

**Plan for Developing and Implementing a  
Buy Local New Hampshire Agriculture Program**  
2006 Specialty Crop Block Grant Program

***Final Report***

May, 2009

Submitted by the  
New Hampshire Department of Agriculture, Markets & Food  
In cooperation with  
The New Hampshire Agricultural Marketing Council

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## ***Project Title***

### **Buy Local New Hampshire Agriculture Program**

## ***Project Summary***

There are three key issues affecting the New Hampshire agricultural industry and its ability to market itself and its products: 1) fewer people have a connection to agriculture and an understanding of where food and other products come from; 2) consumers indicate they want to buy local products, but have difficulty identifying where local goods can be purchased; and 3) there is tremendous competition to local products from other parts of the USA and the world, which compounds the confusion for the consumer over what is truly local, and negatively impacts our local economies of small business who must compete with these regional US and global businesses.

Studies have shown a desire on the part of consumers to buy local products and a positive impact on the local economy when the purchase of local products is encouraged and enabled. (NH Dept. of Agriculture, markets & Food, 2002; University of New Hampshire Cooperative Extension, 2003; University of New Hampshire 2005).

A study conducted by the University of New Hampshire in 2007 found that nearly three-quarters of New Hampshire adults surveyed (73%) say it is important to them to know if farm products or processed foods available in retail stores were grown or made in NH. The vast majority of NH adults (90%) in this survey say they would be likely to buy NH farm products and processed foods if labeled as such, instead of those produced elsewhere.

The New Hampshire Dept. of Agriculture, Markets & Food received funding under the 2006 Special Crop Block Grant Program in May of 2007 to conduct a NH Buy Local New Hampshire Agriculture Program.

## ***Project Approach***

The Dept. of Agriculture approached the NH Division of Travel & Tourism Development to enter into a partnership to conduct this program and leverage the grant funds. The division agreed and has contributed matching cash and in-kind funding. This has allowed non-specialty crop commodities to be included in the campaign. Agriculture and Tourism worked together to identify the project components with a multi-media emphasis: print, television and web based advertising and promotion. The following have been accomplished on the Buy Local New Hampshire Agriculture Program, relative to the specific stated goals:

### ***Specific Activity Accomplishments***

- Buy Local NH Agriculture campaign partnership established with the NH Division of Travel & Tourism Development to carry out the marketing plan utilizing their contracted marketing and media specialists.

- New wine and cheese publication produced (non SCBGP funds used for the cheese component) and distributed.
- Pre-program marketing survey conducted and analysis report produced
- Four projects approved for Buy Local Agriculture “mini-grant” proposals from eligible New Hampshire agricultural organizations
- Four presentations before commodity organizations and at agriculture events to inform producers about the value of how of participating in a Buy Local program and how to participate
- Print, internet and TV advertising placed.
- New searchable database developed where farms can participate for free. Consumers can search for NH farms by specific search parameters.

## ***Goals and Outcomes Achieved***

Goal 1.) Multi-media advertising using existing logo



- Television advertising for promoting farm stands, farmers markets, harvest your own farms and seasonal products was conducted from June through September 2008.
- A new Wine & Cheese Trail publication was completed and in distributed through multiple avenues. It was also available online. Support recipes created to enhance marketing and support promotion
- Internet advertising was developed and strategically placed in July and August 2008
- Print advertising was developed and strategically placed in June-August, 2008.

Goal 2.) Educational component for consumers (current and the next generation) on the benefits of local and how to purchase local

- Above advertising (Goal 1) directs consumers to website for more information on local products and how to obtain
- News releases educated consumers about available products and purchasing options, including promoting the NH Virtual Farmers Marketplace, an online shopping outlet for NH products, a companion activity to this project.

Goal 3.) Growers' education program on the benefits of being part of a Buy Local NH agriculture campaign and promoting under a common theme and logo.

- News releases targeted to producer publications, discussed the Buy Local Agriculture program
- Presentations at five grower organization annual meetings and specialty producer meetings (maple, wine, fruit, dairy, vegetable, Christmas tree)

Goal 4.) Establish a mini-grant program to provide funds to eligible New Hampshire specialty crop commodity organizations to encourage the organization to tie into the Buy Local New Hampshire Agriculture program and use the logo in their own promotion programs. Grants were awarded to the following organizations and the following projects were accomplished:

