

WEST VIRGINIA DEPARTMENT OF AGRICULTURE

Final Report

12-25-G-0533

Submitted to USDA
Specialty Crop Block Grant Program



1. New Market Development and Promotion (2 activities):

Key Results:

- ❖ The addition of these two markets brought the total number of counties participating in the Senior Farmers Market Coupon Program to 55 (the entire state).
- ❖ Since these were new markets, the baseline of no participation allowed each market to exceed the 30% increase target.
- ❖ Due to reporting limitations, the data reflecting a 60% increase in total participation for the SFMCP (19,238 in 2006 to 31,924 in 2008) suggest that both markets experienced significant increases.
- ❖ Data for the 2008 markets indicate that the redemption rates for Gilmer County were at 79% and 89% in Lincoln (Harts); both communities established markets that appear to have met the 30% goal as SFMCP data reflects supply and demand needs to fulfill the needs of this program and market patrons.

a. Gilmer County Farmers' Market/Gilmer County Economic Development Authority

Amount: \$1,458.00

Outline of the issue, problem, interest, or need for this project:

The Gilmer County Economic Development Authority administered this fund for the development of a farmers' market in the community to encourage specialty crop production and consumption. The \$1,458.00 grant assisted in determining feasibility, identification of local growers and developing banners. In the subsequent grant period, the group applied for and received additional funds to compliment and expand the initial appropriation to develop a market center for specialty crops in the form of a weekly tailgate market.

How the issue or problem was approached via the project:

Market materials developed to attract both consumers and producers and establish an interest in a specialty crop market in the county. Solicitation of feedback and suggestions indicating a need for a structure and consistent location for the market to create, establish and expand the number of specialty crop producers utilizing the market.

How were the goals achieved:

Market banners were designed and printed, market was advertised in the local newspaper. Grant funds were not expended to their maximum capacity and the group received technical assistance from several WVDA program coordinators during the transition of program coordinators. Only \$240.00 of grant funds were expended though the group received substantial feedback indicating a need for a temporary structure to provide a location and consumer recognition for the market. The remaining funds were combined with the FY2007 grant to expand from the identified 3 vendors in this first year. The lack of participation, lack of consistent market location and weather, meant that the goals were not achieved.

Results, conclusions, and lessons learned for this project:

This project, initially, seemed to lead to a negative conclusion. Contrary to this assumption, the attempt that the group made in this years' activity provide valuable feedback to direct the group to the correct action plans in the long term to make the market a viable outlet for specialty crops in this remote rural location. The difficulties with the program manager transition (and key personnel changes including the dismissal of county personnel) created the carryover of funds. The group was able to obtain its goals and objectives in the following grant cycle. This round of funding created interest in the project of developing a specialty crop outlet in this area and encourage producers to use the market as a viable outlet for their specialty crop production.

Progress made to achieve long term outcome measures:

Identification of facility need, interest in consumers for the acquisition of locally grown specialty crops and economic incentive for farmers to grow specialty crops for the market were key result areas for this project. Need for a market location was established as the first step before advertising and other project activities could be effective.

Additional information:

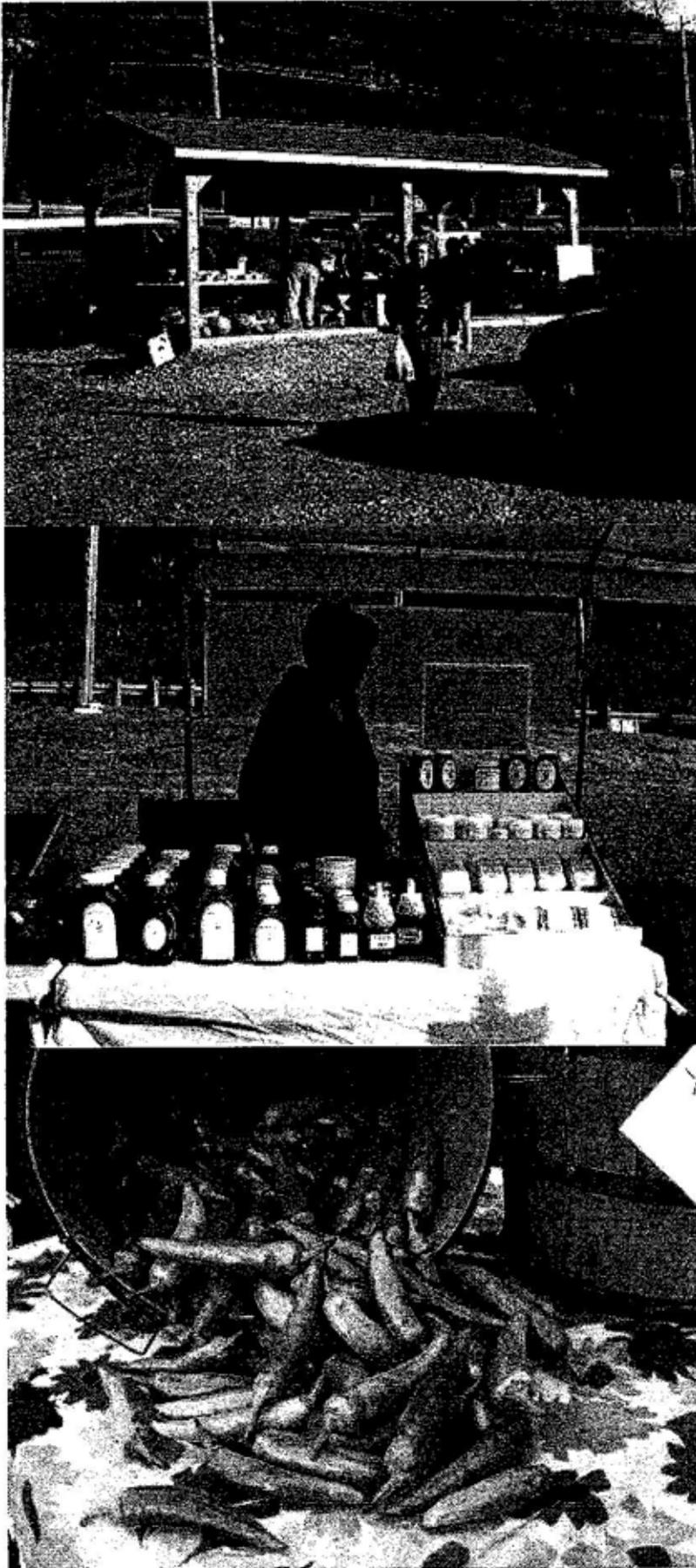
Further market information and grant effectiveness can be found by referencing the final report of the FY2007 grant.

This project provided the seeds for the development of a viable functioning market. The project administration from both the grantee and grantor side was mired in personnel changes on both sides. The location of the market (at the senior center) allowed the residents of the facilities to utilize the Senior Farmers Market Coupon Program by providing an acceptance location that did not exist in the county. The structures built are temporary in nature and provide shelter only for the market as well as elimination of the need for borrowed tents. In this economically distressed community, the market has performed exceptional well and served as an economic boost in terms of both increased specialty crop production and consumption.

Several flyers and photos of the marketplace were provided with the final report.

Contact:

Larry Chapman
Gilmer County Economic Development Authority
(304) 462-8098



b. Harts' Veterans' and Community Center

Amount: \$5,400.00

Outline of the issue, problem, interest, or need for this project:

A market network/cooperative of growers to provide specialty crops at a market location in the community was identified as a need for the community.

How the issue or problem was approached via the project:

The grant was awarded to develop a grower network and establish a market location to address economic and lifestyle issues in this distressed rural community. Grant funds would cover producer technical assistance, cost sharing for producers and market provision in terms of both physical facility and materials and a market director lending technical assistance.

How were the goals achieved:

Several specialty crop producers have been identified and have expressed an interest in market participation. The market has been located and essential supplies and materials for the producers provided. One event has been conducted at the market with future interest and increased production indicated for the immediate and long term time spans.

Results, conclusions, and lessons learned for this project:

This project has been very difficult to implement due to serious illness on the part of the project manager. She has handed the management of the project over to her son as they face medical challenges. In an attempt to continue the vision of the initial project, the farmers' market came to fruition in July of 2009 and laid the ground work in terms of producer identification and interest to continue the project. Additional challenges included an extremely late growing season delaying supply and adverse growing conditions in 2008. This market will benefit from additional support from the Department of Agriculture and technical assistance in terms of producer education, market support and production expansion. The grant monies have provided the resources for the growers to conduct an efficient and quality market experience for its customers. The development of a grower support network originally proposed but not addressed in the grant activities will also benefit the development of the growers in the area.

Progress made to achieve long term outcome measures:

Progress on this project was very slow but the grant goal of establishing a marketplace for specialty crop producers was accomplished. The lessons learned demonstrate the future potential of the specialty crop market and interest in this economically distressed area.

Additional information:

Photos of grant proceeds and the initial marketplace day were included.

Contact:

Ron Adkins

(304) 855-4436

radkins@ag.state.wv.us



2. Farmers' Market Association Formation (1 activity):

Recipient: West Virginia Farmers' Market Association

Amount: \$6,334.00

Outline of the issue, problem, interest, or need for this project:

The success of the West Virginia Senior Farmers' Market Voucher program combined with increased consumer interest in locally grown specialty crops, have led to an explosion in the establishment of farmers markets throughout the state. The establishment of a statewide association would facilitate collaboration, provide support and technical assistance and create a mechanism for cooperative efforts and programs.

How the issue or problem was approached via the project:

Identification of leadership, formation of an association structure including by-laws and membership structure and the identification and disbursement of resources and materials to the members were logical organizational steps embraced by this group. Ultimately, the support and materials provided current members and new markets the support they need to become an important part of the marketing mechanism for West Virginia specialty crops.

How were the goals achieved:

The group noted the following project milestones:

- Reviewed existing WV Direct Marketing Assn by-laws and materials
- Wrote draft of WV Farmers' Market Association by-laws based on research of other associations with assistance from advisors
- Held core group meeting to agree on interim officers, board, and membership structure for organization
- Became part of the national Farmer's Market Coalition
- Developed membership materials and logo (Web site also established)
- Developd contact list of farmers and markets
- Began membership campaign for all farmers markets in the state (As of June, 2008, 18 market members, 1 associate and 13 friends)
- Held the first Association members meeting to discuss progress and goals, adopt bylaws, rules, fees, elect officers and board, and establish committee (By- laws and minutes furnished)
- Developed work plan
- Developed Association website

Results, conclusions, and lessons learned for this project:

This project was well organized and provided a logical timetable and definitive progress measurements. The group has made an impact on the specialty crops industry by its existence as a resource for existing and new markets and a strong presence at the yearly Small Farms Conference. The project is an example of a strong outcome for SCBGP funding.

Progress made to achieve long term outcome measures:

The group continues its work through sponsorship of a very successful (both in number of participants and economic reward) indoor winter market at the Small Farms Conference, the establishment of Buy Fresh/Buy Local designation, a website and additional member benefits connecting markets with both a statewide group and linkages to regional and national initiatives. This information and linkages help markets grow and contribute to the growth of the specialty crop industry.

Additional information:

Website: www.wvfarmers.org

By-laws, organizational minutes and programs included and available for resources.

Contact:

Susan Sauter

(304) 379-7800

stsauter@frontiernet.net



Press Release

West Virginia Farmers Market Association (WVFMA) Website Live: www.wvfarmers.org

It was just last year that a group of West Virginia farmers and marketers took steps to create a statewide farmers market association--the West Virginia Farmers Market Association (WVFMA) and, now this spring, they have grown a website.

In keeping with their objective to strengthen viability of farmers markets across the state, the WVFMA just unveiled their new website. The site acts as a virtual resource to foster cooperation among members by overcoming challenges related to the production and marketing of agricultural products. It also seeks to help toward improving and sharing effective direct marketing activities.

To be found there is information on joining the WVFMA as well as links to farmers markets around the state who have taken advantage of this valuable network of producers and marketers. Some of these farmers markets and on-farm markets have never before had their own web page.

The WVFMA website intends to become a resource for industry and consumers alike. For the "locavore" in all of us, you can find the same links to WV Farmers Markets, to delicious recipes using fresh and local ingredients and to a Harvest Calendar which describes when you can expect local produce to be picked.

