stores.

For Apples they reported the following:

Sales Units Dollar Sales

Apples

Variety:

Golden Delicious	+1400%	N/A
Honey Crisp	+1200%	N/A

For all apples this represented an increase of 873% over their base which was 0 coming in to this year. This was the first year they offered these Michigan varieties. They also reported that an additional 1200 cases of Paula Red and 2000 cases of Red Delicious were purchased but they were unable to provide the base number. Kroger was unable to provide the dollar sales.

Sales Units Dollar Sales

Blueberries	+20%	N/A
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Kroger reported at 20% increase in the sales of Michigan Blueberries for the FY 2007 year.

OUTCOME 2: Create at least at minimum of 4 direct marketing campaigns that will influence consumers to increase their purchases of Michigan grown products. 5 direct marketing opportunities were conducted with SCBG funding.

Select Michigan staff organized, promoted, and conducted 2 Special Farmer's Markets at the State Capitol.

Michigan specialty crop producers and businesses were afforded the opportunity to sell their products on the lawn of the state Capitol. This event was scheduled to coordinate with the Legislative session and was promoted to all state employees via a personal e-mail from all the State public Information Officers in July and also from the Governor in September. Posters throughout the area further advertised the market. Sales were furious and most growers completely sold out and in some cases made 3-4 trips back to the farm to bring more product to the market. The SCBG paid for the staff, parking, signage, and food licensing permits that were required by some vendors.

Buy Local, Buy Fresh
Capitol Lawn Farmers' Market
Lansing, MI
July 12, 2007

Twenty-one specialty crop and processed specialty food and agriculture producers participated at the July 12 farmers' market at the Michigan State Capitol. Patrons were able to purchase a wide variety of products - from fresh Michigan fruits and vegetables to jams, honey, maple syrup, fresh baked goods, wool products and more. Farmers also sold a wide variety of cut flowers, annuals, perennials and herbs. In addition to the producer vendors, several municipal farmers' markets and non-profit organizations hosted educational booths, promoting farmers' markets across the state and encouraging the purchase of fresh, local products.

Vendor survey results, with a return rate of 90.5 percent, were as follows: Total sales of Michigan specialty products reported by 17 vendors was \$14, 218.00, with the average sales at \$836.35 per vendor. Of those who reported selling goods at the market, 100 percent said their sales were higher than what they see at their usually market venues. Out of 17 responses, 12 (70.6 percent) reported sales increases of at least 25 percent over their usual market venue. Five vendors reported sales increases of more than 100 percent. All vendors (18 responses) reported that their product sales met their expectations; all vendors (18 responses) also reported that they would participate at future events like this one.

Vendors were asked to rate market experiences on a scale of 1-5, with 1 equaling unsatisfactory and 5 equaling excellent. They were asked to rate product sales, market location, market attendance, consumer interaction, and assistance and services provided by MDA. The majority of vendors rated all areas as excellent (5), with a few giving ratings of good or average to all areas. The average rating for each area was: product sales, 4.72; market location, 4.33; market attendance, 4.33; consumer interaction, 4.72; assistance/services provided by MDA, 4.72.

General comments from vendors indicated that vendors thought this was a good, worthwhile event. Specific suggestions included having markets like this more often throughout the growing season, and hosting a roundtable discussion after the event, to gather better feedback information from vendors.

In addition to a vendor survey, a dot survey of customers was conducted at the July 12 market. Customer responses received totaled 367. When asked how they heard about the market, 64.3 percent indicated they received an email about the event; 15.3 percent said word of mouth; 12 percent saw the poster/flyer; 7.4 percent happened to see the

market while walking downtown; and 3.8 percent indicated Web or other. Shoppers surveyed indicated they spent an average of \$14.85 at the July 12 market. Comments from shoppers focused on the need for more people to collect money at vendor booths, to help alleviate long lines. Others wanted more vendors added and a pick-up service so they could buy more without having to carry more. Shoppers also wanted more ready-to-eat items for lunchtime shopping.

