Specialty Crop Block Grant Program (SCBGP)
FFY 10
12-25-B-1066

Final Performance Report

Illinois Department of Agriculture
State Fairgrounds
801 East Sangamon Avenue
Springfield, Illinois 62702-1813

Submitted by: Delayne Reeves
December 2013
Revised January 2014

Specialty Crop Educational and Promotional Activities Final Report

1. Project Title

Specialty Crop Educational and Promotional Activities, Illinois Department of Agriculture

2. Project Summary

A. Provide a background for the initial purpose of the project, which includes the specific issue, problem, or need that was addressed by this project.

Activities Performed:

This project can be divided into two major smaller activities with several sub-activities: Educational and Promotional Activities and Administration of Grant Activities.

Educational and Promotional Activities –

- Regional Meetings / Centralized Annual Event / Conference Calls
- Marketing Opportunities and Innovation Packets
- Food / Production / Consumer Safety Topic Packets (Good Agricultural Practices – GAP)

Administration of Grant Activities –

- Grant Management Training with associated travel
- Supplies and Communication expenses related to administration of grants

Educational and Promotional Activities: The issue addressed by these activities was a need for the transfer of information to the producers regarding new, emerging and existing culture techniques, marketing concepts, nutritional and food safety facts as well as the changes in the rules and regulations that directly determine how these producers conduct their business. Due to strained state funds and dismal economies, many organizations (public and private) traditionally involved with these activities in Illinois have and are continuing to feel the strain and many have undergone or are continuing to face elimination, reorganization or reduction of services. This has directly impacted the competitiveness of the specialty crop producers. At the same time consumer demand for a safe, nutritious specialty crop item that is "locally" produced is growing faster than production. Often times these resources are difficult to locate as local production emerges, develops and grows. Activities and audiences were targeted that would increase the opportunities for producers and consumers to find the information they are looking for in regards to Illinois produced specialty crops thereby increasing the producer's competitiveness and marketing opportunities.

Administration of Grant Activities: The opportunity to participate in the Grant Management Trainings was an invaluable chance to fine tune the administration of specialty crop grants in Illinois. Increased grant management efficiencies as well as greater understanding of Federal rules and regulations related to the Specialty Crop grant program was the primary goal. Training allowed IDOA staff to identify opportunities of increased efficiency and greater compliance with the SCBGP-FB program requirements. The quality of the projects funded in Illinois should increase as a direct result of this training. Grant oversight should also improve. Support for supplies directly used during the administration of these SCBGP-FB funds allowed for increased effectiveness and opportunity to save resources such as time and money in these budget difficult times at the State and Federal level.

B. Establish the motivation for this project by presenting the importance and timeliness of the project.

These activities were aimed at new and existing specialty crop producers. The future growth of this industry depends on producers that are well educated and prepared to develop sound businesses. Many changes within the specialty crop industry with new regulations and additional requirements are creating many strains and pressure on this emerging sector of agriculture. Opportunities continue to grow with consumers but additional production is needed to meet demand. Strong producers are needed that can compete and provide good, safe products for consumers.

C. If the project built on a previously funded project with the SCBGP or SCBGP-FB describe how this project complimented and enhanced previously completed work.

All activities conducted were continuations of IDOA's support of the USDA Specialty Crop Block Grant Program – Farm Bill. The primary goal is to increase the reach and impact of this Federal program in Illinois while administering the program as responsibly as possible.

3. Project Approach

A. Briefly summarize activities performed and tasks performed during the grant period. Whenever possible, describe the work accomplished in both quantitative and qualitative terms. Include the significant results, accomplishments, conclusions and recommendations. Include favorable or unusual developments.

Educational and Promotional Activities

-Marketing Opportunities and Innovation Packets

Project completed: University of Illinois, Illinois Extension oversaw the printing of these packets. The educational materials were distributed to support educational activities that concentrated on matching specialty crop producers with new market opportunities.

-Food / Production / Consumer Safety Topic Packets

Project completed: Good Agricultural Practices (GAP) educational packets were purchased from Rutgers University and National Good Agricultural Practices Program (GAPs) at Cornell University. Staff from the University of Illinois, Illinois Extension utilized these materials in support of their on-going GAP training. Packets were distributed to Extension staff during train-the-trainer events. This information was also made available to producers that were committed to completing GAP education and working towards an audit for their facility.

-Regional Meetings / Centralized / Annual Event

Project completed. Remaining grant funds were used to design and print an "Illinois…Where Fresh Is" brochure and complimentary signage that was used at various specialty crop related events such as the January 2013 Illinois Specialty Growers Conference. Additionally, the brochures and signage highlighting the "Illinois…Where Fresh Is" program are being distributed strategically at farmers' market forums, conferences, and events related to the industry. The purpose of these materials is to educate a targeted audience on the logo program, the specialty crop industry and the specialty crop grant program. This logo that identifies Illinois specialty crops has undergone a redesign to freshen up the logo. The logo was originally designed with Specialty Crop Block Grant Program funds in 2002 to 2004. This logo has been associated with all specialty crop grant activities since its inception.

Administration of Grant Activities

-Grant Management Training

Project completed: Training (and associated travel) was undertaken by Delayne Reeves, Grant Manager with the Illinois Department of Agriculture through Management Concepts. This was an invaluable experience. Budgeted funds allowed for educational opportunities to be completed that will assist with capacity building by grantees of their administrative and financial systems to allow for proper oversight of grant funds. Knowledge gained is invaluable in the continued efforts to administer these grants properly.

-Administrative Expenses

Project completed. Activities and expenses have occurred to support the administrative activities involved with the specialty crop grants. Expenses have been used to purchase supplies directly used during the administration of the specialty crop grants.

B. Present the significant contributions and role of project partners in the project.

The partners involved with the Educational and Promotional Activities include all of the specialty crop grantees – past, present and a few potential ones. Many partnerships have been developed and strengthened with the purpose of expanding the specialty crop sector in Illinois. Many of these partnerships have been intentional and a few have even developed as a result of the various specialty crop activities supported with these grant funds.

4. Goals and Outcomes Achieved

A. Supply the activities that were completed in order to achieve the performance goals and measurable outcomes for the project.

Educational and Promotional Activities

-Marketing Opportunities and Innovation Packets

Funds were provided to the University of Illinois Extension to support the printing of educational packets that were used at several MarketReady events that targeted specialty growers. Approximately 200 to 230 packets were produced.

A brief description of the program from the University of Illinois Extension:

"MarketReady *is a program designed [by University of Illinois Extension] to help small and mid-sized producers understand the evolving commercial market opportunities for locally*

produced foods….The purpose of MarketReady is to educate potential local suppliers about the variety of expectations, certifications and other requirements that must be met to satisfy the needs of the commercial buyer. The curriculum was developed as a result of an extensive survey of commercial buyers across Illinois, Kentucky and Ohio and introduces a variety of important issues that producers should be aware of as they evaluate the potential opportunities. Informative checklists and suggested Best Marketing Practices are included in the training to help producers be better prepared to meet the needs of potential commercial buyer/customers. Topics addressed in the MarketReady program include:

- *Communication and Relationship Building*
- *Packaging*
- *Labeling*
- *Pricing*
- *Supply*
- *Delivery*
- *Invoicing*
- *Insurance*
- *Quality Assurance, Certification, and Audits*
- *Marketing"*

-Food / Production / Consumer Safety Topic Packets

Funds were provided to the University of Illinois Extension to support the purchase of educational packets that were used at several Good Agricultural Practices (GAP) educational events that targeted specialty growers as well as train the trainer events to distribute GAP information statewide. Approximately 130 to 140 premium packets were produced. These educational packets supplemented resources and activities of the University of Illinois Extension.

-Regional Meetings / Centralized / Annual Event

Multiple events were attended or had some level of involvement by IDOA personnel to communicate details about the Specialty Crop Grant Program in Illinois as well as the general "specialty crop" message. The "Illinois…Where Fresh Is" logo that was developed many years ago with specialty crop funds was revised and refreshed. Many of these activities involved the distribution of details to various specialty growers and consumers at relevant events such as the Illinois Specialty Growers Association's annual conference, the Illinois Farmers Market Association's regional and annual meetings, Illinois State Fair Farmers Market display, Farm Progress Show and other events where producers or consumers were present.

Events where the details about the SCBGP-FB grant program as well as the specialty crop targeting "Illinois…Where Fresh Is" logo program were shared included the Illinois Specialty Growers Association's (ISGA) conference and the Illinois Farmers Market Association's regional and centralized meetings. At the ISGA conference, information was shared through a booth in the trade show area as well as during pre-conference workshops and break out educational presentations. During the time that the FFY 10 SCBGP-FB program was active, registered attendance at the ISGA conferences was over 2,700 individuals involved in varying degrees of activity with the specialty crop industry in Illinois. IDOA personnel also were involved with the delivering details on the SCBGP-FB program and the "Illinois…Where Fresh Is" logo program at all of the regional and centralized meetings of the Illinois Farmers Market Association. Almost 500 participants were reached during 2011, 2012 and 2013 at these events.

Surveys were administered after each and every event with varying levels of success. The goal for each survey is 100% response, but this is not always achieved nor is it practical. All responses were collected and analyzed to allow for improvement, changes and modifications based on the needs of those individuals participating in the events. This practice is necessary to allow for the needs of the specialty crop industry to be met. Planning of the events responded to these needs by being flexible and responsive. Taking the responses and improving future events is the most important aspect of this activity.

The funding provided by the USDA Specialty Block grant allowed the Illinois Department of Agriculture (IDOA) to further the branding of the Illinois Where Fresh Is logo campaign while expanding the SCGBP-FB message to new audiences. IDOA consulted with CBS 2 in Chicago to develop an updated logo that gave the specialty crop industry a vibrant fresh appeal without changing the overall look of the existing logo. Corresponding educational brochures were also designed and printed to encourage Illinois farmers, farmers' markets, grocery stores and other groups to sign up to use the Illinois Where Fresh Is logo while supporting Illinois specialty crops.

The email distribution list maintained by IDOA to contact individuals interested in all things related to specialty crops has grown from 500 email addresses in 2010 to over 1,200 at the end of 2013. This change is an increase of 246%. This list is constantly added to and updated as changes and new contacts are discovered.

Administration of Grant Activities

-Grant Management Training

Training was attended and completed by the IDOA Grant Manager. Relevant classes were chosen with goal of improved administration and efficiency of the specialty crop grants in Illinois.

-Administrative Expenses

Various supplies were purchased to support and increase efficiency of the administration of the specialty crop grants by IDOA.

B. If outcome measures were long term, summarize the progress that has been made towards achievement.

IDOA's commitment to the success of the USDA"s Specialty Crop Grant Program – Farm Bill is long term and has been a primary goal of the Department for many years. Depending upon the future on the federal level of this program, this should continue to be important to IDOA into the future.

C. Provide a comparison of actual accomplishments with the goals established for the reporting period.

All IDOA activities strive to reach the maximum benefit to the specialty crop industry while utilizing the smallest amount of funds. Cost/benefit analysis is done with all expenditures and activities to make the best decisions. Goals were set while keeping in mind the specific amount of funds within the budget that were allocated for each activity. These funds were used in a way to allow for the best items for the purpose to be purchased in the greatest amounts allowable with available funds.

D. Clearly convey completion of achieving outcomes by illustrating baseline data that has been gathered to date and showing the progress toward achieving set targets.

The funding provided by the USDA Specialty Block grant allowed the Illinois Department of Agriculture (IDOA) to further the branding of the Illinois Where Fresh Is logo campaign. IDOA consulted with CBS 2 in Chicago to develop an updated logo that gave the specialty crop industry a vibrant fresh appeal without changing the overall look of the existing logo. Educational brochures were also designed and printed to encourage Illinois farmers, farmers' markets, grocery stores and other groups to sign up to use the Illinois Where Fresh Is logo to spread the specialty crop message across the state.

The debut of the updated logo design and corresponding educational brochures occurred at the annual Specialty Crop Conference in January 2013. The logo was well received and since its debut 73 new companies have signed up for the program.

Additionally, over 2500 brochures and additional marketing materials have been distributed through various conferences, trade shows, and promotional events. And last year over 300 farmers' market managers, vendors, and interested consumers attended farmers' market forums across the state and the first annual IL Farmers Market Assn Statewide conference where materials were also distributed. Illinois reclaimed its third place ranking in total number of farmers markets across the United States and now has over 375 markets.

5. Beneficiaries

A. Provide a description of the groups and other operations that benefited from the completion of this project's accomplishments.

All activities targeted current and potential specialty crop producers and consumers. These included those where specialty growers and consumers gathered at relevant events such as the Illinois Specialty Growers Association's annual conference, the Illinois Farmers Market Association's regional and annual meetings, Illinois State Fair Farmers Market display, Farm Progress Show and other events where producers or consumers were present.

B. Clearly state the quantitative data that concerns the beneficiaries affected by the project's accomplishments and/or the potential economic impact of the project.

The debut of the updated logo design and corresponding educational brochures occurred at the annual Specialty Crop Conference in January 2013. The logo was well received and since its debut 73 new companies have signed up for the program.

Additionally, over 2500 brochures and additional marketing materials have been distributed through various conferences, trade shows, and promotional events. And last year over 300 farmers' market managers, vendors, and interested consumers attended farmers' market forums across the state and the first annual IL Farmers Market Assn Statewide conference where materials were also distributed. Illinois reclaimed its third place ranking in total number of farmers markets across the United States and now has over 375 markets.

Interest in the SCBGP-FB through the Illinois Specialty Crop Grant Program continues to grow as the message is broadcast through various channels. For the 2014 grant cycle (FFY 13), a total of thirty-eight proposals were submitted requesting $2,986,213.50. This request was a 259% increase over FFY12 proposal request.

6. Lessons Learned

A. Offer insights into the lessons learned by the project staff as a result of completing this project. This section is meant to illustrate the positive and negative results and conclusions for the project.

Education and flexibility were the two key words for these activities over the term of the SC-11 grants. The need for constant education to strengthen the administration of these grants is very important. Time and funds need to be committed to continue this process and to stay on top of the many changes that occur on the federal, state and local levels. Also, the need for remaining flexible to accommodate the needs of the grant program and subgrantees is vital. Change is ever present and education in the area of grant rules and regulations allows for the proper set of administrative tools to manage the grant program's requirements to strive towards increasing the specialty crop industry's competitiveness.

B. Provide unexpected outcomes or results that were an effect of implementing this project.

The training opportunities to aid in the administration of these grants were invaluable. The information gleaned from these events is shared with the grantees on a daily basis. Modification and evolution of the grant administration duties, tools and knowledge base will allow for a stronger program as well as better educated subgrantees. This is an ever evolving process and education is and should be continuous.

C. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving.

The main take away from this experience has been that activities need to be flexible enough to accommodate the need of the target audience. Things change, procedures are modified, regulations are increased and on and on. The specialty crop industry is working overtime to meet the demand of the consumers and the programs aimed at increasing their competitiveness must be adaptable to compliment and help the industry's growth.

7. Contact Person

Delayne Reeves, Marketing Representative / Grant Manager
Illinois Department of Agriculture, Bureau of Marketing and Promotions
State Fairgrounds, P. O. Box 19281, Springfield, Illinois 62794-9281
Phone: 217/524-9129; Fax: 217/524-5960
Email: delayne.reeves@illinois.gov

SC-11-02

2011 Illinois Specialty Crop Grant Program
Peoria RiverFront Market Multi-Media Awareness Campaign

Project Summary

The Peoria RiverFront Market is a local farmers market offering a large assortment of Illinois grown specialty crops including vegetables, fruits, herbs, cut flowers, and popcorn, in addition to local meats, cheeses, breads, baked goods, and arts & crafts. All products must be grown or produced in the state of Illinois.

Growers and producers are, for the most part, seasoned growers and continue to have the capacity to produce more than is currently being sold at this market. If the Market cannot continue to increase the number of shoppers and the amount of sales for specialty crop vendors, we risk losing our growers to larger markets in surrounding communities. Without strong, reliable specialty crop vendors, the Market will not succeed.

The RiverFront Market received a $10,000 grant for a multi-media advertising campaign including print, on-line, radio, television, and billboards. The objectives of the advertising campaign were to reach a broad consumer base, educate the public on the health and nutritional benefits of buying local foods, promote the community-wide economic impact of supporting local businesses, and bring awareness to the broad spectrum of Illinois specialty crops available at this market. By increasing awareness of the market, we hoped to draw a greater crowd, and in the end, increase sales for specialty crop vendors.

Project Approach

The RiverFront Market was promoted on TV, radio, newspaper, on-line, and billboards. The Peoria RiverFront Association worked with local media partners that provided a minimum of matching in-kind contributions. Many partners provided significantly more value to the project.

Radio: Sixty-second radio commercials were recorded at the beginning of the season. The spots included a 15 second "donut" that allowed us to highlight a different specialty crop vendor and specific item(s) they would be bringing to the market each week. The commercials also highlighted our scheduled chef demonstrations that focused on in-season specialty crops available at the Market. All ads contained "Illinois... where fresh is!" With grant funds, the Peoria RiverFront Association purchased $3,000 in advertising from Regent Communications plus an additional $1,000 from JMP Radio, the two primary radio companies in the Peoria area. Both Regent Communications and JMP Radio donated significant in-kind contributions for a total of $42,980 in radio advertising.

TV: Sixty-second and ten-second TV commercials were created that focus on the "fresh, healthy, locally-grown" produce brought to the Market by local vendors. The 60-second commercial highlighted Lyndon Hartz, local specialty crop vendor, stating that items are picked and brought directly to the market for optimal freshness. The value of commercials that ran on local stations WEEK-TV and My59 was $3,152.

Print: Print ads were created to promote the exceptional taste and freshness of produce bought direct from local farms. The ads ran in the Peoria Journal Star

Summertime Guide, Taste, Cue, and Weather sections. Total print advertising for the season is valued at $5,322.80.

On-Line: We purchased $900 of on-line banner advertising with pjstar.com. The Journal Star doubled our contribution for a total on-line value of $1,800. We received 361,477 on-line impressions and 388 click-thru's.

Billboards: We purchased two 12' x 25' billboards in the downtown area ($1,000) plus production for four boards ($568). Adams Outdoor provided two additional boards as an in-kind donation ($1,700). Due to unsold inventory on 3 sites, we were able to obtain an additional 5 weeks of showing ($1,500), for a total value of $4,768.

Website: All TV, Radio, Print, Billboards, and On-line advertising directed traffic to our website, www.peoriariverfront.com. All 2011 specialty crop vendors were listed on our "Meet the Vendors" page. Vendor contact information and a link to their website (if available) was included.

We worked closely with our Market Chef and the Dietetic Interns of OSF Hospital throughout the campaign. We promoted chef demonstrations held every first and third Saturday of the month. Demonstrations specifically focused on in-season specialty crops available at the Market. OSF Dietetic Interns provided demonstrations, sampling, and handouts on the second and fourth Saturdays of each month. The items prepared focused on specialty crop ingredients and local market items. One Saturday, the interns created an omelet station with omelets made completely from market ingredients including fresh vegetables and herbs. Another Saturday, they had a taste comparison

of organic, hydroponic, and store-bought tomatoes. The taste comparison resulted in a huge sales increase for our early season tomato vendors. Handouts included information on product freshness, storage, nutrition, and recipes. The interns' project was promoted through our radio advertising and website. Handouts are attached.

Print and billboard ads also promoted the fact that Link cards are accepted at the RiverFront Market. By offering this benefit to low-income households, we not only provide equal opportunity for higher quality produce and local foods, but also, increase sales for local vendors that would have otherwise gone to larger grocery chains. We had a total of $1,060 in Link card sales for the 2011 season.

Goals & Outcomes:

The goal of this project was to inform the public of the benefits of this excellent community-based market that provides wholesome food and specialty crop products in an ambiance of professional art and entertainment. All marketing efforts promoted the positive features of the Market, focusing specifically on the availability, freshness, and nutritional benefits of locally grown specialty crops.

Our goal was to increase average attendance at the Market by 25% over 2009 to an average of 2,000 people each week. Volunteers, stationed at the main entrances, counted the number of people attending on four different Saturdays spaced throughout the season. By increasing attendance, we hoped to increase sales for all specialty crop vendors by 20% over 2009. Specialty crop vendors were asked to track sales for the 2011 season to compare to sales of 2009 and 2010. A short survey was conducted on three of the four counting dates to determine how customers heard about the Market.

The goal of the survey was to help determine how future advertising dollars should be spent.

Goal: Increase average attendance by 25% over 2009

Market Attendance					
	2008	2009	2010	2011	% increase over 2009
June	1,135	1,545	1,344	1,333	-13.7%
July	1,800	1,725	2,247	2,075	+20.3%
August	2,186	1,557	1,673	1,811	+16.3%
September	820	1,579	N/A	1,390	-12%
Average	1,485	1,602	1,755	1,652	+ 3.1%

Monthly comparisons show a mixture of increases and decreases in attendance over the past two years. Overall, average attendance only increased 3.1% over 2009. This increase was significantly lower than our goal of 25%. A variety of economic issues including increased unemployment and reduced spending may have contributed to the smaller than expected increase. We continue to see the need to advertise the market to maintain top-of-mind awareness and continue the progress we are making towards impacting sales and attendance at the Market.

To determine the effectiveness of the different advertising venues, we conducted a survey on 3 separate Saturdays, asking 2 simple questions:

Question 1: How often do you visit the RiverFront Market?

Question 2: How did you hear about the RiverFront Market?

Question 1 Results:
Recorded responses: First Time, Occasionally, Almost Every Week
First Time: 21%
Occasionally: 40%
Almost Every Week: 39%

Question 2 Results:

Newspaper	30%
Other	24%
Relative/Friend/Coworker	18%
Radio	12%
TV	6%
Billboards	5%
Facebook	3%
Pjstar.com	2%

The results to Question 2 will be especially valuable when looking at advertising priorities for 2012. Newspaper advertising received the highest number of responses while billboard, TV, and on-line advertising received significantly less.

Specialty Crop Vendor Sales Comparison:

Several produce vendors were asked to provide a percentage increase or decrease in sales over the 2009 season. The following vendors provided the requested information:

	2008 to 2009	2009 to 2010	2010 to 2011	% Increase over 2009	Comments
Garden Spot Produce	+ 14%	+ 20%	+ 20%	+ 44%	
White Chimney Farm	+ 10%	+ 10%	+ 10%	+ 21%	Dry conditions and time restrictions reduced amount of produce brought to market.
BluHaven Farm	+ 30%	- 4%	+ 20%	+ 15.2%	
DMG Bee-Haven Farm	- 15%	No Change	No Change	--	
Hartz Produce	+ 10%	- 19%	- 27%	- 41.9%	Smaller variety brought to market due to participation in CSA & dry conditions
Jenkins County Comforts & Farm Market	N/A	Slight Increase	Moderate Increase	Increase	Saw significant increases for certain products, ex sweet corn & heirloom tomatoes.
Greengold Acres	+ 10%	+ 10%	+ 20%	+ 32%	

A majority of produce and food vendors are seeing significant increases in sales each year, with several surpassing the goal of 20% over 2009. Community members attending the market are increasingly aware of the health benefits of local foods and the importance of the Market to the local economy. Attendance at our chef demonstrations and product samplings continues to increase. We are beginning to see the need to "shop early" as several of our vendors sell out mid-morning each week. One surveyed vendor saw a decrease, and one saw sales remain the same over the past two years. A number of factors may have played a role in decreased sales. Weather conditions were very dry this year which reduced the amount and/or variety of produce that vendors were able bring to the market. In fact, a couple of vendors missed a market or two due to lack of produce to sell. Lyndon Hartz reported the most significant decrease. He has a growing CSA, which may have reduced some varieties of produce he was able to sell at Market. Overall, we were happy with the increases in sales for specialty crop vendors and feel our advertising campaign helped educate the public on the availability of specialty crops as well as the health and nutritional benefits of buying locally.

Beneficiaries:

While we did not see the improvement in attendance that we had hoped, sales for most vendors continue to increase yearly. This project has a direct economic benefit to a large group of specialty crop vendors, and in turn, has a positive impact on the local economy. By specifically mentioning specialty crop vendors and their products in radio commercials, we were able to drive traffic to these specific vendors each week. With

1,026 60-second radio commercials run throughout the season, each specialty crop vendor received an average of 60 mentions during the week that they were featured.

The education and awareness supported by our advertising campaign is essential ensure the long-term viability of the Market. We were able to educate the public on the importance consuming fresh, local produce as well as the benefits of supporting local farmers and businesses.

Lessons Learned:

Established relationships with multiple media partners significantly increased the amount of advertising we received for our grant dollars. We were able to advertise the Market on a variety of mediums and reach a broad spectrum of the community. Survey results showed that more people learned about the market through print advertising. We also received many comments from attendees about the number of times they heard the RiverFront Market radio commercials due to the generous in-kind donation of Regent Communications. Survey results showed that billboard, TV, and on-line advertising received the least amount of responses. Future advertising of the Market continues to be necessary, however, we now know ways to more effectively reach our target audience while spending less dollars.

It is vital that we enhance our relationship with the OSF interns. They provided a very valuable service to the market and the public by increasing awareness of the benefits of healthy living. By highlighting the health benefits of specialty crops through demonstrations, sampling, recipes, etc, we hope to continue to increase sales for vendors. Additional exposure for these educational programs will be needed in the future.

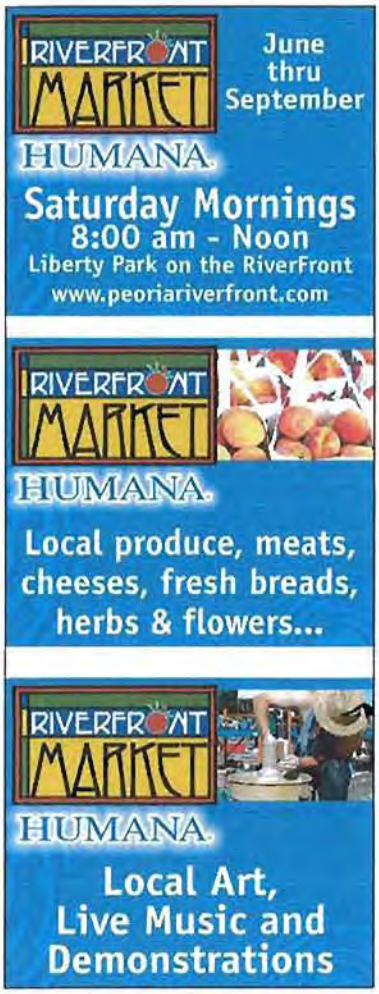
Contact:
Sharon Gramm
Peoria RiverFront Association
401 SW Water Street, Suite 201C
Peoria, IL 61602
(309) 671- 5555
info@peoriariverfront.com

Attachment 1

Peoria Journal Star: Summertime Guide, Cue Section, Taste Section

Peoria Journal Star
Half Weather Map Ad

Peoria Journal Star
Full Weather Map Ad



Pjstar.com
Banner Ads

Billboards

Attachment 2

Chef Demonstration & Sampling Schedule:

6/04/2011	First Market: Spring Veggies & Farm Fresh Eggs
6/11/2011	Salads and Dressings
6/18/2011	Berries, Berries, Berries
6/25/2011	Fruit Soup
7/02/2011	Kid's Cook: Salad Dressing & Veggie Stuffed Pita Pockets
7/09/2011	Grocery Store vs Farmers Market Taste & Cost Comparison
7/16.2011	Salads that Make the Meal
7/23/2011	Omelet Station
8/06/2011	Goat Cheese Salads
8/13/2011	Whole Grain & Veggie Dish
8/20/2011	Tomatoes, Zucchini & Peppers, Oh My!
8/27/2011	Homemade Herbal Vinegar
9/03/2011	Potatoes, Tomatoes & Okra
9/10/2011	Spaghetti Squash
9/17/2011	Soups & Sandwiches
9/24/2011	Apples & Dip

Complementary activities or topics that supported but were not directly related to specialty crops were supported by matching or in-kind donations.

RIVERFRONT MARKET

SNAP Supplemental Nutrition Assistance Program

Putting Healthy Food Within Reach

PRODUCE OF THE WEEK

Green leafy vegetables are a powerhouse of many nutrients which are good for overall health and well-being. They are rich in many minerals including iron, calcium, potassium and magnesium and vitamins such as K, C, E, and many of the B vitamins.

All greens diminish greatly in volume once cooked. For two generous servings, allow 1 pound of greens.

Greens include lettuce, spinach, cabbage, endive, arugula, kale, and swiss chard to name a few. These delicate leaves hold a wealth of flavor, texture, and color. When it comes to making a salad, try creating your own mix by tossing together different varieties of greens. They can be eaten raw or used as a bed for other salad ingredients such as lentils or beans. They also add quite a bit of texture and flavor to any dish. If you plan to cook them, be sure to make it a quick sauté or wilting; anything else will cause the delicate greens to lose their unique characteristics. Arugula, chard, kale, and spinach are in season in Central Illinois from May-September.

Handling

- **Always handle salad greens gently- they bruise when roughly handled**
- **Always wash greens before eating; plunge them into cold water**

Storing

- **Wash and dry them before storing.**
- **Wrap greens in paper towels, then place in re-sealable plastic bags**

RECIPE OF THE WEEK

Green Goddess Dressing

Ingredients

½ cup low-fat, reduced – fat, or light mayonnaise

½ cup low-fat sour cream

1 T. apple cider vinegar

1/2 cup chopped parsley

3 T. chopped chives

1 1/2 T. chopped tarragon

1 chopped garlic clove

1/2 tsp. salt

Directions

Combine all ingredients along with 2 tablespoon water in a blender or food processor and blend until smooth and pale green.

Taste and add more salt if needed.