"This website is a wonderful resource for West Virginia farmers markets to network and problem solve on a virtual level. The agriculture producer's office hours start before the sun comes up and end after the sun goes down. A resource that is accessible 24/7 is of tremendous value," said Jack Dunbar, WVFMA President, of Breezy Heights Farm, Sinks Grove, WV.

"The WVFMA also plans to stay in touch with farmers and marketers through the publication of a newsletter. If you'd like to sign up for it, please let us know," offered Susan Sauter, the new group's treasurer, and also board member of the Morgantown Farmers Market. The newsletter will be available in hard copy or electronically, with the latter preferred.

The WVFMA was formed with guidance from the WVU Extension Service and the Davis College of Agriculture, Forestry and Consumer Sciences and through a WV Department of Agriculture Specialty Crops Grant.

The WV Farmers Market Association website is located at www.wvfarmers.org. Please visit the site for information on becoming a member of the WVFMA and for more on visiting fresh and local member farmers markets of West Virginia.

Press Contact: Susan Sauter, stsauter@frontiernet.net 304/288-5366
May 1, 2008

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- Jack Dunbar, President, jadun@earthlink.net, Breezy Heights Farm, Sinks Grove, 772-5175
 - Bill Reebel, Vice President, pepperking@peoplepc.com, Mason County Farm Markets, 675-2067
 - Susan Sauter, Treasurer, stsauter@frontiernet.net, Morgantown Farmers Market, 379-7800
 - Kellie S. Boles, Secretary, kboles@jctc.org, Jefferson Farmers Market, 728-3051 ex 239
 - Katy Trenary, info@orrsfarmmarket.com, Orr's Farm Market, Martinsburg, 263-1168
 - Pam West, westfarms@frontiernet.net, West Farm, Lewisburg, 497-3840
 - Joel Wolpert, Elkins Farm Market, 823-3960



Goals of the WVFMA: to share resources; to coordinate issues related to farmers markets throughout the state, and to promote activities that help establish, operate, and expand farmers markets throughout West Virginia.

May 2008 v1

- **Here We Are! West Virginia Farmers Market Association Is Born**
- **Join Us!**
- **Strike-Force E-Response on Local Foods**
- **Check Out Your Website www.wvfarmers.org**
- **Wanted! To Purchase Local Produce**
- **Highlights: First WVFMA Membership Meeting**
- **Highlights: 2008 West Virginia Small Farm Conference**
- **Hold The Dates For Next Year: February 24, 25, 26 WVSF/WVFMA**
- **For WVSF 2009 Meals: Plan Now For February Conference Food**
- **Winter Blues Farmers Market**
- **WVFMA Joins National Farmers Market Coalition**
- **Events: WVU Organic Farm Field Day; Value-Added Fair; Send In Yours!**

West Virginia Farmers Market Association Is Born

With demand for local farm products growing faster than supply, this group of farmers has **formed the WV Farmers Market Association (WVFMA)** to address the problems and opportunities faced by the estimated 40 farmers markets as well as those of on-farm markets. These markets allow families to share their farm fresh products with the public in a setting close to home, reducing wear and tear on the environment, on the produce and on the farmer. Furthermore, a recent WVU study revealed that **these venues contributed \$3.2 million to the state's economy!**

The WVFMA held our first membership meeting this February at the WV Small Farm Conference (WVSF) in Morgantown where directors were selected, a grant was conceptualized, and groundwork was laid for the year ahead. This work includes addressing market issues such as risk in the form of **personal and product liability**. The WVFMA also hopes to **improve communications within the state farm marketers network** and its support agencies and organizations. By working closely with the WV Department of Agriculture, the Davis College of Agriculture, Forestry and Consumer Sciences, and the WVU Extension Service, the group has developed a **contact list of nearly 500 farmers** and the personnel who support them. (Please let us know if we have gotten anything wrong with your address, but better yet, send us your e-mail so we can communicate that way.) This will allow for a targeted mobilization of producers to seize the great opportunities that lie before the West Virginia local food movement.

Goals of the WVFMA are to share resources; to coordinate issues related to farmers markets throughout the state, and to promote activities that help establish, operate, and expand farmers markets throughout West Virginia.

- **Home**
- **Useful Links**
- **Members**
- **News and Events**
- **How to Join**
- **About Us**
- **BFBL WV**
- **Resources**
- **Recipes**
- **Harvest Calendar**
- **Newsletter**

[Current Newsletter Issue](#) | [WV Small Farm Conference](#)
[Find a Farmers Market](#)

We are farmers markets, on-farm markets, market managers, farmers, and consumers.

W V F M A west virginia farmers market association



Our goals:

- share resources
- coordinate issues related to WV farmers markets
- promote activities that help establish, operate, and expand WV farmers markets

Select projects:

- Webpage for each market member
- Statewide farmers market census located nearly 70 markets
- Annual Winter Blues Farmers Market
- Input to Farmers Market Vendor Guide on food safety
- Buy Fresh Buy Local WV® Chapter educates consumers about the benefits of eating locally.

Gilmer County Farmers Market

Contact: David B. Millard

Phone: 304-462-8103

Location: Corner Rt 5 & 33 - Senior Center

Days/Hours Market is Open:

Saturdays, 8 am-1 pm

Established 2006; re-established 2008

Joint venture of the Gilmer County Economic Development Assn & the Senior Center; most vendors accept Senior Nutrition vouchers.



[back](#)

3. Existing Farmers' Market Promotion and Advertisements (10 activities):

Key Results:

- ❖ As an aggregate, the goal of a 20% increase can be documented through participation in the SFMCP trended over the 3 years of the project. The increase in this program does not take into account market activity for non-senior participation that would suggest participation figures much higher than the target. Key statistics include:
 - ❖ An increase in total farmers markets in the state from 23 in 2006 to 38 in 2008 (60.52% increase)
 - ❖ Increase in SFMCP participation from 19,238 in 2006 to 31,924 in 2008 (60.26% increase)

a. Beckley Uptown Farmers' Market

Amount: \$1,000.00

Outline of the issue, problem, interest, or need for this project:

To increase vendors and revenue at the market, grant funds were used to promote an additional market day and market activity through local media and promotional efforts.

How the issue or problem was approached via the project:

Signage, print ads and logo'ed items were used to promote the market and the specialty crops provided.

How were the goals achieved:

A daily recording of sales and average vendors was completed at each market to determine impact.

Results, conclusions, and lessons learned for this project:

The project manager made the following summaries for the 2007 and 2008 market seasons:

Year	Average Vendors	Total Receipts	Average Per Vendor/Day	Total Sale Days
2007	3.4	\$6,626.00	\$191.30	11
2008	3.0	\$9,306.95	\$134.88	23

The increased resources necessary to implement an additional day of selling depleted both supply and demand for the first year. An examination of 2009 sales data will determine if the increased advertising/marketing campaign was able to generate additional vendors and consumer sales to evaluate overall grant effectiveness on the specialty crop industry in this area.

Progress made to achieve long term outcome measures:

Although the data does not support the resources provided by the grant at this time, the mechanism for measuring results is in place to make this determination at a later date. The addition of 2009 data will provide the opportunity to support the grant expenditures and determine the overall effect on specialty crops.

Additional information:

Photos of banners and media affidavits were included as well as the weekly sales reports for 2006, 2007 and 2008.

Contact:

David Richmond, West Virginia University Extension
(304) 255-9321; David.Richmond@mail.wvu.edu

b. Hinton (Summers County Farmers' Market)

The organization received a \$1,000.00 grant to purchase promotional and marketing materials to enhance the visibility of the farmers' market in Hinton and to support specialty farm producers through advertising, promotion and signage.

The project was originally proposed by the West Virginia State Extension Agent in the county who left the position and did not complete the project. The \$1,000.00 grant proceeds were returned and reallocated in the FY2007 project allocation to the Recipe Challenge project enhancing specialty crops through the encouragement of value-added crop usage in specialty food processing.

c. Monroe Farm Market

Amount \$5,500.00

Outline of the issue, problem, interest, or need for this project:

Based on the organization's original application, the group stated that the grant award would allow the 17+ entities the opportunity to produce and sell more specialty crop products if more potential customers knew about their high quality farm products that are produced using organic and natural type methods. In addition, the organization has been limited in the populations served such as WIC, Food Stamp, and Senior Farmers' Market coupons; the ability to use EBT processing would assist with additional revenue opportunity. Finally, to address the issue of increasing revenue opportunities for the members, the group proposed to find and provide a commercial kitchen for extending the shelf life of produced specialty crops.

How the issue or problem was approached via the project:

To accomplish these goals, the group developed the following work plan:

- Develop market website

- Develop and distribute materials advertising the market including flyers, recipes, special events, and tv/radio/newspapers

- Develop EBT services for market patrons

- Identify and implement an approved facility for value added specialty crop processing

How were the goals achieved:

The group created a web site, online ordering mechanism, an extensive marketing campaign and provided members with the resources to develop quality labels for value added specialty crops through the grant proceeds.

An increase in revenue from \$5,600.00 in 2006 to more than \$40,000.0 in 2008 demonstrate exponential growth of more than 140%.

More than 70 members of the buyers club were noted however the group did not track the total number of customers at the market comparing the 2006 and 2007 season. The market was a participant in the WIC/Food Stamp/Senior market programs but not customer counts were provided. The group did not appear to use SCBGP funds for this component of market operation.

Results, conclusions, and lessons learned for this project:

- Policy that web funds for domain registration and hosting fees be disallowed consistent with other state matching funds programs; difficult to track sustainability and groups need sources to keep these sites maintained and ongoing.
- Despite a lengthy and specific letter to the group on December 29, 2008 requesting adjustment in reporting to exclude non-eligible items, the group resubmitted the original report; future project

monitoring and program oversight will focus on separating out specialty crop results from those of non-eligible commodities; groups efforts extended beyond the grants financial resources so it is difficult to determine if the total grant funds were used exclusively for specialty crops.

- The group did not budget enough funds to carryout its goal of establishing a commercial kitchen facility for its members. It did, however, provide professional labeling capabilities through the purchase of a printer for value added specialty crop products. The group has recently contact the WV Department of Agriculture to explore facility options and complete this objective.
- Request for future written materials to cite SCBGP funds as a contributor to collateral material printing developed for all future grants.

Progress made to achieve long term outcome measures:

The implementation of a buyers club in the Charleston area noted a significant expansion in participants, addition of specialty crop products to meet demand and addition revenue to market members. To fulfill the 140% increase in sales, the group has significantly increased the production of specialty crops in the region.

Additional information:

Samples of order forms, correspondence, ads, printer label capabilities and other market materials were provided. Despite a request, a copy of the website was not provided but taken off the web by WV Department of Agriculture staff.

Contact:

Jack Dunbar, Former President
Contact: Eric Johnson, Current President
(304) 772-3003
erj@citynet.net



Feeding our families & yours

[about us](#) | [the market](#) | [visit monroe](#) | [events](#) | [community opportunities](#) | [become a member](#) | [contact us](#) | [links](#) [home](#)

The Market:

[Produce](#) | [Dairy/Eggs](#) | [Herbs](#) | [Meats](#) | [Plants](#) | [Value Added Products](#)

Produce

Seasonally we offer nearly any regional vegetable that you can imagine ranging from asparagus to zucchini. We also offer many fruits including several varieties of apples as well as peaches, plums, various berries and some melons.

Dairy/Eggs

Free-range chicken & duck eggs

Herbs

We offer many of your staple herbs such as parsley, sage, rosemary and various mints.

Meats

Pasture-raised beef, chicken, goat, lamb, pork and turkey

Plants

In the spring we have a nice variety of bedding plants to add spring color to your flower gardens as well as many vegetable plants for those who prefer to grow their own.



Value Added Products

Honey, various jams, jellies, sauces, butters and syrups, all made from local produce are available year-round



"Feeding our families and yours"

Meet the farmers and food artisans that comprise the Monroe Farm Market family. This brochure details farm history, contact information and a chart of where to buy products as well as the programs they participate in through the Monroe Farm Market, Inc.