- NH Christmas Tree Promotion Board for website redesign. This website was completely redone with new graphics and photos. Navigation was also redesigned to help users easily find information, including where to cut a Christmas tree, how to order a tree online and more. [www.nhchristimastrees.com](http://www.nhchristimastrees.com)
- NH Plant Growers Association for website improvements. The NH Plant Growers website was redone to provide more information about the NH ornamental horticulture industry to members and consumers in one location. [www.nhplantgrowers.org](http://www.nhplantgrowers.org)
- NH Maple Producers Association for educational outreach project at the Eastern States Exposition. The NH Maple Producers Association created a display at the New Hampshire Building at the annual Eastern States Exposition to educate consumers about the maple industry and maple products from New Hampshire. Support materials aimed at children were provided.
- NH Fruit Growers Association for new website creation. The NH Fruit Growers Association used their funds to launch a brand new website, the first for the organization. The website is aimed at consumers to help people find farms for picking apples, recipes for cooking with apples and offers a blog, "Fruit Grower's Journal", commentary on activities of a typical fruit grower. [www.nhfruitgrowers.org](http://www.nhfruitgrowers.org)

### *Measurable Outcomes Accomplished*

**20 percent increase in website visits as a result of the consumer campaign which will drive consumers to specific website for information.** We have seen spikes in website ([www.agriculture.nh.gov](http://www.agriculture.nh.gov)) visits related to the timing of advertising from this campaign. Unfortunately the State of NH Office of Information Technology changed statistics monitoring programs from FY 2008 to FY 2009. We do not have access to the full information for the two different time periods, but have tried to extrapolate. From May 1, 2007 through December 31, 2007, 58,000 visits were logged on our website. From May 1, 2008 through December 31, 2008 (the main time of the campaign activities), 60,000 visits were logged. The entire months of June and all but one day of July 2008 were not included in the statistics as this was the time that the changeover to the new system occurred. We suspect that the increase would have been higher than the 4% registered, if we had real numbers. (Measured via Webtrends)

We have positive reports from our tourism partners where this project also impacted the NH Division of Travel & Tourism Development's website ([www.visit.nh.gov](http://www.visit.nh.gov)). Agriculture publications were among their website's top eleven downloads in the May 1 to December 31, 2008 timeframe. These publications were not on this website before the partnership project:

- The Harvest Your Own Guide was the #3 most downloaded document.
- The Farm Stand Directory was #4
- The Experience Rural NH document was #8
- The Wine & Cheese brochure was #11

**5 percent increase in number of farm job hires due to business growth/expansion.** We were unable to calculate a true measure of farm hiring change for New Hampshire, only, on an annual basis. Statistics for this trend are not available by state, but rather by region, annually. According to the National Agricultural Statistics Service (NASS) the national trend shows a 3% decrease in hired workers, but the Northeast I region (which includes New England and New York) as a whole showed a 20% increase of hired workers from October 2007 to October 2008. According to the newly released Census of Agriculture, the number of farms with hired labor increased by 8% in New Hampshire from 2002 to 2007. The new census of Agriculture also shows an increase in farm numbers in New Hampshire from 3400 in 2002 to almost 4200 in 2007. All of this information supports a likely increase in farm hires in New Hampshire from 2007 to 2008, although we were unable to measure a specific percentage attributable to New Hampshire.

**10 percent increase in direct market farm purchases measured by coupon redemption.** We did not conduct a coupon redemption program, as it did not fit well into the overall marketing scheme that developed. We have seen increased popularity of local products as evidenced by increased number of farmers markets offered (5 new markets from 2007 to 2008), including new "winter markets" organized in several communities. Also new "Eat Local" organizations have formed within the past year, further promoting and encouraging the purchase and consumption of local products.

**10 percent increase in awareness among consumers of the value of agriculture and its impact on their social, physical and economic environment, measured by a before and after survey.** We have conducted the "before" survey, working with statisticians at the University of New Hampshire. As this project got off to a late start (see annual report) and has become an expanded project with additional SCBG funding, the UNH survey experts recommended delaying the "after" survey until the summer of 2009.

**10 percent increase in awareness among producers of the value of participation in the program and use of the common logo, measured by increased membership in NH Made and use of the logo.** Membership in NH Made has increased by 211 members from December of 2007 to in December of 2008, representing an approximate 8% increase in membership. This includes 45 new members in the food and farm category.

## ***Beneficiaries***

### ***People/operations impacted:***

- 60 farmers markets with 300 total vendors (NH Farmers' Market Association and NH Dept. of Agriculture, Markets & Food, 2007)
- 180 commercial apple growers marketing through harvest your own, farm stand operations and some farmers' markets (US Census of Agriculture, 2002)
- Over 300 vegetable and berry growers marketing through farm stands, harvest your own and farmers markets (US Census of Agriculture, 2002)
- Nearly 900 greenhouse, nursery and related businesses marketing through on-site retail outlets, farm stands and farmers' markets (NE Nursery Growers Association survey, 2005)
- 300 Commercial maple producers (NH Maple Producers Association, 2006)
- 107 farms with colonies of honeybees (US Census, 2002)
- 235 Christmas Tree growers (US Census of Agriculture, 2002)
- 12 NH wineries (NH Winery Association, 2007)

## ***Lessons Learned***

New Hampshire's Agricultural products, including specialty crops, are desired by consumers. Our project has helped shoppers identify NH products and studies have shown consumers will select NH products when they are known to them. This project increases public awareness of the availability of local agricultural products and will create new opportunities and new markets for NH agricultural businesses.