Nutrition Analysis

Makes 12 servings

Per 2 T. serving

Per serving:

Calories: 45

Total fat: 4g

Saturated fat: 0g

Protein: 0g

Carbohydrate: 2g

Sodium: 122mg

Fiber: 0g

Handout developed by Dixya Bhattarai and Amanda Schmitz, OSF Saint Francis Medical Center Dietetic Interns 2011

RIVERFRONT MARKET

SNAP Supplemental Nutrition Assistance Program

Putting Healthy Food Within Reach

PRODUCE OF THE WEEK

Herbs are leaves of plants used for culinary and medicinal purposes and are utilitarian in nature. Some popular herbs include parsley, basil, thyme, dill, and oregano. Spices come from bark (cinnamon), roots (ginger, garlic), buds (cloves, saffron), seeds (mustard, poppy, sesame), berries (black pepper), or fruits (all spice, paprika). Herbs and spices are used as flavoring agents in many different cuisines and they can be used to reduce salt and sugar. Reduce sugar by using cinnamon, allspice, cardamom, nutmeg, or ginger and reduce salt by using black pepper, garlic powder and curry powder instead.

COOKING WITH SPICES

- Ground spices release their flavor more quickly than whole spices so use them in recipes with short cooking times
- Whole spices need a longer time to release their flavor. They work well in longer cooking recipes like soups and stews
- Whole spices and seeds can be ground using a small electric coffee grinder or spice mill

COOKING WITH HERBS

- When using fresh herbs in place of dried, the proper ratio is 3:1, or 3 times more fresh than dried
- Robust herbs such as sage, thyme and bay leaves stand up well in long cooking
- Milder herbs like basil, chervil, marjoram and parsley can be added at the last minute for best results
- Rub leafy herbs in the palm of your hand to release the flavor and aroma

STORAGE TIPS

- Store in tightly covered containers
- Fresh herbs last in the refrigerator for only about a week
- Dried herbs can be stored up to a year and still retain peak flavor
- Preserve chopped herbs by placing into an ice cube tray, covering with water and freezing

RECIPE OF THE WEEK

Homemade Herbal Vinegar

Ingredients:

Fresh picked herbs (washed and dried)

Fresh garlic cloves and peppercorns

Bottles (empty, clean, plastic or glass bottles)

Funnel and corks that fit the bottles

Vinegar: Red or white wine, cider, or rice. Do not use distilled white vinegar

Directions:

Gently push about five sprigs of fresh herbs into the bottle.

Add a close or 2 of peeled garlic and tablespoon of peppercorns.

Using a funnel, pour the vinegar in the bottle, almost to the top.

Seal with a cork and place in a sunny spot for two weeks before using.

For the most flavor, use the herbal vinegar within six to seven months.

Herbal vinegar can be used in vinaigrette, pasta sauce, marinades, and soups.

Handout developed by Dixya Bhattarai and Amanda Schmitz, OSF Saint Francis Medical CenterDietetic Interns 2011

RIVERFRONT MARKET

SNAP Supplemental Nutrition Assistance Program

Putting Healthy Food Within Reach

PRODUCE OF THE WEEK

Squash is a fleshy, edible fruit related to melon and cucumber that is available in a wide assortment of colors, shapes, and sizes. They are generally divided into two basic types: summer and winter.

Winter or hard-shell squash is allowed to mature on the plant and has a thick rind, large tough seeds and dark yellow to orange flesh. Examples include acorn, banana, buttercup, butternut, and spaghetti squash. On the other hand, summer or soft shell squash is harvested before it matures completely and has a more tender rind and lighter-colored flesh. They include zucchini, chayote, patty pan, yellow crookneck and yellow straight neck.

- ***Winter squash is high in vitamin A (beta-carotene) and is a good source of potassium, fiber and vitamin C.***
- ***One pound of squash yields approximately 4 cups grated.***
- ***To prevent squash from becoming watery during cooking, lightly salt the raw flesh, place it on absorbent paper to draw out moisture, and rinse.***
- ***Use summer squash in stir-fries, sautés, stuffed, grilled, in frittatas, soups, pastas, and summer stews.***

WHAT TO LOOK FOR:

- When selecting winter squash, choose one that is heavy in its size, and has a thick, hard shell.
- For summer squash, select small, firm and shiny ones that are heavy for their size.

RECIPE OF THE WEEK

SPAGHETTI SQUASH

Ingredients:

2 cups light no sugar added pasta sauce

4 cups uncooked spaghetti squash

1 cup cooked broccoli

Prepare:

-Scrub the squash well.

-Preheat the oven to 375 degrees F

-Split the squash lengthwise.

-Remove the seeds with a tablespoon.

- Place it in a baking dish, skin side down, and bake in the oven for an hour, or until tender

-Scrape the flesh of squash with a fork into a large bowl. It should look like spaghetti strands.

-Prepare pasta sauce as directed.

-Add cooked broccoli to sauce.

-Top 1 cup of spaghetti squash with 3/4 cup sauce mixture.

Nutrition Information

Serves 4

Per 1 3/4 cup serving

Calories: 116

Total Fat: 2g

Saturated Fat: 0g

Sodium: 364mg

Total Carb: 23g

Dietary Fiber: 6g

Protein: 4g

Handout developed by Dixya Bhattarai and Amanda Schmitz, OSF Saint Francis Medical Center Dietetic Interns 2011

RIVERFRONT MARKET

SNAP Supplemental Nutrition Assistance Program

Putting Healthy Food Within Reach

PRODUCE OF THE WEEK

Apples

Apples are classified as a pomes, a round fruit that consists of firm, juicy flesh covered by a thin, tough, edible skin and surrounding a seeded core. The skin color of apples can range from dark green to yellow to bright red, or some combination of these colors. Apples that are ripe are crisp and juicy.

Apples are:

- Good sources of pectin, a soluble fiber that helps reduce blood cholesterol
- Good sources of vitamin C
- Used in salads, alongside meats, in pilafs, desserts, preserves, juices, cider, pies, breads, and cakes.
- Dried apples make tasty snacks or additions to breakfast cereals

In central Illinois, apples are in season from July through November

SELECT

When selecting apples, choose those with firm flesh and tight skin that is free of bruises, soft spots and holes.

STORAGE

- Apples will store well for long periods when refrigerated or kept in a cool, dry place.
- Dip sliced apples in the water with acid (lemon juice) to prevent browning.

RECIPE OF THE WEEK

Fresh Fruit Dip

Ingredients:

2 cups low fat vanilla yogurt

1/2 cup honey

1 teaspoon ground cinnamon

Directions:

- Combine all three ingredients in a medium size bowl and whip it until it looks smooth.
- Serve with assorted fruits!

Nutrition Analysis:
Makes 5 servings

Per 1/2 cup serving

Calories: 188

Total fat: 2g

Saturated fat: 1g

Protein: 5g

Carbohydrate: 42g

Sodium: 66mg

Handout developed by Dixya Bhattarai and Amanda Schmitz, OSF Saint Francis Medical Center, Dietetic Interns 2011

RIVERFRONT MARKET

SNAP Supplemental Nutrition Assistance Program

Putting Healthy Food Within Reach

Use Your Illinois Link Card to Buy Fresh and Healthy Foods at Peoria's RiverFront Market

The Peoria RiverFront Market Now Accepts Link Cards!

- Use your Illinois Link card to get the fresh, locally grown produce and meats, eggs, breads, and cheeses in Central Illinois!

- Look for the tent with the brightly colored sign to use your Illinois Link card to get tokens to buy foods at the vendor booths.

Every Saturday morning,
starting June 4th to September 24th
8:00 AM to Noon
along Peoria's beautiful riverfront on Water Street

2nd and 4th Saturday of each month, we will feature ways to use fresh produce from the market!!!

Enjoy great taste and freshness all season long directly from farms and gardens

ILLINOIS DEPARTMENT OF AGRICULTURE
FINAL GRANT REPORT

SC 11 03-Carlyle Lake Chamber of Commerce Inc.

PROJECT TITLE

For Advertisement and help with educational demonstrations for the Carlyle Courthouse Square Farmers Market.

PROJECT PURPOSE & SUMMARY

The purpose of the project was to utilize an advertisement campaign, at-market hand out of educational materials, and at-market demonstrations to:

1. Notify the public of the dates and times of the Carlyle Courthouse Square Farmers Market;
2. Provide market attendees with hard copy material on locally grown Illinois specialty crop production, nutritional value, utilization in meal planning;
3. Answer frequently, and not so frequently asked questions on Illinois specialty crops; and
4. Offer at the market on-site prepared food products made from Illinois specialty crops.

Advertisement with flyers, magazines, newspapers and radio let the customers know the Carlyle Courthouse Square Farmers Market was open for business and we were being sponsored by the Illinois Department of Agriculture. Along with the advertisements, "press release" type of newspaper articles gave specific information on what was available at the Market throughout the Market-Year. The printed advertisement and radio spots attracted Market interest from the local area, but also due to Carlyle having a large recreational lake and campgrounds, we had attendees from a much larger regional base (Missouri to Indiana), and even a visitor from Australia.

Demonstrations, printed information, and recipe cards on specialty crops seemed to really be enjoyed by customers and vendors.

Early in the year a demonstrator made kale chips on-site. They were very well received. It appears that thanks to Doctor Oz, kale is going to be a well utilized vegetable this coming year. We were ahead of the curve. Another demonstrator made pumpkin soup on-site. All of a sudden, the pumpkins on sale at the Market started to be hot items. We had many questions on how to prepare specific raw specialty crops (zucchini, squash, sweet potatoes, okra to name a few). Our printed recipe cards were always in demand.

The local Master Gardeners from the University of Illinois Extension were also demonstrators who provided specifics to growing Illinois Specialty Crops particularly in the areas of soil preparation, fertilizing and pest control.

The project was used to get the word out there that we have more to offer at the Market and appeal to a more diversity of customers. Thankful that the 2011 Grant could be used also for the 2012 market as we had trouble getting demonstrators and did not do as much printing and advertising as we had expected to do in 2011. We had almost half of the $10,000 grant left for 2012. Timelines were needed so everything was in place when they needed to be done and followed, but sometimes were not done - like

demonstrators calling at last minute or not showing up. More reliable demonstrators were scheduled for the 2012 market. The demonstrators for 2011 and 2012 and their presentations relative to Illinois Specialty crops were:

2011 Demonstrations

June 23 Master Gardener Al Singert - how to plant and care for plants
July 21 Bob Gerstenecker , - how to fix fresh horseradish
August 11 Girl Scouts presentation on food plan and eating healthy
August 18 Tammy Lyons - corn salsa , made it as dip, then used it for a taco style dinner
August 25 Tammy Lyons - cucumber dip
September 1 Edith Mathis - cantaloupe Smoothie
September 8 Edith Mathis - tomato salsa.
September 15 Master Gardener Ramona Schmidt - plant care
September 22 Edith Mathis - baked apples in microwave
September 29 Tammy Lyons - sweet potato fries and fried apples
October 6 Edith Mathis - caramel apple salad

2012 Demonstrations

June 21 Helen Leonhardt, University of Illinois Extension - kale chips done in microwave
July 5 Helen Leonhardt, University of Illinois Extension - sweet and sour pickles, and dill pickles made in microwave
July 12 Sharon Brinker - fried okra
July 19 Chef Scott Caudill - peaches cooked down with honey and water put in a squeeze bottle to add to tea, then frozen as sorbet, then added to tomatoes, onions and spices to make a salsa
August 2 Chef Scott Caudill - zucchini dish
August 16 Helen Leonhardt -spinach stuffed peppers
September 6 Helen Leonhardt, University of Illinois Extension - creamy cucumber salad
September 13 Chef Scott Caudill - pumpkin soup
September 20 Don Koch & Chef Scott Caudill - orange-chicken stirfry with local onions, zucchini and squash
September 27 Don Koch & Chef Scott Caudill - sweet potato fries
September 27 Master Gardener Diana Ratermann - soil and pesticide control
October 4 Helen Leonhardt, University of Illinois Extension - cucumber salad

PROJECT APPROACH

Advertisements ordered in flyers, magazines, newspapers and on radio. Flyers allowed the Market to be posted on local (including nearby communities) store front windows, bulletin boards, Corp of Engineers informational kiosk, and even in the bathrooms at Hazlett State Park.

The magazines used were the Illinois Tourism Times, and Illinois Home and Lifestyle. The distribution reached a much wider area than our newspaper and radio ads. The Tourism Times is distributed for free all year at highway rest stops, sporting events, stores, and attractions across Illinois. We saw copies in highway rest stops in Indiana and Kentucky.

Advertisements were placed weekly in the Carlyle Union Banner and in the Breese Journal; and every other week in the Centralia Sentinel before and throughout the Market season. These papers serve an area

with a population in excess of 50,000. The advertisements were the same each time, in about the same location in the papers. Routine readers used them as a means to see what was going on in the Ag community and particularly whether the Market was going.

Radio spots reached a different segment of the population. Feedback from Market attendees indicated that they heard about or reminded of the Market via the radio.

Additional advertisement (not part of the Grant Project) were 24" x 36" banners placed at major roadway intersections throughout the Market season; 18" x 24" signs placed around Carlyle for the 6 weeks before the Market started; advertisement on the City of Carlyle's digital sign throughout the Market season; and the placement of balloons on the street signs that marked the Market site, early on each Market day.

The flyers were designed and laid out by the Market Master, Darlene Rodden. She also distributed most all of the flyers door-to-door, store-to-store. Magazine articles, newspaper advertisement, and radio spots were initially set up with the provider by Darlene. The scheduling of the newspaper advertisements was performed by Karen Gregov, treasurer of the Carlyle Lake Chamber of Commerce. We had a guest book for customers to sign helping us monitor how many coming each week and how we were doing. The guest book was maintained during the weekly Market by a vendor, the Herzogs. Weekly demonstrations were scheduled by Darlene Rodden and Lisa Spalding. Lisa was a co-Market Master for part of the 2011 season.

Signs, banners and balloons were placed by Darlene Rodden, Market Master.

The City of Carlyle lets us close off the street, has put in electric for us and pays our electric bill, put up "No Parking Thursday During Market" signs, puts flyers in City of Carlyle bills, puts advertisement on their electronic sign, and also on their website: www.playandstaycarlyle.com. US Bank bought a tent for demonstrations and one for sign up for customers in the Senior Farmers Market Coupon program. The Carlyle Lake Chamber of Commerce pays for the insurance for the market.

The project expenditures each monitored by Darlene Rodden, Market Manager for their eligibility under the scope of the Grant Proposal items. Said monitoring/comparison was to determine if the item benefitted (enhanced) the competitiveness of specialty crops sold at the Market. "Enhancement of competitiveness" was considered to be solely benefiting the Illinois Specialty crop market if it helped further the Carlyle Lake Chamber of Commerce's Farmers Market goal to provide a venue where locally grown products can be sold. It should be pointed out that the produce, nuts and herbs presented at the Market for sale, all had to be locally grown – no imports, even from areas outside Illinois in the US. All financial transactions were recorded by Karen Gregov, the Carlyle Lake Chamber of Commerce's Treasurer. Records including canceled checks are on file.

GOALS AND OUTCOMES ACHIEVED

Our first market was in 2009 and we were told we could not accept the WIC/SR Farmers Market Coupons that year. Advertising has made the public more aware of the WIC/SR program and that our vendors accepted the Farmers Market Coupons for fresh fruits and vegetables. Vendor sign up in the WIC/SR program has increased over the years. This was not a goal, but a good outcome of the market.

In 2009 we had 29 vendors sign up, 2010 we had 23 vendors sign up, in 2011 we had 26 vendors sign up, and in 2012 we had 25 vendors sign up to come to market. In 2011 we dealt with a flooding issue and crops were late coming in or did not come in at all, and in 2012 we dealt with a drought issue. Our data shows we had an AVERAGE of 13 vendors during the market in 2010, 12 vendors during the market in 2011, and 12 vendors in 2012 per week. In 2010 we had 18 vendors attending on the 5th week in July. In 2011 we had 15 vendors in attendance first 3 weeks of July and on second week in August. In 2012 we had 16 vendors attend on the second week of July, but vendor count down all season because of drought - vendors sold out of what they brought to market. Decrease of vendors signing due to flooding in 2011 and drought in 2012. Had vendors say they would like to do, but did not sign up because they did not have enough crops. Our increased vendor goal was not achieved I would say due to the weather.

Our guest book for customers to sign helped us monitor how many coming each week and how we were doing. First market day in 2010 we had 89 customers, first market 2011 we had 215 customers, and the first market of 2012 we had 269 customers. (I would say advertising did pay off – as we did not have a grant in 2010).Vendors did not sign our guest book, but were customers at times with other vendors. Then we had the weekly customers who refused to sign our guest book. On customer data we had an AVERAGE of 163 customers in 2010, 187 customers in 2011, and 143 customers in 2012. Had several market days with Heat Hazard warning out and customers did not show up in 2011 and 2012. The peak attendance third week in July, 2010 was 293, third week in July, 2011 was 351. This peak did not occur in 2012 because of drought, and I am sure the campers were not out at the lake as it was so hot all during the season we set up a sprinkling system for all to cool off. In all 3 years the attendance drops when school starts in September. Surprised our guest book had signatures from so many different states and countries. The guest book definitely showed weather did affect our customer counts.

Customers did enjoy the demonstrations and there was a good interaction between the demonstrators and the customers. Questions answered and customers happy to take information or recipes on specialty crops. I think our goal of educating the public was met. I have had phone calls asking for recipe that demonstrators have done and some of the demonstrations talked about at other times when I am out.

BENEFICIARIES

Who benefited from the completion of this project: I would say the customers and the vendors. The vendors learned along with the public that the food pyramid is out and MY PLATE is now in progress. They all learned the benefits of eating the FRESH Seasonal fruits and vegetables, and delicious ways to prepare them. (All loved the Kale Crisp recipe). The market is for the people of all ages and cultures and it does not matter if you are rich or poor. The grant by advertising has brought attention to the Carlyle Courthouse Square Farmers Market and that we are more than just a market. Customers seemed to be approaching the vendors more with questions and the interactions have been impressive.

Economics are bad right now. The market created jobs for vendors who may be farmers or ones with a garden as a hobby. By charging the vendors $20 a season hopefully the produce brought to market is at a lower price to the customers. Vendors accepting the WIC/SR Farmers Market Coupons help people who have lower income eat healthy.

Towards the end of the 2012 market we had two of our demonstrators: Don Koch, a vendor, and Chef Scott Caudill join together and create a catering business.

LESSONS LEARNED

You cannot control the weather. You cannot control when a demonstrator calls in to cancel at the last minute.
The advertising and educations the market offered did make an impact.

CONTACT PERSON

I am retiring as Market Master next year and two of our vendors are taking over the market because they feel the market has been a good influence on the public. (One vendor is a nurse and the other attending college in horticulture).

I am hoping the grant will show an increase in vendors and customers next year if the weather cooperates. I am praying for good weather.

Note that revisions to initially prepared Final Grant Report are shown in blue as of April 24, 2013.

Darlene Rodden, Market Master
1-618-594-4277
drodden1@charter.net

ADDITIONAL INFORMATION

See attached vendor count and attendee list, and sample photos.

CARLYLE COURTHOUSE SQUARE FARMERS MARKET
GUEST AND VENDOR COUNT

	2010		2011		2012		
	Vendors	Customers	Vendors	Customers	Vendors	Customers	
June							
Wk 3	14	89	11	215	14	269	
Wk 4	12	64	11	212	13	202	
July							
Wk 1	15	228	15	251	11	179	
Wk 2	15	161	15	225	16	192	
Wk 3	17	293	15	351	13	124	
Wk 4	15	183	8	179	12	156	
Wk 5	18	201	13	210			
August							
Wk 1	12	209	10	227	11	147	
Wk 2	9	131	15	236	14	137	
Wk 3	10	256	13	201	7	43	RAINED OUT
Wk 4	13	186	11	224	12	147	
Wk 5					14	112	
September							
Wk 1	12	120	9	145	9	95	shut down at 5:45 due to impending weather
Wk 2	14	106	14	132	11	124	sprinkle at 6:45, all stayed
Wk 3	15	128	11	114	13	127	
Wk 4	12	107	9	64	13	107	
Wk 5			10	94			
October							
Wk 1	10	151	7	93	8	127	
Average	13	163	12	187	12	143	

CARLYLE COURTHOUSE SQUARE FARMERS MARKET

JUNE 21 – OCTOBER 4

EVERY THURSDAY
4 – 7 PM

ILLINOIS
where fresh is

SPONSORED BY

CARLYLE LAKE CHAMBER OF COMMERCE

ILLINOIS DEPARTMENT OF AGRICULTURE

and the CITY OF CARLYLE

ILLINOIS
where fresh is

CARLYLE COURTHOUSE SQUARE FARMERS MARKET

JUNE 21 – OCTOBER 4
EVERY THURSDAY 4 – 7 PM

Senior Farmers Market coupons will be distributed from 4-6 PM at the market. Coupons will only be good for fresh fruits, vegetables and honey.

Clinton County WIC office will distribute coupons that are good for fresh fruits and vegetables only.
Coupons can be redeemed at select vendors in the WIC/Sr. Coupon Program

SPONSORED BY

CARLYLE LAKE CHAMBER OF COMMERCE

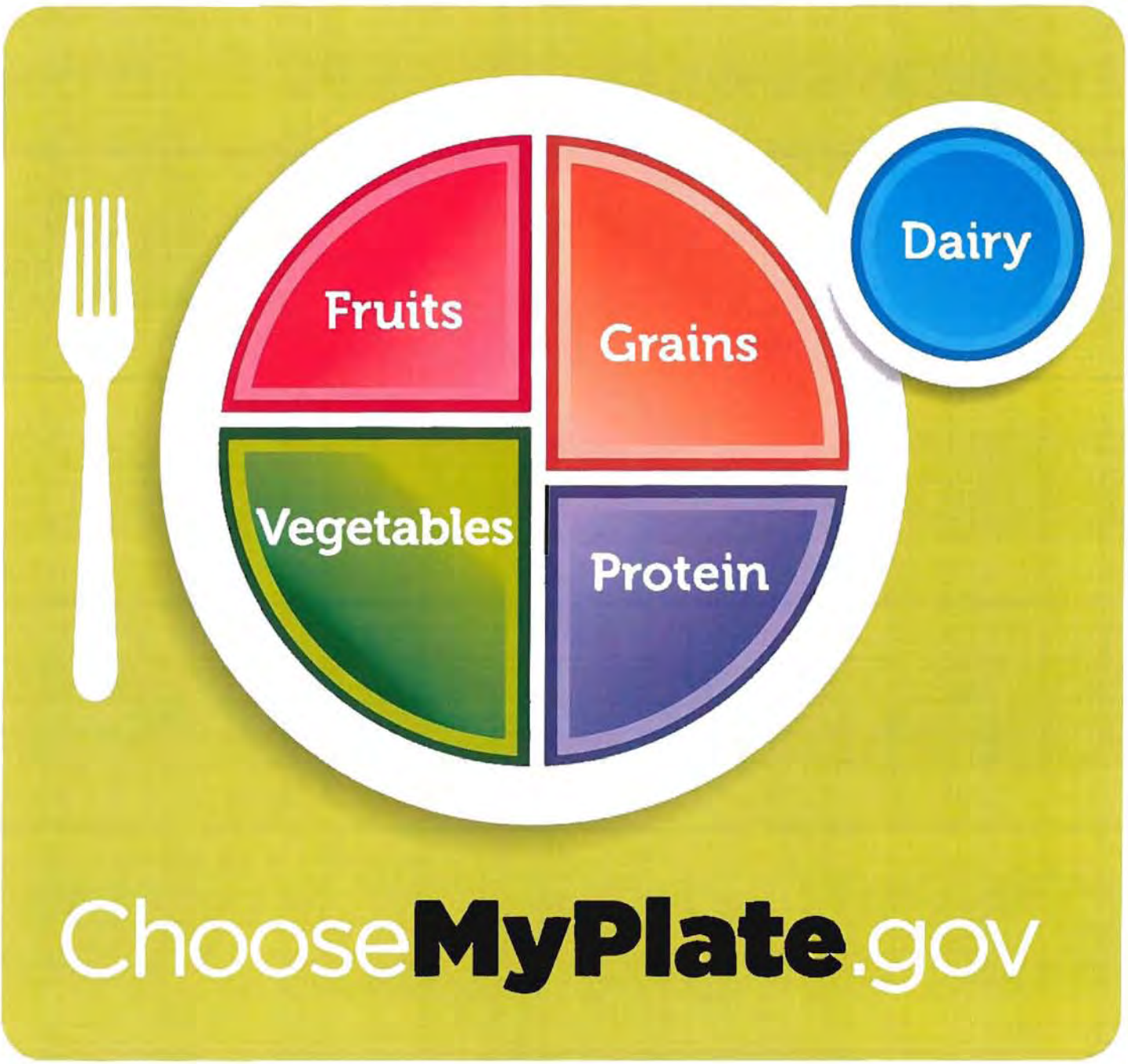
ILLINOIS DEPARTMENT OF AGRICULTURE
and the CITY OF CARLYLE

CARLYLE COURTHOUSE SQUARE FARMERS MARKET

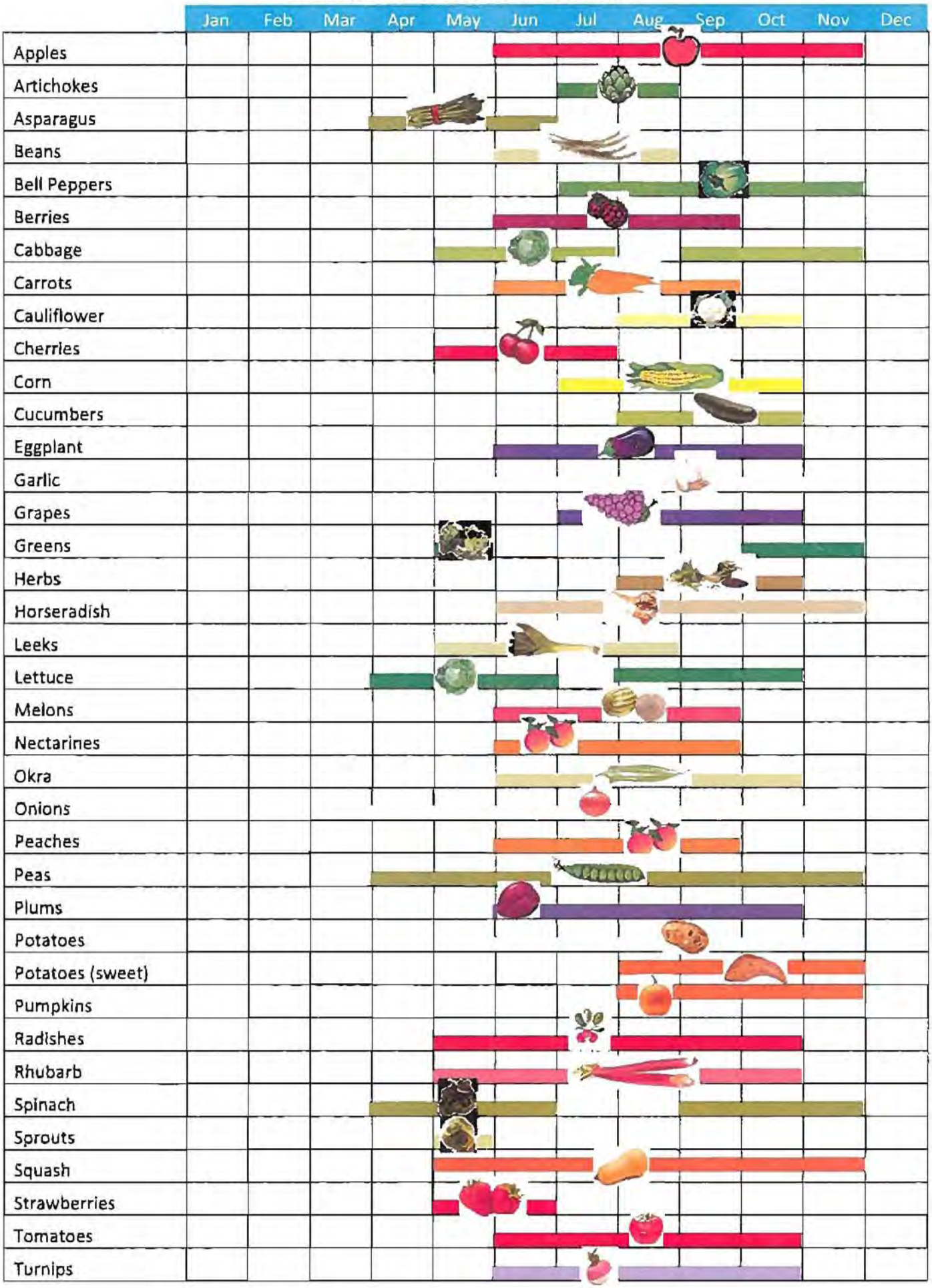
SPONSORED BY

CARLYLE LAKE CHAMBER OF COMMERCE
ILLINOIS DEPARTMENT OF AGRICULTURE
and the CITY OF CARLYLE • www.playandstaycarlyle.com

MyPlate illustrates the five food groups that are the building blocks for a healthy diet using a familiar image – a place setting for a meal. Before you eat, think about what goes on your plate or in your cup or bowl.