Monroe Farm Market, Inc. P.O. Box 238, Union, WV 24983
304/772-3003 www.monroefarmmarket.org

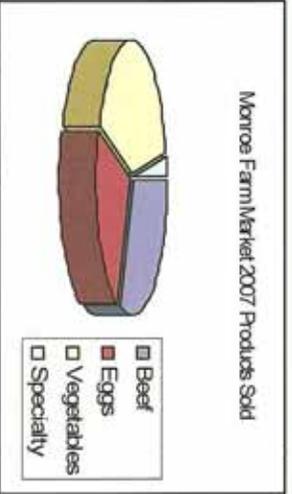
Funds provided through USDA & WVDA Specialty Crop Block Grant Program

"Small opportunities are often the beginning of great enterprises." Demosthenes

The Monroe Farm Market, Inc., is comprised of many small and diverse farmers who produce meat, eggs, fruits, vegetables, and honey. Farmers sell their bounty at farm markets, restaurants, and on their farm. They are family owned and operated from the small farms on 2 acres to several hundred acres of orchards and cattle farms.

The farmers of Monroe County use either sustainable agriculture or organic practices. Fresh clean water flows through the county from several creeks and many farms have natural springs.

Purchasing locally grown food that is managed responsibly provides the consumer with a healthy and safe alternative.



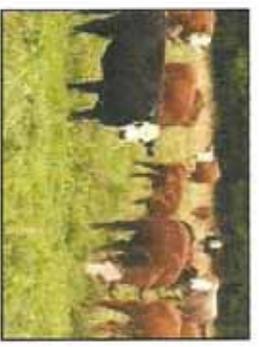
Our beginnings...

In 2005, farmers realized the need for a local farm market and began the task of organizing the Monroe Farm Market, Inc.

May 2006, the Monroe Farm Market in Union opened. That same summer, Executive Chef Dale Hawkins from Stonewall Resort approached the group to buy meat, eggs and produce in bulk for the upscale West Virginia resort. Thus developed the restaurant sales market that presently includes white tablecloth establishments from Lewisburg, Charleston and Buckhannon. Additionally, several retail establishments have joined to sell fresh Monroe County agricultural products..



First Lady Gayle Marchin receives bountiful basket of Monroe Farm Market products at the 2007 WV State Fair



Restaurant & Retail Customers

- ◊ Allen's Produce, Beaver
- ◊ Blackwell's Restaurant, Lewisburg
- ◊ Bluegrass Kitchen, Charleston
- ◊ Bridge Road Bistro, Charleston
- ◊ DJ's Restaurant, Union
- ◊ Fairmont State University, Fairmont
- ◊ Glade Springs Resort
- ◊ Purple Onion, Charleston
- ◊ SOHOS, Charleston
- ◊ Stonewall Resort
- ◊ Tamarack
- ◊ Tavern 1785, Lewisburg
- ◊ Total Health & Healing, Princeton



We invite you to join our team!

d. Morgantown Farmers' Market Growers Association

Amount: \$ 5,380.00

(Note: In the initial State Plan, this market was referred to as "Moundsville Farm Market" in error: correct sub recipient is "Morgantown")

Outline of the issue, problem, interest, or need for this project:

Project funds were used to increase the visibility and patronage of the farmers' market in Morgantown to support existing specialty farm producers that sell at the market and encourage/support the establishment of additional specialty growers.

How the issue or problem was approached via the project:

In addition to supporting the Senior Farmer Market Coupon program (hence increasing sales to market vendors), the market implemented an additional coupon program that allowed them to track redemption and correlate it to sales. Grant funds were expedited to print and distribute the coupons, provide an educational tent for market recipes, promotion and vendor support, color banners with market information and promotional items for the market (including market nametags).

How were the goals achieved:

Promotion of the market through coupon distribution, creation of a positive market image through nametags and logo'ed attire and enhanced signage all contributed to the market meeting, and exceeding, its goals.

Results, conclusions, and lessons learned for this project:

The market recognized a 63% increase in market revenues, far above the 20% target. This increase represented a 47.5% average increase in per vendor revenue realizing the additional economic impact targeted in the grant activities. Lower income organizations were the target groups for coupon distribution and their redemption rates indicate that this demographic benefitted most from the market promotion. Countywide redemption rates for the Senior Farmer Market Coupon program also rebounded from 45% in 2006 to >60% in 2007 indicating that the market contributed and benefitted from the influx of buying power these instruments provided.

One component of the work plan not initiated was the demonstration chefs (4 events) scheduled. Continued patron education and specialty crop use techniques should further enhance the specialty crop sales at this market when implemented in 2008.

Progress made to achieve long term outcome measures:

This market continues to make strides in efficiency for coupon redemption, increased sales and additional benefit recognized by the specialty crop producers that utilize this market.

Further proof of performance in the form of pictures would supplement the final report that had detailed sales data.

Additional information:

<Personnel hours and activities reports requested during the 2009 State Site Visit have been received and logged into the project file demonstrating compliance with personnel and salary payment provisions for subgrantees.>

Contact:

Brenda Siflett, Market Manager

(304) 276-1865

No email provided

e. Ohio County (Brooke County Northern Panhandle Farm Markets)

Amount: \$2,600.00

Outline of the issue, problem, interest, or need for this project:

To increase the visibility of farmers markets in the region (Hancock, Brooke, Ohio and Marshall counties), the group will place billboards in the region to promote increased sales of locally grown produce.

How the issue or problem was approached via the project:

The group contracted with Lamar Advertising to create and place the billboards strategically throughout the region. A total of 6 billboards were placed.

How were the goals achieved:

The billboards emphasized specialty crop availability, market location and times and a request to support local farmers/produce. They were placed in August of 2007.

Results, conclusions, and lessons learned for this project:

Data from Lamar indicate that the total daily exposure to the signs by motorists was 50,078 views per day. Subjective feedback from market managers indicate an addition of 2 new vendors in 2008 with sufficient customer demand to absorb the influx of produce created by demand.

Several market directors informally polled market patrons who indicated that they did see the billboards and their participation in the market was driven by their presence.

This project underwent a personnel change after the billboards were implemented. Because of this, no formal surveys to correlate with the advertising campaign were implemented. The new Extension agent has pieced the report together to the best of her ability and has made future grant funding accountable in terms of establishing baseline data and implementing grant objectives.

Progress made to achieve long term outcome measures:

The change in leadership at the Extension level has rejuvenated the markets and its attempt to expand the scope of specialty crop production and increased market awareness. The group applied for additional funds in 2009 after regrouping in 2008 under the direction of the new extension agent who is committed to expanding the production and sales of specialty crops in the region. Their long range plan now includes tracking data in the areas of production, consumption and market results to compliment their expenditures in promotion to better determine the effectiveness of grant fundings in enhancing specialty crops in the region.

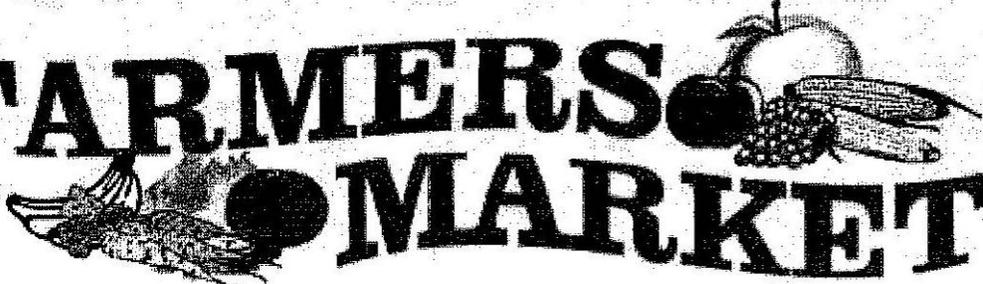
Additional information:

Billboard artwork provided.

Contact:

Carole Scheerbaum, Extension Agent
(304) 564-3805
Carole.Scheerbaum@mail.wvu.edu

FARMERS MARKET



WHEELING

Old Kroger parking lot
Sat, 8:00 a.m.- Noon

Support LOCAL farmers and LOCAL produce.

f. Jefferson County Development Authority

Amount: \$5,000.00

Outline of the issue, problem, interest, or need for this project:

By increasing the direct marketing abilities and opportunities for specialty crop producers in the Jefferson County region, agricultural producers will capture a greater portion of the consumer food purchasing dollar while fostering relationships between the urban commuter and rural agricultural producer.

How the issue or problem was approached via the project:

The region is classified as rural with a large infrastructure in place to provide access to the lucrative Washington, DC market within 90 miles. Technology plays a critical role in information dissemination and purchasing decisions. The group choose to market to consumers through the development of a website and increased signage about the market and its supply of specialty crops to patrons.

How were the goals achieved:

The website, www.jeffersonfarms.org was used as the vehicle to drive the online presence. Upgrades, addition of local specialty crop orientated events and promotion of market products were goals accomplished through specialty crop funding. The group was also able to provide signage and encourage cross promotion for the 4 markets in the region. A support group for women in agriculture provided technical assistance and support to specialty crop growers. Lastly, a comprehensive survey of direct marketing in the region measured economic impact, consumer demand and areas of future improvement to the specialty crop industry in the region.

This ambitious project was successful in terms of accomplishing the action items specified, tracking a steady increase in demand and economic impact of specialty crops in the region and developing future actions to continue the progress initiated by the grant.

Results, conclusions, and lessons learned for this project:

Key results include:

- Average market sales increase from 2007 from \$1,800 in 2007 to \$3,500 in 2008
- Average sales per vendor increase by \$100.00
- Development of logo and brand identity for the market through promotional items and consistent advertising image
- Updated website with access to vendor information for follow up direct transactions
- Collaboration with other specialty crop initiatives in the region (i.e. Fresh Feast on the Farm)
- Increase from 9 to 13 registered vendors from 2007 to 2008
- Special events and promotions initiated including email harvesting through cookbook give aways and baking contests featuring specialty crops (i.e. rhubarb)

Progress made to achieve long term outcome measures:

Expansion of the quantity of specialty crops available in the region and the effectiveness (through increased sales and market patrons) seem to be well on its way through the documented increases in sales at the markets during the period of this grant. Innovative marketing methods and interactive market activities place this market system at the forefront of the direct marketing of specialty crops initiative in the state. The extensive data collection and recording are a model for future grant fund utilization evaluation.

Additional information:

Copy of website provided.

Contact:

Kellie Boles, Agriculture Development Officer
(304) 728-3051, ext. 239
Kboles@jctc.org

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Jefferson County Farms



Home | News | Events | Services | About Us | Contact Us | Privacy Policy | Sitemap

Jefferson Farmers Market
 Saturdays • 9 am-12 noon
 April-October
 Beside the Old Charles Town Library
 100 Block of North Samuel Street - Charles
 Town, WV
 Contact: Kelle S. Baker 304-728-3051 ext.
 229 kbaker@jcfarms.org

Shepherdstown Farmers Market
 Sundays • 9 am-1 pm
 Year-round
 Behind the Shepherdstown Library on
 German Street
 Saturdays • 9 am-12 noon
 April - December
 South King Street, near the Post Office
 Wednesdays • 4 pm-6:30 pm
 July-September
 Shepherdstown B&E on Rt 42 (Marlinton
 Pike)

Stevens Farmers Market
 Thursdays • 4 pm-7 pm
 Rt. 3 in Shenandoah Junction, on the corner
 of Luther Jones Rd.

**Smith's Shepherdstown Farms and
 Cidermill**
 Located on Rt. 340, just outside of Charles
 Town, West Virginia.
 Other markets where you can find us:
 - Summersville
 - Summersville • 9 am-1 pm

http://www.jeffersonfarms.org/index.php?option=com_content&task=view&id=12&Itemid... 8/20/2009

Fruit Stand
 Located in the cross on the 1000 block of 20th
 St. between Massachusetts Ave. and G St.

Falls Market
 Saturdays • 9 am-12 noon
 Year-round
 Located in the City Hall parking lot at the corner
 of Lotts Falls and Park Avenue.