The initial Buy Local New Hampshire Agriculture Campaign has been a success on multiple levels. First it has allowed NHDAMF to establish a unique partnership with New Hampshire's state tourism office which will likely continue beyond the scope of this individual project to the benefit of both agencies. Second, the marketing activities conducted in this campaign seem to have been successful in building awareness and demand for NH agricultural products. This, in turn, is creating confidence among producers to join in marketing campaign activities and utilize the logo. Our project will continue with additional SCBG funds and we will continue to measure our impact.

## ***Project Title***

### ***Multi-State Project***

## ***Project Summary***

New Hampshire committed some of its SCBG funds (\$5000), along with the other New England Departments of Agriculture to support and promote "Harvest New England", an ongoing project that encourages the purchase and use of New England agricultural products by both retailers and consumers. New England is a small region with name recognition. A regional marketing effort

strengthens state programs. The participating New England states are Vermont, New Hampshire, Maine, Massachusetts, Connecticut and Rhode Island.

### ***Project Approach***

The New England state Departments of Agriculture, in cooperation with agricultural organizations across the region, worked collaboratively to develop a regional agricultural marketing conference and trade show: The Harvest New England Agricultural Marketing Conference and Trade Show.

Growers from across the Northeast were invited to the Sturbridge Host Hotel and Conference Center, Sturbridge, Massachusetts on February 25, and 26, 2009. The conference targeted New England growers interested in learning new marketing ideas or fine-tuning strategies for business success. (See the agenda for the conference at <http://www.regonline.com/builder/site/tab2.aspx?EventID=652438>).

### ***Goals and Outcomes Achieved***

Over 700 people attended the conference and workshops, and close to 100 exhibitors participated in the trade show. Participant evaluations following the conference were positive and encouraging for the conference to continue. Plans are in the works for a conference in 2011.

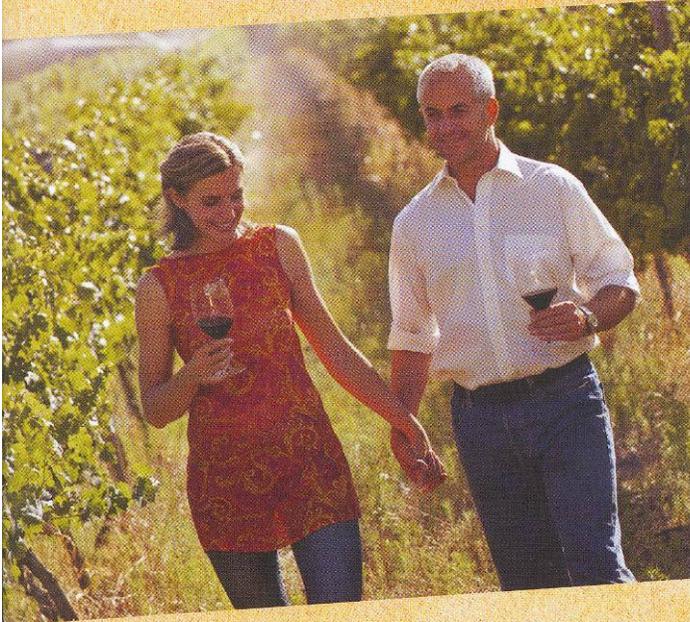
### ***Contact***

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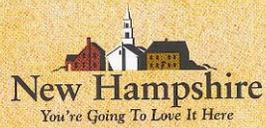
### ***Appendices and Attachments***

- A. Wine & Cheese Trail publication (PDF version attached)
- B. Advertising samples
- C. Pre- program survey report (PDF attached)
- D. Searchable database
- E. PowerPoint producer educational program (delivered separately on disk)

NEW HAMPSHIRE'S  
**WINE & CHEESE**  
TRAILS



Discover new *adventures* with three *scenic*  
driving loops through the heart of *New England*.



[visitnh.gov](http://visitnh.gov)

Cover of the NH Wine & Cheese Trails (PDF version is attached)

PAIRED FLAVORS  
AND LINGERING MOMENTS.  
THIS IS WHAT  
LIFE IS ABOUT.

Sampling local spirits by the glass. The taste of farm-fresh cheese.  
Driving along country roads, following the stone walls and  
stopping at roadside farm stands.  
The perfect antique store find.  
Welcoming innkeepers, dinner by candlelight  
and a late-night stroll beneath the stars.  
And that was just the first day.