Carlyle Courthouse Square Farmers Market
Illinois... What's in Season



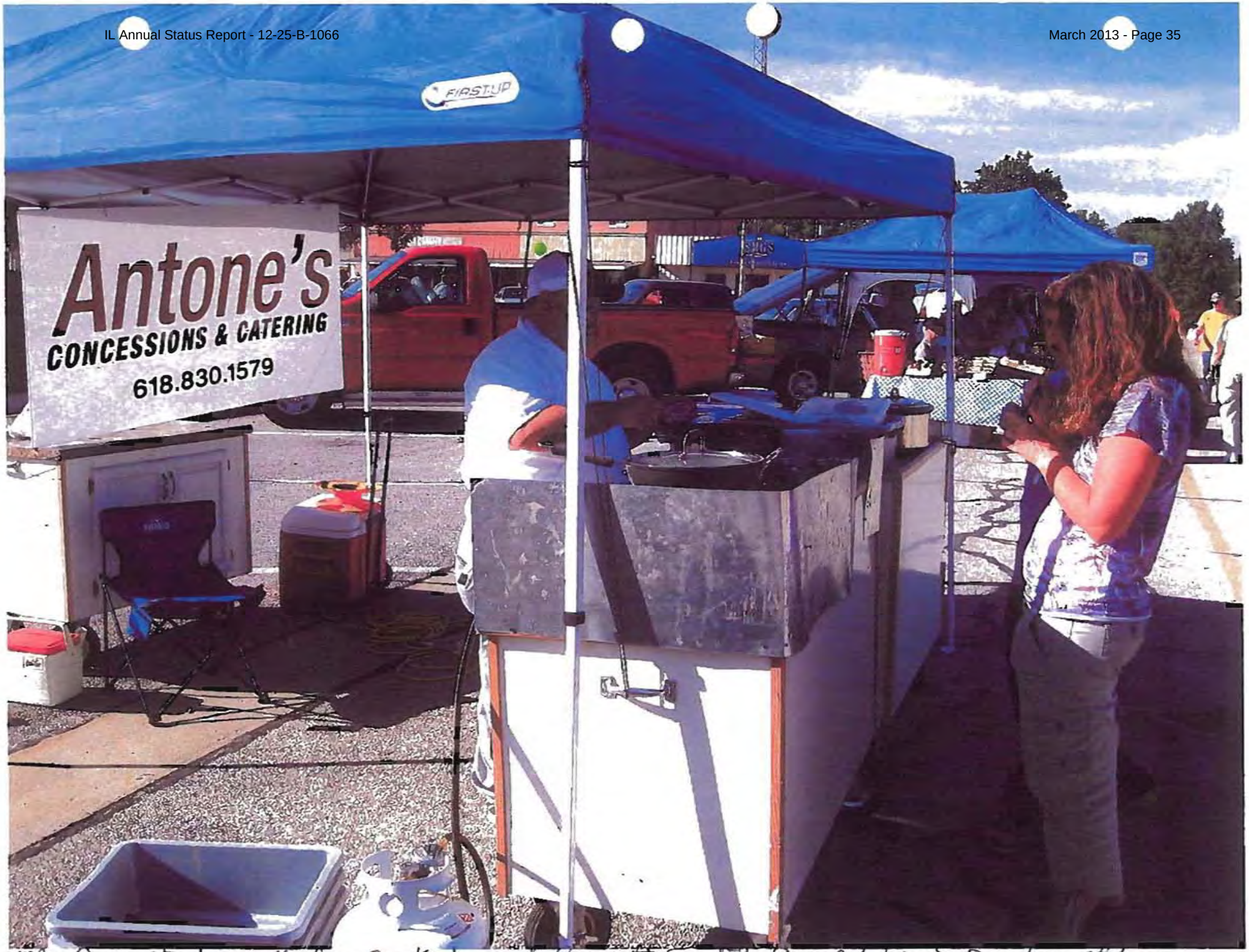
Oct 4, 2012 - Helen Leonhardt - Demonstrator

July 21, 2012 - Demonstrator Helen Leonhart

Aug 27 2012 - Demonstrator - Scott

Sept 8, 212 - Demonstrator - Helen Leonhardt

Sept 13, 2012 - Demonstrator - Scot Cardill



#2018 Demonstration - Vendor Don Koch & chef Scott Caudill formed business together

Sept 1, 2011 - Demonstration - Edith Mathis

Aug 25, 2011 - Demonstration.

Aug 18, 2011 - Demonstration

CARLYLE COURTHOUSE SQUARE FARMERS MARKET JUNE 16 - OCT. 6, 2011 EVERY THURSDAY 4 - 7 PM

Microwave Baked Apples

2 Apples
2 Tablespoons Brown Sugar
1 teaspoon ground Nutmeg (Optional)
1 teaspoon ground Cinnamon
2 teaspoons Butter

1. Cut out the core and leave bottom intact.
2. Mix in bowl: brown sugar, nutmeg, cinnamon.
3. Spoon mix into the center and put butter on top.
4. Microwave 3 ½ to 4 Minutes. Until tender.
5. May also use raisins, nuts, or frozen berries in mix.

Microwave Acorn Squash

1. Cut in half and cook until tender in microwave.
2. Spoon out seeds and add mix from above to taste.
3. Cover with plastic wrap and heat.

CARLYLE COURTHOUSE SQUARE FARMERS MARKET

Caramel Apple Salad

2 boxes dry instant butterscotch pudding
1 8 oz. package of Cool Whip
5 diced apples
1 can pineapple tidbits, undrained
- nuts optional -

Mix all together and serve.

CARLYLE COURTHOUSE SQUARE FARMERS MARKET JUNE 16 - OCT. 6, 2011 EVERY THURSDAY 4 - 7 PM

Blue Ribbon Horseradish Pickles

Yield: 5 quarts

7 cups water
1 3/4 cups white vinegar
1 1/4 cups white sugar
1 teaspoon whole pickling spices
5 tablespoons pickling salt
10 cloves garlic, peeled
40 small pickling cucumbers
1 bunch of fresh dill
10 (1/4 inch x 3 inch) strips peeled, fresh horseradish root

Soak the cucumbers in ice cold water for 2 to 3 hours. Sterilize 5 (1 quart) jars with lids and rings and keep hot. In a large pot, combine the water, vinegar, sugar and pickling spices. Stir to dissolve sugar and bring to a boil.

While the mixture is heating up, place the following things into each jar: 1 tablespoon of salt, 2 cloves of garlic, 2 strips of horseradish, and a few sprigs of dill. Trim the ends from the cucumbers and make a slit in the skin of each one so the brine can soak in and any air can get out. Pack the cucumbers into the jars. Pour the boiling brine into the jars to within 1/2 inch of the rims. Seal with lids and rings.

Bring the water to a boil in the pot where you sterilized the jars. Place the jars into the water and turn off the heat. Let them sit in there until the water is cool. Test the jars for a good seal by pressing on the center of the lid. Refrigerate any unsealed jars.

CARLYLE COURTHOUSE SQUARE FARMERS MARKET JUNE 16 - OCT. 6, 2011 EVERY THURSDAY 4 - 7 PM

Preparing Fresh Horseradish

Makes about 2/3 cup

6-8 inch long horseradish root
2-4 Tablespoons water
1 Tablespoon white vinegar
pinch of salt

Wash the root and peel it with a vegetable peeler. Chop the peeled root into small chunks, and put the chunks into the food processor with the water (start with 3 T, add more if it's not smoothing out enough). Process on high until it's smooth and only small, minced-sized pieces remain. Be careful when you open the food processor. A ground up fresh horseradish is many times as potent as freshly chopped onions and can really hurt your eyes if you get too close. Keep at arms length away, and work in a well ventilated room. Strain out some of the water if the mixture is too liquidy. Add the vinegar and a pinch of salt and pulse again until smooth. Note that the vinegar will stabilize the level of hotness of the ground horseradish, so do not wait too long to add it to the mixture. Using a rubber spatula, carefully transfer the grated horseradish to a jar. It will keep for 3 to 4 weeks in the refrigerator.

CARLYLE COURTHOUSE SQUARE FARMERS MARKET

Microwave Dill Pickles

Yield: 1 quart

1 quart small cucumbers or 1/4 inch sliced cucumbers
1 garlic clove
3/4 teaspoon dill
1/8 teaspoon turmeric
1-1/2 cups water
1/2 cup cider vinegar
2 teaspoons salt
1 hot pepper (optional)

Fill a 1 quart canning jar with cucumbers, garlic clove, dill, turmeric and hot pepper. Use a 4 cup microwave safe glass bowl and add water, cider vinegar and salt. Place in microwave for 4 minutes (until it boils).

Remove liquid from microwave; pour it over the cucumbers in the jar. Make sure the cucumbers are covered with liquid. If not, add water to cover.

Use a piece of plastic wrap to loosely cover the jar. Microwave for 3 minutes. Place the cap on the jar and let cool to room temperature. Place in refrigerator. Pickles should be ready to eat when cold.

SPONSORED BY CARLYLE LAKE CHAMBER OF COMMERCE
ILLINOIS DEPARTMENT OF AGRICULTURE
and the CITY OF CARLYLE
www.playandstaycarlyle.com

CARLYLE COURTHOUSE SQUARE FARMERS MARKET

JUNE 16 - OCT. 6, 2011

EVERY THURSDAY

4 - 7 PM

ILLINOIS

where fresh is

SPONSORED BY

CARLYLE LAKE CHAMBER OF COMMERCE

ILLINOIS DEPARTMENT OF AGRICULTURE

Cherry Tomato Corn Salad with Fresh Basil

YIELDS 6 SERVINGS

1/4 cup minced fresh basil
3 tablespoons olive oil
2 teaspoons lime juice
1 teaspoon sugar
1/2 teaspoon salt
1/4 teaspoon pepper
2 cups frozen corn, thawed
2 cups cherry tomatoes, halved
1 cup chopped seeded peeled cucumber

In a jar with a tight-fitting lid, combine the basil, oil, lime juice, sugar, salt and pepper; shake well. In a large bowl, combine the corn, tomatoes and cucumber. Drizzle with dressing and toss to coat. Refrigerate until serving.

Options: Use fresh sweet corn instead of frozen - Saute the corn for 5 minutes in a skillet before adding it to the salad.

Can add black beans; can substitute fresh cilantro for fresh basil; can also add chopped onion or baby spinach.

CARLYLE COURTHOUSE SQUARE FARMERS MARKET

ILLINOIS
where fresh is

Microwave Bread & Butter Pickles

Yield: 1 pint

2 cups cucumbers, sliced thin
3/4 cup thinly sliced onions
2/3 cup sugar
1/2 cup distilled white vinegar
1 teaspoon salt
1/2 teaspoon mustard seed
1/4 teaspoon celery seed
1/4 teaspoon turmeric

Mix all in 2 quart microwavable bowl and microwave on high 8-9 minutes, stirring 2 times during cooking time. Cucumbers will be crisp, onions translucent.

SPONSORED BY
CARLYLE LAKE
CHAMBER OF COMMERCE
ILLINOIS DEPARTMENT
OF AGRICULTURE
and the CITY OF CARLYLE

CARLYLE COURTHOUSE SQUARE FARMERS M

Fresh Salsa

Ingredients: 6 tomatoes, preferably Roma
½ medium onion, finely chop
1 clove garlic, finely minced
2 serrano or jalapeño peppers
3 tablespoons cilantro, chopp
juice of 1 lime
1/8 teaspoon oregano, finely
1/8 teaspoon salt
1/8 teaspoon pepper
½ avocado, diced (black skin

Directions:
Combine all of the ingredients in a glass b
Serve immediately or refrigerate and serve

2011 Illinois Specialty Crop Grant Program

Jacksonville Main Street's Farmers Market on the Square

FINAL REPORT: Project #SC-11-04

Project Summary:

As Jacksonville began the process of restoring the original layout of its historic Square, the idea of having a Farmers Market became an important part of the image desired for downtown revitalization. In response to over 300 signatures in support of a downtown market, Jacksonville Main Street resurrected a defunct Farmers Market in 2007 with hours that catered to workers unable to attend early morning venues.

The original purpose was to increase public exposure to healthy foods and add vitality to the historic area under renovation, but early in the planning, organizers realized the need for more food options in the downtown area to serve many of the residents as well: With the closest grocery store more than a mile from the heart of town and over 3,500 of lower-income residents living nearby, accessing healthy food options was inconvenient at best.

Since 2007, Farmers Market on the Square has been a producers-only market focusing on food classified by the USDA as "specialty crops" and limited to consumable products offered during late afternoon hours each week from May through October to accommodate the lifestyles and economic conditions of local residents and workers. While the event time of 4-7 p.m. caters to workers, later market hours also complement

other area farmers markets and makes locally grown specialty produce available just in time for dinner. Having the downtown Farmers Market in close proximity to low-income housing and mass transit stops facilitates accessibility issue throughout the season.

In order to grow the Market and keep products competitive, vendors are encouraged to participate with free set-up. Advertising in surrounding counties is designed to attract more of the 4,000 daily Jacksonville work commuters, while local promotion reaches downtown workers, visitors, and residents. For the first 3 years, popularity of Farmers Market on the Square had steadily increased, with sales and attendance has increasing by nearly 20% annually, but it was forced to relocate due to Square reconstruction which hurt attendance in 2010. With the Square finally finished, it was able to return to the Square, but limited resources threatened the ability to promote the Market.

Project Approach:

For 2011, Farmers Market on the Square pledged to retain 4-7 p.m. late afternoon hours. Expanded advertising in five surrounding counties was aimed at attracting more of the additional downtown workers with the Market's unique, convenient hours. Through this grant, the Market continued offering free vendor set-up, and planned related activities to enhance the market.

Extra signage, print, radio, television, and Internet advertising brought people to buy specialty crops, herbs, honey, plants, baked goods, flowers, and seasonal fruits and vegetables, like beans, peppers, potatoes, tomatoes, broccoli, eggplant, corn, spinach, lettuce, melons, plums, pears, peaches, berries, apples, squash, pumpkins, and more.

At the beginning of the season, advertising began with several regional newspapers as well as cable television ads. Spots were also featured on four area radio stations.

During the grant cycle, print ads ran in 7 regional newspapers and 3 newsletters, reaching over 90,000 readers in 5 counties. Postcards directly sent to area growers invited vendor participation from as far as 60 miles away. Organizers listed the event in area calendar services and on several web sites to maximize low-cost advertising. Volunteers posted twice as many posters as 2010 in the spring, routinely replaced damaged posters, and added new locations throughout the season. The new downtown traffic pattern provided 50% more locations for banners to promote the weekly event.

For the first time, television advertising exposed the Market to surrounding areas throughout the season, reaching 10,700 new viewers and resulting in increased Market visibility and attention on the newly reopened Square, further educating the public about locally grown products. Social media was also used for the first time, reaching many younger consumers. As another first, Jacksonville Main Street partnered with Passavant Area Hospital Dietary Department to implement Food Preparation Demonstrations once a month at the Market to give consumers new ideas for healthy eating habits with the seasonal produce found at the Market.

More first occurred in 2011 as the Farmers Market on the Square was a featured participant in other activities, including the historic Downtown Turnaround Celebration that marked the reopening of the Square. Affiliation with this and later Pumpkin Festival attractions boosted awareness to the Market also. Area non-profit organizations were encouraged to set up booths to sell their own flowers and fresh baked goods to supplement their own programs.

Despite Jacksonville suffering the heaviest recorded one-day rainfall ever in June, which caused massive flooding, left several families homeless, and rendered the City's

water treatment plant unusable for almost a month, the event kept going. The City also celebrated the grand reopening of the square, which had been mostly closed to traffic since 1974, with weeklong activities that drew even more attention to the market. Vendor and customer feedback indicated that the Market's new location contributed greatly to its success, solidifying its place as an important aspect of life downtown.

Throughout the season, customer intercept interviews and vendor feedback was used to assess performance. Overall, responses were favorable with employees of the 20 some expanded downtown businesses since 2010 being expressing excitement and being very supportive of the Market. City leaders, Market organizers, vendors, and consumers agreed emphatically that the Farmers Market on the Square added to the vitality of the newly renovated downtown and improved the community's quality of life.

Vendors reported an increase in sales averaging 15% over the 2010 season, an amount boosted by greater contact with senior care, WIC, and dietary programs. Attendance increased by over 10%, averaging about 90 people each week (varying with the seasonal produce available.) The greatest patronage increase was seen among Market consumers aged 21-35 employed or living near downtown, though several customers reported driving in to town especially for the weekly event. Most of this increase (nearly 25%) is directly attributable to reminder postings on Facebook.

The months of May and July proved most profitable for vendors, with the heat in August driving numbers down slightly and early June impacted by severe flooding throughout town. Vendor booths averaged about 10 each week, with some weeks boasting up to 15 booths.

Goals and Outcomes Achieved:

For 2011, the ultimate goals of Farmers Market on the Square were threefold:

1) to increase locally grown produce and specialty crop sales and awareness with greater potential for producer income, making crops more competitive;
2) to provide downtown residents, low-income citizens, visitors, and workers more convenient access to healthy food products;
3) to urge more patronage in the historic central business district after completion of a major street construction project

Jacksonville Main Street accomplished these goals through vastly expanded marketing over the 2010 season that reached out to 8 neighboring counties and other organizations. Results were verified through customer intercept surveys and vendor feedback. While the 15% increase in actual sales over last year fell slightly short of the ambitious 20% gain hoped for, the event is still seen as a success. In the end, vendors reported seeing many new faces, increased sales of specialty products, and new vendors, including a high school student (and her father) earning extra money in a tough economy and learning valuable business lessons.

The Market was effective in providing products to new downtown employees from the 20 expanded businesses since the square reopened traffic, plus the 1,000-some existing daily employees and visitors. Farmers Market on the Square achieved its goal of bringing more products and choices to a segment of the population that is often ignored by being in a central location and open after food bank hours, providing healthy food options for 6 months of the year to nearly 3,500 lower-income residents living just blocks from downtown. Some vendors even donated unsold products to area meal providers to assist in feeding the less fortunate in the area.

Through including Passavant Area Hospital Dietary Department Food Preparation Demonstrations in the Farmers Market on the Square, more participation was realized. This popular addition also boosted awareness for growers and agencies alike, a goal for both the community hospital and Jacksonville Main Street.

The 2011 Farmers Market on the Square season marked Jacksonville Main Street's fifth year operating the downtown market, and its most successful year to date due in part to the ILDA Specialty Crop Program Grant. Through this grant, the Market was able to continue providing free vendor set-up, attracting more specialty crop growers who enjoyed larger profit margins and lower overhead, while expanding promotions and positively impacting the success of the event.

Beneficiaries:

Measuring sales is the most obvious way to show the project's meaningful impact on the community and its benefactors, it is not necessarily the only measure of success. It is equally important to gauge its image and effect on the entire community, particularly among the new targeted participants in nutrition programs and those utilizing the internet and social media.

Small local growers attracted to the Market with free set-up were major beneficiaries of the event in terms of financial gain, welcoming the opportunity to earn greater income in a particularly difficult economy, which contributed to far reaching effects on the regional economic health. Many vendors expressed the impact their produce sales has on their personal income.

While reaching out to the entire community of more than 19,000 people, the primary beneficiaries of Farmers Market on the Square's unique late afternoon hours included

weekday workers, area residents, people of limited means, and customers who are unable to attend other farmers markets held earlier on other days. Attendees familiarized themselves with a variety of locally-grown specialty products and benefit from the better nutrition sources that these crops provide, increasing demand for them.

Health benefits aside, customers also gained awareness of some “less common” products plus serving tips from the local growers. Selling specialty plants and flowers encourages more growth of these items around the community, benefiting the entire area with beautification, money savings, and “green” practices. Many vendors cultivated loyal customers and friendships that led to involvement in other community projects.

The addition of Passavant Area Hospital Dietary Department’s Food Preparation Demonstrations and free samples and recipes proved a popular addition on the 4th week each month. Only once did weather cut the activity short, with tornado sirens ending the Market early. Involvement in the Farmers Market on the Square provided a platform for the hospital staff to teach many hard-to-reach patrons about the benefits of good nutrition and offering solutions with recipes that introduced new, healthy diet alternatives. Their involvement enhanced their own image and enriched the event, helping to make it a highly anticipated weekly activity for many, but it also added to the sense of community spirit that abounded with the renovated Square and revived downtown. The Market is now a “selling feature” for many businesses there.

The Market’s association with other downtown events provided an even deeper connection to the community. The weeklong activities associated with the Downtown Turnaround Celebration in May boosted interest in and patronage of the Market, but also allowed the Market to demonstrate its important contribution to the overall

improvements to the image of downtown. Pumpkin and squash season was highlighted with a Pumpkin Festival that attracted even more attendance at the end of the season and gave Market participants the opportunity to be part of a family-oriented event. This event carried through the last weekend of October and featured pumpkin decorating contests and pumpkin races, and including the Market created a greater sense of partnership.

Lessons Learned:

Organizers learned several lessons by talking to the vendors and patrons that will be incorporated into future Market seasons. The first to be explored will be the addition of non-edible items for sale. While no one looks to create a flea market activity, allowing downtown businesses to set up a booth will be examined with the hope of enhancing the Farmers Market on the Square with more merchandise choices and improving future cross-promotional opportunities.

An important lesson learned was the effectiveness of targeted advertising. In particular, using more on-line advertising through social media and focusing on local consumers are on the agenda for 2012. While attracting vendors from beyond the immediate Jacksonville area is important, it was determined that advertising for more vendors in outlying areas could likely be reduced to key times in the growing season. For customers, however, the same or increased level of advertising targeted at the Jacksonville area would be prudent.

The late afternoon time of this market remained popular with the working customers who typically shop at the Market and will be maintained going forward. The overall budget for the Farmers Market on the Square proved to be reasonable and Jacksonville

Main Street tallied the expenses to be closely in line with the amounts originally submitted.

Contact Person:

Jacksonville Main Street's Executive Director was the Project Administrator and lead contact, donating over 90 hours to the operating the project and working with a volunteer Market Manager, who was also a long-time vendor overseeing the Market during set-up and sales hours. This partnership proved effective in carrying out work required to make 2011 Farmers Market on the Square another success.

Joe Dietz, Market Manager

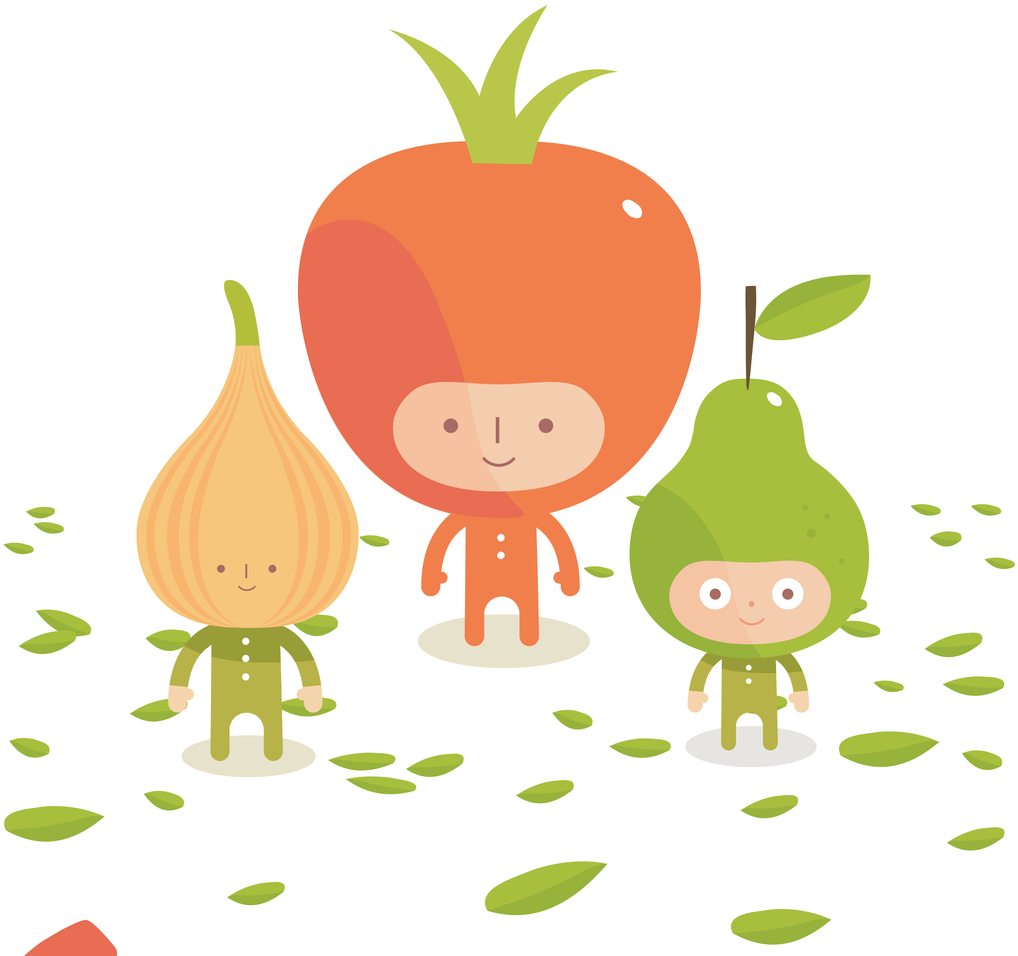
Judy Tighe, CMSM, Project Administrator

217-245-6884

info@jacksonvillemainstreet.com

See attachments of relevant articles and photographs.

wednesdays 4pm



farmers market

on the square

jacksonville main street

farmers market

on the square

**Every Wednesday at 4 p.m.
at the NEW Downtown
Jacksonville Square!**

JACKSONVILLE MAIN STREET

farmers market

on the square

Every Wednesday at 4 p.m. at the NEW Downtown Jacksonville Square!

JACKSONVILLE MAIN STREET

farmers market

on the square

Every Wednesday at 4 p.m.
at the NEW Downtown
Jacksonville Square!

JACKSONVILLE MAIN STREET

farmers market

on the square

Shop with us and support local growers!

Every Wednesday at 4 p.m. at the NEW Downtown Jacksonville Square!

JACKSONVILLE MAIN STREET

farmers market

on the square

Every Wednesday
at 4 p.m. at the
NEW Downtown
Jacksonville
Square!

JACKSONVILLE MAIN STREET

farmers market

on the square

PO Box 152
Jacksonville, IL 62651

Wednesdays 4pm - 7pm
In the NEW Central Park
in Jacksonville!
Call (217) 245-6884
to reserve your space!

farmers market 2011 is coming!

The Jacksonville Main Street Farmers Market is looking for vendors for the 2011 season. We will be hosting the Market *every* Wednesday afternoon, May through October!
We will be expanding our advertising,
at no cost to the vendor.

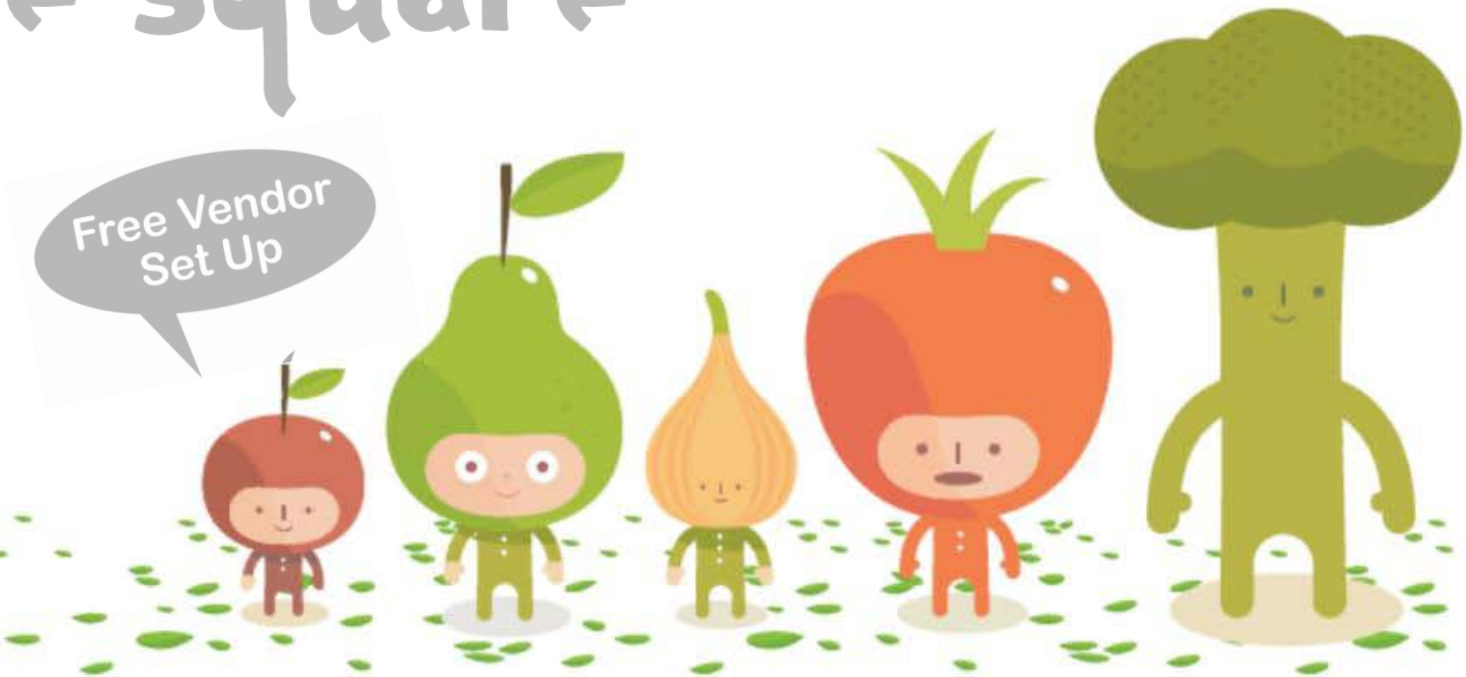
Vendor spaces are FREE!
Call Judy Tighe
at (217) 245-6884
to reserve
your spot now!