Buy Local, Buy Fresh - Select Michigan Day
Capitol Lawn Farmers' Market
Lansing, MI
September 13, 2007

Forty-one specialty crop and processed specialty food and agriculture producers participated at the September 13, 2007 Select Michigan Day farmers' market at the Michigan State Capitol. Patrons were able to purchase a wide variety of products - from fresh Michigan fruits and vegetables to jams, honey, maple syrup, fresh baked goods, Great Lakes whitefish and other fresh and smoked fish products, wool products and more. Farmers also sold a wide variety of cut flowers, annuals, perennials and herbs. In addition to the producer vendors, several municipal farmers' markets and non-profit organizations hosted educational booths, promoting farmers' markets across the state and encouraging the purchase of fresh, local products. This event was also tied to the kick-off of the Michigan Harvest Gathering (MHG), a food and fundraiser for the Food Bank Council of Michigan. The MHG campaign encouraged the donation of local products for this year's efforts.

Vendor survey results, with a return rate of 92.7 percent, were as follows: Total sales of Michigan specialty products reported by 31 vendors was \$24, 358.00, with the average sales at \$785.74 per vendor. Of the 37 vendors who responded, 28 (75.69 percent) said their sales represented an increase over average sales at their usual market venue. Only 4 (10.81 percent) reported a decrease in sales, and 5 (13.51 percent) reported their sales were about the same. Of those who reported an increase in sales compared to their regular market venue, 24.1 percent reported an increase of 50 percent or more; 72.4 percent indicated sales increases of less than 50 percent; 31 percent reported sales increases in the 0-10 percent range. Of the 37 vendors who responded, 33 (89.19 percent) reported that their product sales met their expectations; all vendors (37 responses) reported that they would participate at future events like this one.

Vendors were asked to rate market experiences on a scale of 1-5, with 1 equaling unsatisfactory and 5 equaling excellent. They were asked to rate product sales, market location, market attendance, consumer interaction, and assistance and services provided by MDA. The majority of vendors rated all areas as excellent, with some giving ratings of good or average to all areas. The average rating for each area was: product sales, 4.39; market location, 4.43; market attendance, 4.59; consumer interaction, 4.57; assistance/services provided by MDA, 4.73.

General vendor comments were positive. Problem areas included adequate space for vendor parking, and a desire to have the market stay open longer for afternoon breaks of downtown Lansing employees.

Select Michigan staff organized, promoted, and conducted a Farmers Market at the Michigan State Fair in August and at a campus of Henry Ford Health System in Detroit.

Select Michigan Farmers Market
Henry Ford Hospital
Detroit, Michigan
August 22, 2007

This effort was coordinated with the Eastern Market, the Henry Ford Health Care System, Michigan Food and Farming Systems and the new Michigan Association of Farmer's Markets. The SCBG paid for the staff, and signage for this market.

The farmers' market at Henry Ford Hospital marked the first time the Select Michigan Program has worked with Henry Ford. The goal of the market was to introduce hospital staff, mobile patients and visitors to fresh Michigan products. The market was held in conjunction with a hospital sponsored employee talent show, the finale of several "Lunch Jam" concerts held throughout the summer.

Nineteen vendors, with products ranging from fresh produce to baked goods, honey, maple syrup and more, exhibited and sold at the market. An additional 10 educational vendors, including Select Michigan, Henry Ford Hospital, Michigan Farmers Market Association, American Cancer Society, American Heart Association and Weight Watchers, were on hand to promote health and wellness and buying locally.

Of the 19 food vendors who participated, 12 (63.2%) returned survey forms. Total sales of Michigan specialty products reported by 10 vendors totaled \$ 3,815.00, with average sales of \$381.50 reported (two vendors did not have sales figures available).

Of the 12 vendors who completed surveys, 9 (75 percent) said their sales at the market represented an increase over sales on an average day at their usual market venue. Three (25 percent) said their sales were less than the average sales at their usual market. Out of the 9 vendors who saw an increase in their sales figures, 5 (55.6 percent) reported sales increases of at least 25 percent over their usual market venue. Two vendors reported sales increases of more than 100 percent. Nine vendors (75 percent) reported that their product sales met or exceeded their expectations.

Eleven out of 12 vendors (91.7 percent) reported that they would participate at future events like this one. The one vendor who indicated he would not participate in future markets at the hospital gave as his reason that it was too far from home. He would participate at a similar market closer to Lansing or West Michigan.