Fridge Station
 Wednesdays • 1 pm-7 pm
 Year-round
 Located on I Street between Ferry Marketplace
 and 2nd Street, SW

Stevens Farmers Market
 Monday-Thursday • 10 am-8 pm
 Sunday • 10 am-5 pm
 178 Pigeon St., Inwood, WV
 304-228-9811

Shepherdstown Farmers Market
 Saturdays • 9 am-12 noon
 April-October
 Back of Ramsey Community Center Parking
 Lot, Main Street
www.shepherdstownfarmersmarket.com
 Contact: Steven Martin 304-822-3875
smartin@shepherdstown.com

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http://www.jeffersonfarms.org/index.php?option=com_content&task=view&id=12&Itemid... 8/20/2009

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Jefferson County Farms



WHAT'S NEW

Charles Town Farmers Market
 From Saturdays, April-October
 9:00am to 12:00pm
 Beside the Old Charles Town Library
 100 Block of North Samuel Street in
 Charles Town

Stevens Farmers Market
 From Thursdays
 4:00pm - 7:00pm
 On the corner of Old Rt 3 and Luther
 Jones Rd.

If you are interested in having your photos
 or business listed on the site, please
 email: Kelle.Baker@jeffersonfarms.org. If
 you would like to be added to our "Farm
 Fresh" e-mail system, please email:
Kelle.Baker@jeffersonfarms.org. You will
 receive timely information on farm events,
 farmers markets, fresh produce reports
 and more!

Farm Day 2009

Saturday, June 20th, 10am-3pm
 A free, self-guided tour of local, organic
 farms!

View the Schedule - [Information about our tour](#)
 View the Schedule - [View our County Map](#)

Home | News | Events | Services | About Us | Contact Us | Privacy Policy | Sitemap

<http://www.jeffersonfarms.org>

8/20/2009

g. Fayette County Farmers Market

Amount: \$1,000.00

Outline of the issue, problem, interest, or need for this project:

As a new market, grant funds were utilized to promote the market, support existing specialty crop producers who use the market for sales, increase overall market sales of West Virginia locally grown products.

How the issue or problem was approached via the project:

Funds were used for signage, advertising, information booths and market promotional materials provided to market patrons as an incentive to shop at the market.

How were the goals achieved:

Two banners with the market name, time and location, two removable directional arrows, advertising in print publications and local radio, an information booth (disseminating recipes, shopping bags and membership/involvement information and market promotion materials such as reusable shopping bags) and a booth at Bridge Day (the state's largest one day festival with attendance of more than 100,000) highlighted the activities that accomplished the project goals.

Market data included 24 registered sellers by the end of the market season (this was the first year) and 50-100 customers per market day.

Results, conclusions, and lessons learned for this project:

Four partnerships were established as a result of the activities performed in the implementation of this grant. Partners included WV University Extension, WV Sustainable Communities project, the Fayetteville Convention and Visitors Bureau and WV State University Extension. The in-kind contribution of these partnerships enhanced the project results to the benefit of the specialty crop market producers.

For the future, the group noted the importance and intent of maintaining a separate bank account. Future projects need to provide additional data concerning the economic impact of grant activities on the revenue received by producers to more accurately reflect the impact of the project.

Progress made to achieve long term outcome measures:

This market has strong leadership and the initial grant funding allowed them to launch their market with success. Long term, the market hopes to include a youth project and expand the days and number of markets available in the county.

Additional information:

This project received a considerable amount of local press and the articles were included in the final report.

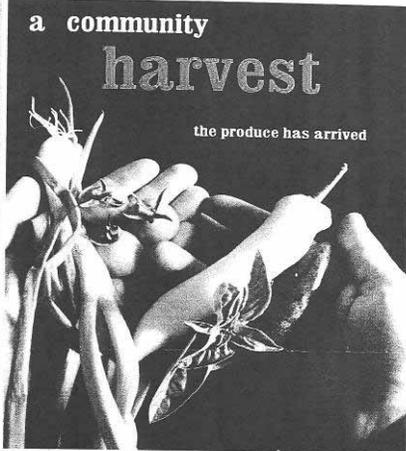
Contact:

Brian Sparks, Extension Agent

304) 574-4253

brsparks@mail.wvu.edu

a community
harvest
the produce has arrived



Locally grown produce is now available at the
Fayette County Farmers Market
Every Saturday Morning
7:30 - 11:30
Adjacent to the Fayette County Courthouse
For more information, call Laura at 574-3653 or email fayettemarket@gmail.com

Farmers Market opens Saturday

Page 1 of 1



The Fayette Tribune

THE REGISTER-HERALD The Montgomery Herald

Farmers Market opens Saturday

By Matthew Hill
Staff Writer

— FAYETTEVILLE — Sarah Cross hopes this weekend's opening of the Fayette County Farmers Market follows the path of a sower in years of yore — seeds borne along with difficulty one day yield sheaves of joy. The Fayette County Farmers Market Association (FCFMA) board member and West Virginia Sustainable Communities Project volunteer anticipates four or five vendors when the market opens for business at 7:30 Saturday morning. They will primarily offer starter plants for local gardeners, but that is at least a literal and figurative start.

"It was consumers who actually started meeting and saying they wanted local, healthy food," Cross explained. "We had a couple of meetings with several would-be buyers in the community. They talked about starting maybe a health-food (cooperative) or a CSA (Community Supported Agriculture). Someone said they needed to narrow their focus. When the idea for a farmers market was brought up, everyone in the room raised their hand."

From that point, Cross and West Virginia University Extension Agent Brian Sparks began the work of outreach — seeking out local farmers who would be willing to peddle their wares to the community. Sparks composed a list of about 10 committed vendors who have been attending FCFMA meetings.

"The market is only for Fayette County farmers, but I would like to see us open our doors to bordering counties someday and also sell to local restaurants," said Cross.

"We hope to set up a system to make it easy to sell collectively to local restaurants. The more farmers we have on the collective list, the easier it will be to sell. They (restaurants) order from Cisco and U.S. Foods, so they want a big spreadsheet with lots of options. It's up to the association."

For Cross, the timing could not be better. The market offers local farmers the chance to make some money and gives residents the opportunity to buy locally grown food. In addition to that, it comes on the heels of Earth Day and provides a last-minute gift idea for Mother's Day.

"It (a starter plant) would make a good gift for Mother's Day. We also have to do something about our long-distance food system," she implored. "We need to localize the food system more. It takes up so much energy. Our average food item travels 1,500 miles."

Saturday's market will mainly offer starter plants and baked goods, although some vegetables and eggs will likely be there as well. Those options, in addition to possibly selling farm-raised meat, will only grow in quantity and quality as the farming season progresses.

The potential is also there, she said, for the market to operate regularly on a weekday evening at some juncture this summer. For now, though, farmers will offer their goods from 7:30 until 11:30 each Saturday morning.

A vendor must pay a one-time fee of \$20 to sign up for a year's membership with FCFMA to sell his or her goods at the market. That money, Cross explained, will be earmarked for market-related expenses, insurance, portable restrooms and advertising.

Cross added that she and Sparks were also fortunate enough to receive a \$1,000 grant for signs and advertising from the U.S. Department of Agriculture.

Pending a legal review by Fayette County prosecutor Carl Harris, the Fayette County Commission also unanimously approved \$1,000 in seed money for FCFMA, which is still seeking nonprofit status, Cross noted. "We hope to start it off with a kick," she said.

The market is located in the parking lot on the Wiseman Avenue side of the Fayette County Courthouse. For more information, call Cross at 574-1444 or e-mail her at sarahmccross@gmail.com.

— E-mail: mhill@register-herald.com

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Farmers market ends season optimistic about its future

By Matthew Hill
REGISTER-HERALD REPORTER

FAYETTEVILLE — The inaugural season of the Fayette County Farmers Market came to a close last month. According to organizers, the endeavor was a sterling success and the prognosis for growth next year is phenomenal.

"That happened every weekend I was there," said Laura Ketchum, treasurer of a loosely organized group of officers that helped bring the idea to fruition, when asked about any positive feedback she received from customers last summer.

"People would say, 'This is great. We're so glad this is happening. We hope it keeps going.' There used to be a farmers market in Fayetteville maybe 10 years ago, but they weren't able to keep it going for some reason. There were some who remembered that market, and they are happy to see something like that start back up again."

The market, in the parking lot on the Wiseman Avenue side of the Fayette County Courthouse, opened to great fanfare in May and closed up shop last month. While Ketchum did not have many statistics readily available, she did note that an average Saturday

concerns to Ketchum about the future of American agriculture and the ignorance displayed by much of the younger generation about where their sustenance comes from.

"So many children are growing up not being taught how to grow food. At our end of season meeting, we talked about programs to get kids involved in a community garden. Some farmers talked about how they've had kids participate and help them in their gardens. We want to do it, and the farmers really want to do it. We want to inspire kids at a young age. I just wonder sometimes

what kids think about where their food comes from. They don't think beyond how that food shows up at the grocery store," Ketchum lamented.

Other scenarios for next year include an extra day and a second location. For 2007, the market was open only four hours on Saturday mornings, from 7:30 to 11:30, which created problems for some whitewater rafters who wanted to enjoy the experience, Ketchum said. The idea of having a weekday evening, with the exception of Friday, has been mentioned. Organizers are also eyeing an undisclosed location in Oak



SUBMITTED PHOTO

Hill to operate in conjunction with the Fayetteville market site.

For more information or to learn more about partic-

ipating in next year's Fayette County Farmers Market, call Ketchum at 574-6927 or e-mail her at laurak@suddenlink.net.

Fayette County Farmers Market, on the Wiseman Avenue side of the Fayette County Courthouse, closed up shop last month.

h. Summersville Tailgate Market

Amount: \$1,000.00

Outline of the issue, problem, interest, or need for this project:

Funds were provided to the market to promote the market and support existing/new specialty crop producers through increased interest and purchases at the Summersville Tailgate Market.

How the issue or problem was approached via the project:

The group used billboard type advertising (on the top of the shelter facility and within eyesight of US Route 19; a very heavily traveled 4-lane highway), two banners were purchased and ten weeks of print advertising for the market were the approaches the group used to promote the market in an attempt to increase sales and specialty crop producers.

How were the goals achieved:

The increased visibility afforded by the grant activities created market awareness and encouraged market participation.

Results, conclusions, and lessons learned for this project:

Based on the information provided by the WV University Extension agent working with this project, a 10% increase in market buyers and a 2% increase in vendors were recognized as a result of the project activities.

Final report information, proof of performance materials (i.e. photos, etc.) were not provided and made evaluation of the project difficult. Baseline numbers justifying the noted increases would be helpful and allow future activities to continue contributing to the specialty crop industry. Grant funds were expended within the project description.

<Note: Since the August, 2009 site review, the group has provided additional proof of performance documents and a sample ad is attached.>

Progress made to achieve long term outcome measures:

The market is still in existence and the cited activities with banners and rooftop billboard are indeed in place. Future funding consideration for this group should include baseline data and a strategic plan to the market's future including both increases in specialty crop sales and the development of additional market vendors.

Additional information:

None provided.

Contact:

Brian Sparks, Extension Agent
(304) 872-7898

brsparks@mail.wvu.edu

Display Advertising ⑨ 2x5 5.50
① 2x3.37 34.70

The Nicholas Chronicle

**SUMMERSVILLE FARMERS
TAILGATE MARKET**
CORNER OF BROAD STREET AND
ROUTE 19 ACROSS FROM DAIRY QUEEN

**FRESH LOCALLY
GROWN PRODUCE**
from local farmers!
OPEN 8 A.M. - NOON THROUGH SEPTEMBER

**CORN
BEANS
TOMATOES
POTATOES
SQUASH
ZUCCHINI - PEPPERS
RHUBARB - CORN MEAL
- HONEY - JELLY AND
MUCH MORE**



i.Berkeley Springs Farmers Market

Amount: \$3,500.00

Outline of the issue, problem, interest, or need for this project:

In order to support and publicize the farmers market a broad based promotion and marketing program needed to be developed for the market.

How the issue or problem was approached via the project:

The project began with a survey of existing specialty crop producers to determine their current level of promotion and identify programs that would increase consumer awareness and provide opportunities for increased sales of their products. An extensive plan of work was developed with input for producers and the assistance of a professional web designer once it was determined that a web based presence was necessary. The plan also targeted integrated marketing techniques as an effective way to get the message out to consumers, increase demand, diversify specialty crops offered and cultivate new market producers.