JACKSONVILLE MAIN STREET

wednesdays 4pm
new downtown square, jacksonville

farmers market

on the square



JACKSONVILLE MAIN STREET

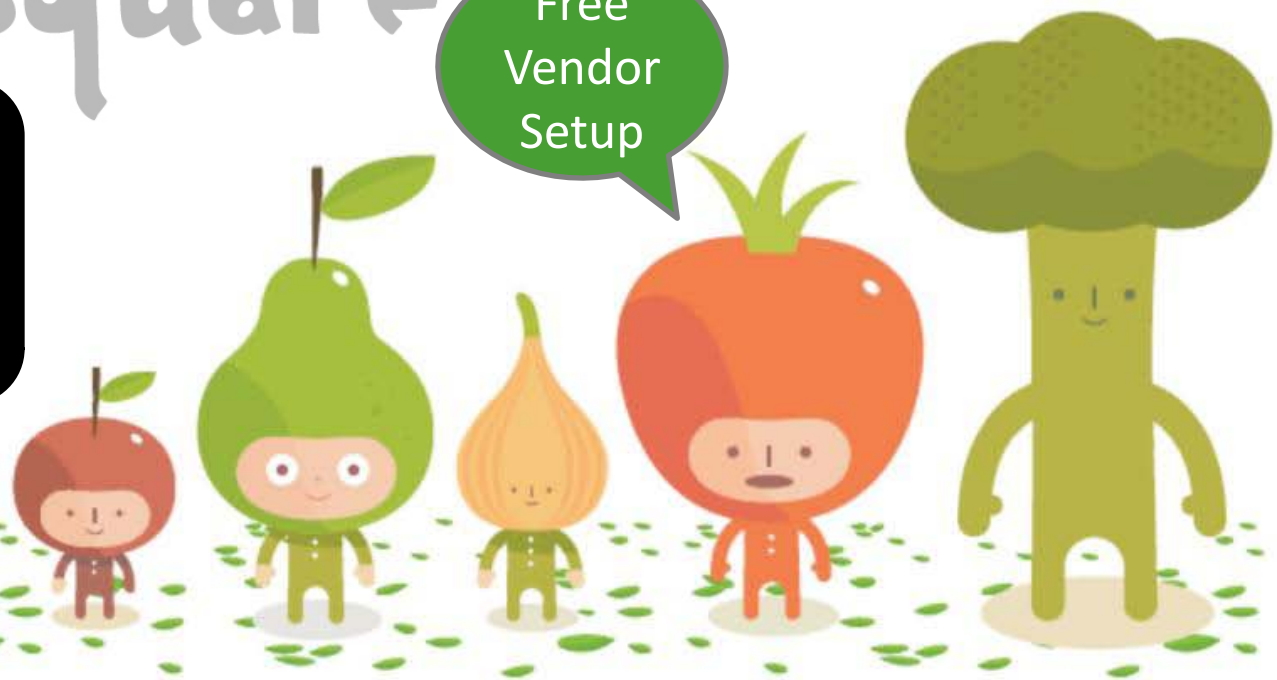
wednesdays 4pm
new downtown square, jacksonville

farmers market

on the square

Free Vendor Setup

Passavant Hospital Dietary Department Food Prep demos on the 4th Wednesday every month



JACKSONVILLE MAIN STREET

farmers
market

BrickHouse Ba
IN
BEEFEATER
Jeep
LIBERTY

SC-11-06:
DOWNTOWN BLOOMINGTON & UPTOWN NORMAL FARMERS' MARKETS
DOWNTOWN BLOOMINGTON ASSOCIATION

NARRATIVE
The project funded by this grant was the 2011 Market to Menu Campaign, which was managed by the Downtown Bloomington Association on behalf of the Downtown Bloomington Farmers' Market and the Uptown Normal Trailside Market. This cooperative project benefited specialty crop producers participating in the 2011 Downtown Bloomington Farmers' Market and the 2011 Uptown Normal Trailside Market.

This project received $26,000 in funding through the Illinois Specialty Crop Program. Grant proceeds were used to fund contracts with WGLT Radio and WYZZ/WMBD Television. Funds were disbursed as outlined in the grant application.

Project Title
2011 Market to Menu Campaign

Project Summary
The purpose of the project was to increase awareness of specialty crops and the use of these crops among local consumers, resulting in increased sales of specialty crops at the Downtown Bloomington Farmers' Market and the Uptown Normal Trailside Market.
This project was intended to build on growing interest in local foods to promote locally grown specialty crops. While interest in local foods has been growing, we also knew that people were sometimes reluctant to try new or unfamiliar products. In addition, we knew they frequently lacked the knowledge needed to cook these products for family meals. This program was intended to increase awareness, stimulate interest in specialty crops, and equip consumers with the knowledge needed to feel comfortable purchasing specialty crops.

This project built on previously funded projects focused on promotion of local farmers' markets, including prior seasons of Market to Menu broadcasts and advertising billboards. As attendance increased at the farmers' markets, our goal was to more directly address specific awareness and knowledge gaps related to specialty crops.

Downtown Bloomington Association and the Town of Normal Uptown Development Department partnered with the WGLT Radio and WMBD/WYZZ production teams to develop campaign materials (videos, podcasts, television and radio broadcasts) starting in May. The initial planning meeting was held in January, and contracts were signed in March. Production of the initial set of broadcasts was completed in May. The first broadcasts were aired starting the last week of May, and they continued on a weekly basis through the end of October, with an additional broadcast the week of November 14, promoting the Thanksgiving Market on November 19.

Videos and podcasts were promoted through WGLT's Market to Menu website, through the Downtown Bloomington Farmers' Market Facebook page, WMBD/WYZZ's website, and the

Market to Menu blog. Production utilized on-air talent from WGLT and the production team from WMBD. Each producer also provided a recipe for their specialty crop product In addition, we had a volunteer who assisted the media partners in scheduling farmers from the Downtown Bloomington Farmers' Market and the Uptown Normal Trailside Market. Twenty-four weekly programs were aired, featuring 17 different specialty crop producers. Over the three years that Market to Menu was funded by the Specialty Crop Grant, there have 54 broadcasts featuring a wide variety of specialty crops.

Goals and Outcomes Achieved

The following table shows the specific programs that were aired. All of the podcasts since 2009 are still available on the WGLT website.

Week Aired	Product	Radio Podcast	Television Video
18 Nov 2011	**Pumpkins:** David Brown of Browns Fresh Produce talks about a truly great pumpkin: The Fairytale	WGLT (mp3)	WMBD/WYZZ (video)
28 Oct 2011	**Sweet Potatoes:** Farmer Rita O'Rourke of O'Rourke Family Gardens talks about sweet potatoes.	WGLT (mp3)	WMBD/WYZZ (video)
21 Oct 2011	**Green Tomatoes:** Farmer Zack Metzger of Samara Farms has a great recipe for fried green tomatoes.	WGLT (mp3)	WMBD/WYZZ (video)
14 Oct 2011	**Acorn Squash:** Learn about a new variety of acorn squash from farmer David Brown of Browns Fresh Produce.	WGLT (mp3)	WMBD/WYZZ (video)
7 Oct 2011	**White Maize:** Farmer Janet Zintabila of CHJ Umoja Family Gardens talks about the classic diet staple known as white maize	WGLT (mp3)	WMBD/WYZZ (video)
28 Sep 2011	**Lemon Drop Peppers:** Can you take the heat of the lemon drop chili pepper? Get the answer from Stu Hummel of Epiphany Farms.	WGLT (mp3)	WMBD/WYZZ (video)
23 Sep 2011	**Yellow Baby Tomatoes:** Find out about the 'mater they call 'Jellybean' from farmer Kim Thomas of Trailside Gardens.	WGLT (mp3)	WMBD/WYZZ (video)
16 Sep 2011	**Cabbage:** Farmer Darlene Crump of Crump Family Gardens shares her insight into the versatile cabbage.	WGLT (mp3)	WMBD/WYZZ (video)
9 Sep 2011	**Collard Greens:** Go green with Collard Greens - a nutritional powerhouse! Learn more from Lisa Helgen from Garden of Joy.	WGLT (mp3)	WMBD/WYZZ (video)
26 Aug 2011	**Amaranth:** Janet Zintambila of CHJ Umoja Gardens talks about Amaranth.	WGLT (mp3)	WMBD/WYZZ (video)
19 Aug 2011	**Dragon Tongue Beans:** Check out this unusual bean, grown by Zack Metzger of Samara Farms.	WGLT (mp3)	WMBD/WYZZ (video)
12 Aug 2011	**Sweet Corn:** Did you know you could freeze fresh sweet corn? Annette Cherry from Troyer Sweet Corn has the details.	WGLT (mp3)	WMBD/WYZZ (video)
5 Aug 2011	**Heirloom Tomatoes:** Simon Burke from Goodison Gardens talks up the merits of heirloom tomatoes.	WGLT (mp3)	WMBD/WYZZ (video)
29 Jul 2011	**Italian Flat Beans:** Andrew Zeal from Amaranth Acres talks about Italian Flat Beans.	WGLT (mp3)	WMBD/WYZZ (video)
22 Jul 2011	**Green Leaf Lettuce:** Build a better salad with advice from farmer Lori Hartz of Hartz Produce.	WGLT (mp3)	WMBD/WYZZ (video)
15 Jul 2011	**Spinach:** Farmer Karen Harvey from Harvey Homestead talks about the benefits of spinach.	WGLT (mp3)	WMBD/WYZZ (video)
8 Jul 2011	**Kale:** Discover the power and the tastiness of kale, with farmer Zack Metzger from Samara Farm	WGLT (mp3)	WMBD/WYZZ (video)
1 Jul 2011	**Garlic Scapes:** Meet the garlic scape, tasty goodness grown by Hans Bishop of PrairiEarth Farms	WGLT (mp3)	WMBD/WYZZ (video)
24 Jun 2011	**Parsley:** Don Schertz of Green Acres Herb Farm talks about the different types of parsley.	WGLT (mp3)	WMBD/WYZZ (video)
17 Jun 2011	**Peas:** The wee pea is mighty powerful -- and tasty. Farmer Darlene Crump of Crump Family Garden has the low-down.	WGLT (mp3)	WMBD/WYZZ (video)
10 Jun 2011	**Speckled Romaine:** Farmer Hans Bishop of PrairiEarth Farms talks about the heirloom speckled romaine.	WGLT (mp3)	WMBD/WYZZ (video)
3 Jun 2011	**Nasturtium:** It's pretty -- and pretty tasty! It's Nasturtium, grown by Kim Thomas of Trailside Gardens.	WGLT (mp3)	WMBD/WYZZ (video)
27 May 2011	**Purple Asparagus:** Meet the lovely purple asparagus grown by Michelle Weber from Olive Berry Acres.	WGLT (mp3)	WMBD/WYZZ (video)
20 May 2011	**Red Green Onions:** Jackie Dearing of Dearing Country Farms chats about the red green onion	WGLT (mp3)	WMBD/WYZZ (video)

Our long-term goal is to broaden consumer perspectives on specialty crops sold at our farmers' market, increasing customers' knowledge of these crops and their comfort level purchasing and preparing these products for their families. Feedback from farmers who participated in these broadcasts indicated that we are achieving success with this goal. Participating farmers reported increased interest and sales of these crops from their customers following their broadcasts. In addition, WMBD/WYZZ reported that their Market to Menu page had a total of 178,413 page views during 2011, and 2,136 people viewing the page clicked the banner to go to the farmers' market web sites.

Based on a survey of our specialty crop vendors, 67% of vendors reported an increase in their sales during 2011 compared to 2020.

Because the vendor survey was administered anonymously, we were unable to determine whether sales trends were different for specialty crop vendors who participated in a Market to Menu broadcast compared to those who did not.

Beneficiaries

The primary beneficiaries of this project are specialty crop producers participating in the Downtown Bloomington Farmers' Market and the Uptown Normal Trailside Market. Additional beneficiaries include the markets' customers, who gained knowledge of nutritious specialty crops and, as a result, were able to add them to their families' diets.

Based on vendor survey responses, we estimate about two-thirds of specialty crop producers saw an increase in their sales from 2010 to 2011. Over half of those reporting an increase in sales indicated sales increased by more than 10% compared to last year.

Lessons Learned

Our primary lesson learned is that sales can be increased by introducing customers to new products and explaining how to prepare those products.

We also learned that our producers enjoy sharing their knowledge with customers using broadcast media—and they do a very effective job with the broadcasts.

Contact Person

Elaine Sebald
309-829-9599
bloomington_farmersmarket@yahoo.com

SC-11-07

EXPERIMENTAL STATION
2011 ILLINOIS SPECIALTY CROP GRANT
FINAL REPORT

Project Title: 61st Street Farmers Market

Project Summary

i) The 61st Street Farmers Market is located in the Woodlawn neighborhood on the south side of Chicago. For over fifty years, Woodlawn has been subject to all of the worst conditions of urban blight. Among these, the neighborhood suffered the loss of its sources of healthy and fresh foods. With the disappearance of the local supermarkets and corner stores, several generations of Woodlawn residents have been able only to purchase fast foods and junk foods locally. In addition to the negative health impact—egregiously high incidence of diet-related diseases—the neighborhood has experienced a profound loss of food culture, the knowledge of how to identify, prepare, and enjoy foods such as fruits and vegetables. The Market continues to be almost the sole source of fresh and healthy foods in the area.

ii) The 61st Street Farmer Market was created to address the lack of food access and loss of food culture in our neighborhood. Our educational programming—funded by the Illinois Specialty Crops Block Grant—has been an important component in bringing customers to the Market who otherwise might not imagine that the Market really *is* there for them, or who would not know what to do with the fresh fruits and vegetables that the Market brings into our underserved neighborhood. By undertaking robust educational programming that is ongoing, multi-dimensional and multi-generational, it is clear to our customers and our community that our aim is to make fresh and healthy foods available, accessible, affordable, *and* desirable.

iii) The 2011 Illinois Specialty Crop Block Grant funding built on outreach and educational efforts undertaken by the Experimental Station/61st Street Farmers Market since 2008, and compliments previously received funding from the Illinois Department of Agriculture (2010 and 2011) that helped us to create educational materials, provide educational experiences, and develop promotional materials distributed throughout the community.

Project Approach

In-School Education

In 2011, we provided ten in-school food education workshops to 300 youth at four local elementary schools (Carnegie, Fiske, Reavis, and Fermi) and, with Illinois Specialty Crop Grant funding, we were able to produce a "Farmers Market Healthy Eating Workbook" to use in these in-school workshops. These colorful booklets contain a food journal, seasonality charts, information about how crops are grown and which crops are grown in our region, and simple recipes to make at home. Students were able to keep their workbooks and bring them home to share with their families. On the back cover of the workbook is an advertisement promoting the 61st Street Farmers Market and our acceptance of LINK. In addition, each student receives $3 in promotional 'Market Dollars' to spend at the Market (vendors reimbursed by the Market).

At-Market Education

In 2011, Chef demonstrations and Market School activities were planned for 30 market days. Chef demonstrations were provided by volunteer chefs from local restaurants, organizations, cooking schools and small businesses. Volunteer chefs prepared dishes employing seasonal ingredients from the Market, and provided recipes for market-goers.

Market School activities were provided by volunteers from the Shedd Aquarium (purchasing sustainable seafood), the University of Chicago Medical Centers (nutrition information), Purple Asparagus, Truck Farm (a farm in the back of a truck), Chicago Health Coaches (fun and educational activities to improve health and wellness), Climate Cycle (how to cook in a solar oven), Fooditude (games and activities about local seasonal produce), and numerous other organizations and individuals.

Adult/Youth Cooking

In 2011, we provided a series of 15 free cooking classes to 20 local youth, who learned how to prepare and enjoy a great variety of fruits and vegetables—fresh kale salad becoming their favorite! The classes were taught by chef instructors Gabrielle Darvassy (B'Gabs Raw/Vegan Deli) and Samm Petrichos (Subterranean Foods). Approximately 10-15 youth participated in each class session.

Also in 2011, with private funding, we offered a series of three baking classes, in which local youth learned to make their own (healthier) muffins, pies, cookies, and pancakes. As a result of these activities, we have instituted a youth 'Catering Crew,' which will periodically be called upon to whip up healthy snacks for our youth education program.

Recipe book

In response to requests from Market-goers and Market volunteers, and with funds remaining from the printing of the 'Farmers Market Healthy Eating Workbook,' the 61st Street Farmers Market will be completing production this winter of a 30-page book of collected recipes from the 61st Street Farmers Market's past several years. The recipe

book will be distributed free of charge at the Market information booth to SNAP customers.

Advertising

In 2011, the 61st Street Farmers Market created 15 street banners, 100 posters, 7500 half-page flyers, 2500 refrigerator magnets, 2 newspaper ads, point-of-sale signage, 500 Market dollars, 2500 'SNAP Dollars,' 50 seasonality charts, and copied approximately 900 recipes.

To ensure that Illinois Specialty Crop Grant funds were used only to enhance the competitiveness of Illinois Specialty Crops, the 61st Street Farmers Market provided $4,743 in matching funds to support the Project. Matching funds were generously provided by a grant from Kraft Foods and LISC/Chicago.

Goals and Outcomes Achieved

Goal: $5,500 (55%) of total projected SNAP purchases of $10,000 in 2011.

Outcomes:

#1: 2011 marketing and promotional efforts increased our Market clientele from an average of 450 customers per week to approximately **550-600** customers per week during the 2011 outdoor market season.

#2: In 2011, the 61st Street Farmers Market had **184** SNAP customers, making **479** SNAP transactions totaling **$9,996**. **$6,392** (64%) of this total was spent on Illinois Specialty Crops (up from 57% the previous year). In addition, the 61st Street Farmers Market's Double Value Coupon Program generated an additional **$6,880** in purchases of SNAP-allowable foods, of which **$4,280** (62.2%) was spent on Illinois Specialty Crops.

#3: According to data derived from our 2011 Market Survey (designed and implemented on October 1 by University of Chicago Survey Lab Co-Director Martha van Haitsma), **92%** of the 436 customers surveyed (80% of the ~550 total customers that day) stated that they came to the Market to purchase fresh produce. **61%** stated that the Market had increased or greatly increased their purchase of fresh fruits and vegetables.

Goal: 75% of beneficiaries of our educational efforts would report an increased understanding of the nutritional benefits of consuming fruits and vegetables on the Illinois Specialty Crops list.

Outcomes:
According to our 2011 Market Survey, **62%** of Market customers surveyed reported that they had learned something new about sustainably grown, organic or local food as a result of coming to the Market; **47%** stated that they had learned more about nutrition and healthy eating as a result of coming to the Market; **39%** stated that they had learned more about food preparation as a result of coming to the Market.

According to surveys conducted at the completion of the adult and youth cooking classes, **100%** of adults surveyed stated that they cooked more meals per week after participating in the Experimental Station's Fall 2010 Adult Cooking classes, **71%** stated that they consume more fruits and vegetables since participating in the Adult Cooking classes, **82%** of youth participating in the Youth Cooking classes stated that they consumed more fruits and vegetables since taking the classes, **73%** of the youth stated that their families eat more fruits and vegetables since they have been taking the classes.

61st Street Farmers Market Beneficiaries of Illinois Specialty Crops Funding:

- Approximately 550 market customers who have the opportunity each week to watch a chef demonstration, taste the dish that is prepared, and receive the weekly recipe.
- Approximately 550 market customers who have the opportunity each week to learn from the Market School volunteers.
- 20 youth from low-income households who participated in the cooking classes.
- 8 youth from low-income households who participated in the baking classes.

Lessons Learned

Ongoing Market outreach and promotion are critical to a vibrant farmers market that can weather adverse economic and meteorological conditions. In 2011, adverse weather conditions negatively impacted supplies of local foods sold at Chicago farmers markets throughout May and June. Due to the poor start to the year for agricultural producers, a number of crops did not appear at all at the markets this year. The limited offerings during the first two months of the season led to a decrease in the number of customers attending the markets in May and June. Farmers reported a 20% decline in sales revenues in 2011. We believe that the overall decline in farmers market sales is the result both of the slow start to the market season due to poor planting conditions for agricultural producers and to the weak economy; customers are spending less. It is notable that farmers selling at the 61st Street Farmers Market reported that their sales at our Market held steady. We attribute this to the fact that the Market increased its customer base by approximately the same percentage as the % decline in customer purchases.

Contact Person

Name: Connie Spreen
Phone: 773-241-6044

Email: connie@experimentalstation.org

SC-11-08 - Illinois Grape Growers and Vintners Association

Project Title

Expansion of the Viticulture Tract at the Illinois Grape Growers and Vintners Association Conference

Project Summary

Growing grapes in Illinois requires extensive, specialized information, education and training. The IGGVA Annual Conference attracts the largest gathering of grape growers and thus is the best opportunity to provide information and training to our growers. Expanding the viticulture tract at this conference by featuring more speakers and hands-on workshops ensures our growers are equipped with the most recent information on improving grape harvest quality while reducing costs as well as implementing good agricultural practices.

Project Approach

This grant funded the viticulture tract and ancillary expenses at the 2011 and 2012 Illinois Grape Growers and Vintners Association's Annual Conferences.

In March of both 2010 and 2011, IGGVA President appointed Directors to the Annual Conference Committee. Directors went to work on finding speakers for the three tracts of the conference Marketing, Enology, and Viticulture.

In April 2010, Director of External Relation applied for the Illinois Specialty Crop Promotion Grant to increase the viticulture tract offerings at the 2011 & 2012 Annual Conference.

In August 2010 and 2011, the Conference Committee met to establish a rough agenda for that year's conference and set times for each session and social events.

In September 2010 and 2011, Director of External Relations mailed sponsorship packets out to potential vendors for the industry tradeshow portion of the conference.

By October 2010 and 2011, speaker contacts were made and Director of External Relations worked with speakers on travel arrangements and information for the conference brochure.

In November 2010 and 2011, the final agenda is created with speakers and session titles.

In early December 2010 and 2011, design work began on the conference brochure. A series of edits took place before the final draft was sent to the printers in early January of 2011 and 2012.

In early January 2011 and 2012, the Annual Conference brochure was mailed out to potential attendees.

On February 24-26, 2011 and February 2-4, 2012 the Illinois Grape Growers and Vintners Association Annual Conference is held at the Crowne Plaza in Springfield.

Because of this grant we were able to host nationally-known viticulture experts Andrew Meggitt in 2011

and Fritz Westover in 2012. Conference surveys show attendee satisfaction levels being very high for each of these speakers' presentations. The grant also funded the in-state Viticulture Specialists Dr. Rick Weinzierl, Dr. Mosbah Kushad, Bill Shoemaker, Dr. Bradley Taylor, and graduate students Alexandra Ray and Daniel Becker. Ancillary expenses for marketing the conference to our growers were also covered including the graphic design of the conference brochures, and printing of these brochures and speakers presentations in the conference binders.

Specialists with the University of Illinois Extension, University of Illinois St. Charles Research Center, and Southern Illinois University were integral contributors on the Viticulture Committee which created with conference speaker schedule.

Goals and Outcomes Achieved

We aimed to enhance the viticulture offerings at the IGGVA Annual Conference and we were able to do so as a result of this funding. We brought in some top-notch experts to present their findings to our growers. These experts spent time with the growers at the conference and even toured their vineyards on the way to and from the airport.

The goal was to improve the quality of grapes grown in Illinois by providing access to viticulture research findings and training at the IGGVA Annual Conference. While it is difficult to assess the difference in the quality of grapes, we can point to the number of attendees who were exposed to the researchers' content at the conferences.

In 2010, we had 200 vintners and grape growers in attendance at the Annual Conference. As a result of this project, we hosted 230 vintners and grape growers in 2011 and that number rose to an all-time high of 250 attendees in 2012.

We can also use the attendee feedback as in indicator of their experience with the viticulture presentations. Attendees indicated they were most impressed with the viticulture tracts in the past two years. Summaries of these surveys are following.

Beneficiaries

The 250 attendees of the IGGVA Annual Conference benefitted the most from attending these presentations. But, the grant's reach goes much further. The growers in attendance are now armed with the information they need to grow quality grapes here on Illinois farm land. The vintners can use these grapes to craft award-winning Illinois wines to gain the attention of wine aficionados across the country. The Economic Impact of this industry is growing at a rapid pace due in large part to the hard work of the growers in the field.

We will have an updated Economic Impact Study in the summer 2012 which will show the true impact of this project. This study will be submitted upon completion.

Lessons Learned

We were most pleased with the response from our growers in reaction to the information presented at the 2011 and 2012 conferences. What makes our industry unique is that we are relatively young in respect to our growing history. New information is coming out constantly on what varietals of grapes can thrive in these challenging environs, what types of pests are most detrimental, and how to handle these with an integrated pest management program. This project reinforced the need for continuing education opportunities.

We were met with an unexpected challenge when the Missouri Wine Conference was rebranded in 2011 as the Midwest Grape and Wine Conference and relocated near the Illinois border. In the two years that this conference has been near to ours in date and in location we have not seen a decrease in our attendee numbers, we've actually seen an increase. But, where we are hurt the most is in our vendor tradeshow. In 2011 we hosted 26 vendors in the tradeshow. By 2012 the tradeshow had dropped to only 18 vendors. I fear that we will have even fewer next year as the Midwest Conference attracts more than double the amount of attendees. This doesn't really effect the educational offerings section of the conference, but does provide fewer chances for our attendees to see the latest in vineyard equipment and chemicals from the vendors.

Contact Person

Megan Pressnall
Director of External Relations
Illinois Grape Growers and Vintners Association
2900 Greenbriar Rd, Ste. 1
Springfield, IL 62704
(217) 726-8518
megan@illinoiswine.com

SC-11-10

2011 ILLINOIS SPECIALTY CROP GRANT PROGRAM
USDA No. 12-25-B-1066
Project Summary

Taylorville Main Street's (TMS) application focused on enhancing the competitiveness of specialty crops produced in Illinois by expanding their sales and consumption through expanding sales and producer participation at our Taylorville Farmers' Market (Market). We accomplished this by increasing our customer base thus allowing the Market to attract more producers of specialty crops.

The Taylorville Farmers' Market received a $4,087.40 grant for a an extensive advertising campaign in local media to make our primary target market, local consumers, more aware of each Saturday's event and thereby recruit new customers for the Market.

The objectives of the advertising campaign were to develop increased awareness and customer participation in our Market. By increasing awareness of the Market, we were able to attract more local customers, broaden our regional market for customers, and expand the number of regular local producers to participate.

*How was the advertising campaign important for the specialty crop producers selling produce or interested in selling at the market?

The advertising campaign served to first inform consumers that the market existed and was open for business. Many new shoppers new to the market were observed throughout the market season. Vendors who have been regulars during previous seasons commented on the number of new shoppers.

Second, consumers were apprised on the availability of specialty crops items that would be in season and featured at the market. Vendors were contacted each week to determine if there were new items just coming into the season and those items were featured in both print and electronic media.

Project Approach
The Taylorville Farmers' Market was promoted on radio, newspaper and the Taylorville Main Street website.
Radio: Taylorville Main Street worked with Miller Media Group, (WTIM Newstalk 97.3, WMKR Genuine Country 94.3 and WRAN The Easy Choice 98.3) had one station on a rotating basis, broadcast 4 – 90 second segments for two hours, live from the Taylorville Farmers Market for three (3) weeks
With grant funds we were able to purchase the above radio advertising in the amount of $1,506.00 with Miller Media Group donating in-kind contributions in the amount of $1,500.00.
Print: Taylorville Main Street worked with the Breeze-Courier Newspaper to publish a full-color, stand-alone, four page section just prior to the beginning of the 2011 Farmers' Market. Additionally, print ads were created to promote the various produce, baked goods, etc. The ads ran in the Breeze-Courier throughout the Farmers' Market season.
Website: Radio and print advertising directed traffic to our website, www.dowtowntaylorville.com.

*Indicate how you ensured that funds were used to solely enhance the competitiveness of specialty crops. Did you use matching funds as was indicated in your approved project proposal?

Grant funds were used for advertising specialty crop item availability at the Market. Any marketing/advertising that was not related to specialty crop items was paid for through TMS funding. There were several events that occurred that were held in conjunction with Market periods that were advertised. Examples are: the TMS annual fun Dog Daze dog show., Whistlin Dixie Music , Country Swing music. Advertising for these events was paid for with TMS funds, not grant funds.

As indicated in the financial reports mating funds were used as planned and presented in the grant application.

We worked closely with home gardeners, bakers, artisans throughout the Farmers' Market season making certain that all of our market sellers were primary producers of Illinois specialty crops. Throughout the season we held events such as the Healthy Living and Taste of the Farmers' Market events. These events offered individuals from the local hospital demonstrating and/or discussing healthy diets through food displays and seminars. The Ag Appreciation Day was offered to the public for 25 cents to demonstrate the amount of money the farmer makes from a meal of pork chops, potato and vegetable.

Goals and Outcomes:

The goal of the project was to increase the customer base of the Farmers' Market resulting in an increase in dollar of sales of specialty crops. All marketing was used to promote the positive features of the Farmers' Market and to focus on the specialty crop availability and variety.

Our goal was to increase the base of regular producers from 12 in CY 2010 to 18 in CY 2011. By increase attendance, we hoped to increase sales for our vendors. It is still clear that by comparison, there continues to be increases and decreases in the attendance of the Farmers' Market over the last two years. We continue to advertise the Farmers' Market on a weekly basis to maintain awareness of the project.

*Elaborate on the completion of the expected measurable outcomes indicated in your approved project proposal (provided below):

o An increase in daily dollar sales by producers who already participate in our Market Outcome - increased dollar amount of sales of Illinois specialty products Performance Measure - a report detailing dollar sales & the number of customers from data collected on each Market day Benchmark - self-reported dollar sales from CY 2010 Target - a 20% increase the average daily dollar sales

Our intern and market manager, Ed Downs , kept a market day report which included # of vendors, type of vendors, temperature, customer counts, external special event note for the day, and estimated total market sales, new vendor sales. Our statistics show growth close to the goal

o Dollar sales by producers new to our Market Outcome - Dollar sales by the number of producers new to our Market Performance Measure - a report detailing sales & the number of customers from data collected on each Market day Benchmark - $0 sales in CY 2010 Target - Average sales of $200/day for new vendors
New vendor sales were kept in our reports as indicated above. Sales are directly dependent on the time of the year (more crops available, better sales), and on additional activities offered such as music or and event like Dog Daze.

o An increase in the number of producers new to our Market Outcome - increase in the number of new producers that attend our Market Performance Measure - a report detailing the number of producers, new and old from collected on each Market day Benchmark - the number of the number of CY 2010 producers that attend the Market Target - a 50% increase the average daily number of vendors

We had an increase in vendors due to the noteworthiness of our market's attendance. However, in retrospect, we think our goal of a 50% increase was to aggressive, considering the size of our community.. We also still have a competing roadside stand which is an issue…We are going to

address that with the city for licensing control. However, our records do indicate a 20% increase in number of vendors and notably in the variety of vendors .