Vendors were asked to rate market experiences on a scale of 1-5, with 1 equaling unsatisfactory and 5 equaling excellent. They were asked to rate product sales, market location, market attendance, consumer interaction, and assistance and services provided by MDA. The greatest percentage of vendors rated all areas as excellent (5), with a few giving ratings of good or average to all areas. The average rating for each area was: product sales, 4.18; market location, 4.33; market attendance, 4.42; consumer interaction, 4.42; assistance/services provided by MDA, 4.75.

General comments from vendors centered on the opinion that holding the market in conjunction with another event or activity was not a good idea and distracted from sales. Vendors also thought setting the tents up in the grass would be better to help secure the tents in case of wind and rain. There was also a desire to work on connecting healthy, nutritious Michigan produce with the food service system at the hospital, possibly in conjunction with a future market.

The Select Michigan Program also conducted a dot survey of market customers. Comments received were very positive, ranging from “great tasting” and “convenient”, to “awesome idea” and “lots of valuable information”. Many indicated that a market should be held more often, ranging from every day to every month. Shoppers also indicated that the market should be scheduled to coincide with payday for hospital employees.

Of the 204 attendees who responded to the dot survey, the average amount spent at the Henry Ford Hospital Farmers’ Market was \$11.78. One person indicated he/she spent \$135.00.

Select Michigan staff organized, promoted, and conducted a Blue Ribbon Farmers Market, Michigan State Fair.

Blue Ribbon Farmers Market
Michigan State Fair
Detroit, MI
August 22 - September 3, 2007

This was the second year the Select Michigan Program has hosted a Blue Ribbon Farmers’ Market at the Michigan State Fair in Detroit. Due to a rental contract for the Agriculture Building, this year’s market was moved from inside the Agriculture Building to outside in a tent in front of the Coliseum. Specialty food processors were also invited to join farmer vendors in the tent, instead of in a separate area inside the Coliseum. The goal of the market was to increase the visibility and purchase of specialty crops in urban Detroit, and to make the urban/rural connection between farmers and fairgoers. The SCBG paid for the staff and signage for this market.

Eleven vendors participated throughout the 13 days of the Michigan State Fair. In addition to the 11 vendors who sold product at the Michigan State Fair Select Michigan Blue Ribbon Farmers’ Market, two others participated, the Michigan Farmers’ Market Association/Michigan Integrated Food & Farming Systems; and Eden Foods, to promote Michigan products and farmers’ markets across the state. Of the 11 participating vendors, 7 (63.6%) returned survey information. One vendor did not have sales figures available to report.

Of those who reported selling goods at the market, 2 said their sales met their expectations, 2 said sales did not meet expectations, and 3 were unsure. One comment received was that the vendor thought she could have sold more if she would have been there longer and on more days (only participated 4 out of 13 days). Because the vendors were there on varying days and number of days, and there were differing factors of weather and attendance to consider on each day, sales expectation results are hard to evaluate effectively.

Vendors were asked to rate market experiences on a scale of 1-5, with 1 equaling excellent and 5 equaling unsatisfactory. They were asked to rate product sales, vendor

space/display, assistance/ services offered by MDA staff; fair attendance, and interaction with fair staff and volunteers. The average rating for each area was: product sales, 3.57; vendor space/display, 2.71; assistance/services offered by MDA staff, 1.71; fair attendance, 3.14; and interaction with fair staff and volunteers, 3.

We received some very helpful comments from this year's vendors, including ways to improve the market and recruit more vendors. Some comments focused on ways to improve the fair itself, especially making agriculture more of a focus on the fairgrounds. There were also comments about the need to have fresh produce available in the area of the fairgrounds throughout the growing season, not just during the fair. Most felt that the rain and wind during parts of the fair reduced sales, and would like the market inside if it is held again.

Select Michigan staff organized, promoted, and hosted the Taste of Michigan Tent at the Key Ingredients/Michigan Foodways, Chelsea, May 26, 2007

Taste of Michigan Tent
Key Ingredients/Michigan Foodways
Chelsea, MI
May 26, 2007

The Select Michigan Program hosted a Taste of Michigan Tent at the Chelsea Market Faire, Saturday, May 26, 2007, 10 a.m. to 3 p.m., in downtown Chelsea. This event was part of the statewide kickoff for the year-long Key Ingredients/Michigan Foodways traveling exhibit and celebration of Michigan's food heritage. The goal of the Taste of Michigan tent was to offer event participants a variety of Michigan products, with an emphasis on products made with Michigan specialty crops, and to increase sales of Michigan specialty products through exposure at this event. Food companies sampled and sold their products. The event also featured chef demonstrations using local products. Nine Michigan specialty food producers participated in this event. Despite cold, rainy weather, the results of the event were mostly positive. The SCBG paid for the staff and signage for this event.