New Hampshire is home to many distinct wineries and cheese artisans from one end of the state to the other.

wine & cheese trails / events & festivals / authentic recipes [visitnh.gov](http://visitnh.gov)

IT'S THE SEASON  
FOR THE SENSES.

We cherish our New Hampshire vacations, each visit more special than the last. Our perfect day began by exploring quiet, country roads on bicycles. We stopped at a farmers' market for some locally-produced picnic items. One grower pointed us towards a sunny, tucked-away garden - just the right spot to enjoy the fresh bread and farmhouse cheddar we'd purchased. A late-afternoon stop for handmade souvenirs was the perfect end to a glorious day. We can't wait to see what tomorrow will bring.

The purple lilac, the state's official flower, was first imported to America from England in the year 1750. Today they can be seen throughout New Hampshire.

driving loops / calendar of events / recipe cards [visitnh.gov](http://visitnh.gov)

Sample print and web ads featuring wine and cheese, farms and gardens.

an official **NEW HAMPSHIRE** government website

**New Hampshire**  
Department of Agriculture,  
Markets & Food

Wednesday, April 15, 2009

- Home
- About Us
- News and Events
- Laws and Rules
- Programs
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**Welcome!**

The mission of the New Hampshire Department of Agriculture, Markets & Food is to promote agriculture in the public interest and to serve farmers and consumers in the marketplace. The department assures safe and healthy food supplies, provides accurate information on prices and availability of farm commodities and crops and develops markets for the state's farmers.

Choose a Topic

**Office of the Commissioner**

- Division of Agricultural Development
- Division of Animal Industry
- Division of Pesticide Control
- Division of Plant Industry
- Division of Regulatory Services
- Division of Weights and Measures



**Upcoming Events...**

**April 18:** Indoor Seeding Workshop, D Acres, **DORCHESTER**, 3-5 p.m. Contact 786-2366 for more info.

**April 20:** Annual Giant Pumpkin Educational Meeting, UNHCE Hillsborough County Office, **GOFFSTOWN**, 6:30-8:30 p.m. Contact 641-6060 for more info.

**April 21:** Flavors of the Valley Expo, Hartford High School, **WHITE RIVER, VT**, 2-7 p.m. Contact 802-291-9100 x105 for more info.

**Hot Topics...**

[Sign Up for the NH CSA Directory](#)

[Getting a Homestead Food License](#)

[Emergency Preparedness for Animals](#)

**New Census of Agriculture** figures show increase in New Hampshire farm numbers. See [highlights here](#).

[Guideline for Farmers' Markets: Fresh Fruits & Vegetables](#)

**Search for farms close to home. Find local products and activities.**

Read this week's **Commissioner's Column**

**2009 Legislative Session:**  
Click below to follow bill progress and see hearings calendars:



### WHAT TO DO

- Key Attractions
  - Amusement Parks
  - Family Attractions
  - Trips & Tours
  - State Parks
  - Rainy Day Indoor Activities
- Lakes, Beaches & Water Fun
- Arts & Entertainment
- Mills and Main Streets
- Scenic Drives & Tours
- Golf, Skiing, and Sports
- Shopping & Antiquing
- Spas & Wellbeing
- NH Heritage
- Nature Activities
- Outdoor Adventure
- Dining
- Markets & Fairs

### KEY ATTRACTIONS

Everything from [family attractions](#) and theme parks to the great outdoors awaits you throughout New Hampshire. To find out more about what New Hampshire has to offer, choose from the

ATTRACTION TYPE

- Agricultural Fairs
- Amusement Parks
- Antiques
- Arts & History
- ATV & Snowmobile
- Beaches & Water Fun
- Biking
- Boating & Marinas
- Covered Bridges
- Day Spas
- Family Attractions
- Farm Bus Tours
- Farm Stands
- Farm/Orchard
- Farmers Market
- Galleries
- Golf
- Handicapped accessible
- Harvest Your Own**
- Hiking
- Hiking & Climbing
- Historic Sites/Societies
- Hunting & Fishing
- Kayaking & Canoeing
- Key Attractions
- Lakes, Beaches, & Water Fun
- Livestock
- Motor Sports
- Museums

**Key Attractions**

[Advanced Search Options](#)

**TRAVEL DISTANCE**

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New searchable database, housed on the NH Division of Travel & Tourism Development website (<http://www.visitnh.gov/what-to-do/key-attractions/>), with a link from the NH Dept. of Agriculture, Markets & Food website, [www.agriculture.nh.gov](http://www.agriculture.nh.gov). New agricultural businesses can be added to this database any time.