How were the goals achieved:

Key activities and function included:

- Four new producer websites and an updated, expanded farmers market website
- Newly developed rack cards with new market logo and mashead
- Development and distribution of Market ENews
- New banners and sandwich board advertising the market
- Dual use no-parking signs publicizing the market dates and times
- Newspaper advertisements, cable television advertisements, sponsorship of Community Bulletin Board on a local radio station
- Six special events featuring specialty crops including zucchini decorating contest and educational programs
- Collection of attendance and consumer data

Results, conclusions, and lessons learned for this project:

Key results include:

- a. Increase in market vendors from 16 to 19 from 2007 to 2008
- b. Diversification of market products to include additional specialty crops such as honey, cut flowers and value added specialty products
- c. Comparative data shows a total visitor increase of 10% and a 17% increase in sales during comparative time frames in 2007 and 2008

The market does feature non eligible specialty crops and a request to isolate the result data to only include eligible commodities is in order. It appears from the extensive campaign and funding sources beyond the grant that SCBGP funding was used exclusively for specialty crops.

Progress made to achieve long term outcome measures:

The accomplishments of the program activities appear to be:

- Increased number of growers and growers who choose to use the market to sell their products
- Increased production of specialty crops to include a wide variety of hybrid and heirloom tomatoes, micro-greens, extended season crops such as hydroponic tomatoes, basil, bibb lettuce and watercress, container grown ornamentals and herbs and native plants
- Increased purchase of specialty crops by the buying public
- Increased recognition of the logo and marketing materials being used by the market

Additional information:

The final report featured extensive documentation of grant activities.

2. Contact:

Larry Lower, Market Chairman

(304) 258-3815

larrylower@yahoo.com

ABOUT Berkeley Springs Farmers Market Page 1 of 1



Sundays 10am-2pm
April 27-October 9

Thursdays 2pm-5pm
June 18-October 9

Downtown Berkeley Springs, WV Route 522 & Fairfax Street

The place to buy fresh, healthy food and other products from local producers

About the Farmers Market

The Berkeley Springs Farmers Market Products features fresh produce from local farmers. The market provides local growers and vendors a venue to sell their produce and handmade items directly to the customer. The Market started with just three vendors in July 2002 and has grown to over 18 vendors this season. As you can see we have developed a broad range of products and continue to expand! We have also created a number of special events to make the market fun for everyone. The local Master Gardeners will also be providing educational programs throughout the market season. We also partner with the West Virginia Department of Agriculture and accept "Serious Farmers Market" coupons. Come Join Us!



Where Does Your Food Come From?

[Home](#) | [About the Market](#) | [Products](#) | [Coupons](#) | [10 Reasons to Buy Local Food](#) | [Calendar](#)
[Sundays 10am-2pm](#) | [Thursdays 2pm-5pm](#) | [Serious Farmers Market](#) | [Vendor Rules](#) | [Vendor Application](#)
[Links](#) | [Contact Us](#)

Berkeley Springs Farmers Market
A Local Food System


 West Virginia Department of Agriculture
 1000 Market Street, Berkeley Springs, WV 25707

<http://www.berkeley SpringsFarmersMarket.com/about.htm> 8/18/2008



Sundays 10am-2pm
April 27-October 9

Thursdays 2pm-5pm
June 18-October 9

Downtown Berkeley Springs, WV Route 522 & Fairfax Street

The place to buy fresh, healthy food and other products from local producers

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- [Vendor Application](#)
- [Links](#)
- [Contact Us](#)

Morgan County office of the West Virginia University Extension Service
www.wvu.edu/extension/morgancountyextension.htm

Morgan County Fair
www.morgancountyfair.org/fair

Morgan County Master Gardeners
www.morgancountyfair.org/MasterGardeners

Town of Berkeley Springs
www.berkeley Springs.com

Buy Fresh, Buy Local!
www.buyfreshbuylocal.org

Certified Naturally Grown - certification alternative to USDA Certified Organic, info and standards
www.naturallygrown.org

Local Harvest - National listing of Farmers Markets, CSA's, and Farms
www.localharvest.org

Slow Food USA - High quality, sustainable food
www.slowfoodusa.org

West Virginia Farmers Market Association
www.wvfarmers.org



Where Does Your Food Come From?

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Berkeley Springs Farmers Market
A Local Food System


 West Virginia Department of Agriculture
 1000 Market Street, Berkeley Springs, WV 25707

<http://www.berkeley SpringsFarmersMarket.com/links.htm> 8/18/2008

April 27, 2008
Volume 3, Issue 1



www.berkeley SpringsFarmersMarket.com

Thursdays 2-5
June 26 through
October 9, 2008
Sundays 10-2
April 27 through
October 26, 2008

WELCOME TO THE 2008 FARMERS MARKET!

The Berkeley Springs Farmers Market for 2008 is the same, but different. Days and times for the Sunday market remain the same, 10 to 2. Location is the same, Fairfax Street between US 522 and Mercer Street. All of our growers and producers from last year are returning, although some will be coming later in the season.

Access is improved with two available parking lots adjacent to the Market and is easily walkable from anywhere downtown. We have a new producer joining the Sunday market now and perhaps others later in the season. Lisa Wilder, of Great Cacapon will be marketing "Cookies for All Occasions", as well as other baked items. Her cookies delight the eye as well as the palate, making them almost too beautiful to eat. But eat them you will! We will be featuring Lisa as well as all of our vendors in future issues of Market E-News.

Our midweek, midseason market returns this year in mid-June, having been a success in its premier season last year. Andrea Miniccozzi, of A Rare Breed in Hedgesville will be joining the Thursday Market with eggs, lamb, pork, chevon (goat) and yarn, all certified naturally grown. More detail to come.

And we have a new look in our promotion materials. With the help of a grant from the WV Department of Agriculture, we have an improved website with access to many vendors' websites. We developed a new marketing logo for banners, signs, E-News, and everything else in our promotion program. Pick up one of our beautiful new postcards to remind you to visit the market every chance you get.

Starting the season will be lots of beautiful plants, early produce from the greenhouse and garden, honey, eggs and meats, baked goods and Shea butter products. And our E-News will keep you informed of what will be coming into the market each week.

Enjoy the season.
See you at the Market

July 20, 24, 2008
Volume 3, Issue 10



www.berkeley SpringsFarmersMarket.com

Thursdays 2-5
June 26 through
October 9, 2008
Sundays 10-2
April 27 through
October 26, 2008

WHAT YOU CAN EXPECT IN THE MARKET THIS WEEK

This Sunday's special event is Zucchini Decorating Contest. Children of all ages can match their artistic abilities with the plentifulness of summer squashes of all kinds. Some unique works of art result from this annual event. Just have fun or enter your squash into the contest.

Summer is finally settling in on the farms and in the market. Fresh plums have arrived and peach season is going big time with both white and yellow peaches. Cabbage, new potatoes, beets, squash of many kinds, cucumbers, early peppers and green beans are plentiful and some early field tomatoes may be available.

Wonderful heirloom and special variety tomatoes from local greenhouses, watercress, bibb lettuce and microgreens are readily available although you may have to take your place in line.

Of course, free range eggs, fresh frozen beef in many cuts and poultry continue in the market. Ray and Debbie are now packaging fresh frozen beef patties for summer grilling.

Take-away food is increasingly available with the addition of Lot 12 Public House to the market line up. Soups, sandwiches, salads, desserts and drinks are there each week. And a wide range of salsa, hummus, salad dressings and dips are available from Wisteria Gardens. Betty continues her eighteen types of cookies, fresh baked goods, homemade dry noodles and much more. Her jams and jellies are back, so stock up on those. Fresh peach bread is available at Glasscocks. And honey from local bees is available all the time. And don't forget those special sugar cookies from American Confections designed for each season and special occasions.

Cut flowers have come into the market from Heron's Rest and Secret House Farms. Many varieties are available along with dried flowers, potpourri, sachets and floral waters.

Garden perennials can be planted in your garden all season long if planted from containers. A wide selection of plant materials from ornamentals, native plants, ornamental grasses and herbs are available to fill in those large and small sections of your garden. Some annuals for late planting are still available on sale at Masters Touch.

The Thursday (2-5 PM) market continues each week on lower Fairfax Street. Fresh frozen lamb is available now and sometimes free range eggs, along with lots of wool materials, along with fresh foods and plants.

See you at the Market(s).

29



Open Sundays
10-2
Apr 27 – Oct 26

Downtown
Berkeley Springs, WV
Route 522 & Fairfax St.

Beautiful Hanging Baskets, Blooming Spring Perennials
Bedding Flower and Vegetable Plants, Herbs
50 Varieties of Heirloom Tomato Plants
Fresh Baby Greens, Bibb Lettuce, Tomatoes
Basil and Watercress
Salsa, Hummus, and Salad Dressing
Sugar Art Cookies

BUYING LOCAL SUPPORTS OUR COMMUNITY

Sign up for weekly news at
www.berkeleyspringsfarmersmarket.com



www.berkeleyspringsfarmersmarket.com



Sundays 10-2
April 27 through
October 26, 2008

Thursdays 2-5
June 26 through
October 9, 2008

Downtown Berkeley Springs, WV
Route 522 & Fairfax Street

For more information and to sign up for our
weekly e-newsletter, visit us at
www.berkeleyspringsfarmersmarket.com

The place to buy fresh, healthy food and other products from local producers

j. Spencer Farmers Market

Amount: \$5,000.00

Outline of the issue, problem, interest, or need for this project:

The purpose of this project was to provide promotional and marketing materials to increase the visibility of the market to support existing specialty crop producers and encourage additional producers.

How the issue or problem was approached via the project:

Funds were used for radio advertisements, live radio broadcasts, newspaper advertisements and promotional materials, and signage.

How were the goals achieved:

The grant activities made the production and sales of specialty crops at the market more profitable. Total sales in 2007 were \$15,217 representing an 85% increase over the previous year. A growth in vendors from 12 to 20 represented a 60% increase and an increase in the variety of specialty crops was a side benefit from the crop. Added crops included swiss chard, kohlrabi, herbs, sugar baby melons and cherry tomatoes.

Results, conclusions, and lessons learned for this project:

Special event implementation with grant funds (promotions, live remote broadcasts, etc.) were tracked and demonstrated an increase in sales on the day they were implemented. This grant was very effective with a 1:3 rate of return (for every grant dollar, \$3 worth of additional sales revenue was recognized).

Progress made to achieve long term outcome measures:

The growth in specialty crop vendors demonstrates the market commitment to continued growth and product diversity. This small community has responsibly implemented the grant funds and demonstrated a strong economic return back into the community and its specialty crop producers.

Additional information:

Case study for the market prepared as part of a SARE grant.

Contact:

Kate Burbank

(304) 927-0975

Kate.Burbank@mail.wvu.edu

Spencer Farmers' Market
 Location: Committee on Aging Building 811 Madison Ave.
 Tuesday: 9:00 a.m. - 3:00 p.m. • Friday: 9:00 a.m. - 3:00 p.m. • Saturday: 9:00 a.m. - 3:00 p.m.

Fall Celebration!
Friday, September 14th
9:00 - 3:00 p.m.

"Flowers"
 • Mums • Pansies
 • Violas

"Other Items"
 • Honey
 • Homespun Yarn • Dog Treats
 • Sachet • Knitted Dish Cloths
 • Dried herbs • Jams and Jellies
 • Handmade beaded jewelry

"Baked Goods"
 • Yeast Bread
 • Pepperoni Rolls
 • Pumpkin Bread
 • Banana Bread
 • Cookies
 • Low Sugar Desserts

"Fresh Produce"
 • Corn • Turnips
 • Potatoes • Tomatoes
 • Carrots • Green Peppers
 • Banana Peppers • Garlic for fall planting
 • Watermelons • Pumpkins
 • Apples • Butternut Squash

Meet the Vendors Refreshments!

FREE Cookbooks!

For more information call: WVU Extension Office at 927-0975
 *Funds for this project were provided by the WV Dept. of Agriculture and the USDA's Specialty Crop Block Grant Program.

4x6 - \$108

Spencer Farmers' Market
 Location: Committee on Aging Building 811 Madison Ave.

1 YEAR ANNIVERSARY CELEBRATION!
Tuesday, July 31st
9:00 - 3:00 p.m.

Meet the vendors! Refreshments! WVRC Live Radio remote!