- Performance will be monitored through data collection on each day of the Market and an ongoing compilation and review of that data. Media selection and presentation will be altered if it is determined that planned programming is not achieving the goals of the project.

We believe our media was well placed and also limited in our small town… The local radio and the local paper are the primary vehicles and both offer on line delivery of content.

We also think our downtown banners and signage to be of value, and potentially street corner signs also should be added for day of the market.

Numbers and percentages associated with the average increase in daily dollar sales?

Taylorville Main Street Farmers Market 2011 Statistical Report

Date		Sales 2010	Sales 2011	Increase %	# of Vendors
March	26	184	230	20	3
April	2	248	310	20	3
	9	248	310	20	2
	16	628	785	20	4
	23	656	820	20	5
May	7	1280	1600	20	8
	14	1440	1800	20	8
	21	1440	1800	20	8
	28	1280	1600	20	3
June	4	800	1000	20	11
	11	1000	1250	20	13
	18	1008	1260	20	10
	25	1920	2400	20	12
July	2	2080	2600	20	9
	9	2480	3100	20	12
	26	3040	3800	20	11
	23	2480	3100	20	10\
August	5	2480	3100	20	10
	12	2240	2800	20	7
	19	2240	2800	20	12
	26	2240	2800	20	10
September	3	720	900	20	4
	10	960	1200	20	7
	17	800	1000	20	6
	24	640	800	20	6
October	1	480	600	20	3
	8	440	550	20	3

Beneficiaries:

By advertising in the local newspaper both with the four page insert and weekly ads detailing the difference specialty crop vendors as well as the radio advertising, the project had an impact on the specialty crop vendors which ultimately impacted the public.

Records indicate a 20% increase in sales volume on same vendor sales. Our weekly ads for the specialty crops clearly drove the market. For example our peach sales were outstanding, with the vendor noting we exceed the Springfield Farmers Market sales for them!!... Our cornerstone vendors experienced a 20+% increase in sales and as a result have expanded their booth space and product. Also, they are expanding their spring crop plantings to better accommodate the markets demand.

Within the Beneficiaries, please address the following question:

• _Approximately how many vendors benefited from the completion of this advertising campaign?

Taylorville Main Street Farmers Market 2011 Statistical Report

Date		Sales 2010	Sales 2011	Increase %	# of Vendors
March	26	184	230	20	3
April	2	248	310	20	3
	9	248	310	20	2
	16	628	785	20	4
	23	656	820	20	5
May	7	1280	1600	20	8
	14	1440	1800	20	8
	21	1440	1800	20	8
	28	1280	1600	20	3
June	4	800	1000	20	11
	11	1000	1250	20	13
	18	1008	1260	20	10

	25	1920	2400	20	12
July	2	2080	2600	20	9
	9	2480	3100	20	12
	26	3040	3800	20	11
	23	2480	3100	20	10\
August	5	2480	3100	20	10
	12	2240	2800	20	7
	19	2240	2800	20	12
	26	2240	2800	20	10
September	3	720	900	20	4
	10	960	1200	20	7
	17	800	1000	20	6
	24	640	800	20	6
October	1	480	600	20	3
October	8	440	550	20	3

Lessons Learned:
By continuing to have a relationship with local media and newspaper, we were able to advertise the Farmers' Market from different levels using the grant dollars. Advertising on these levels will be necessary to continue to increase awareness of the benefits of purchasing specialty crops from Illinois farmers.

Contact Person:
Becky T. Edwards, Executive Director
Taylorville Main Street
P.O. Box 526
Taylorville, IL 62568
Telephone: 217-824-3555

SC-11-11

Final Report **Grant** IDOA, # D7158

Project Title: Enhancing Specialty Food safety

Project Summary

Goal:

To "enhance food safety for consumers, through training and implementation of good agricultural specialty food production, handling, and packaging practices".

Background:

Roughly one in every six people in the United States suffers from foodborne illnesses each year, 300,000 are hospitalized, and 5,000 die, according to Centers for Disease Control and Prevention (CDC) estimates. Children younger than 4 and adults over 50 are sickened by food more than those in any other age group. Since 2007, outbreaks of illnesses resulting from consumption of contaminated meat and vegetable produce have heightened the need for federal intervention on behalf of the consumer. Meanwhile, the American consumer is encouraged to eat more of nutritionally superior raw greens. Consequently, between 1970 and 1997, the US per capita consumption of fruits and vegetables increased by 24%. Within the same period, produce-associated disease outbreaks more than doubled, mostly due to infections caused by *Escherischia coli* and species of *Salmonella* bacteria. An increasingly aging population is viewed as being at the highest risk.

Foodborne illnesses are a major cause of personal distress, preventable death and avoidable economic burden. To be proactive about food safety, this proposal was written to sensitize specialty producers and retailers about the importance of Good Agricultural Practices (GAPs) and Good Handling Practices (GHPs), including how to mitigate risks, how to keep records, and sustain their enterprises. It is important for producers, marketers and service providers (restaurants) to be proactive rather than reactive. News releases of food illnesses can and have been shown to have severe economic backlashes. It is in the interest of everybody that food be kept safe.

In recent times, many vegetable and fruit consumers have become increasingly aware of the risks involved in the process of getting food from farm to table. Distributors and consumers need assurance about safety of their products. Bacteria such as *Salmonella*, *E. coli* subspecies 0157:H7, *Listeria* and others are of concern because they can cause death, especially in children and the elderly.

Following numerous food-borne illness outbreaks recently, the government and other stakeholders in the food industry are ratcheting up efforts to formulate and implement various measures in order to minimize the risk of contamination of food with microbial organisms. For instance, the government has responded with Food Safety Modernization Act. Consequently, players in the entire food chain (producers, packers, transporters, wholesalers and retailers) have

to implement GAPs and GHPs. For specialty producers, a major GAPs requirement will be to write a food safety plan and subsequently passing food safety audits conducted by third party auditors. With recent trends in the fresh food industry, there is need to offer food safety (GAPs) classes to ensure that the players in the specialty food sector keep produce contamination by microbes to a minimum.

Project Approach

Summary of Activities and Tasks Performed in 2011

Activities/Tasks	**Significant results**	**Accomplishments, Conclusions, Recommendations**
GAPs Training: 7-hour classes – topics covered: • Water quality • Manure Management • Pesticides • Traceability and Recordkeeping • Health & Hygiene • Safe Harvest and Post-Harvest of produce • Food Safety Plan Writing (and in-class practice) • 3rd Party Audits	• Over 80 specialty growers trained in several counties in Illinois. • Most producers test their water • Most producers train their employees	• Several farmers now display the training certificate to add value to their products during direct marketing. • Some growers have written/are in process of writing a food safety plan. They train employees and test water purity.
1-hour GAPs Presentations	9 presentations of short overview of GAPs presented	Farmers were sensitized about food safety and how GAPs might benefit their farm system.
Food Safety Plan (FSP) Writing To minimize risk, standard operating procedures are written in a FSP to be followed on the farm.	About 20 of the trained producers have written or are in the process of writing FSPs.	The farmers that have completed FSPs follow and implement the practices that are written, with the goal of reducing microbial contamination on produce.
3rd Party Audits: After writing FSP, producers: • request an auditor to come and do a food safety inspection of their farm. • could request Extension to do a mock audit before inviting the auditor.	• One farmer has completed a FSP plan and is seeking an audit. • The same farmer did a mock audit with U of I Extension educators; • Other producers have expressed interest to do audits in 2013.	One farmer has submitted an application for cost-share for 3rd Party audit. In the mock audit, areas that were GAPs-compliant and those needing improvement were identified. • Cleanliness was observed in many areas • Bird nesting on the roof of processing or packing shed was a concern

Evaluation - Immediate evaluation immediately after class - Survey of GAPs practices one year after class • Survey asked what trainees implemented as a result of their GAPs class.	-Majority of participants (95%) indicated they learned a great deal -Requested actual visit to a GAPs-certified facility	-Suggestions for improved teaching made by participants will be added to subject matter. -Producers who request food safety plan writing assistance will get it from educators.

Contributions by partners

Three University of Illinois Extension educators James Theuri, Ellen Phillips and Kyle Cecil provided teaching on GAPs topics to participants. John Atsaves, USDA Food Safety Inspector provided education about 3rd Party Audits. In different counties, Health Department staff talked about water quality testing and how to collect samples.

Goals and Outcomes Achieved

Activities

- In-classroom face-to-face training: 6 food safety topics were taught
- Water quality test: sample collection method was demonstrated by County Public Health Department staff
- Hand-washing demonstration and washing effectively was demonstrated using the
- Situational analysis of GAPs-uncompliant practices (photographs) on farms (using pictures)
- Practice writing a short food safety plan, to prepare participants for the real plan

Long-term accomplishments

- Producers are sensitized about food safety issues
- Producers follow standard operating procedures to minimize risks of contamination of produce
- Customers and consumers are confident that their food is safely produced and processed
- Long-term (one-year) survey of implementation of food-safe practices by GAPs-trained producers.

Accomplishments versus goals set

- 80 out of expected 100 producers trained

Baseline data illustrating achievements

- Over 80 trained farmers, gardeners, community/market garden leaders

Beneficiaries

Groups and operations that benefitted

- Small farm owners
- Community and Market Gardeners
- Kankakee Community College Garden

Quantitative data of beneficiaries/potential economic benefits of project

- Consumer confidence has resulted in sustained and/or increased sales of produce

Lessons Learned

Lessons learned by project staff

- Be available to assist producers to write food safety plans. Time allotted for plan writing is not enough during class time.
- Some producers requested online classes especially in summer when the growing season is in progress.
- Allow more time for discussion and networking; give more breaks and activities (adult learners need this more).

Unexpected outcomes or results that had an effect on project implementation

- Shortage of GAPs-trained Extension staff initially hampered state-wide offering of this program. Most training was offered in northern Illinois.
- Only two written Food Safety Plans, because:
    - Small farm owners (annual income less than $500,000) are currently exempt from the Food Safety Modernization Act. Because of this, owners of such farms did not see an immediate need to attend a GAPs training. However, as consumers become more informed about food safety, more retailers and chefs are demanding GAPs certification. We expect bigger producer participation in GAPs trainings in future.
    - GAPs 3rd Party Audits are hampered by the expense involved, which, depending on the auditor, can reach a couple of thousand dollars. The Illinois Department of Agriculture has promised to cost-share with producers in this matter.

If goals were not achieved – what advice to give to others?

- Shortage of staff: conduct a train-the-trainer workshop
- Continue to impress on producers the necessity of GAPs training.
- Also, that producers without GAPs training will be out-marketed by those that have GAPs training.

Contact Persons

James Theuri jtheu50@illinois.edu
Ellen Phillips ephillps@illinois.edu
Kyle Cecil cecil@illinois.edu
Pennie Crinion pcrinion@illinois.edu

Additional Information

Publications, websites, photographs

- We have requested University of Illinois to develop a "Good Agricultural Practices" website that can be accessed as a resource site by educators and the public. It will have factual information about food safety on the farm, events such as GAPs trainings and conferences, and other resources.
- In conjunction with Indiana University, we have developed some GAPs modules that fit the Midwest e.g. manure management.
- We shared preliminary results of survey at a Produce Safety Alliance Meeting in 2011.

Chart outlining grant fund use & expenditures (to be provided by Grants office, Univ of Illinois)

2011 Illinois Specialty Crop Grant Program
Final Report SC-11-14
Mount Carroll Chamber of Commerce

Project Summary

The 2011 Illinois Specialty Crop Grant Program awarded to the Mount Carroll Chamber of Commerce Farmers' Market allowed the grantee to intensively promote local specialty crops and significantly increase child and adult nutrition knowledge and consumption of specialty crops. The following specific issues were addressed through this project:

1. Increase adult nutrition knowledge and consumption of specialty crops by strengthening program content through partnership with Learn Great Foods and involvement of 10 persons at each educational program.
2. Increase child nutrition knowledge and consumption of specialty crops by developing "Make & Take" activities focusing on specialty crops with participation of 20 children at each event.
3. Increase number of visitors from 145 weekly (2010) to 160 visitors weekly.

Goals were reached by implementing a strategic advertising plan that included print advertising in local newspapers, radio advertising, a banner, fliers, posters and market umbrellas. In addition, collaboration with Learn Great Foods, the Mount Carroll CDC, Carroll County Farm Bureau and the University of Illinois Extension-Carroll County Office strengthened the ability of the Farmers' Market to provide quality programs to increase adult and child knowledge and consumption of specialty crops.

A survey tool was developed by the University of Illinois Extension-Carroll County Unit and used to evaluate and determine market attendance and effectiveness. Learn Great Foods used a survey to determine attendee response at their cooking demonstrations.

The expected results of this project were to increase knowledge and consumption of specialty crops, provide informative programming, and increase attendance by visitors to the Farmers' Market. In addition, this project was timely and helped to promote the Illinois special crop industry for local producers by consumer demand for quality products.

This project was built on a previously funded SCBGP award presented in 2010 that allowed the Mount Carroll Chamber of Commerce to develop a highly effective advertising campaign for increased awareness of the Farmers' Market and the specialty crop industry.

Project Approach

Activities and tasks performed during the grant period include the following: a pre-season meeting and ongoing contact with vendors, volunteer market manager secured, contact with specialty crop producers, promotion of ads, fliers, posters, purchase of a banner and market umbrellas, and educational programming for adults and youth. The Farmers' Market Committee volunteers and project partners placed feature articles and releases with local media. The Mount Carroll Chamber of Commerce Farmers' Market is dedicated to eligible specialty crop vendors and the successful intensive advertising allowed 100% of the advertising project to be used solely to enhance the competitiveness of eligible specialty crops. Radio, print and other advertising featured photos and names of eligible specialty crops and the *Illinois where fresh is* logo. Radio PSA's allowed us to highlight our scheduled food demonstrations that focused on in season specialty crops available at the Market.

Local banks inserted 3,000 fliers in statement mailings to customers. The Farmers' Market was involved in three major special events hosted by the community: Mayfest on Memorial Day, Home & Garden Walk in July and Brick Street Days on Labor Day.

Specialty crops were the focus of twelve (12) cooking demonstrations provided by Learn Great Foods and children were involved in three (3) Make & Take activities at the Farmers' Market. Both activities were successful and helped to promote local specialty crop consumption. Specialty crop FoodBooks were presented to attendees at the cooking demonstrations and children received the *AgMag* and made a craft item.

Attendance goals were reached at the educational programs provided by Learn Great Foods. During the height of the market season visitors to the market exceeded 150 on a regular basis. Three Make & Take events were coordinated by project partners with positive response from participants, but numbers of children involved were less than anticipated. The last Make & Take activity was cancelled due to inclement weather.

The advertising campaign was effective and heightened the visibility of the Mount Carroll Chamber of Commerce's Farmers' Market. New vendors responded and additional inquiries were received from communities interested in securing similar funding. The Chamber's website and Facebook provided Farmers' Market information and survey access. The Market was listed with various Market sites available on the Internet, magazines and printed materials.

For the second year, Farmers' Market vendors were invited to showcase their specialty crops at Timber Lake Playhouse, local summer theater, during the July 6th matinee performance of "Sweet Charity."

Our project partners provided significant contributions to this project. The Mount Carroll Chamber of Commerce provided oversight and administration of the Farmers' Market, in-kind support through additional advertising in the Lake Carroll newspaper and volunteer service. The University of Illinois Extension-Carroll County Office provided resources for the educational

programs, promoted the specialty crop industry through brochures and fliers. Staff assisted with the development, implementation of the grant proposal and survey tool results. The City of Mount Carroll provided the Farmers' Market with street space for the May-October season. Chas Welch, manager of the Carroll County Farm Bureau, wrote several articles promoting specialty crops and the Farmers' Market in her weekly feature. The Farm Bureau provided *Ag Mag* magazines for children and coordinated one of the Make & Take events for children. The Carroll County Kids 4-H Club and Laura Miller, local artisan, also hosted the children's Make & Take events. The Carroll County Department of Public Health provided rules and regulations governing Farmers' Markets and monitored the market during the season. Ann Dougherty of Learn Great Foods provided dynamic cooking demonstrations focused on specialty crops. Enthusiastic program attendees, vendors and market visitors sampled delicious samples of local produce. The Mount Carroll CDC provided space and kitchen access for the Learn Great Foods programs in the comfortable setting of the historic and newly restored Kraft Building. Known as the "Market Street Commons," this building is recognized as a community focal point and gathering place. The Kraft Building also hosts the Mount Carroll Visitor's Center with printed materials including poster and fliers about the Farmers' Market available for visitors. Volunteer Pam Sorg wrote monthly news releases about Farmers' Market activities that were submitted to local media. The Farmers' Market Steering Committee, sponsored by the Mount Carroll Chamber of Commerce, includes the following members: Susan O'Connor, University of Illinois Extension-Carroll County Office, Laura Miller, Chamber of Commerce board member and Farmers' Market volunteer manager, and Anna Gray, Chamber of Commerce board member and volunteer. This committee met 15 times during 2011 to prepare, monitor and evaluate the project. The committee provided 283.5 hours of volunteer service that was used in the in-kind

personnel amount in the grant's final budget report. The Steering Committee reported all Farmers' Market activities to the Chamber's Marketing Committee, Executive Board and General Membership.

Goals and Outcomes Achieved

The Mount Carroll Chamber of Commerce identified the following goals to promote local specialty crops, to increase adult and child nutrition knowledge and consumption of specialty crops and to help measure the impact of the 2011 Illinois Specialty Crop Grant Program:

1. Increase adult nutrition knowledge and consumption of specialty crops through partnership with Learn Great Foods and involvement of 10 persons at each scheduled educational program. We anticipate that at least 50% of the total number of participants over the grant period will increase their knowledge and consumption of specialty crops.
2. Increase child nutrition knowledge and consumption of specialty crops by developing four "Make & Take" activities with focus on specialty crops and agricultural themes with participation of 20 children at each event. We anticipate that at least 50% of the total number of participants over the grant period will increase their knowledge of consumption of specialty crops.
3. Increase number of visitors to the Farmers' Market from 145 weekly (2010) to 160 (2011).

Learn Great Foods, an established business that teaches the natural link between sustainable farming, great cooking with local specialty crops with emphasis on nutrition and preservation of local foods, provided 12 cooking demonstrations at the historic Market Street

Commons during the market season. An average of 10 attendees was present at each demonstration. The content of the program included a local farmer discussing a specialty crop, its history, growing, cultivating tips and preservation of the crop. A local chef then prepared a dish utilizing the featured specialty crop and samples were then tasted and distributed to attendees, vendors and market visitors. Each attendee received a FoodBook featuring the specialty crop of the day. A baseline of attendance and data is now available for this project. Learn Great Foods evaluated survey forms after each program to determine effectiveness. The majority of persons in attendance provided comments and was positive in their review of the content. Three young people attended the majority of the scheduled programs and offered comments during the interactive programming. The gourmet sampling caused great interest and curiosity in the featured specialty crops. Most items were purchased onsite at the Market.

Four "Make & Take" activities were scheduled during the season with one activity being cancelled due to inclement weather. These hands-on events to introduce youngsters to the benefits of specialty crops were held in a tent at the Farmers' Market and conducted by Melinda Charbonneau of the Farm Bureau, Carroll County Kids 4-H Club and Laura Miller. Attendance goals were not realized at these activities with 4-10 children in attendance. However, the participants were enthusiastic, enjoyed their craft experience and enjoyed receiving their own copies of the *Ag Mag Specialty Crop* magazine provided by the Farm Bureau and Food Books on specialty crops from Learn Great Foods. Evaluating the response of the children included an oral evaluation with the parents and child upon entering the tent and then again when leaving the tent. We believe that 100% of the participants increased their knowledge of consumption of specialty crops. When entering the tent families were only able to list a handful of specialty crops, but all families were able to leave the "Make & Take" tent with the knowledge that 40 different types of

Specialty Crops are grown and consumed right here in Illinois. All of this information was listed in the Illinois *Ag Mag* which was given to our families to take home. We encouraged families to read the entire *Ag Mag* and research all the local producers of specialty crops in their area.

Volunteers compiled attendance for Farmers' Market visitors for indicators of response and effectiveness of advertising campaign and increased programming. An average of 160 and more visitors were present on a regular basis during June, July, and August. Some vendors "sold out" early in the day. Records from earlier seasons have established a benchmark for this part of our project: Weekly attendance for 2006 – 45; 2007-50; 2008-60; 2009-78; 2010-150; 2011-160. In addition, vendor participation also increased with enhanced promotion of the Farmers' Market: 2006-14; 2007-9; 2008-11; 2009-17; 2010-22; 2011-27.

Due to the funds provided through the Illinois Specialty Crops Grant Program, the Mount Carroll Chamber of Commerce Farmers' Market has been able to reach its goals. Mount Carroll's downtown historic town square is the setting for a vibrant Saturday Farmers' Market with townsfolk and visitors gathering to visit and purchase fresh local produce. Children and adults gathering in the adjacent Kraft Building have added to their knowledge base, experienced tastes of delicious local crops, and received valuable information in specialty crop FoodBooks. Make and Take activities have provided fun and informative opportunities for children to be creative and learn about the foods grown locally.

Survey results indicate that the majority of visitors come to the market every other week, purchase produce, baked goods and soaps most often, are committed to buying local foods, are married and live within 10 miles of the market. They indicated that they heard about the Farmers' Market from newspapers, would like more vendors with plants, and they usually visit the Market in its first hour of operation.

Beneficiaries

Several groups of individuals benefited from the completion of this project. The Chamber of Commerce gained the ability to promote the Farmers' Market and create an opportunity for visitors to shop at local businesses, visit local restaurants in addition to purchasing fresh, local products from vendors. Vendor participated increased to an all-time high of 27 vendors generating successful sales. This improved the variety of selections for visitors and improved the economic climate for vendors and the local business community.

The Illinois specialty crop industry benefited from this project through the increased promotion of local producers of specialty crops and consumption of local foods. Satisfied shoppers finding local products at the Farmers' Market included tourists, working families, local chefs, low-income working families, business owners, young adults, older adults and families with children.

Learn Great Foods (LGF) cooking demonstrations provided visitors with the opportunity to gain knowledge and taste local crops. As a business dedicated to promoting sustainable farming, LGF was able to reach a new audience that included children through effective programming and distribution of printed materials. The Make & Take activities included project partners effectively reaching children and promoting healthy lifestyles.

Participants in the Learn Great Foods programs and visitors to the Farmers' Market were able to attend the demonstrations in a comfortable setting and take advantage of café items and artisan wares at the recently renovated Market Street Commons in the Kraft Building. The increased numbers of visitors to the building benefited the Mount Carroll CDC.

Visitors to the Farmers' Market enjoyed the exceptional taste and freshness of specialty crops. Local dollars were circulated in the community and strengthened the local economy. Knowledge of the sources of specialty crops helped to increase awareness and helped to support a safe food supply. We believe that additional benefits such as improved eating patterns and a healthier lifestyle have been developed by exposure to fresh, local produce and interesting educational programs featuring local specialty crops.

The Farmers' Market was open and received excellent media coverage for Mount Carroll's special events: Mayfest on Memorial Day, Garden Walk in July and Brick Street Days on Labor Day weekend. This coordination improved attendance at all events.

Three local newspapers and the local radio station benefited from contracts to promote the Farmers' Market. Their enthusiastic approach to the advertising piece made the Farmers' Market a visible attraction that helped to improve the economic climate of our community.

Lessons Learned

With funding from the Illinois Specialty Crop Grant Program for the past two years, the Mount Carroll Chamber of Commerce's Farmers' Market project personnel have gained knowledge, tools and the financial means to improve the Market's image and effectiveness.. The extensive marketing campaign provided through this grant has positioned us well with the general public. Signage and attractive printed materials direct individuals to the Market. Umbrellas, bases and banners have increased the Market's attractiveness and visibility. Use of technology has been effective in promoting the Farmers' Market by using City of Mount Carroll, Carroll County and regional tourism websites, Facebook, links to market sites and maps. Our all-volunteer force has been expanded and vendors have shown increased interest in being part of this volunteer action.

Our relationships with our community partners have been strengthened and will be expanded as we face the upcoming season with diminished financial resources.

As a result of our recent experiences, we are preparing for the 2012 season with enthusiasm. Volunteer market managers to coordinate the Farmers' Market have been secured for the 2012 season, a vendor meeting planned, educational programs for adults and children researched, and marketing strategies discussed.

The Mount Carroll Chamber of Commerce is truly grateful for the funding received from the Illinois Specialty Crop Grant Program to benefit all entities involved in the Farmers' Market by promoting specialty crops. The lessons we have learned will allow us to continue to develop strategies for effective marketing and programs to successfully promote educational opportunities utilizing local farmers in collaboration with local partners.

Contact Person

Mount Carroll Chamber of Commerce SC-11-14

Project Contact: Anna Gray

Telephone: 815-906-9053

E-mail: annamgray@aol.com

SC-11 15 VILLAGE OF BUFFALO GROVE FINAL REPORT NARRATIVE

Project Title
Vegetables – From "No" to "Know"

Project Summary

When I became aware of this grant opportunity, I had recently been asked by the Village Manager if I would start up a Farmers Market. My personal interests were (and are) gardening, cooking, and the environment. The grant topic piqued my interest because I noticed how little people from my community knew about vegetables, farming, nutrition or the environmental and economic impacts of producing food and getting it to market. Even some of the volunteers for Buffalo Grove's farmers' market seemed to view the market as social entertainment for the community and did not know about, buy, or eat many vegetables. My neighbors were amused that I tolerated weeds or pulled weeds by hand, and they didn't know what "organic", "heirloom", or "planting natives" meant. Customers at the market would ask for apples, corn, and watermelon in June (way out of season for Illinois).

At the same time, a myriad of food products year-round were available at grocery stores, new trendy restaurants, and dinner parties, featuring food from across the globe (Australian wine, Chilean fruit in the middle of winter, truffles, etc.). Tomatoes at grocery stores were seemingly bred to be uniformly shaped and never rot, but were tasteless. Those that were tasty were hydroponically grown in Mexico, Guatemala or Canada. Fresh garlic came from China, while my homegrown garlic "hibernated" underground all winter.

The grant would give me the opportunity to teach people about locally grown, tasty, and nutritious vegetables and encourage them to increase their consumption and purchase of same while supporting local farmers. Additionally, people might learn about vegetable growing practices, what vegetables/fruits grew under what conditions and during what months.

[This project was not built on a previously funded project with the SCBGP or SCBGP-FB.]

Project Approach

During this grant period, which spanned three years (2011, 2012 and 2013), cinema advertisements ran at a local theater on all their screens; letter-sized fliers or jumbo postcards were distributed by a mailing company to two locations covering households outside of our town in nearby surrounding communities; another flier was distributed through our water bill invoices to our residents and businesses; and a 4-page vegetable-themed insert was included in our bimonthly newsletter and mailed to our residents and businesses.

Vegetables were the “star” feature in each piece, with full-color photos of same with no mention of their name. Vegetables selected were grown in Illinois and available at our market and were deemed to be not that well-known to the average person and yet not that exotic or unusual so as to repel less adventurous eaters. A challenge was presented to identify the photographs, along with incentives to win significant prizes (funded outside the grant) as a draw to attract people’s attention and interest, get them to engage in the rest of the activities to learn more about the vegetables. Recipes, fun facts, and ancillary activities on our website, our cable television, and at each weekend of the farmers’ market were designed to expose people to a selection of vegetables, touch them, and taste them raw and/or cooked in prepared recipes.

Because we could not purchase billboard advertising -- space was sold out or required a one-year commitment -- we contracted with a local theater to run onscreen advertisements on all screens in two series during July and August of 2011. The screens showed three vegetables asking the audience to identify them, go to our website and/or to come to Buffalo Grove’s farmers market to enter the contest. Follow-ups at the market included asking people to identify the actual vegetables, displayed for touching/sampling, by filling out the contest form and answering specific questions posed by our trained volunteers.

Our second grant activity was a print-ad campaign in the summer of 2012 where a one-page flier and a jumbo postcard were mailed to two selected groups of households in surrounding towns, asking the reader to identify the vegetables shown and enter a contest. Information about the farmers’ market was also included, as was our website address.

Our third grant activity took place this past spring where a full color one-page, two-sided insert was placed in our residents’ water bills describing facts and information about four vegetables and asking them to match the correct facts to the photo.

Our last activity was to put a four-page insert into our July/August 2013 newsletter containing a quiz where photos of 30 vegetables had to be matched to their names, several recipes and fun facts about vegetables, and as always a chance to win a gift certificate to the farmers’ market.

All activities mentioned above were supplemented with the same or similar enticements on our website, on our cable television station, on our electronic newsletter, and/or with posters and fliers at Village Hall, at various locations around town, and at the weekly farmers’ markets.

Through these contest entry forms, we were able to gather phone numbers of participants (in 93% of respondents) and email addresses in the remaining 7%. (One fax came through unreadable without any source information.) So any respondent that did not attend one of the weekly follow-up activities at the farmers’ markets was contacted by telephone by me or by trained volunteers to answer our survey questions.

We quickly learned after the first farmer's market event after cinema ads appeared that we needed more volunteers at the farmers' market area where we displayed our vegetables, collected quiz results, and conducted our research. We enlarged the space dedicated for it, brought in more vegetables and volunteers, created people flow directions, and made sure every volunteer understood that the purpose was to gather information from people and teach them the answers to the quiz so that potentially everyone would get the "correct" answers. In order for the contestants to deposit their entry form and collect either a discount coupon, a vegetable tattoo or sticker, recipes, vegetable word games, a pencil, or an apron, they needed to take a few moments to answer our questions.