Participating companies included: Dexter Cider Mill; Eden Foods, Inc.; Mrs. Devaney's; DeYoung's Fore Seasons; Undercover Vegetable Company; Safie's Specialty Food Products; Char's Kitchen; Sansonetti Gourmet Food Co.; and Mill Pond Bread. Products represented included mustards, maple syrup, marinara sauces, salsas, BBQ sauces, fresh savory and sweet breads, pickled products, jams and jellies, seasoning mixes, vegetable granola bars; apple sauce and pastas.

Total sales equaled \$2,132, with average sales per vendor at \$355.34. In survey responses, 43 percent said product sales at the event met their expectations, and 71 percent rated the sales as good. Faire attendance was rated as good by 29 percent of the vendors and average by 71 percent. Six vendors (86 percent) rated the assistance and services provided by MDA as excellent, and one vendor (14 percent) rated the service as poor. The vendor space in the tent received an excellent rating by 57 percent of participants and good by 29 percent. One vendor (14 percent) gave the vendor space a poor rating. All vendors said they would participate at future similar events.

General comments from vendors indicated that this was a good experience, despite the cold and rain. Vendors also said a larger tent with more working space for vendors

would have been an asset, and that a tent with sides should be considered, in case of inclement weather.

GOAL #2: DEVELOP AND ENHANCE MICHIGAN SPECIALTY CROP FARM AND FOOD BUSINESSES THROUGH INNOVATIVE MARKETING CAMPAIGNS.

OUTCOME 1: Create and place a Suite of 6 TV and Radio Public Service Announcements.

Originally, this outcome's purpose was to write, videotape, edit and place a variety of thirty second Public Service Announcements (PSA's) that:

1. Educated the viewer about the importance of Michigan agriculture and its impact on Michigan's economy.
2. Educated the viewer about the economic, health, and social impacts of purchasing of Michigan fresh and processed fruits and vegetables and plant materials to the state's economy.

However, by the time the grant agreement was signed PSA's had already been produced for asparagus, apples, potatoes, and peaches. They were completed and placed without the use of SCBG funding. However, all PSA's were reissued during the summer and fall of 2007. There was no cost to the program. They were produced by Nancy Thompson and the Governor was invited to be the Spokesperson. She declined the invitation even after receiving strong encouragement from the industry. Instead, Jody Pollok, current host of the Michigan Farm and Garden show accepted the invitation to become the spokesperson. Research and script writing was done by MDA program and contractual staff. They were placed and aired statewide in the respective station's normal rotation. Midpoint in the work it was determined that without the Governor acting as spokesperson, the PSA's were not necessarily allowing us to reach our target audience and were not aired at a frequency that would make an impact. Therefore, subsequent segments were not produced. It was also determined that radio public service announcements would likely not be effective without the Governor. Instead work refocused toward working with a Television station in southwest Michigan that had the capability of reaching into the larger population areas of Grand Rapids, Kalamazoo, Lansing, Jackson, and parts of the Chicago area to produce a Select Michigan TV segment. (See Made in Michigan)

The staff did work to produce a Why Buy Food That Is Better Traveled Than You Are? radio commercial during November of 2007. It aired in the Grand Rapids Market area and was paid for by the Potato Industry. It was offered as a wav file for companies to use as an *on-hold* message for their business or company. A copy is being included as a part of this package. Also, at least 3 of the commercials that the Program staff wrote and had produced were used by the State of Michigan as part of the seasonal *on-hold* messaging system for callers to the State of Michigan.

All commercials were included on the MDA website which was updated for each promotion. The website also contained a complete list of promotional events and tastings for that product as well as the featured recipe and nutritional information. For most of the promotions a collateral press release was prepared and issued by MDA.

SCBG funding paid for staff which wrote the commercial and ad copy as well as for the press releases.

OUTCOME 2: Create and air 4 Cable TV Cooking Shows featuring Michigan specialty crop food products.