Locally grown produce, homemade baked goods and more!!

Join the celebration!

For more information call: WVU Extension Office at 927-0975
 **Funds for this project were provided by the WVU/Dept. of Agriculture and the USDA's Specialty Crop Block Grant Program.

Spencer Farmers' Market
 Location: Committee on Aging Building 811 Madison Ave.
 Tuesday: 9:00 a.m. - 3:00 p.m., Friday: 9:00 a.m. - 3:00 p.m.
 Saturday: 9:00 a.m. - 3:00 p.m.

Buy Fresh Homegrown Produce!
Meet the Vendors!
Support the Local Economy!

Locally Grown Produce
 • Half Runner Beans
 • Sweet Corn • Tomatoes
 • Potatoes • Green Peppers
 • Banana Peppers • Cucumbers
 • Cabbage • Broccoli • Squash
 • Cantaloupe • Onions • Garlic

Also
 • Jams and Jellies
 • Honey • Dog Treats
 • Home Spun Wool
 • Handmade Soaps

Home Baked Goods
 • Pepperoni Rolls • White Bread
 • Banana and Zucchini Bread • Pies • Cookies
 • Low Sugar Desserts

For more information call: WVU Extension Office at 927-0975
 **Funds for this project were provided by the WV Dept. of Agriculture and the USDA's Specialty Crop Block Grant Program.

3. Recipe, Coupon & Demonstration Farmers' Market Incentives (1 activity):

West Virginia University Horticulture Team/West Virginia University Extension

Amount: \$4,416.00

Outline of the issue, problem, interest, or need for this project:

The target of this project was consumer education as it relates to providing information on how to prepare nutritious meals using West Virginia specialty crops.

How the issue or problem was approached via the project:

A series of 11 recipe cards/information sheets were provided to specialty crop consumers throughout the state. The cards solved the issue of how to prepare specialty crops and incorporate them into a healthy lifestyle.

How were the goals achieved:

Eleven cards were produced and distributed to 24 West Virginia farmers markets impacting approximately 300 producers of specialty crops.

Cooking demonstrations were conducted at each of the markets with approximately 300 specialty crop producers and their patrons learning how to prepare the specialty crops and supplement the fact sheet campaign.

Results, conclusions, and lessons learned for this project:

The following recipes/specialty crop recipes were distributed:

- Cabbage and Grape Salad
- Blueberry Buckle
- Mustard Coleslaw
- Buttercup Squash Casserole
- Peach Crisp
- Pasta with Fresh Tomatoes Deluxe
- Green Bean and Mushroom Bake
- Grated Beet Salad
- Pepper Chutney
- Zucchini Spread
- Zucchini Casserole

Subjective feedback from the markets indicated a high level of interest and distribution of the cards. A tracking of sales data from the Mercer County market that utilized this resource reflected a 3.2% increase over the previous year. One year after the campaign, the market sales again trended upward with another 7.2% increase over the 2006 baseline figures. Admittedly, the project coordinators understand that their was no way to determine if the increase in sales was the sole effort of the recipe cares, however, positive response from customers would indicate a willingness to purchase produce used in these recipes.

Improved communication with project organizers and the WVU Extension Service were clearly warranted with this project as results were difficult to obtain. A switch in final report questions and format increased the difficulties. Lastly, the cooking demonstrations themselves were a problem at several markets due to local health department restrictions. The results of this project demonstrated a need and the organization of a statewide, multi-agency task force on health department rules and regulations in the farmers market segment. This group came out with SOP's in the summer of 2009 and they will be implemented in the 2010 market season.

Progress made to achieve long term outcome measures:

Providing information and support to local farmers markets is a major initiative for West Virginia University Extension and this project assisted in forwarding that mission. By providing producers and consumers information and healthy eating options for West Virginia specialty crops, the efforts of this project continue interest and profitability of markets throughout the state. The increase in markets in West Virginia (more than 35 new markets in the last 24 months) indicates strong consumer demand that needs both producer recruitment, production and marketing assistance provided through the Extension Service. Continued increases in market/producer revenue and strong consumer demand will demonstrate the necessity and effectiveness of this project.

As an additional benefit, the identification of consistent health department guidelines concerning market demonstrations and sampling were identified and addressed through this project.

For future projects, subgrantees will be asked to reference the SCBGP in all published materials.

Additional information:

Copies of all recipe cards were provided.

Contact:

John Jett
WVU Extension Service
PO Box 6108
Charleston, WV 26506-6108
304 293-6254
jjett2@wvu.edu

Participating Markets – Recipe Card Distribution Grant

Berkeley Co. Farmers Market – Martinsburg

Inwood Farmers Market – Inwood

Brooke Co. Farmers Market – Follansbee

Fayette Co. Courthouse – Fayetteville

Nicholas Co. Tailgate Market – Summersville

Weirton Farmers Market – Weirton

Harrison Co. Tailgate Market – Clarksburg

Fairmont Farmers Market – Mid City Parking Lot

Jefferson Co. Market – BB&T Parking Lot – Charlestown

Shepherdstown Farmers Market – Shepherdstown

Capitol Market – Charleston

Weston Tailgate Market – Senior Center parking lot – Weston

Marshall Co. Farmers Market – Fairgrounds – Moundsville

Mason Co. Farmers Market – Bartow Jones Bridge – Pt. Pleasant

Mason Part Tailgate Market - Mason

Mercer Co. Tailgate Market –VoTech Center – Princeton

Mineral Co. Farmers Market – Polish Pine3s – Keyser

Fort Ashby Farmers Market – Fort Ashby

Morgantown Farmers Market – Spruce St.

Monroe Co Tailgate Market – Union

Uptown Berkeley Farmers Market –Berkeley

Summers Co. Farmers Market – Hinton

Tucker Co. Farmers Market – Parsons

Sistersville Tailgate Market - Sistersville

Zucchini Spread

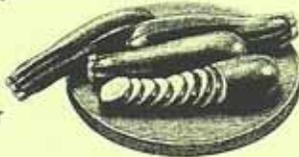
Serves 8

You'll need:

- 3-1/2 cups unpeeled, shredded zucchini
- 1/4 cup finely chopped fresh parsley or cilantro
- 2 Tbs. red wine vinegar
- 1 Tbs. olive oil
- 1 clove garlic, minced, or 1/2 tsp. bottled minced garlic
- 1/4 tsp. salt (optional)
- Freshly ground pepper, to taste
- 2 Tbs. finely chopped walnuts, preferably dry-roasted

Equipment:

- Blender or food processor



Directions:

Squeeze zucchini with fingers to remove excess water. Place zucchini and all other ingredients except walnuts in a blender or food processor. Process until smooth, scraping sides as needed. Spoon the mixture into a serving container and fold in walnuts. Cover and chill before serving.

Source: American Heart Association

See back for important nutrition information.

Nutrition information:

Zucchini, 1 large (raw)
Calories: 45
Carbohydrate: 9 g
Fiber: 4 g
Protein: 4 g
Potassium: 800 mg
Sodium: 10 mg
Vitamin A: 20% of RDA
Vitamin C: 50% of RDA
Calcium: 4% of RDA
Iron: 8% of RDA

For more information,
contact your county
WVU Extension office or
go to www.ext.wvu.edu.



This information is provided by the West Virginia University Extension Service.

When you buy produce at a West Virginia farmers' market, you support W.Va. farm families and your local economy.

You get fresh, wholesome foods grown and picked close to home at the peak of ripeness.

The WVU Extension Service nurtures farmers' markets, helping growers build a community and forum from which they can exchange best practices, build knowledge, and generate support.

For more than 100 years, the WVU Extension Service county agent has helped farmers deliver high-quality produce economically and safely.



You can count on the
WVU Extension Service.

People in your community . . .
Knowledge at your doorstep.

Grated Beet Salad

You'll need:

4 medium beets
(about 1 lb. without greens)
2 Tbs. lemon juice
1 Tbs. Dijon mustard
1 medium garlic clove, minced
Salt, to taste
Freshly ground black pepper, to taste
2 Tbs. extra-virgin olive oil
2 tsp. minced fresh
tarragon or parsley leaves



Equipment:

Food processor or grater

Directions:

Trim the stems and any dangling roots from the beets. Remove the skins from the beets with a vegetable peeler. Using the shredding disk on the food processor or the large holes on a box grater, shred the beets. Transfer them to a medium serving bowl. Whisk the lemon juice, mustard, garlic, salt, and pepper together in a small bowl. Whisk in the oil. Whisk in the tarragon and adjust the seasonings. Drizzle the dressing over the shredded beets. Toss to coat the beets with the dressing. Serve immediately.

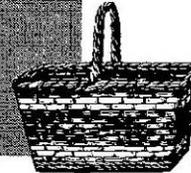
Source: *Vegetables Every Day*
by Jack Bishop

*See back for important
nutrition information.*

Nutrition information:

Beet, 1 medium (raw)
Calories: 35
Carbohydrate: 8 g
Fiber: 2 g
Protein: 1 g
Sodium: 65 mg
Potassium: 270 mg
Vitamin C: 6% of RDA
Iron: 4% of RDA

*For more information,
contact your county
WVU Extension office or
go to www.ext.wvu.edu.*



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***People in your community . . .
Knowledge at your doorstep.***

4. Community Garden Development at Farmers' Markets (1 Activity):

Key Results:

- ❖ The grantee reported an increased productivity (product available for the market) of 30% as a result of utilizing the high tunnel technology.
- ❖ The grantee documented a 32% increase in sales at the market due to the signage and promotional efforts conducted through the SCBGP project. This exceeds the target of 10%.

Upshur/Buckhannon Farmers' Market

Amount: \$6,000.00

Outline of the issue, problem, interest, or need for this project:

The needs to expand the farmers market in the community were addressed by installing a high tunnel community garden, educational programs at the market aimed at consumer education about specialty crops and encourage additional vendors and market advertising to increase sales as a direct economic impact to specialty crop producers.

How the issue or problem was approached via the project:

Through collaboration with a local organization that assists low income residents, a community garden was developed including production and meal preparation functions. In addition to the community service component, the project also researched high tunnel production versus traditional methods in order to explore ways for market vendors and new specialty crop producers information to make future decisions. A second part of the project focused on market promotions to increase market visibility and increase sales.

How were the goals achieved:

A high tunnel was installed and specialty crop production through traditional cultivation techniques did result in a small amount of production. The high tunnel, however, faced obstacles including weather damage. Repair in 2008 will make this equipment a viable project component for shoulder season production to continue the project activity past the grant timeframe.

The market promotion activities centered around signage and increased visibility.

Results, conclusions, and lessons learned for this project:

The value of produce from the community garden was \$850.00 with a direct impact in terms of produce provided to approximately 80 people in the community. The marketing component of the project achieved its objectives as sales increased by 32% after the signs were installed.

Progress made to achieve long term outcome measures:

The difficulties encountered during this project point to the weather as an important variable. The number of people impacted by the provision of specialty crops in the community point to the viability and need for this project. Long term, the hope is that the high tunnel will provide increased specialty crop availability in the early spring and late fall.