There were a small number of people who only wanted to deposit their entry form and not participate in the follow-up activities. These entry forms were collected and added to those that arrived in the mail, through the website, fax line, or the front desk. This group of contestants received follow-up phone calls to gather the information our research needed. These results were tabulated along with those collected in person.

Both qualitatively and quantitatively, we accomplished what we set out to do – familiarize people with and educate them about lesser-known vegetables, and increase the likelihood that they will buy and consume more of these. No participant answered that they were ***less familiar with or less likely to buy/serve/eat*** the vegetables as a result of our activities. At least 70% of those asked said they were ***more knowledgeable*** and at least 50% of those asked said they were ***more likely to buy/serve/eat*** the vegetables in question as a result of our activities.

Bok choy, edamame (soy beans) in and out of their pods, Chinese pea pods, fava beans, fennel, green beans, kale, kohlrabi, leeks, parship, rutabaga, savoy cabbage, and/or sugar snap peas were on display at the weekly farmers' markets at our demonstration booths, or appeared in our advertising, along with 17 other vegetables which appeared in our newsletter.

One favorable development resulted from these activities. For all the print activities (the mailings, the water bill insert, and the newsletter insert), we were able to obtain the over-runs from the printers which we distributed locally for anyone to pick up. If they responded to the quiz or wanted a coupon to the market, that became part of our data collection. If they enjoyed the guessing game by themselves then we got them thinking about or talking about certain vegetables. Though the grant activities have ended, we have significant amounts of this leftover written material which we plan to modify (by changing the end-dates) for use at future farmers' markets for similar educational purposes.

Another favorable development -- We were not prepared for how much people *loved* getting close to the unusual vegetables at the farmers' market tables. Customers who did not enter the contest or receive any of the mailings flocked to the crowded tables where vegetables were displayed. We believe that this positive and unexpected outcome resulted because, after all, we were not trying to sell anything, and we were not in a hurry. Here we created a noncommercial setting where people were not afraid to "damage the merchandise", where it was okay and often the norm that others around you were not familiar with the vegetables on display. I

trained all the volunteers that education (and fun) was the aim, not getting the answers correct or keeping the contest answers statistically valid and reliable. A completed quiz form was not the goal but rather an engaged consumer spending time with us, our inquiries, our knowledge, our handouts and our samples. Although we ran a contest and did give out several $100 gift certificates to the market, volunteers needed to shift their mind set away from withholding the answers and monitoring the quiz and instead focus on teaching the right answers. Our emphasis was on getting the customer comfortable -- to touch, taste, talk about, learn about these vegetables, and then answer our survey questions —not to fill out an answer sheet perhaps incorrectly, enter the contest, and walk away. So much learning, sharing, and social interactions about the vegetables took place.

All this was key in getting information from our consumers that we could use in our analysis of data to determine target outcomes.

As stated in the original application for this grant, all partners are informal partners, not actively involved in implementing the grant activities. The Village of Buffalo Grove's Office of the Village Manager oversaw this project with the support of the Board of Trustees and the Finance Department. Expenses for grant activities not covered by the grant were provided by Village funds and/or Farmers' market income. Through our press releases, local media, local churches/synagogues, the county health departments, and health clubs became valuable partners. Schools, golf courses, the senior center, the Police and Fire department and local stores were recipients of our fliers and thus were informal partners. Whenever entertainers, car clubs, school teams, not-for-profit groups participated in the weekly farmers markets where the vegetable activities occurred, they brought interested parties who normally did not necessarily attend the farmers' market and thus broadened the audience for our vegetable exposure and education activities.

Goals and Outcomes Achieved

Our ad campaign began with a local movie theater campaign where on-screen slides with voice-over were presented before each movie shown six times a day on six (all) screens every day for one month in July, and again for 28 days in August of 2011. Theater goers saw three vegetables that are not well-known, (three different vegetables were featured in August) and were asked to follow up by identifying these on our website or at the farmers' market. Both our website and our government television channel featured the same vegetables with the enticement of a quiz available online or at Village Hall or at the farmers' market to identify each vegetable for a chance to win $100 gift certificates (paid for outside of this grant). At the farmers' market a booth was created with the actual vegetables on display with entry forms and pens available to identify the vegetable and take a chance at winning a gift certificate, after answering our survey questions.

We conducted our second activity with a mailing of 25,000 jumbo postcards or full-page inserts, to two target areas of 12,500 surrounding our village limits. We knew we were providing good coverage within our own town and to local movie goers, so we reached out just beyond the

perimeter of our boundaries. Again the activity featured a quiz, enticement to go to our website and to the farmers' market, with in person follow-ups with the contestants who came to the farmers' market or phone survey follow-ups to those who entered via our website or picked up an entry blank at Village Hall.

Our third activity reached 13,000 households or businesses within the village, via an insert into the water bills. Since online payments were not available at the time of this mailing (they have since been made available), we felt the likelihood of people looking at the insert was very high because people pay attention to their water bills and do not want their water shut off. If people paid their bills in person and brought their vegetable contest with them, they were directed to me and I surveyed them personally. Otherwise they received a follow-up telephone survey.

Our last activity was a four-page spread in the center of our bi-monthly newsletter mailed to 19,500 residents and businesses. In a previous communication survey conducted by a professional survey company, our residents and businesses selected the newsletter as the number one way that people preferred to receive their news from this village government. So we knew we had a popular vehicle of communication.

Follow-up surveys at the weekly farmers' markets or by phone asked the individuals whether they had ever seen the particular vegetable in question; whether they know what it is; whether they had tasted it before and/or, if at the market, was today the first time; if they have tasted it before, do they eat at home or elsewhere; do they or anyone in their household buy it on their behalf; do they or anyone in their household cook it (or cook with it) on their behalf; has this experience made you less likely, more likely or neither to eat this vegetable; and less/more/ or neither more or less likely to buy this vegetable in the future. The survey questions were repeated with each featured vegetable.

All answers to survey questions were tabulated by interns at Village Hall, under my supervision. Results were counted and percentages reached based on totals for each answer.

These questions developed a baseline for us. After analyzing the first week's contest and survey forms from our activity, we learned that some volunteers were allowing people to submit contest forms without completing all questions in our survey. This was quickly rectified by retraining volunteers and redesigning the vegetable booth so that entry forms were deposited into our "red barn" depository only after customers answered our survey questions, either in person or later after a phone follow-up. We also realized we had to treat differently those contest entrants who submitted directly by website, fax, or by mail from those that visited us at the market. How were we to find out how much or little they knew about these vegetables and how were we to teach and have a positive influence on them regarding said vegetables? We rebuilt the web quiz so that after one identified their guess on the featured vegetables they had to answer a sequence of questions, read about each vegetable and answer our follow-up questions before they could successfully submit their contest.

We were somewhat stymied about how we could influence those who responded by fax or by mail, so we invented another incentive whereby volunteers called or emailed this group and informed them that we had received their contest entry, that they could get a $5 gift certificate to the farmers' market if they came to the information booth, mentioned this offer, and answered a few questions. Luckily our successful market had some discretionary income that could be set aside for this purpose. This turned out to be a promotional opportunity to discuss the highlights of the upcoming weeks at the farmers' market.

Our baseline data revealed that prior to our activity an average of:

- 16% of respondents could identify all vegetables correctly
- 31% could identify one or more, but not all, vegetables correctly
- 53% could not identify any of the vegetables.

This varied somewhat from one activity to the next, and whether we measured results of the written identification quizzes or results of our in-person quizzes. For example one photo and real-life display included green beans, next to harder to identify beans and other pod vegetables. Many people could identify the green beans only. Results in this instance showed that 59% (more than the average 31%) had identified at least one vegetable of the group correctly.

Another baseline measurement taken revealed that:

- 29% of respondents had eaten at least one of these vegetables
- 71% had not eaten any of these vegetables.

The next significant measurement had to do with purchasing:

- 14% of respondents said they had purchased these vegetables at a restaurant or for home cooking
- 86% said they had not purchased any of these vegetables at a restaurant or for home cooking

Again, this measurement varied somewhat based on particular vegetable. More than 14% of people had eaten or purchased rutabaga (for Thanksgiving) or had eaten bok choy (in their Chinese food at a restaurant).

We achieved very good outcomes after our vegetable activities occurred. After touching, smelling, tasting, and learning about a vegetable and receiving recipes and other educational information, these are the results achieved:

- 93% of respondents reported being more familiar with the vegetables than they were prior to the activities
- 61% of respondents who had not eaten these vegetables before predict they will eat these vegetables in the future
- 57% of respondents predict they will purchase these vegetables in the future

We are pleased with these results as they are in line with or improved results based on our target goals of 70% becoming more familiar and 50% expressing willingness to eat these vegetables and purchase them.

Not part of the goal of the study, but interesting, was the fact that those who tasted the vegetable for the first time were more likely to self-report that they would be likely to eat and/or buy this vegetable than those who chose not to taste it.

Not a quantitative result, but anecdotally interesting, several people called requesting extra copies of our vegetable quiz for use with their cub scout group or their family quiz night. An observation I made but did not measure was that people were positively influenced in a group social setting when perceived positive peers or charismatic individuals had positive things to say or teach about particular vegetables. One example of this that I observed was a woman with a great personality, who identified herself as Italian, spoke about how fava beans are often used in Italian cooking, describing a great family recipe that she makes with fava beans, saying how easy and delicious it was. It was convincing to me and seemed to have the crowd's attention as well.

We conclude that it is definitely possible to have a positive influence on people's eating habits by exposing them to food (vegetables) that they are not familiar with and by giving them tasty samples and easy, delicious recipes for this food. A fun, nonpressured, noncommercial setting is very effective so that people do not feel rushed or manipulated into buying the produce item. Advertising is also seen as a legitimate way to expose people to vegetables. (The national advertising campaign for pistachio nuts repeatedly puts this one food product in front of a huge audience repeatedly.) Since this campaign has run for a long period, I can only assume it has been effective in reminding people about this product, and increasing sales.

Beneficiaries

Groups that benefited from this project were all residents who received our information. This includes all moviegoers to the movie theater where our advertising appeared, all recipients of our written material which went outside of Buffalo Grove, and all residents and businesses within Buffalo Grove. The Buffalo Grove's farmers' market also benefited directly and indirectly, in that it was mentioned in each ad campaign, and the vegetable activities were clearly a fun activity that enhanced each person's visit to the market. Hopefully Illinois farmers have and will continue to benefit if the people who were not familiar with our lesser known vegetables begin to or increase their purchasing and consumption of these vegetables. Obviously if the respondents predict they will eat and buy more featured vegetables, the farmers growing/selling these should benefit. Once the market ends for the season, grocery store produce sections or restaurants serving these vegetables could also benefit. It is hoped that, perhaps, people's eating habits were improved slightly by adding these vegetables to their diet. I'd like to think that the gourmet food shop that sent a chef to demonstrate cooking, and used our selected vegetables, also benefited from increased familiarity with their store.

Just as Thai food, Japanese sushi, and cappuccino are no longer exotic and unknown foods in the American diet, it is hoped that these activities have made the vegetables we featured more familiar, more recognizable at the marketplace, and therefore more popular, and that there is a long-lasting economic impact on the particular vegetables used in our grant activities.

An indirect benefit may be that people were also educated that certain vegetables do not grow in the Midwest, that local farmers are worth supporting, and that there is an economic cost to purchasing foods that must travel great distances to reach our table.

Other farmers' markets may benefit from those people we reached outside of Buffalo Grove, at movie theaters and in our mailings and distribution to local popular sites. They may be motivated to visit their local farmers' market.

Our many volunteers benefited. They, too, learned about vegetables and tasted them. Also, they expressed much enthusiasm in carrying out the activities and suggested this activity continue beyond the grant time period.

Lessons Learned

As stated earlier, lessons learned are that people are willing to learn about new foods, and are willing to taste new foods, in a trusted, noncommercial setting where they know there is no economic interest in having them like or buy the food item. I think it's also interesting that virtually everyone who has walked through a store's produce section or through a farmers' market has seen these vegetables many times but has not really seen them. It takes a personal interchange or a game or contest to get their attention.

Project staff learned how much people enjoyed touching, wiggling, squeezing, slicing open, these vegetables as they don't have that opportunity in a sales environment. It is planned to introduce shoppers at future farmers' market seasons to vegetables and have vegetables part of recipes for sampling. Most samples of produce at farmers' markets are with fruit (to determine sweetness, texture, etc.). Vegetables are rarely used as samples.

We also learned that those people who were already familiar with particular vegetables were less likely to increase their consumption or purchase of these. This makes sense. They also had opinions like, "I let restaurant chefs prepare this item because it's too hard to cut (rutabaga), too hard to clean (leeks), it doesn't last in the refrigerator well (bok choy).

We also learned that the process of advertising/marketing via media outlets was undergoing a major transformation that continues to evolve. During the three years that the grant spanned, there was a huge transformation in how we were getting our information. Print newspapers were building online departments and scrambling to hold onto dwindling customers; small local papers were being bought out by different owners; online, local news sites began and became people's daily "virtual paper" with their laptop and their coffee, replacing the one delivered to their doorstep.

Thanks for this opportunity. It was a very rewarding experience.

Contact Person

Susan Levy
847-459-2517
slevy@vbg.org

See what you know, learn some more!

Enter to win $100 to the Farmers Market!

Know Your Veggies?

Enter to win $100 gift certificate to Farmer's Market

Know your veggies?

Can you identify these 4 veggies?

Go to vbg.org and enter the "Know Your Veggies" contest for your chance to win a $100 gift certificate to the Farmer's Market!

Go to vbg.org and enter the "Know Your Veggies" contest for your chance to win a $100 gift certificate to the Farmer's Market!

Vegetable 1

Vegetable 2

Vegetable 3

Vegetable 4

Vegetable 1

Vegetable 2

Vegetable 3

Vegetable 4

Summer's here... it's time for fresh Vegetables

Increase your knowledge and consumption of veggies.
They taste great and they're healthy!

FOR YOUR CHANCE TO WIN A $100 GIFT CERTIFICATE TO THE FARMERS MARKET

Take the quiz on the following pages. Answers will be available on our website and in the next newsletter.

SHOP FARMERS MARKET
SUNDAYS 8:00 AM – 12:30 PM
951 McHenry Road

Did you know?

Vegetables are rich in vitamins, minerals, fiber, and antioxidants.

Many vegetables contain protein.

Vegetables do not contain cholesterol.

Vegetables are generally lower in calories compared to the same quantity of other foods.

Beets and Swiss chard are different varieties within the same plant family.

Snow peas are picked before the peas inside have a chance to develop, so that the pea pod is still very flat and tender. With snap peas, the peas are allowed to grow and then both the pod and the peas inside can be eaten either raw or cooked.

Do you know your Vege

FOR YOUR CHANCE TO WIN A $100 GIFT CERTIFICATE TO THE FARMERS MARKET

Match the photos on the next page with the correct vegetable name by filling each number in the blank

_____ CAULIFLOWER	_____ POTATOES	_____ BEET
_____ ARTICHOKES	_____ ENDIVE	_____ KOHLRABI
_____ MUSHROOMS	_____ BROCCOLI	_____ CARROTS
_____ PARSNIPS	_____ SPINACH	_____ SALSIFY
_____ HORSERADISH	_____ LIMA BEANS	_____ ONIONS
_____ EDAMAME	_____ LEEK	_____ BRUSSELS SPROUTS
_____ KALE	_____ TOMATO	_____ ASPARAGUS
_____ GARLIC	_____ CUCUMBERS	_____ RUTABAGA
_____ ARUGULA	_____ OKRA	_____ CHIVE
_____ CABBAGE	_____ CELERY	_____ EGGPLANT

1 *Fill out your contact information:*

name _____

phone number _____

email address _____

winner will be chosen at random from correct submissions

2 *Return this form by* ***August 2, 2013***

Fax to 847-459-7944, or

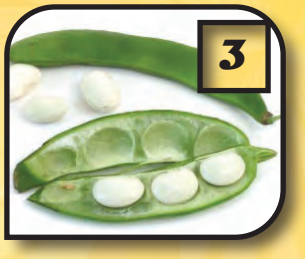
Scan and email to farmersmarket@vbg.org or

Drop off or mail to Village Hall, 50 Raupp Blvd.

tables?

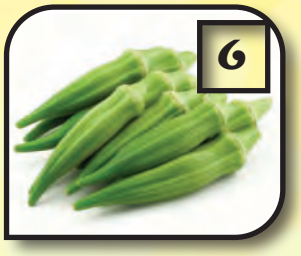
1

2


3

4

5


6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

Try these tasty veggie recipes!

Fennel Salad

makes 4 servings

INGREDIENTS

2 fennel bulbs
2 mangos
1 orange
1 red onion
1 teaspoon champagne or white wine vinegar
1 tablespoon olive oil
2 teaspoons Dijon mustard
1/4 teaspoon salt
1/8 teaspoon pepper

Cut off the green feathery tops and the base of the fennel bulbs (about 1/2 inch). Wash the bulbs and then slice in 1/8 inch wide strips. Peel and cut mangos in small pieces and put in a salad bowl with the fennel. Peel and thinly slice the red onion.

Prepare a vinaigrette with the juice of the orange, vinegar, olive oil, mustard, salt and pepper. Pour on the salad and toss to mix.

Kale & Pear Smoothie

makes 3-4 servings

INGREDIENTS

1 bunch of kale
2-4 large ripe pears
Add water to preferred thickness

Wash the kale and the pears. Remove the hard stems from the kale. Remove the core from the pears, peel the skin and cut the pears into smaller pieces. Put the pears in a blender. Add water to liquify. Add kale and mix to desired consistency.

Kale Salad

INGREDIENTS

1 bunch kale, washed and roughly chopped
2 juicy oranges
3 tbsp extra virgin olive oil
1/2 avocado, diced
2 tbsp sliced toasted almonds
pinch of salt & pinch of pepper

Make the dressing first. Combine the juice of one orange with the olive oil, pinch of sea salt and pepper. Shake or stir until very well combined. Set aside.

To assemble the salad, peel the other orange and separate the sections (peeling off the white pith as best you can). Chop orange sections roughly and place in a bowl with the kale, chopped avocado and almonds.

Drizzle about half the dressing over salad and toss well to coat. Enjoy now or refrigerate and eat later.

produced from a grant from
the Illinois Department of Agriculture

Do You Know Your Vegetables?

1._____ 2._____ 3._____

VILLAGE OF Buffalo Grove

Identify these vegetables and bring to the info booth to get your discount coupon.

Everyone's A Winner!

You will be entered for a chance to win a **$100 Gift Certificate!**

Offer expires Aug. 12, 2012.

This ad paid for from a grant from the USDA to the Village Of Buffalo Grove

ILLINOIS *where fresh is*

Village Buffalo Grove DAL.indd 1 6/18/12 10:38 AM

Sundays

8 am - 12:30 pm

Thru Oct. 7

Buffalo Grove FARMERS MARKET

951 N. MCHENRY RD. (Rte. 83 just South of Deerfield Parkway)

847.459.2517 ☒ **www.vbg.org**

SAVE
OnEverything.com

1699 East Woodfield Rd.
Schaumburg, IL 60173
www.SaveOnEverything.com

PRSRT STD
US POSTAGE
PAID
MIKE'S
MARKETSHARE
COUPONS

USPS regulations require that this address label be delivered with SAVE On Everything postage-paid mail. If you should receive this card without its accompanying SAVE magazine, please notify SAVE at (847) 517-7800.

Zones: 08A

1249-0712IL

Can you identify these Vegetables?

ENTER TO WIN A $100 GIFT CERTIFICATE TO THE BUFFALO GROVE FARMERS MARKET

details on reverse side

_____ belongs to the cabbage family. It contains the most fiber of all dark green vegetables. One cup has 90mg of calcium and is a good source of vitamins A & C. It can be used in salads, stir fried, baked, or blended with fruits into a delicious smoothie. Go organic when purchasing as it is very heavily sprayed when grown commercially. It is grown year-round, freezes well, and even gets sweeter when exposed to frost. Called krul kool in Dutch!

_____ tastes like licorice or anise, and is commonly used in Italian dishes. It's very versatile; you can sauté it and add it to sauces, braise it as a side dish, or serve it raw as a crudité. Also known as finocchio.

_____ is a cross between a turnip and cabbage. The International _____ Curling Championship is held at the Ithaca, NY Farmer's Market. This vegetable preceded the pumpkin as the Halloween jack-o-lantern.

_____ was used to sweeten jams and cakes before sugar was readily available. Although starchy like a potato, this vegetable is considered nutritionally superior.

Try these

Vegetables

you'll like 'em!

COME TO THE
BUFFALO GROVE FARMERS MARKET
SUNDAY MORNINGS JUNE 16 THRU OCTOBER 6
8AM TO 12:30PM
951 McHENRY ROAD
IN FRONT OF SPRAY N PLAY
OPEN RAIN OR SHINE, EXCEPT SUNDAY SEPTEMBER 1

FOR YOUR CHANCE TO WIN A $100 GIFT CERTIFICATE TO THE FARMERS MARKET

1 *Fill out your contact information:*

name _____

phone number _____

email address _____

2 *Return this entry form by* ***July 1st***

by fax 847-459-7944, or

mail to Village Hall, 50 Raupp Boulevard, Buffalo Grove IL 60089

or scan and email to farmersmarket@vbg.org

winner will be chosen at random from correct submissions

ILLINOIS

This flier was produced from a grant from the Illinois Department of Agriculture

Facts about Green Beans

- Green beans are a true American food. They were grown by Native Americans, who would plant them with corn and let the beans grow up the stalk with the corn.

- The first "stringless" bean was bred in 1894 by Calvin Keeney, called the "father of the stringless bean"

- They’re a very rich source of dietary fiber. Dietary fiber has also been shown to reduce blood cholesterol levels by decreasing re-absorption of cholesterol binding bile acids in the colon.

- Fresh green beans are very low in calories (35 calories per cup raw beans) and contain no saturated fat.

- Green beans are actually immature legumes—they are harvested before the seeds have been allowed to dry and mature.

- When cooking beans, cook them a minimal amount of time. Beans should retain a bright color when cooked. Steaming or stir-frying works best as the beans should retain some crispness when cooked.

Facts about Edamame

- Some call edamame the super or wonder vegetable because it is the only vegetable that contains all nine essential amino acids. This makes edamame a complete protein source, similar to meat or eggs.

- Edamame is an excellent source of protein, providing about 13 grams of protein in each cup of beans. The serving provides as much calcium as half a glass of milk and is rich in folate and a good source of iron.

- In Japanese, edamame actually means “beans on a branch” or “twig bean”.

- The earliest solid reference to the green vegetable dates from the year 1275, when the well-known Japanese monk, Nichiren Shonin, wrote a note thanking a parishioner for the gift of "edamame" he had left at the temple.

- While the edamame pods are still tender and green, you can pick them directly from the plant. Once picked, lightly boil the pods in saltwater and then squeeze the beans from the pods directly into your mouth.

Facts about Sugar Snap Peas

- Snap peas, like all other peas, are pod fruits.
- Sugar snap peas are a hybrid plant developed by crossing Chinese snow peas with shell peas.
- Sugar snap peas are only available fresh and frozen because the high temperatures used for canning would destroy the structure of the pod.
- Peas tend to favor cold weather. For this reason, they can be planted as early as March. Even if they do not sprout until the weather warms up a bit, planting early creates the most robust crop.
- In one cup of sugar snap peas, you get 21% of your vitamin A. Vitamin A helps with vision, cell functioning, immunity and red blood cell formation.
- Sugar snap peas also provide 98% of recommended vitamin C. Vitamin C facilitates collagen production and is an antioxidant that keeps you looking more youthful.
- Avoid overcooking sugar snap peas. Steam them only a few minutes until they are bright green in color.

Facts about Snow Peas (Chinese Pea Pods)

- Snow peas are one of the earliest-known cultivated plants, with evidence of having been cultivated 12,000 years ago in a region that is now along the Thailand-Burma border.

- The snow pea is entirely edible, explaining its French name, mange-tout, meaning "eat it all"

- These green shoots can also be cut and served as a vegetable as is done in Chinese cooking, especially stir-fried with garlic or shellfish.

- One cup of raw snow peas contains:
  - ✓ 98% of daily vitamin C (infection and cancer fighting antioxidants)
  - ✓ Vitamin A (healthy eyes and skin)
  - ✓ Folate (helps prevent birth defects)
  - ✓ Also a great source of dietary fiber, vitamin K, thiamin, iron and manganese

- No matter how you cook them - boiling, steaming, stir-frying or blanching - snow peas need only one to three minutes. Quick cooking will also retain their vibrant color and vitamins. Always rinse them in water, then grab or cut the tip of each snow pea and pull out the tough string that runs along its side before eating fresh or cooked.

Roasted Kohlrabi

1 clove garlic, minced
salt and pepper to taste
1/3 C grated Parmesan cheese
4 kohlrabi bulbs, peeled
1 C cubed potatoes
Diced carrots to taste
1 T olive oil

Directions
Preheat an oven to 450 degrees F (230 degrees C).
Cut the kohlrabi into 1/4 inch thick slices, then cut each of the slices in half. Combine olive oil, garlic, salt and pepper in a large bowl. Toss kohlrabi slices, cubed potatoes, and carrots in the olive oil mixture to coat. Spread kohlrabi in a pyrex glass dish to bake or onto a baking sheet in a single layer for a crispy dish.
Bake in the preheated oven until browned, 15 to 20 minutes, stirring occasionally in order to brown evenly. Remove from oven and sprinkle with Parmesan cheese. Return to the oven to allow the Parmesan cheese to brown, about 5 minutes. Serve immediately.

Kohlrabi & Squash Empanadas

3 cloves of garlic, finely minced
1 inch of ginger, peeled and grated
2 medium kohlrabies, peeled and cut into small cubes
1 large summer squash, cut into small cubes
2 large scallions, both white and green parts, finely cut
1 radish, minced (optional)
sliced grilled chicken (optional)
1 T. extra virgin olive oil
1 T. butter
salt and pepper to taste
dash of freshly grated nutmeg
1 box of pre-made pie crust or one batch homemade
1 egg

1. In a medium skillet, heat oil and butter over medium heat. Add garlic and ginger to brown. Add kohlrabi cubes, a pinch of salt and some pepper. Toss well and cook 3 or 4 minutes until kohlrabi are softening a bit. Add squash cubes and continue to cook for 4 more minutes. Add scallions, radish, chicken, nutmeg and another pinch of salt and pepper. Mix well and cook for one minute before removing from heat. Set mixture to this side to cool.
2. Roll out dough to be a little thinner than pie crust typically is. If you are using pre-made crust from the store, run your rolling pin over it once or twice. Using a cereal bowl or large circular cookie cutter, cut out 6 inch-ish circles from the dough. It should yield about 15, give or take depending on your cutter and dough thickness.
3. Pre-heat oven to 425F and line a cookie sheet with parchment paper. Prepare egg wash by beating egg with a teaspoon of water and set to the side along with a small bowl of water.
4. To make the empanadas, spoon one tablespoon of kohlrabi and squash mixture into the center of a circle of dough. (It's better to have less filling than too much or the empanadas won't hold together. Feel out the right ratio that allows you to close off the dough without any filling popping out.) Dip your finger in the bowl of water and run it around the outside edge of the dough. Fold dough over the filling to create a half circle. Press down edges. Carefully pick up the dough pocket and pinch edges to seal them tightly. A fork can also be used to crimp the edges if you want a less tedious method.
5. Repeat above process to finish all the empanadas, laying them on the lined cookie sheet when done. With a fork, prick the tops once and brush with egg wash. Bake for 8 minutes and turn over. Bake another 5 to 7 minutes until deep golden brown and flaky. Best served straight from the oven.

Cooked Bok Choy

1½ pounds bok choy or baby bok choy
1½ T canola, vegetable or peanut oil
1-2 cloves garlic, finely minced
1 t grated fresh ginger
3 T broth or water (or 2 T broth/water + 1 T wine)
Salt to taste
½ t sesame oil

Directions:
1. Start by trimming the stem off - don't trim too much - just the end. Cutting the thick stem off will ensure that the bok choy cooks evenly. Separate out the leaves, keep the tender center intact and clean under running water. Drain.
2. Finely mince garlic and grate fresh ginger with a microplane grater. Grating the ginger helps break up the tough fibers!
3. Place wok or frying pan on your stove and pour in the cooking oil. Add the garlic and ginger. Turn the heat to medium-high. Let the ginger and garlic gently sizzle in the oil. When the aromatics become fragrant and light golden brown, add the bok choy leaves. Toss very well to coat each leaf with the garlicky, gingery oil for 15 seconds. Pour in broth, water or wine. Immediately cover and let cook for 1 minute. Season with salt and drizzle a bit of sesame oil on top.

Sweet and Sour Bok Choy

3 tbsp. salad oil
1 head bok choy, washed, trimmed, & cut into 1" pieces
1/4 c. packed brown sugar
1 sliced sweet onion
1/2 tsp. minced fresh ginger root
1 tbsp. cornstarch
1 tbsp. soy sauce
1/4 c. red wine vinegar

Heat oil in large skillet, add bok choy and onion.

Cook and stir over high heat 1 minute.

Blend sugar, vinegar and ginger; add to skillet. Mix well. Cover and steam 1 minute.

Combine soy sauce and cornstarch with 1/2 cup water. Add to skillet. Cook and stir until thickened. Makes 4 to 6 servings.