Select Michigan: The Cooking Show

This initiative resulted in the production of a series of 4 half- hour TV cooking shows using selected Michigan Celebrity Chefs preparing easy, quick meals made with fresh or processed fruits and vegetables. They were produced at the Southwestern Oakland County Cable Commission (SWOCC) in Farmington Hills. SWOCC is a new state of the art television studio with two studios, complete lighting, drapes, editing suites and graphic station and audio room.

It was produced by a certified producer from the Select Michigan staff for Community Access. That means that each program was produced developed by the SWOCC at a discounted rate for the graphic open cameraman, sound and editing studio and equipment for a half hour video production. By producing a minimum of 4 shows, Select Michigan; the Cooking Show was able to secure regular scheduled airing times on 21 community access cable stations in the SWOCC network at no charge other than copying. They were produced in FY 2007 and are being aired in FY 2008 and 2009. The shows took longer to edit than expected due to the way the segments were taped. They were cut to tape without any retakes permissible. Additionally, an overhead camera will be included in the next round of shows. Additional stations outside of the original 21 stations are now expressing interest in offering the show. Additional copies of the program are being made and will be distributed with private funding. Approximately 40,000 homes are in the network of Novi, Farmington, and Farmington Hills.

The Program spent \$6,000 on the filming and \$2000 on the editing of these programs. SWOCC has estimated that the real cost of production for these shows was \$37,000. This represents a 1:4.63 return on investment.

OUTCOME 3: Promote new value-added opportunities for Michigan specialty crops.

Select Michigan Pavilion, Michigan Restaurant Association Show, Novi
October 16-17, 2007

Fifteen Michigan food businesses displayed and sampled their products for some of Michigan's most successful restaurant owners, chefs, and foodservice professionals as part of a special "Select Michigan Pavilion" during the 2007 Michigan Restaurant Show held on October 16 and 17, 2007 at the Rock Financial Showplace in Novi.

The Select Michigan Pavilion, hosted by the Michigan Department of Agriculture's (MDA) Select Michigan Program, was one of more than 300 exhibits of food, equipment, wine, spirits, interiors, tableware, soft drinks, technology, business advice and design all focused on the foodservice industry. The goal of the pavilion was to connect Michigan companies with potential customers while increasing awareness of the diversity of Michigan food and agriculture products and the benefits of buying locally. The SCBG

paid for staff, signage, and assisted specialty crop companies by discounting the cost of their booth space.

Participating companies were asked to rate the importance of your company's objectives in participating in this activity as well as the activity's effectiveness in helping your company meet these objectives: (poor = 1; fair = 2; average = 3; very good = 4; excellent = 5). Twelve companies returned survey forms. The average ratings were as follows:

Objective	Importance	Effectiveness
Buyer contacts, inquiries	4	3.18
Direct sales	3	2.5
Agent/distributor search	3.08	2.5
Test marketing/research	2.92	3
Product/company exposure	4.25	3.92

Companies (11 responses) indicated that their MRA show participation resulted in a total of 98.99 contacts/leads (Avg. 8.99). The quality of more than half of those leads (63.69 percent) was rated at average or above. The overall effectiveness of the show was rated average or very good by 33.3 percent, respectively, with ratings of fair or poor given by 33.4 percent. Out of 11 responses, 8 companies (72.7 percent) said they did not have any on-site sales as a result of their participation in the Select Michigan Pavilion. One company, however, reported sales of \$500 at the show. Four companies (36.4 percent) expect an increase in sales as a result of the show, ranging from \$500 to \$2,000 annually. Five companies (45.5 percent) do not expect any follow-up sales and two companies (18.2 percent) said they were not able to say at that time. Eight companies (72.7 percent) said they would not have participated at the MRA Show without the assistance of MDA; 3 companies (27.3 percent) said they were unsure. Of the participants surveyed, 60 percent said their companies were participants in the Select Michigan program; 40 percent said they were not.

Performance of the MDA staff was rated (poor = 1; fair = 2; average = 3; very good = 4; excellent = 5) with the following results:

Pre-event planning and assistance:	Avg. 4.58
Communication re: event	Avg. 4.58
Assistance at event	Avg. 4.67

Companies (11 responses) estimated their financial and overhead expenses for this activity at a total of 261 hours (Avg. 23.7 hr). Direct costs of planning participation and follow-up, including travel (10 responses), were estimated at \$9,524 (Avg. \$952.40). Other miscellaneous costs (4 responses) were estimated at \$1,350 (Avg. \$337.50).