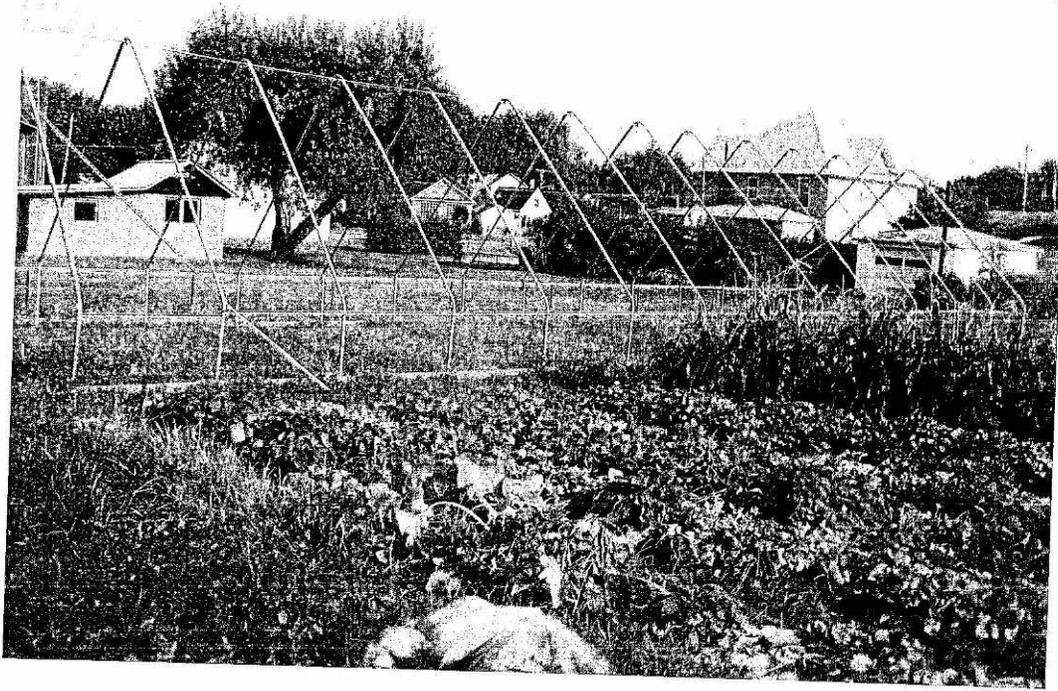
More details concerning the impact of the promotional activities including number of impacted vendors and increase in specialty crop production should have been provided. Testimonials from the produce recipients would have been appropriate.

Additional information:

Photos of the high tunnel and signage provided.

Contact:

Gary Rapkin, Extension Agent
(304) 473-4208
Gary.Rapkin@mail.wvu.edu



5. Buy Local Initiative (1 activity):

Collaborative for 21st Century Appalachia

Amount: \$10,000.00

Outline of the issue, problem, interest, or need for this project:

Linkages between specialty crop growers and users (i.e.: consumers, restaurant owners, gourmet shops, etc.) are difficult and often represent a missing revenue opportunity at a premium price through niche marketing. The development of an interactive website facilitating these grower/user connects will increase the demand and income for West Virginia specialty crops.

How the issue or problem was approached via the project:

The e-market website www.wvfarm2u.org was launched at the 2007 State Fair of West Virginia with the West Virginia First Lady and Commissioner of Agriculture hosting a news conference broadcast statewide. The press conference were the result of 2/3 funding from the SCBGP for an interactive website for farmers and consumers built by Terradon Communications.

The site remains as an electronic method to bring suppliers and users together to promote increased consumption and use of specialty crops.

How were the goals achieved:

Website was developed and technical assistance for user sign up provided. Project has several other collaborators including the Benedum Foundation to allow it to be ongoing.

Results, conclusions, and lessons learned for this project:

The launch press conference generated \$67,000.00 of earned media value. At the conclusion of the press conference, the site had 55 farmers registered within the first 24 hours of being posted on the world wide web. Follow up statistics 11 months post launch reveal 6,000 unique visitors to the site with over 19,000 page views and an average on page time of 20 minutes. At the end of year 1, 187 farmers were registered and 11 restaurants were participating in the web based application. Promotion of the site has been very aggressive and successful.

The tracking of sales and its impact on specialty crops is difficult. In order for results to be accurate and applicable only to specialty crops, the reporting system must be able to track page views and other data as it applies to the specialty crop section only. The sme breakdown will be necessary for the sales tracking mechanism once implemented. Sign up for the site requires the seller to have credit card processing capabilities in order for the interaction to reach maximum potential. Continued sustainability with the need to pay maintenance fees is also an issue that needs to be resolved in order to guarantee long term site presence.

Progress made to achieve long term outcome measures:

The site has undergone several upgrades and is attempting to provide round the clock customer service for both the sign up and connection functions. Ultimately, the site would like to serve as a conduit to the acquisition of specialty crops and revisions have been made towards this goal.

Additional information:

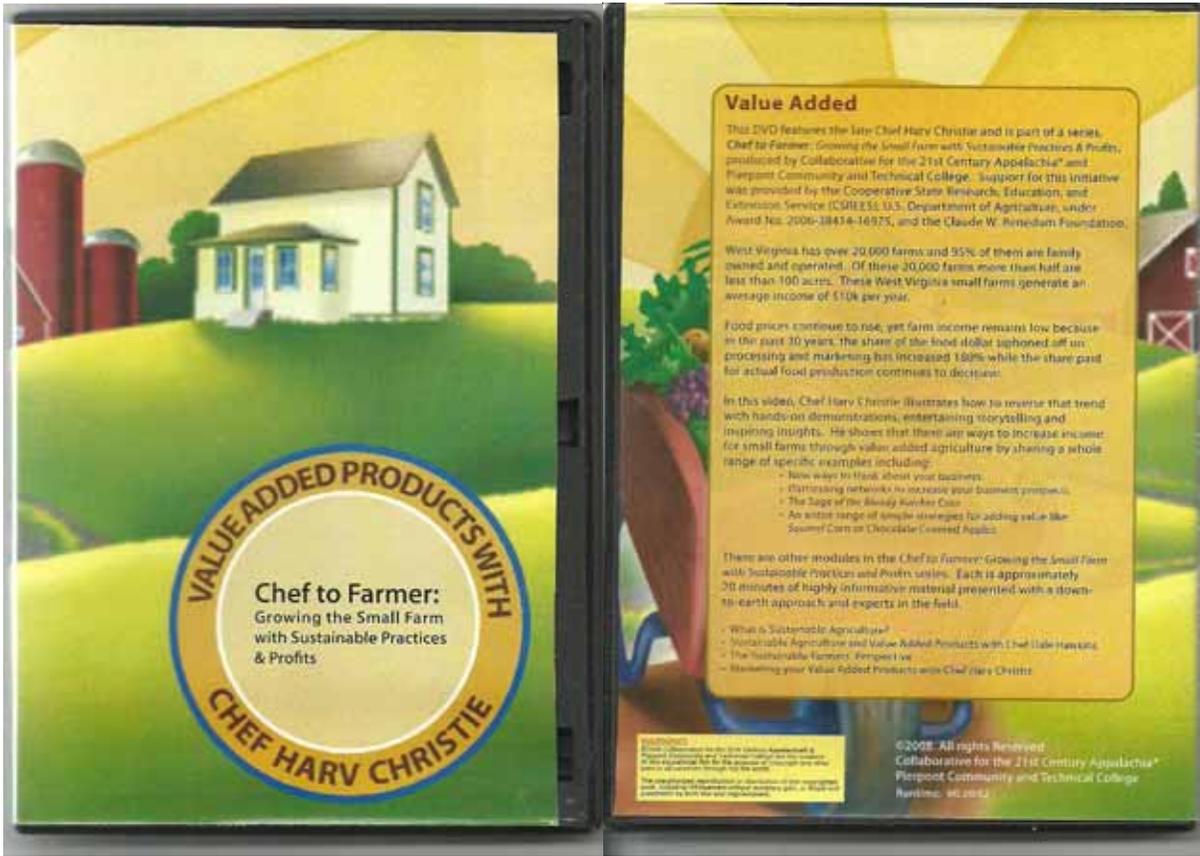
Value added CD obtained with other grant revenues and used as part of the projects' outreach and education was provided.

Contact:

Allen Arnold, Director

(304) 610-3180

aarnold@wvfarm2u.org



WVFARM2U.ORG harvest calendar

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
APPLES												
BLUEBERRIES												
MELONS												
PEACHES												
RASPBERRIES												
STRAWBERRIES												
BEANS												
BEETS												
BROCCOLI												
CARROTS												
CAULIFLOWER												
CORN												
CUCUMBERS												
EGGPLANT												
LETTUCE												
PEAS												
PEPPERS												
POTATOES												
PUMPKINS												
RHUBARB												
SPINACH												
SQUASH												
TOMATOES												
TURNIPS												

All dates represented here are approximations for Zones 5 and 6.



6. Pick-A-Better Snack Social Marketing Campaign (1 Activity):

Key Results:

- ❖ The Pick-A-Better Snack and other SCBGP activities were instrumental in bringing the total number of counties participating in the SFMCP to 100% (all 55 counties) during the time period of this grant
- ❖ At least every county in the state had one or more vendors selling qualifying produce under the SFMCP
- ❖ The number of participants in the SFMCP rose from 19,238 in 2006 to 31,924 in 2008 (an increase of 60.26%)

Marketing & Development Division-Pick A Better Snack Amount: \$1,000.00

Outline of the issue, problem, interest, or need for this project:

To battle the chronic obesity and poor lifestyle habits of West Virginia residents, this project was designed to provide healthy snack alternatives using specialty crops. The project should alter snack choices and increase demand for West Virginia specialty crops.

How the issue or problem was approached via the project:

A total of 21,309 cards highlighting snacks using specialty crops were designed and printed. Posters were created with a similar message and alternate grant funding allowed the placement of 3 billboards in different geographic regions throughout the state.

How were the goals achieved:

Printed posters were distributed to more than 70 farmers markets in the state and 100 farmers in the Senior Farmers Market Coupon/WIC programs. The recipe cards were distributed at farmers markets throughout the state and at other educational forums such as the Mountain State Art & Craft Fair and the State Fair of West Virginia.

Results, conclusions, and lessons learned for this project:

The project had statewide distribution and was another tool for markets and specialty crop producers to encourage increased consumption.

A tracking/outcome technique was not included in the grant allocation that would have indicated a lifestyle change and/or economic impact in the form of increased sales at the markets.

Progress made to achieve long term outcome measures:

Sample cards included in the file.

7. Additional information:

N/A

Contact:

Jean Smith, Director
(304) 558-2210
jsmith@ag.state.wv.us

Pick a better snack™
(how easy is that?)

Wash. Eat.

Apple Slaw



- 1 small red apple, diced
- 2 cups shredded cabbage
- ½ cup chopped broccoli, sliced
- 1 small green bell pepper
- ¾ c fat free, light vanilla yogurt
- 1 tablespoon orange juice
- 1 tablespoon splenda
- dash of cinnamon

Combine all ingredients in a medium-sized serving bowl. Refrigerate until time to serve.

Makes 4 servings

Pick a better snack™



Pick a better snack™
(how easy is that?)

Blend. Drink.

Good-For-You Shake



- 3 cups cubed cantaloupe or other fruit
- 1 8-ounce carton vanilla low-fat or non-fat yogurt
- 2 tablespoons sugar
- ¼ teaspoon ground nutmeg
- 1 cup crushed ice cubes

Place fruit in blender; cover and process until smooth. Add yogurt, sugar and nutmeg; cover and process 30 seconds. Add ice; cover and process until smooth.

Makes 4 servings.

Pick a better snack™



Pick a better snack™
(how easy is that?)

Wash. Eat.

Nutrient Analysis



- Calories: 40
- Total Fat: 0 grams
- Saturated Fat: 0 grams
- Protein: 1 grams
- Total Carbohydrates: 9 grams
- Fiber: 2 grams
- Sodium: 20 mg
- Cholesterol: 0 mg

Funded by the
West Virginia Department of Agriculture
through the
USDA's Specialty Crop Block Grant Program.

Pick a better snack™



Pick a better snack™
(how easy is that?)

Blend. Drink.

Nutritional Analysis



- Calories: 100
- Saturated Fat: 0.5 g
- Protein: 3.75 g
- Total Carbohydrates: 26 g
- Sodium: 61.5 mg
- Cholesterol: 3 mg
- Fiber: 1.5 g
- Protein: 3.75 g
- Calcium: 10.5%
- Vitamin A: 85%
- Vitamin C: 81%

Funded by the
West Virginia Department of Agriculture
through the
USDA's Specialty Crop Block Grant Program.

Pick a better snack™



8. Heirloom Tomato Variety Trial Farm Research (1 activity):

Key Results:

- ❖ Fifty four (54) people from 10 counties in the state attended a field day hosted by the grantee to observe and receive the findings, network with West Virginia University Extension personnel and participate in educational workshops conducted by Extension, Master Gardener's and SARE program representatives.
- ❖ Field day participants observed and participated in the taste study conducted as a part of this project
- ❖ Data from the West Virginia University website documenting outreach is unavailable

West Farm

Amount: \$7,754.00

Outline of the issue, problem, interest, or need for this project:

To meet increased demand and premium price for heirloom tomatoes, this project sought to discover the most economical and varietal demands that would be most popular in southeastern West Virginia for both household and food service considerations.