Egyptian Fava Bean Spread

1 C fresh fava beans unshelled & skinned, soaked in water for 8 hours
OR 1 (15 ounce) can fava beans
½ C split red lentils (optional)
1½ T olive oil
1 large onion, chopped
1 large tomato, diced
1 t ground cumin
1 T tahini (optional)
1 garlic clove, minced
1 t ground coriander (optional)
¼ C chopped fresh parsley
1/4 C fresh lemon juice
Salt, pepper, red pepper to taste

Directions

Pour the beans and optional lentils into a pot and bring to a boil. Mix them well and add onion, tomato, olive oil, cumin, tahini, garlic, coriander, parsley, lemon juice, salt, pepper, and red pepper. Bring the mixture back to a boil, then reduce the heat to medium. Let the mixture cook 5 minutes. If you prefer a less chunky spread, place all items in blender and blend to desired consistency, Serve warm with pita bread or with hard boiled eggs. Fava beans are usually mashed with the person’s fork once they are on each person’s plate. Usually served for breakfast in Egypt.

Pasta with Fresh Fava Bean Sauce

2 T extra virgin olive oil
½ T minced garlic
1 T finely chopped oregano
1½ C chicken stock
salt and ground pepper
2 C cooked, peeled fava beans
¾ lb dried fettuccine
pecorino or Parmesan cheese

Directions:
Heat the olive oil in a medium saucepan . Add the garlic and saute until light brown. Stir in the oregano, then add 1 cup of the stock. Bring to a boil, season with salt and pepper, and add 1½ cups of the fava beans. Simmer for a few minutes to blend the flavors.
Scrape into a blender and puree with the remaining ½ cup stock until smooth. Return the sauce to the pan and add the remaining 1/2 cup favas. Simmer gently and taste for seasoning. Add salt and especially pepper.

Meanwhile, cook the pasta al dente. Drain, reserving about 1/2 cup of the cooking water. Pour the pasta into a warm serving bowl and add the sauce. Toss well and thin with the pasta water, if necessary, until the sauce is glossy and not sticky. Serve immediately. Grate the cheese over the top at the table.

Mint Sugar Snap Peas

2 t olive oil
¾ lb sugar snap peas, trimmed
3 green onions, chopped
1 ½ cloves garlic, chopped
1/8 t salt
1/8 t pepper
1 T chopped fresh mint
1/8 t thyme (optional)

Directions

Heat oil in a large skillet over medium heat. Add the sugar snap peas, green onion, and garlic. Season with salt and pepper and thyme.
Stir-fry for 4 minutes, then remove from heat and stir in the mint leaves.

Sugar Snap Pea and Berry Salad

½ lb sugar snap peas, trimmed
1 C fresh raspberries, divided
2 T raspberry vinegar
2 T olive oil
1/8 t sugar/salt/pepper to taste
1 C fresh blueberries
2 C torn mixed salad greens
2 t lemon juice
¼-½ C roasted walnuts to taste

Directions

Bring a pot of water to a boil. Place snap peas in pot and cook 1 to 2 minutes. Drain, rinse under cold water, and set aside.

Place about 1 ½ T raspberries in a strainer over a bowl, and crush with a wooden spoon. Discard pulp.

Mix vinegar, olive oil, sugar, salt & pepper with strained raspberry juice.

In a large bowl, gently toss the dressing with the snap peas, remaining raspberries, and blueberries.

Cover, and chill at least 30 minutes in the refrigerator.

Toss with greens, lemon juice and walnuts just before serving.

BUTTER
Lipton
AQUAFINA

Do you know your
Vegetables?
FOR YOUR CHANCE TO WIN A $100 GIFT CERTIFICATE TO THE FARMERS MARKET
Match the photos on the next page with the correct vegetable name by filling each number in the blank
CAULIFLOWER
ARTICHOKES
MUSHROOMS
PARSNIPS
HORSERADISH
21 EDAMAME
10 KALE
14 GARLIC
27 ARUGULA
13 CABBAGE
4 POTATOES
35 ENDIVE
29 BROCCOLI
12 SPINACH
3 LIMA BEANS
7 LEEK
24 TOMATO
30 CUCUMBERS
6 OKRA
1 CELERY
5 BEET
28 KOHLRABI
16 CARROTS
34 SALSIFY
15 ONIONS
17 BRUSSELS SPROUTS
19 ASPARAGUS
8 RUTABAGA
9 CHIVE
23 EGGPLANT
1 Fill out your contact information:
name SAROJ MANGALIK
phone number 847-537-7742
email address
winner will be chosen at random from correct submissions
2 Return this form by August 2, 2013
Fax to 847-459-7744, or
Scan and email to
Drop off or mail to
Village Hall, 50 Raven Trail

SC-11-16

March 1, 2013

2011 Illinois Specialty Crop Grant Program
Final Report
Project Title: Farm to School: A Case Study of Summer Processing for Success
Primary Investigator: Sylvia Smith, PhD, Southern Illinois University

Project Summary

This proposal addressed objective one of the 2011 Illinois Specialty Crop Grant Program, "increasing child and adult nutrition knowledge and consumption of specialty crops." The purpose of the project was to implement a farm to school program whereby local fresh fruits and vegetables were processed during the summer months for one southern Illinois elementary school in an area that does not have a year-round growing season (OBJECTIVE). Although, farm to school programs are a growing movement, they can still prove difficult in areas where fresh produce is only seasonal (ISSUE). This proposal was a case-study approach working with one interested school foodservice director in southern Illinois and two local producers, whereby barriers were alleviated and a successful farm to school program was created as a model for other schools to follow (IMPORTANCE).

The Farm to School initiative began in 2000 as a holistic movement to improve the economic stability of small farmers and improve the long-term health of school-aged children. Farm to School programs are defined as programs that connects elementary and secondary schools (K-12) and local family farms with specific objectives: (a) serving healthy meals in school cafeterias; (b) improving student nutrition; (c) providing agriculture, health and nutrition education opportunities; and (d) supporting local and regional farmers (http://www.farmtoschool.org). The decline in total farm numbers has led to devastating impact on rural economy and society (National Agricultural Statistical Service, 2006). To cope with this situation, farmers need to recognize the need to diversify their products and revenue sources within current operations. Farmers must also respond effectively to changing agricultural market opportunities – including emerging non-traditional markets for farm products and services which will improve farm income and viability (e.g., Farm to School programs). Farm to School programs can provide an additional, steady market for our region's family farms. Marketing locally and directly to schools can be an effective way for small to mid-size farms to diversify their sales and enhance their bottom line. Farmers benefit most when schools buy directly from them, thereby retaining the entire food dollar instead of losing a share to a distributor. Because of the consistent, large volume of food needed by schools, Farm to School projects offer farmers a reliable revenue stream.

SIU Southern Illinois University
CARBONDALE

Project Approach

Project Objectives:

a. Investigate and develop a list of local specialty crops which can be utilized in the school lunch menu at Unity Point Elementary.
b. Implement a cost effective method to process local produce during the summer months in order to use the food in the school menu during the Fall and Winter seasons.
c. Develop a nutrition education lesson utilizing the specialty crops introduced into the school cafeteria and exposed during the field trip for the third grade students.
d. Assess the educational component on children's awareness of benefits and nutritional knowledge of local produce.

Work Plan:

Research objectives were accomplished in 3 distinct phases:

Phase 1 involved a series of meetings (January/February 2011) between the School Superintendent, the School Foodservice Director and one local producer in order to develop a list of available specialty crop items that could be incorporated into the school menu. Additionally, a price agreement for both the producers and the school was proposed and accepted, along with an appropriate system for billing, payment, and delivery. Prices were based on the USDA terminal prices out of St Louis for months from the previous summer. Vegetables identified for summer processing included:

- Corn
- Cherry tomatoes
- Zucchini
- Green beans

On June 1 we met with the school foodservice director to identify equipment needs for the farm to school grant. Equipment was ordered the same day. Equipment was delivered to the school the following week.

Phase two of the research involved processing the fresh fruits and vegetables at the Unity Point Elementary School cafeteria. Two school service workers worked part-time, 2 days of the week washing, cutting, par-boiling, and freezing the local produce. The Southern Seven Health Department was consulted to ensure the appropriate safety measures were being taken. They informed us, if we were working within the school which was certified no additional certification or inspection was necessary. In addition, a certified chef was contracted to help develop simple, but tasty menu items to be utilized in the school menu. In early July we contacted the farmer to find out what vegetable items were ready for processing on the scheduled date (7-5-11). Additionally, we confirmed with the school foodservice workers the time/date and product to be delivered. We met with all parties on delivery date. The first day was very successful processing (Zucchini). We originally planned for 32lbs. The farmer suggested to start with 100lbs and we ordered an additional 100lbs for the following day (200lbs total). Second week, 7-12-11, we contacted farmer to find out what vegetables would be available for processing (green beans). He

delivered 7 bushels and 2 bushel of green peppers. Week three (7-18-11), 21dz ears of corn were delivered and processed. The month of August ended the fruit and vegetable processing for the school to use during the school year. The processing was a success with motivated personnel and on-time delivery of fresh, beautiful produce. Research on the costs associated with purchasing and preparing local foods were assessed.

Phase three of the project included a nutrition education intervention and farm tours to assess nutrition knowledge of third grade students and to increase fruit and vegetable consumption behavior. Beginning September 8, 2011, a graduate student in community nutrition taught nutrition education classes with the third grade students at Unity Point School. Following two weeks of nutrition education interventions, farm tours were planned. During the month of September, the nutrition education intervention and farm tours were completed with the third grade classes. Two, 30-minute nutrition education sessions with the students were taught during consecutive weeks, followed by a week of farm tours.

Goals and Outcomes Achieved
Expected Measurable Outcomes:
The goal of this project was to process local fruits and vegetables during the seasonal summer months in order to utilize the local produce in school menus (GOAL). Originally, this proposal was written for Cobden Elementary School. As I noted in my 7-8-11 progress report: February 2011: The school initially targeted for the grant backed out it. Therefore I had to find another school willing and interested. The original BENCHMARK for Cobden Elementary was $2550 in local produce purchases. During the 2009/2010 school year, Unity Point elementary school purchased $550 (BENCHMARK) in local produce. These purchases were due in part to a USDA Fresh Fruit and Vegetable grant, however for the 2010/2011 academic year the school did not receive additional funding for this grant. In order to increase the current level of local food procurement we worked with the Foodservice Director at Unity Point to achieve a 10% increase (TARGET) in local fruit and vegetables purchases measured by the 2011 school foodservice reports (PERFORMANCE MEASURE). Unity Point purchased just over $1000 worth of fresh, local produce during the summer of 2011 for an 82% increase in local produce purchases resulting in achieved goal.

A sub-goal for this project was to increase agricultural awareness and nutrition education for third graders at the selected school (GOAL). In order to measure an increase (TARGET) in awareness and education a short pre (BENCHMARK) and post survey was administered (PERFORMANCE MEASURE). Pre and post assessments were taken to evaluate the information gained from the interventions. We found significant results in terms of nutrition knowledge retained by the third grade students. Students have learned that fruits and vegetables are a good source of fiber and this is needed in diets. In addition more students were requesting fruit and vegetables at home and reporting eating more of their vegetables at school. Data were collected at baseline and post intervention. Significant differences were found concerning knowledge of fiber, knowledge of vitamins and minerals, reported vegetable consumption behavior at home and school, and exposure to farms ($p<0.001$). Findings indicated that students

reported eating more vegetables at school from baseline to follow-up ($p<0.049$). In addition, students who had been on the farm tour reported eating more vegetables at home compared to the control group ($p<0.024$). Students were asked separately, if they eat fruits and vegetables, but it was only the vegetables that were significant. This is important because it was only vegetables that were processed and used in the school menu.

Beneficiaries

Since the completion of this project work, Ashley Moss has completed and defended her graduate thesis. Ashley graduated in August 2012. One peer reviewed abstract was presented at the National School Nutrition Association conference in 2012. One peer reviewed manuscript was accepted in the Journal of Childhood Obesity 2013. Most importantly, the 626 children at Unity Point School and the foodservice personnel benefited from this project. Unity Point school received accolades from the community and posted the grant activities on their school website. grant was successful in accomplishing this goal as Unity Point Elementary purchased over $1100 in produce during the summer months. Additionally because of the good relationship developed between the school and grower another $2000 was purchased in 2011 for a total of $3100 in local produce. The school cafeteria received small equipment as a result of the grant. School foodservice personnel were paid part-time summer work for their participation and one worker said she would use the additional money for Christmas gifts. The children at the school are the most important beneficiaries of the grant. Their nutrition knowledge increased significantly as a result of the grant and the majority of the students visited a farm for the first time.

Lessons Learned

In February 2011, the school initially targeted for the grant backed out it. Therefore, I had to find another school willing and interested. Farmers that were in the community of the initial targeted school were somewhat reluctant or passive about the program, when in writing the grant they were supportive. Therefore, I had to find backup farmers.

In March 2011, I had two farmers targeted for the grant, however, one of the farmers could produce his crop, therefore I was left with one primary source of produce. The backup farmer could supply the vegetables and deliver the product as planned. The lesson learned is to always have a contingency plan.

Contact Person

Sylvia Smith
618-536-7567
Ssmith8@siu.edu

SIU Southern Illinois University
CARBONDALE

2011 Illinois Specialty Crop Grant Program						
Budget Information						
Expenditure	**Category**	**Invoice Number**	**Amount on Invoice Charged Against Grant**	**Amount of Matching Funds**	**Amount of In-Kind Contributions**	**Total**
Graduate Assistant	Personnel		$ 2,556.00	$ 7,791.00		
Retirement, primary care, insurance	Fringe Benefits		$ 117.00	$ 2,649.00		
Travel to conference presentation	Travel		$ 1,500.00			$ 1,500.00
Kitchen smallware	Supplies		$ 5,000.00			$ 5,300.00
Office supplies, survey, printing, etc.	Supplies			$ 300.00		
						$ -
Summer employment, rental, inspection, bus rental	Contractual		$ 3,200.00			$ 3,200.00
Administrative overhead	Indirect Costs		$ 1,231.50	$ 4,887.00		$ 6,118.50
						$ -
TOTAL			**$ 13,604.50**	**$ 15,627.00**	**$ -**	**$ 16,118.50**
			Column Total should equal grant amount.			

2011 Illinois Specialty Crop Grant Final Report

Project Title – Farmers Market/Local Products Promotion.

Project Summary - The Jo Daviess County Farm Bureau has been instrumental in assisting the specialty growers in the county get started and continue to grow. The funding that was received from this grant helped address the original issue of not enough knowledge about these specialty crops in the county. With the use of these grant dollars the county has grown from one farmers market to the current six markets. These markets not only are a great service to our communities, but give local growers a great opportunity to highlight their locally grown products with a consistent market in most of the communities.

Our involvement was not only the farmers markets, but with individual growers as well. With this grant funding I did more work to promote those specialty products that growers are producing in our county whether it be the garlic that Galena Garlic promotes, Christmas trees produced by Bill's Christmas trees, or sweet corn grown by Sara Sullivan or maples syrup from A Bushel and a Peck. These and many other specialty growers benefited from these promotions.

Many of the markets have purchased signage to give their market better visibility, but lack the funding to purchase other advertising such as the print and radio advertising. We assisted the markets in these types of promotions as well as billboards along the Highway 20 corridor promoting locally grown products.

Project Approach – The activities that we performed were producing the Home Grown Directory that highlights the local farmers markets as well as many of our local producers. We also ran ads in the Galena Gazette from May through September as well as ads on WJOD radio from June through August to raise awareness of specialty products as well as nutritional information about those products. These funds were used solely to promote specialty crops in the area and encourage local people to purchase those products.

We also put up multiple billboards along the Highway 20 corridor highlighting specialty products that were in season. These billboards were very well received and reached not only our local residents, but all of the tourists travelling to our county.

Goals and Outcomes Achieved -

The Home Grown Directories were printed up so they were available at the beginning of the growing season. This publication highlights those producing products locally. The production of this directory consisted of putting press releases in local newspapers and direct contact with local producers in order to promote their specialty crops.

The advertising in the Galena Gazette consisted of eight ads that ran from May through September. These ads helped increase awareness of specialty products along with nutritional information about those products. This newspaper is available by subscription and at newsstands.

The Billboard advertising started in April as the local growers start having some of their specialty crops to sell. These billboards were a constant reminder for motorists, both locally and visiting from Chicago that they need to stop at a local farm and pick up produce.

We ran three months of advertising on the local radio station that will highlight in season produce available at the Farmers Markets. All of this advertising highlighted the eligible specialty crops. This is an idea that none of the producers could afford on their own, but reached more consumers as they were driving on their way to work. This advertising had a huge impact on the markets.

These four items definitely had a huge economic benefit to the specialty crop industry.

These projects increased the general sales at of local specialty growers by 15% over the previous year. This was a fairly easy thing to track by asking a variety of producers how their sales have changed in the past year. I would like to clarify that I did not ask the producers for the specific amount of sales, but just a percentage stating how their sales have changed. I felt that by asking for a percent change people would be more willing to share information with me rather than asking for how much money they brought in. By encouraging people to purchase more home grown specialty products they were able to get more nutritional value in their diets. This percentage increase happened in a combination of two different ways. The first was to reach consumers that have never purchased locally grown products. The second being a past customer who had purchased products in the past, but now that they know more about the markets, the specialty products and the nutritional values they are purchasing more. Either way the Specialty Growers won!

Beneficiaries – The beneficiaries of this project were all of the local specialty growers and the farmers markets in the county. There were approximately 45 specialtry growers that benefited from this marketing campaign.

Lessons Learned – I think that the project went really well. We really had the advantage of using all of the travelers who make our way to the county on weekends. It was a great benefit to our local growers to have that avenue to see more business in our county.

Contact Person - Annette McLane
815.858.2235
jdcfbmgr@blkhawk.net

Expenses
Farmers Market Directory Books - $1967
Galena Gazette Advertising - $1152
Billboard Advertising - $3564
WJOD radio - $900

SC-11-18

FINAL REPORT

Project Title
Pumpkins Ag Mag

Project Summary

The IAA Foundation received $10,000 to develop and print a new *Pumpkins Ag Mag* to not only increase awareness of the specialty crop that is grown more widely in Illinois than in any other state, but to also introduce more students and consumers to the ideas of locally grown foods, and the farmers that grow them. Ultimately helping consumers of all ages gain an understanding and appreciation for agriculture as a vital part of every day life.

The *Pumpkins Ag Mag* continues to be one of the most popular lessons, particularly in the fall months when teachers are decorating their classrooms and planning field trips to the pumpkin patch. IAITC captured this ideal opportunity to educate students and teachers that pumpkins are a specialty crop, are grown more in Illinois than any other state, that foods grown on a farm are a part of agriculture, and agriculture is a part of daily life! The *Pumpkins Ag Mag* and subsequent classroom lessons and activities l feature Illinois specialty growers and highlight the many ways Illinois pumpkins are being used, and not just for Halloween!

Successfully reaching Illinois consumers with a message of the importance of agriculture and awareness of the specialty crop industry means the message must take many different forms. Illinois Agriculture in the Classroom has a rich history of being the agriculture education resource for teachers to utilize in classrooms, beginning as young as kindergarten, then cultivating their knowledge and interest in agriculture and specialty crops throughout their education.

IAITC has a long history of producing high quality *Ag Mags* for students. *Ag Mags*, four page colorful agricultural magazines geared for the 4th grade level, are pillars of the IAITC program. They contain information about how a crop is grown and how farmers are helping deliver healthy and nutritional food to your table all while incorporating lessons based on science, English, math and geography. *Ag Mags* engage students with bright pictures and interactive classroom activities. IAITC shares the *Ag Mags* with teachers around the state at various teacher training sessions, presentations and Summer

Ag Institutes. The IAITC website (www.agintheclassroom.org) includes activities to compliment the *Ag Mags* for the teachers to use.

Project Approach

Each *Ag Mag* is developed by IAITC Education Specialists and reviewed by various agriculture, specialty and topical experts from Illinois. The *Ag Mags* are linked to Illinois Learning Standards and the Illinois Assessment Framework, making them a sound education resource for any classroom activity. Grant dollars allowed the *Pumpkins Ag Mag* to be available to teachers at NO COST. Copies of the *Ag Mags* are shrink-wrapped in classroom sets of 30 for convenient distribution.

With receipt of funds to cover printing costs of the Pumpkins Ag Mag, IAITC staff completed development of the edition and consequently completed a print run of 140,000 copies bundled in classroom packs of 30. Notification was sent out to Agricultural Literacy Coordinators throughout the state that the new Pumpkins Ag Mag is now available for distribution in classrooms throughout the state of Illinois.

An electronic version is also available for download on the IAITC website: www.agintheclassroom.org

Summer Institutes and Pre Service Workshops continue to successfully reach first year educators and those "new" to Ag in the Classroom. This will ultimately grow the number of educators (currently over 30,000) utilizing IAITC materials and lessons in the classroom to help create agricultural literacy among nearly 500,0000 students (currently engaged).

492 Teachers participated in Summer Ag Institutes with a marked increase of acceptance and awareness shown through pre and post testing. On average, 22% strongly agreed with messages in the pre test, and 94% agrees in post testing.

With the beginning of a new school year, Ag Literacy Coordinators made outreach with educators to inform them of materials available, including the Pumpkins Ag Mag and related activities. Fall months saw heavy usage of Pumpkins materials as teachers search out this information to include in seasonal lesson plans. In total, 415,423 students were directly impacted by presentations made by county IAITC Coordinators. 127,079 students at 2,159 education centers were impacted by specific pumpkin programs let by IAITC Coordinators.

Learning objectives met include:
1) Students learned how to make the connection between food, nutrition and health.
2) Farmer stories are used as a vehicle to teach reading, writing, and science concepts.
3) Students are encouraged to think about where their food comes from, distinguish between fact and fiction, observe flavor, color, texture, nutritional quality and safety, and write about personal experiences.
4) Students learned about the specialty crop industry, what specialty crops are grown in our own state, and how to find out if foods are locally grown.
5) With take home messages, students and their parents are challenged to make better nutritional and lifestyle decisions in an effort to make a stronger connection between the producer and the consumer.

5) Families learned how many pumpkins are grown in Illinois and how they are used in a number of products.

Representatives from the Illinois Department of Agriculture, Soil and Water Conservation Districts, University of Illinois Extension & various commodity groups all serve as resource and counsel through the The Illinois Agriculture in the Classroom Program Council. In addition, the Specialty Growers Association of Illinois was instrumental in material review and in connecting IAITC staff with farmers and other industry specialists to feature in the "career corner" of the Pumpkins Ag Mag.

Goals and Outcomes Achieved

All objectives were met, including the publishing & delivering of the Pumpkins Ag Mag to all 62 County Coordinators who reach students and teachers in every county in the state of Illinois, 62 percent of attendance centers and a total of 500,000 students and 31,000 teachers.

Teachers and students are utilizing resources as quick as they can be printed and stocked. This past school year saw a 3% increase from teachers involved in the prior year. 2,832 volunteers participated as classroom presenters, fieldtrip hosts, as well as advisory board members. This number includes 84 new volunteers to the program. IAITC program numbers will continue to grow as more educational resources are made available for teachers to integrate into the classroom.

Pre and post testing was administered to 3rd and 4th grade teachers that participated in IAITC training sessions. The following results show significant increase in knowledge and awareness of pumpkins and specialty crops:
Pumpkins are produced in Illinois: Pre session 23% agreed, Post session 99% agreed:
76% increase in knowledge
Pumpkins provide good nutritional value: Pre Session 3% agreed, Post session 97% agreed:
94% increase in knowledge
Pumpkins provide Vitamin A: Pre Session 3% agreed, Post session 97% agreed:
94% increase in knowledge
Pumpkins can be purchased at Farmers Markets: Pre Session 42% agreed, Post session 99% agreed: **57% increase in knowledge**
Pumpkins can be purchased at U Pick Patches: Pre Session 79% agreed, Post session 99% agreed: **20% increase in knowledge**
Pumpkins are specialty crops for Illinois: Pre Session 71% agreed, Post session 99% agreed:
28% increase in knowledge
Pumpkins can be used to teach language arts: Pre session 28% agreed, Post session 99% agreed:
71% increase in knowledge
Pumpkins can be used to teach math: Pre session 32% agreed, Post session 91% agreed:
59% increase in knowledge
Pumpkins can be used to teach science: Pre session 68% agreed, Post session 99% agreed:
31% increase in knowledge
Pumpkins can be used to teach social studies: Pre session 60% agreed, Post session 91% agreed:
31% increase in knowledge

Beneficiaries:

Raising awareness of specialty crops, while educating consumers on the impact and importance of agriculture, provides many benefits to the Illinois specialty crops industry. IAITC serves as an effective tool to increase child and adult knowledge and consumption of specialty crops. IAITC lessons help students, teachers and parents alike understand that as consumers of specialty crops like pumpkins, they are a part of agriculture and can better connect and identify with the farmer who is growing the crop.

IAITC Resources are utilized in 61% of school centers in the state of Illinois, and last year IAITC efforts reached nearly 500,000 students and trained over 7,000 new teachers who joined the nearly 30,000 already utilizing IAITC curricular resources. As one of the most popular resources in the IAITC catalog, it is inevitable that all 500,000 students and 30,000 + teachers will incorporate pumpkin materials into their school year.

Measurable outcomes show that targets are realistic and attainable. When educators new to IAITC are engaged through training, results show their baseline subject knowledge is often quite low. Post testing shows that they have learned and retained knowledge and see use and value in the classroom. This is reflected through the 127079 students at 2159 education centers that were directly impacted through specific pumpkins lessons. Introducing teachers to Ag Mags and materials makes them advocated for the industry.

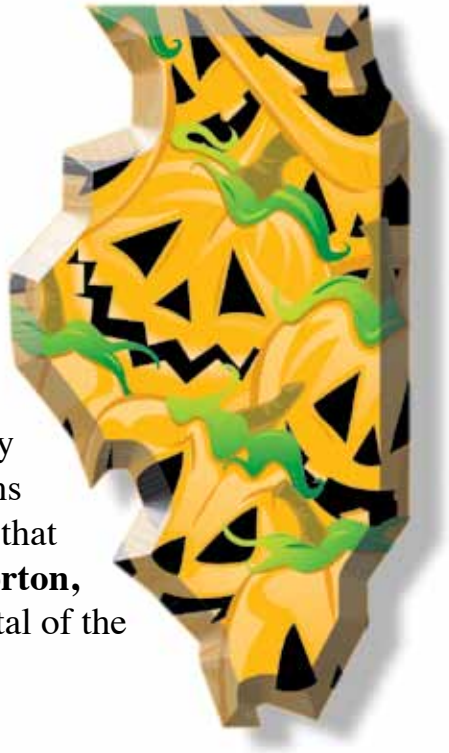
Lessons Learned:

Teachers and students are utilizing resources as quick as they can be printed and stocked. This past school year saw a 3% increase from teachers involved in the prior year. 2,832 volunteers participated as classroom presenters, fieldtrip hosts, as well as advisory board members. This number includes 84 new volunteers to the program. IAITC program numbers will continue to grow as more educational resources are made available for teachers to integrate into the classroom.

Students participating in this program gained a basic understanding about the connection of specialty crop foods and nutrition and health.

Contact Information:
Susan Moore, IAA Foundation Director, 309.557.2225 smoore@ilfb.org
Kevin Daugherty, IAITC Education Director, 309.557.3334 kdaugherty@ilfb.org

#1 in Pumpkins



Illinois farmers grow more pumpkins than anywhere else in the world! In fact, they grow 90-95% of the pumpkins used for processing. Most of that processing takes place in **Morton, Illinois** – The Pumpkin Capital of the World.

Q: How do you mend a broken Jack-o-lantern?

A: With a pumpkin patch!

Pumpkins on Parade

Throughout Illinois, people celebrate pumpkins. In the months of September and October there are a variety of exciting pumpkin activities all over the state. Have you ever picked your own pumpkin out of the field? Many pumpkin farms in Illinois have acres of land for you to explore and pick your own perfect pumpkin right out of the patch. You can also discover the many varieties of pumpkins grown around the state.

Take the day and travel to one of Illinois' 502 pumpkin farms, or even join in a festival. No matter where you end up, between the petting zoo, corn maze, shops and food, you are sure to enjoy all of the activities Illinois pumpkin farms have to offer. To find a pumpkin farm near you, go to www.urbanext.uiuc.edu/pumpkins/pumpkinfarms.cfm.

Pumpkin Blossom: Pumpkins grow on a vine. Through pollination, they start by growing inside a flower. Insects help pollinate pumpkin blossoms.

Mid Season Pumpkin: After pollination, a tiny green pumpkin starts to grow at the base of the flower. Over time, this bud grows in size and changes in color from green to yellow, and finally to orange.

Mature Pumpkin: Pumpkins are harvested when they are a deep, solid orange color and the rind is hard.

Did you know…

Pumpkins are good for your body. The filling is rich in vitamin A and potassium. The seeds are full of protein and iron.

Pumpkins and American History

Long before the discovery of corn, Native Americans used pumpkins to help them through long winters. Over the centuries, they found many ways to enjoy the sweet inner meat of the nutritious pumpkin. They baked, boiled, roasted, fried, parched, or dried it. They added pumpkin blossoms to soups, turned dried pumpkin pieces into rich flour, and munched on the seeds as a tasty snack.

Native Americans developed a way to grow pumpkins. The method is called "Three Sisters." They planted three crops: corn, beans and pumpkins together in one place. The "Three Sisters" or plants worked together. The corn stock grew sturdy and supported the bean plant that grew and twisted around the stock. The bean plant added nitrogen to the soil that helped the corn plant grow. The pumpkins provided a ground cover of shade that helped the soil stay moist. The "Three Sisters" method is just one example of the contributions Native Americans made to agriculture. Can you think of any other contributions?