General comments about the show included:

- This type of show is a good avenue for general exposure. Sales are generated at food service shows with Sysco, Gordon's, etc. Everything went well and everyone was great.
- I would consider participating every other year. At a show like this if people see the same Michigan vendors every show it won't be as effective.
- It is always requested that the price to participate be lowered. \$450 for the boot and over \$600 for the samples was very steep for us.

- The scope of our industry is more focused on distributors, canners, and packagers. Various store owners attend this show. This was not a surprise to us. We thought we'd try it. We're glad we did, but I wouldn't expect to repeat.

Select Michigan Marketplace, Great Lakes Fruit, Vegetable and Farm Market Expo, December 3-5, 2007

The Michigan Department of Agriculture, Select Michigan Program, with the assistance of the Michigan State University Product Center, provided an opportunity for Michigan specialty food producers to promote their products at the Great Lakes Fruit, Vegetable and Farm Market Expo, December 4-6, 2007, at DeVos Hall, in Grand Rapids.

Many farm markets in Michigan offer specialty food products for sale along side the fresh produce they grow. Unfortunately, many of these products are not produced in Michigan, but come from surrounding states that do wholesale marketing and private labeling for Michigan farm markets. As business owners in Michigan's food and agriculture industry, Michigan farm marketers understand the importance of buying locally, but often do not know how to make the connection with Michigan specialty food companies. The purpose of this Select Michigan Marketplace was to help specialty food producers make a connection with Michigan farm markets as a way to expand their Michigan product sales. This experience also gave companies an opportunity to talk to Michigan farm market operators to learn about what they look for in products they sell at their markets. The SCBG paid for staff, signage, and assisted specialty crop companies/producers by discounting the cost of their booth space.

Eight vendors participated at the three-day Expo. Four were educational/informational or networking displays only. Four vendors sampled and sold product. Of those four, one did not return a survey form. For this show, on-site sales were not the main goal. Networking and future sales contacts were the primary goal. Total sales at the show totaled \$320.00, with an average of \$106.67 per vendor.

Of the three companies who reported sales figures, 2 felt that sales met their expectations and one did not. One company commented that they did not plan to sell anything, so the sales were a bonus.

All four companies who returned survey forms reported that their participation provided them with sales leads or business connections that will help them in the future.

Half of the companies who completed the survey said they have received orders for product since the Expo. One received holiday season purchases and the market wants to carry the product when they open for the regular farm market season.

Vendors were asked to rate market experiences on a scale of 1-5, with 1 equaling excellent and 5 equaling unsatisfactory. They were asked to rate product sales, networking opportunities, vendor space/display, assistance/services offered by MDA staff, and expo attendance. The average rating for each area was: product sales, 2.33; networking opportunities, 1.5; vendor space/display, 1.5; assistance/services offered by MDA staff, 1.25; and expo attendance, 1.

General comments indicated that companies were pleased with the opportunity to try this show and anticipate future contacts and sales from the experience.

OUTCOME 4: *Promote Michigan specialty crops to consumers, retailers, schools and hospitals.*

OUTCOME 5: *Promote economic, social, and nutrition values of “Buying Local”.*

All of the 2006 SCBG elements supported, developed and implemented innovative marketing campaigns; introducing and promoting locally produced specialty crops both conventional and organic. Each element worked to change the purchasing behavior of Michigan consumers and retailers through the promotion of the ‘Select Michigan’; Great Lakes-Great Tastes and Great Lakes-Great Earth themes and Buy Local messaging. Staff worked intensively with commodity groups, companies, businesses and or producers to design promotional campaigns which met their needs and budget. Each was encouraged to take advantage of Select Michigan discounts wherever possible.

Evaluation

Surveys were designed by the program staff in cooperation with Michigan Food and Farming Systems as well as Cooperative Development Services. For the retail promotions, selected retailers, companies, and commodity groups were surveyed by interviews at the end of the FY 2007 year. For the direct marketing activities, the vendors (questionnaires) and customers (dot surveys) were surveyed. Copies of the survey results are in the Appendix of this report. The results were included as a part of this final report.