How the issue or problem was approached via the project:

This extensive research project involved overcoming obstacles inherent with heirloom production (disease tolerance, resistance to crack, thick skin for post harvest handling are not bred into these tomatoes) and studying production efficiencies and their affect on overall fruit yield and taste in a retail environment. The project utilized high tunnel and tradition row growing techniques in the field. Through collaboration with WV University, a Hobo data recorder documented soil temperature throughout the season.

How were the goals achieved:

Detailed production and financial records combined with attention to the project provided a large database for interpretation. The plants were grown through harvest and two panels (chef/food service providers and consumers) at the farm field day evaluated the taste portion. Lastly, an enterprise budget was evaluated by WV University Extension and the study results presented at a statewide Small Farms Conference before 140 people.

Results, conclusions, and lessons learned for this project:

Weather was a variable that was difficult to control during this study and a span of 4 weeks at the beginning of production documents drought conditions that some of the varieties did not recover from. All varieties in the field (15) yielded results despite the inclement weather while only ten varieties in the high tunnel provided any production. In all cases, field production outdid high tunnel yields in terms of marketable product (806.5 lbs compared to 294 lbs) at the August 3rd gleaning. On September 29, a final harvest was done and the high tunnel yields exceeded the field crop growings by a large volume (1042 in field; 1437 in high tunnel). Overall, the field produced 1,848.5 lbs while high tunnel production yielded 1,731 lbs making production yields comparable with different maturity times.

Among the chefs, the Green Zebra variety seemed to be the favorite. Among consumers, the Striped German and Orange Oxheart and Sterling Red varieties scored highest in evaluation criteria that included taste and appearance.

Production obstacles encountered included moisture maintenance, early blight in some species and an early September downpour that ceased production.

Project conclusions included the need to consider production obstacles with raising heirloom varieties, the influence of taste and appearance on consumers and food service purchasers and the factoring of increased production costs with the premium that heirloom varieties can obtain at the marketplace.

Results were shared with multiple entities including extension, master gardeners, local farmers markets and other specialty crop producers in the region.

From the project final report:

“It can be concluded that from a production standpoint, the variety ‘Rose’ outperformed all other varieties with more marketable pounds of fruit produced throughout the season in each growing situation.”

Progress made to achieve long term outcome measures:

The long term goal of this project was to provide scientific data to allow future production decisions concerning heirloom tomatoes. The thorough research project and result presentation provides the pertinent information for growers in the region to decide how heirloom tomato production can work into their specialty crop production and income potential of this popular crop.

Additional information:

Many photos of heirloom tomato production and the data supporting the study were provided. A PowerPoint presentation at the Small Farms Conference was documented and available upon request.

<Note: This project was the subject of a finding by the 2009 Site Review team, specifically, concerning documentation for employees paid with grant funds. Employee hours as well as activity documentation are now required of grant recipients and additional documentation concerning this expenditure area is being evaluated and will complete this grant file.>

Contact:

Pam West
(304) 497-3840
westfarms@frontiernet.net

Variety	Pounds from field	Pounds from HT	Grower's comments end of season
Black Prince	62	80	Small, but remain uniform throughout season
Cherokee Purple	80	140	Nice, large at first, later picks small
Early Goliath	150	160	Large size, smooth, round, play out quickly
Green zebra	22	47	Thin skin, crack when stem removed
Mortgage Lifter	70	85	Not that big as in years past
Orange Oxheart	112	160	Uniform, good skin, ripen all at once
Pineapple	30	60	Varies in size and color between plants, some very nice with big fruits.
Prudens Purple	68	87	Nice, large, smooth, uniform
Rose	160	224	Huge, mild scar, light pink, consistent size till end.
Sterling Red	38	45	Huge, but few
Sterling Yellow	12	18	Huge, but few
Striped German	95	152	Very big, thin skin, cracks when handling
Thessaloniki	27	30	Small, red
WV 63	46	52	Small, red, size varies
Yellow Brandywine	70	97	Dense, very scarred bottom, few on plant but heavy.

<i>Taste Test - Consumer</i>										
Variety	<i>taste</i>						<i>purchase on taste</i>		<i>purchase on looks</i>	
	excellent	good	fair	poor	acidic	sweet	yes	no	yes	no
Pineapple	2	12	4	3	3	11	8	9	13	5
WV 63	1	7	13	1	7	7	5	10	15	2
Striped German	7	4	7	3	2	13	12	6	14	4
Cherokee Purple	2	13	4	3	9	6	8	11	10	7
Orange Oxheart	6	6	7	3	4	11	9	9	15	3
Thessaloniki	2	9	9	2	7	8	7	11	15	4
Sterling Yellow	4	10	4	4	0	14	12	9	17	4
Black Prince	4	8	5	5	11	5	6	12	8	11
Sterling Red	6	9	5	2	6	9	13	4	15	3
Yellow Brandywine	5	9	7	1	4	12	16	5	18	2
Prudens Purple	4	12	5	1	4	10	11	8	18	1
Rose	3	12	7	0	5	10	11	7	15	2
Green Zebra	3	8	9	2	12	4	10	10	14	5
Early Goliath	0	0	4	0	4	10	18	2	19	0
Mortgage Lifter	0	13	9	0	3	11	12	7	17	1



9. Deer Control Fencing Trial Farm Research (1 activity):

Williams River Farm

Amount: \$6,749.00

Outline of the issue, problem, interest, or need for this project:

The exploding deer population in West Virginia is one of three primary barriers to production (the others are weather-extremes in heat and cold & water supply). The project was research based to build a fencing system that would keep out the deer economically so that containment costs were not passed onto the consumer in the form of higher crop prices.

How the issue or problem was approached via the project:

Construction of a 9 foot high deer exclusion fence using 8 feet of woven-wire topped with three strands of electric fence at 4 inch spacing to enable the profitable commercial production of strawberries and other specialty crops in a high deer pressure area.

How were the goals achieved:

Fence designed and built around an existing crop production area (primarily strawberries) to serve as a model of deer containment in a specialty crop application.

Results, conclusions, and lessons learned for this project:

One of the criteria for the grantee was to obtain and use as much local materials and supplies as possible for the project. Favorable weather conditions needed to be in place in order to construct the fence. Both of these factors caused significant delays in construction with the ultimate solution being the identification and harvesting of personal lumber for the posts due to an extreme rise in the prices of these items that would adversely affect the project budget.

The delays meant that the project outreach activities (site visits document the completion of the construction and expenditure components) are ongoing while the grant funds were obligated before 4/30/2009 and expended before 7/29/2009. Fiscal documents including copies of checks and bank statements were reviewed by the Administrative Services section and found to be in compliance with deadlines.

Progress made to achieve long term outcome measures:

Completion of the fence system for the 2009 growing season mean that the results will be available on an ongoing basis as the project serves as a working model of preventing deer losses. Ultimately, adoption of the system among other specialty crop producers will mean a reduction in crop losses, increased production efficiencies and potential for increased income.

Contact:

Michael Smalley
(304) 847-5889

Msmalley69@yahoo.com

10. Honey Production Incentive Research (1 activity):

West Virginia Beekeepers Association

Amount: \$10,000.00

Outline of the issue, problem, interest, or need for this project:

In the fall of 2007, WV beekeepers experienced a severe decline in honeybee colonies across the state. Summer drought conditions and a poor nectar flow together with the pressure of parasites such as the Varroa mite caused severe losses in the honey bee population. Across the nation, the term “Colony Collapse Disorder” or “CCD” became well known.

How the issue or problem was approached via the project:

There was an urgent need to replace losses. To assist beekeepers, a 50-50 cost share grant was requested to help pay costs on package bees or nucleus colonies and cane sugar for feed. This would involve purchasing replacement bees (either package bees or nucleus colonies). In addition, the new colonies would need supplemental food in the form of sugar syrup made from a mixture of 1 to 1 cane sugar and water.

Project activities included:

- 1) Details of the grant together with the application form were posted on the WVBA website.
- 2) Applications to participate were sent upon request but most were gotten from the WVBA website and local beekeeper association member contacts.
- 3) These applications were returned to me.
- 4) Approval for bee package(s) and sugar amount was sent to participants.
- 5) Cost-share checks for package(s) and receipts for approved sugar purchases were returned to me.
- 6) I sent out checks for sugar reimbursement as well as information on date, place and time for bee package delivery in participants' area.
- 7) Surveys were sent out with notice of additional sugar funds available.
- 8) Surveys were returned along with receipts for additional sugar.
- 9) I sent out checks for the additionally approved sugar purchases (September sugar reimbursement).

Participants were advised to shop locally for the best sugar prices to benefit participant and grant. Three WVBA members volunteered to travel with their pick-up truck and trailer to pick up bees in Georgia. Expenses for the two day trip were covered by the grant. Upon arrival in West Virginia local associations cooperated in the distribution of the bee packages. Participants unfamiliar with installing package bees were encouraged to get assistance from more experienced beekeepers.

How were the goals achieved:

Goals included:

- A. Strengthen the beekeeping industry in West Virginia and the West Virginia Beekeepers Association by assisting as many West Virginia Beekeepers Association (WVBA) members as possible with a 50-50 cost sharing grant.
- B. Assess needs based on applications received, which included not only the number of replacement colonies and amount of sugar needed but also the number of colonies lost.
- C. Provide urgently needed help in rebuilding colonies.

This \$10,000 Grant was a cost-sharing grant for package bees and cane sugar to be used as bee-feed. The grant was for members of the West Virginia Beekeepers Association (WVBA). As Program administrator Mr. Kees did not apply for sugar or bee packages in the program because of ethical concerns.

Cost share for bee packages was \$25 per package. Original full price was to be \$50 but was later discounted by the supplier to \$45 each.

Advised of this grant opportunity mainly through the WVBA website (www.wvbeekeepers.org), members of the West Virginia Beekeepers Association were able to apply for bees or sugar or both by the deadline of 28 December 2007.

Applicants were approved for the amount of sugar they requested at 50% of cost, and requests for bee packages were handled fairly based on the number of package requests and number of applicants.

Upon approval, applicants were to purchase sugar at the best price in their area, return the receipt and then be paid 50% of cost minus any sales tax. At that time, applicants were notified of the number of bee packages available to them and were asked to send a check for \$25 per bee package.

Three hundred twenty-five (325) bee packages were gotten and delivered from H & R Apiaries in Georgia on 26 April 2008. There were main drop-off points from Princeton through Morgantown to Martinsburg, WV.

An evaluation form was sent to each of the 117 participants in September 2008. Since some grant money remained, participants were given the opportunity to purchase additional sugar as bee-feed.

Sequence

1. Details of the grant together with the application form were posted on WVBA website.
2. Applications to participate were sent upon request but most were gotten from the WVBA website and local beekeeper association member contacts.
3. These applications were returned to me.
4. Approval for bee packages(s) and sugar amount was sent to participants.
5. Cost-share checks for packages and receipts for approved sugar purchases were returned to the project manager.

11. Results, conclusions, and lessons learned for this project:

All indicated satisfaction with the two elements in the grant, bee colonies and sugar. Satisfaction was expressed with the way the grant was administered. At that time (September 2008), requests for additional sugar were honored. This brought the total sugar gotten through the grant to 7.85 tons.

Regarding progress of the new colonies, 95 % were still living, a very small percentage had produced a surplus of honey . (it is very common for new colonies to produce no surplus the first year), and all participants stated they had treated the colonies for Varroa mites or were going to do so before winter.

Grant administrator, Tom Kees, received a few thank you notes, and one participant (in Logan County) returned a series of photos of his three colonies and three belonging to his relative showing the progress of the six colonies. *** (These 4 photos with 4 photos of the delivery of package bees were submitted with the financial report to the Charleston WVDA office).

12. Progress made to achieve long term outcome measures:

Now, (summer 2009) after almost a year, without another questionnaire, it is difficult to survey long term outcomes; however, the help given by the grant has been appreciated and has produced a positive attitude toward government agriculture programs. State beekeepers feel they are not abandoned to fight parasites, droughts, and other beekeeping problems on their own.

13. Additional information:

Program documents and photos were included with the final report.

14. Contact:

Tom Kees

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