Pumpkins and Halloween

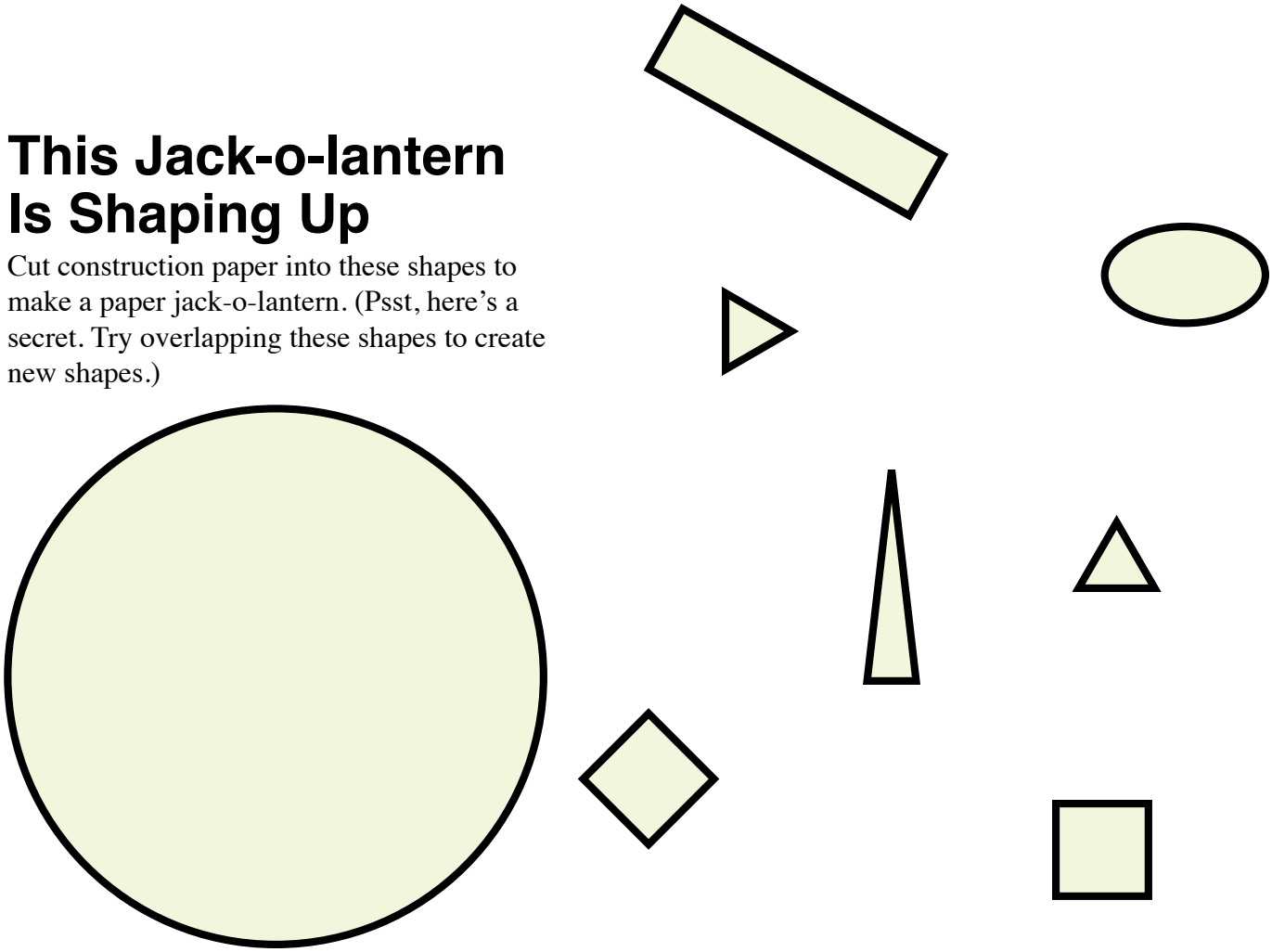
Are Turnips Scary?

Have you ever carved a face into a pumpkin? Do you know how this tradition got started?
Jack-o-lanterns started centuries ago in Ireland. People carved frightening faces into turnips, put a candle in them, and placed them in their windows to scare away an evil ghost. The ghost was called *Jack of the Lantern*.

Can you guess what they found when they got here to America? That's right, pumpkins! Pumpkins are larger and easier to hollow out than turnips. An American tradition was born.

This Jack-o-lantern Is Shaping Up

Cut construction paper into these shapes to make a paper jack-o-lantern. (Psst, here's a secret. Try overlapping these shapes to create new shapes.)

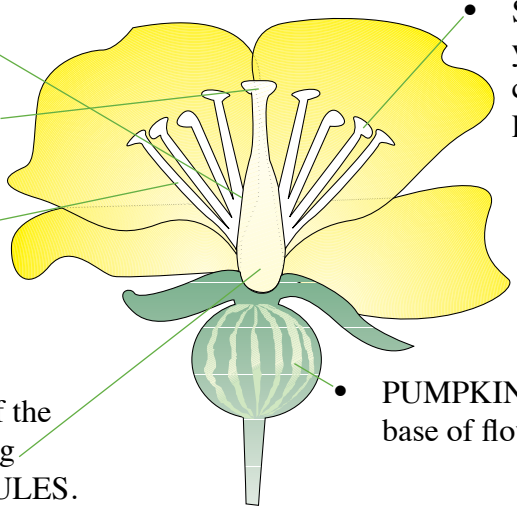


Pumpkins and Farming

Where Do Pumpkins Come From?

Did you know that pumpkins start to grow inside of flowers? Pumpkin plants have two type of flowers. One is a male flower and the other is a female flower (see illustration). If you cut a pumpkin flower in half, you would see many different parts.

- In the center of the flower is the PISTIL.
- The sticky part at the top of the pistil is the STIGMA.
- The parts of the flower around the pistil are the STAMENS.



- Stamens make yellow powder called POLLEN.
- PUMPKIN starts at base of flower.
- At the bottom of the pistil are tiny egg cells called OVULES.

How Bees Help Pumpkins Grow

Before a pumpkin can begin to grow inside the female flower, a grain of pollen from the male flower must land on the stigma at the top of the pistil. This is called POLLINATION. Pollination can happen in different ways. Wind can blow pollen from flower to flower. Insects like bees and beetles help pollinate pumpkins too. As they search for food, pollen rubs onto their legs and bodies. Without even knowing it, they pick up pollen from one flower and leave it on another flower.

If pollen from the male flower lands on the pistil of the female flower, a long tube grows through the pistil into an ovule. This is the beginning of a seed. As the seed grows bigger, a pod grows around it to protect it. This pod is the pumpkin shell.

The pumpkin will continue to grow until it is harvest time.

Pumpkins and Science

Different varieties of pumpkins have different looks, sizes, tastes, and even numbers of seeds. These differences are called GENETIC TRAITS. Did you know that some scientists look for and keep track of these traits as a job? Do you think that would be a good job for you? Wait, before you answer, you should pretend to be a scientist.

Examine a pumpkin and record your results.

Pick up the pumpkin. How much do you think it weighs? _____

Weigh the pumpkin. How much does it really weigh? _____

Who in the class has the closest guess? _____

Who in the class has the farthest away guess? _____

How big do you think the pumpkin is around the middle? _____

Take a tape measure and measure the pumpkin's middle. The length of this circle around the pumpkin is called the CIRCUMFERENCE. What is the measurement of the circumference? _____

How many seeds do you think are inside the pumpkin? _____

Open the pumpkin up, pull out the seeds and count them. How many seeds where really in there? _____

How many students in your class guessed more than the actual number of seeds? _____

How many students guessed less than the actual number? _____

Pumpkin… It Does a Body Good

The bright orange color of pumpkins is your first clue that it is full of one important antioxidant, beta-carotene. Beta-carotene can be found in orange fruits and vegetables such as pumpkins, carrots and yams. It can also be found in leafy green vegetables like spinach. It is converted to vitamin A in the body, which helps with bone and cell development and also helps promote healthy eyesight. Current research shows that foods containing beta-carotene may help reduce the risk of developing certain types of cancer and can also help protect against heart disease and some aspects of aging.

Not only is pumpkin loaded with vitamin A and antioxidant carotenoids, it's a good source of vitamins C, K, and E, and lots of minerals, including magnesium, potassium, and iron.

You don't have to go far to get pumpkin in your daily diet. Visit your local farmer's market, or the over 500 pumpkin patches here in Illinois! Those healthy vitamins and minerals can even be found in your pumpkin pie at Thanksgiving, pumpkin muffins and pumpkin bread. Remember, when looking for healthy fruits and vegetables, buy local and buy fresh!

ILLINOIS

where fresh is

Many Ways to Make Pumpkin Pie

Early American settlers used to make pumpkin pie inside of the pumpkin shell. First, they sliced off the pumpkin's top. Then they removed seeds and filled the insides with milk, spices, and honey. It was baked in hot ashes of a fireplace. It didn't look like the kind of pie that you get at Thanksgiving, but it was still yummy. You can make your own special pumpkin pie too. Just follow this recipe.

What You Need to Have

- gallon Ziploc freezer bag
- 2 2/3 cups cold milk
- 2 packages (4 serving size) instant vanilla pudding mix
- 1 can (15 ounces) solid-pack pumpkin
- 1 teaspoon ground cinnamon
- 1/2 teaspoon ground ginger
- Graham cracker crumbs
- 25 small cups
- scissors
- 1 can whipped topping
- 25 spoons

What You Need to Do

1. Combine the milk and instant pudding in the Ziploc bag.
2. Remove the air and Ziploc it shut.
3. Squeeze and kneed with hands until blended for 1 minute.
4. Add the pumpkin, cinnamon, and ginger.
5. Remove the air and Ziploc it shut.
6. Squeeze and kneed with hands until blended for 2 minutes.
7. Place 1/2 tablespoon of graham cracker crumbs in the bottom of small cups.
8. Cut corner of freezer bag and squeeze pie filling into cups.
9. Garnish with whipped topping.
10. Add a spoon. Eat up!

Farmers Make New Kinds of Pumpkins

Sometimes pollen comes from a flower on a different pumpkin plant. This is called CROSS-POLLINATION. Cross-pollination can be harmful to some plants, but it is good for pumpkins. It can make them healthier and tastier.

Sometimes farmers cross-pollinate pumpkins on purpose to create a brand new kind of pumpkin. If a farmer takes pollen from a small yellow pumpkin and puts it on the flower of a large orange pumpkin, it might make a pumpkin that has seeds for a small orange pumpkin.

Different types of pumpkins are called VARIETIES. You probably see many varieties around Halloween. Some are small, colorful, and good for decorations. Some taste sweet and are good for pies. One variety is even white! It makes a neat ghost-looking jack-o-lantern.

Career Corner

John and Eve Ackerman

Ackerman Farms
Morton, IL

How did you get involved in agriculture, John?
I have been farming all of my life. When I was in 4th grade, I raised my first calf. I got to feed and water it, and I showed it at the 4-H Fair. My father and I farmed side by side for many years. He died a few years ago, and even though I'm older with my own children, I miss him very much. Now my wife and kids have joined me on our farm and everyone works together. I feel like I have the best job and am the luckiest man in the world!

Tell us about your farm and business.
Our farm is located in Central Illinois near the town of Morton. At the farm, we raise corn, soybeans, wheat and lots of pumpkins – over 150 different kinds! We live in our farmhouse that my great grandfather designed, my grandfather helped build, and where my dad was born. Our farm is open to people in the fall. They come to shop, see the animals, pick apples, go through our corn maze, and, of course, pick pumpkins!

Why did you become interested in agritourism?
We became interested in agritourism because we wanted to find a way to make a living on a small farm. We used to have cattle, but it was hard to make much money with them. We were already growing pie pumpkins (the kind that go in a can for pumpkin pie), and one year some of those pumpkins didn't get picked. We put them out in our front yard for decorations, and people stopped by wanting to buy them! The next year we grew one acre of pumpkins. Since then, we have added mums (flowers), straw bales, corn stalks, apples, and a corn maze. Now we have thirty acres of pumpkins to pick!

What is your favorite part of your job?
My favorite part of my job is meeting all the nice people who come to our farm. Seeing the smiling faces and happy families is great. Being outside and watching plants grow helps me to see how lucky I am!

Describe the stages of pumpkin growth. How do you care for pumpkins throughout each stage?
Pumpkins start out as a seed that we plant usually in early June. The soils needs to be tilled and some fertilizer mixed in to help the plant grow. Soon small plants begin to grow, and we work hard to keep weeds from growing. The plants will grow and send vines every direction, up to 30 feet long! The vines will have flowers on them – some of which will become pumpkins. It is important for us to make sure insects don't damage the plants. When fall comes, it is time for harvest. This is the best time of the year! We cut the stems from the vines, and bring the pumpkins up to the display area.

Mohammad Babadoost

Department of Crop Sciences
University of Illinois
Urbana-Champaign

Tell us about your job.
I work in plant pathology, where my primary role is to identify extension needs for vegetable and fruit crops disease management, and to develop research programs that provide effective disease management. My research programs help extension specialists, commercial growers, and the home gardener. I also teach a course on "Plant Disease Diagnosis."

How did you develop this interest in fruits and vegetables?
I grew up in a farming community with diverse vegetable and fruit production. After receiving my Ph.D. degree, I continued to conduct research on and teach vegetable and fruit pathology.

What is your favorite part of your job?
The favorite part of my job is problem-solving. I get to use my experience to find a reasonable solution for disease problems of vegetable and fruit crops.

Noreen Dollinger

Dollinger Family Farm
Channahon, IL

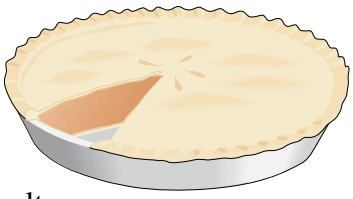
Tell us about your farm.
Not only do we farm pumpkins, we also farm corn, soybeans, hay, cattle and wheat. Our farm has been in the family since 1852. It is busy on the farm, with everyone doing his own special job to make it work. We get to work outside and see things grow. A pumpkin is fun to watch, because sometimes it grows very fast. We also started our pumpkin farm to give our kids an idea of how the business world works. We wanted our children to be involved in the entire process of developing and selling a product.

Where do you get your pumpkin seeds for planting?
We order seeds from several commercial seed companies. Pumpkins come in all kinds of shapes and sizes and there is a different seed for each kind. Some pumpkins are extra large. Some pumpkins have a higher sugar content for making pies. Some pumpkins are tall and skinny. Some are more resistant to disease than others. It is good to read and learn every day about the new kinds of seeds that are available. We like to grow a lot of different kinds to give people many choices for their perfect pumpkin.

What special skills do you need to farm pumpkins?
A pumpkin farmer needs to know about science and math. A pumpkin farmer needs to know a lot about the soil. He needs to be able to identify bugs and plant diseases, and to watch the weather and understand how it will affect his crop. A pumpkin farmer needs to know about math. How big is your field? How much seed will you need? How much fertilizer should you use? How long will it take to do the job? We use our math skills every day.

How do you harvest your pumpkins?
We still harvest our pumpkins by hand. It takes a lot of work to carefully cut each stem from the vine. We only pick the most perfect pumpkins to bring in from the field. We load them up on wagons and then carefully unload them so they are ready for families to select.

Did you know...



The largest pumpkin pie ever made weighed in at 3,699 pounds! It was 20 feet in diameter. The pie was made with 1,212 pounds of pumpkin, 233 dozen eggs, 109 gallons of evaporated milk, 525 pounds of sugar, 7 pounds of salt, and 14.5 pounds of cinnamon and 3 pounds of pumpkin pie spice. The pie baked for over five hours in a special made oven and made over 5,000 pieces.

Q: What did one jack-o-lantern say to the other?

A: Cut it out!

Information in this Ag Mag may be linked to the following Illinois Learning Standards: 1.B.2d; 6.A.2; 7.A.2a; 7.B.2a; 10.A.2a; 10.B.2a; 11.A.2b; 12.A.2a; 12.B.2a; 13.B.2c; 15.B.2a; 16.E.2a(W); 17.B.2a; 17.C.2b

Information in this Ag Mag may be linked to the following Illinois Assessment Frameworks: 1.4.11; 1.4.12; 1.4.18; 6.4.09; 6.4.16; 7.4.02; 7.4.04; 10.4.01; 10.4.02; 11.4.02; 11.4.03; 12.4.04; 12.4.05; 12.4.06; 13.4.10; 13.4.11; 13.4.14; 13.4.15

This issue of Ag Mag has been provided by:

Illinois Department of Agriculture

Illinois Agriculture in the Classroom℠

The IAA Foundation

To learn more about agriculture visit us at www.agintheclassroom.org, or Illinois Agriculture in the Classroom, 1701 Towanda Avenue, Bloomington, IL 61701.

Final Report for SC – 11 – 20

Project Title

Variety Trials and Integrated Pest Management for Vegetables in High Tunnels

Project Summary

This project was established to develop and deliver information to allow Illinois growers to be more successful in using high tunnels for profitable production of vegetables and to deliver a greater supply of locally grown fresh vegetables to Illinois consumers.
As this project began, many vegetable and fruit growers were beginning to construct and use high tunnels to expand the range of crops they could grow and to extend their production seasons. Among vegetable crops, tomatoes, peppers, and winter salad greens are especially well suited to production in high tunnels to meet market demands when local outdoor production is not possible. USDA NRCS cost-share programs were then (and still are) supporting construction of high tunnels for specialty crop production in Illinois. Producing crops under high tunnels was then and still is a relatively new endeavor for most Illinois growers, and well over 100 growers attended University of Illinois Extension programs focusing on high-tunnel systems in Illinois in early 2010. We established this project to better address growers' questions and concerns about high-tunnel production systems.

Growers face unique concerns when growing crops in high tunnels. Environmental conditions and pest problems in high tunnels are unlike conditions and problems outdoors or in year-around heated greenhouses. Tunnels protect crops from rainfall and the diseases that are most prevalent in wet weather, but the absence of rainfall over extended production seasons favors buildup of mites, aphids, and whiteflies. In contrast to greenhouse systems, crops in high tunnels are grown directly in soil instead of sterilized potting mixes, and where the same crop is grown under a tunnel over successive years, soil-borne arthropods and diseases may become more prevalent. As a result, variety selection, production decisions, and pest management programs need to be evaluated and modified for optimum yield, quality, and profits in high-tunnel systems. We established variety trials and insect and disease monitoring and management programs and reported results to growers so that they can produce crops in high tunnels as efficiently and profitably as possible. We used both the Dixon Springs Agricultural Center in southernmost Illinois and the St. Charles Horticulture Research Center in northern Illinois to represent the range of climatic conditions, degree-days, and pest pressures that occur within the state.

This was a new project that did not build on any work funded by previous support from the Illinois Department of Agriculture's Specialty Crop Grant Program.

Project Approach

During the funding period of the grant (2011), we (1) administered a questionnaire on high-tunnel production practices to 59 growers at the Illinois Specialty Crops, Agritourism, and Organic Conference; (2) completed evaluations of tomato varieties in an existing high tunnel at the University of Illinois Dixon springs Agricultural Center in southern IL (results available at http://ipm.illinois.edu/ifvn/volume17/frveg1718.html); (3) made observations on the effectiveness of registered insecticides and miticides for the control of insects and mites on tomatoes and peppers at the Dixon Springs site and incorporated those into recommendations presented in programs and newsletters (for example, see: http://jhawkins54.typepad.com/files/weinzierl---insect-management-beneficial-insects-and-biological-control-in-high-tunnels.pdf); (4) erected a new high tunnel at the University of Illinois St. Charles Horticulture Research Center in northeastern IL and completed demonstration plantings of winter vegetables there (resignation of Bill Shoemaker, the Research Specialist at St. Charles, in 2012 prevented the planned completion of tomato and pepper variety trials and trials reports there); (5) conducted six high-tunnel workshops at Dixon Springs, Urbana, and St. Charles (total attendance >150); and (6) communicated our findings to growers at a series of 4 winter Extension meetings (total attendance >200) and by way of the Illinois Fruit and Vegetable News newsletter.

When we proposed this project, we stressed that the erection of a high tunnel at St. Charles and the research to be done during the 1-year funding period of the grant would enable us to continue to carry out research, demonstrations, and educational programs well into the future. In 2012, the high tunnels at these two locations were used for multiple open house and field day events, and as teaching sites for a new USDA-funded Beginning Farmer and Rancher Development Program project titled “Preparing a New Generation of Illinois Fruit and Vegetable Farmers” (~100 participants for 2012-13).

Richard Weinzierl, Professor and Extension Entomologist, coordinated the project and completed observations of the effectiveness of pest management practices. He administered the questionnaire to generate benchmark data and coordinated updates to growers via the Illinois Fruit and Vegetable news.

Jeffery Kindhart, Senior Research Specialist in Horticulture, conducted the tomato variety trials at Dixon Springs, led the delivery of four workshops/field days at the Dixon Springs site, prepared the report on tomato variety performance, and presented findings and recommendations at two winter Extension programs. Grant funds supported hourly labor to assist in completing the variety trials.

William Shoemaker, Senior Research Specialist in Horticulture, managed the erection of the new high tunnel at St. Charles in 2011 and the establishment of demonstration plantings of winter salad greens, led the delivery of one workshop at the St. Charles site, and presented findings and recommendations at two winter Extension programs. Grant funds were used to purchase the high tunnel at St. Charles and supported hourly and contract labor to assist in this work. Because Mr. Shoemaker resigned in 2012 and there has been an extended delay in hiring his replacement, additional work planned for 2012 and early 2013 has not been completed.

Modifications to the Project Approach: Because of weather-related delays in high tunnel construction in 2011 and the retirement of William Shoemaker in mid-2012, project staff (including a new Research Specialist at St. Charles) will design and carry out trials for 2013-2014 to complete the unmet goals of the original project.

Goals and Outcomes Achieved

We completed the following tasks as proposed: (1) a benchmark survey of grower knowledge, practices, and sales; (2) erection of a new FarmTek high tunnel at the University of Illinois St. Charles Horticulture Research Center; (3) evaluations of tomato varieties at the University of Illinois Dixon Springs Agricultural Center; (4) observations on insect and mite management; (5) demonstration plantings of salad greens at St. Charles; (6) educational updates by means of multiple field days and workshops, Extension winter meetings, and reports in the Illinois Fruit and Vegetable News. Key observations of the benchmark survey and interactions with growers in 2011 included: (1) Most high-tunnel growers were using the cultivars of tomatoes and peppers that they previously grew outdoors … results of our trials (still preliminary) indicate these cultivars are not best suited for high-tunnel production; (2) Most growers had not adapted their insect and disease management practices to address the different needs of high-tunnel systems. We have been addressing these topics in educational programs to encourage changes in practices.

Erection of the high tunnel at St. Charles was delayed by frequent heavy rains in the spring of 2011, so tomato and pepper variety trials were not completed there as planned. Trials that address variety performance at St. Charles were to be completed in the 2012 and 2013 seasons but have been delayed because of the personnel issues discussed above. We extended the period of evaluation of spring tomatoes through late summer at Dixon Springs (instead of terminating the trial and replanting for a fall crop) because outdoor tomato production in the region was decimated by bacterial spot, and growers were questioning the feasibility of continued summer production of high tunnel tomatoes as an alternative for the future. Our extended evaluation confirmed that summer production remained highly profitable.

These summaries of findings and educational programs resulted largely from funding provided by this grant:

Tomato Variety Evaluations from the Dixon Springs High Tunnels
http://ipm.illinois.edu/ifvn/volume17/frveg1718.html#veg

Overview of High Tunnel Structures and Production Systems
http://jhawkins54.typepad.com/files/kindhart---overview-of-high-tunnel-structures-and-production-systems-1.pdf

Insect Management, Beneficial Insects, and Biological Control in High Tunnels
http://jhawkins54.typepad.com/files/weinzierl---insect-management-beneficial-insects-and-biological-control-in-high-tunnels.pdf)

Field days, workshops, and related programming has included:

Program	Date	Number of Growers and Educators in Attendance
Full-day High Tunnel Workshop, IL Specialty Crops, Agritourism, and Organics Conference	January 5, 2011	80
Dixon Springs High-Tunnel Field Day – Efficient Techniques for High Tunnel Production of Vegetables and Fruits.	June 14, 2011.	25
Dixon Springs Field Day – Tomato and Pepper Variety Trial; Pest Management	August 4, 2011	80
Sustainable Living Expo (Dixon Springs) – High Tunnel Basics for Season Extension	October 22, 2011	100
High Tunnel Workshop for Extension Educators (Dixon Springs)	November 22, 2011	12
High Tunnel Basics for Season Extension (St. Charles)	December 9, 2011	18
Morning vegetable session on high tunnels, IL Specialty Crops, Agritourism, and Organics Conference	January 13, 2012	60
Dixon Springs Field Day – High Tunnel Demonstrations	August 2, 2012	65
High Tunnel Workshop (Dixon Springs)	September 21, 2012	15
Full-day High Tunnel Workshop, IL Specialty Crops, Agritourism, and Organics Conference	January 9, 2011	65
High Tunnel demonstrations for Extension Educator In-service Training	May 1, 2013	21
High Tunnel demonstrations as part of the BFRDP "Preparing a New Generation of Illinois Fruit and Vegetable Farmers – Dixon Springs, Urbana, and St. Charles	Monthly at each location, December, 2012 – November, 2015	~100 monthly for 3 locations combined

Because of personnel-related delays in completing and reporting on variety trials at St. Charles we have not surveyed grower use of varieties or practices or the profitability of any decisions they might have made on the basis of such trials. We will continue to carry out and report on these objectives and evaluate grower use of our research results in 2013 and 2014 with a new staff member in place at St. Charles.

Our overall goals for research and outreach related to high-tunnel production of vegetables extend well beyond the scope and time frame of this project. Our progress toward longer-term goals and our plans to reach those goals include: (1) We now have high tunnels in place at our University of Illinois research stations and will use them for research and outreach programming well into the future. (2) We have generated performance data for tomato varieties and will use this experience to begin an expanded and coordinated program of variety evaluations and other research (including pest management) on additional crops in high tunnels.

Beneficiaries

- Vegetable growers throughout Illinois. These include (1) growers who attended the Illinois Specialty Crops, Agritourism, and Organics Conference in 2012 and 2013 (over 600 per year) where research summaries and recommendations have been presented; (2) readers of the Illinois Fruit and Vegetable News newsletter (distributed to 600 subscribers); and (3) well over 200 who have participated in field days that focused on the high tunnel production at these sites.
- Participants in the Beginning Farmer Program entitled "Preparing a New Generation of Illinois Fruit and Vegetable Growers." This program will serve 100 new growers per year for 3 years (fall 2012 – fall 2015); all sessions include updates and observations in the high tunnels at Dixon Springs, St. Charles and Urbana.
- Extension educators (and other educators from community colleges, high schools, and nonprofit agencies). Professional development programs that address high-tunnel systems are conducted at least twice per year for these educators.
- Consumers. We have not yet quantified the production increases resulting from growers expanding their use of high tunnels, but these increases are real, and they are resulting in greater availability of fresh produce for Illinois residents.

Lessons Learned

The project partners (Weinzierl, Kindhart, and Shoemaker [and his successor]) will have first-hand knowledge of construction, production, variety performance, pest management, and other issues involved in high tunnel production of vegetables. As a result, we are much better able to assist growers in using high tunnels efficiently and successfully.

We also learned that weather and personnel changes can delay the achievement of project objectives. After the official termination of the project, we are still to complete some evaluations at St. Charles. With new personnel scheduled to be in place in the summer of 2013, we will complete the variety evaluations scheduled for this location over the next year. This work will be done without additional funding. Despite this delay, we have successfully used the high tunnel at St. Charles for Extension teaching purposes … accomplishing as much as possible until we can complete on of the project's objectives.

Contact Person

Richard Weinzierl
Professor and Extension Entomologist
IL SARE PDP Coordinator
Department of Crop Sciences, University of Illinois
S-334 Turner Hall, 1102 S. Goodwin Avenue
Urbana, IL 61801
217-244-2126; weinzier@illinois.edu

High Tunnel Production of Sweet Cherries in Southwestern Illinois

Jerry Mills dba Mills Apple Farm

PROJECT SUMMARY

The purpose of this project was to create a demonstration orchard at Mills Apple Farm to show the growing of sweet cherries using slanted and trellised trees in high tunnels. The unpredictable climate in Illinois is considered unsuitable for the establishment of a commercially viable sweet cherry orchard using traditional methods. High tunnels control rainfall to prevent fruit cracking, increase fruit size, improve pest management, and reduce pesticides thus increasing food safety. The trees will be trained to provide a wall of cherries, making them easier to pick and prune than free standing trees covering a wider area. This will facilitate pick-your-own or self-harvesting because the cherries will be harvested from the ground with no need for ladders.

PROJECT APPROACH

- Forty-eight cherry trees of three varieties were planted in April 2010.
- The high tunnels, sized to cover this planting (two at 30' x 156'), were ordered January 7, 2011 from FarmTek in Dyersville, Iowa for a cost of $23,970.16. Originally planned for pick-up in Iowa, weather and load size required switching to delivery for an additional cost of $850.00. The shipment was received on March 3, 2011. Of the total $24,820.16, only $23,472.00 was charged against the grant; the remaining $1,348.16 is matching funds.
- High tunnel assembly was originally to have been done with in-house labor. The exceptionally wet spring and early summer delayed site preparation and start of assembly

into the farm's open season. This contributed to the decision to hire a contractor for high tunnel assembly.

- The High Tunnel Field Day was rescheduled from June 9 (in conjunction with the Summer Horticulture Day) to November 5 (as a stand-alone event) because of the delays.
- The cherry trees were not strong enough to survive the mid- and late-summer drought conditions, and all but one succumbed. They have been reordered for March 2012 delivery. A few trees survived in the "spare" tree planting in the main orchard.
- Excavation of the irrigation pond ($6,000.00) and site leveling ($875.00) occurred throughout the summer and fall as weather and ground conditions permitted, using in-house labor and equipment as in-kind contributions.
- High tunnel assembly began August 23rd and was completed in early October at of cost of $20, 507.11 for work done by Weis-Schrage Construction Company. A load of rock for $500.00 was also required.
- The High Tunnel Field Day was held November 5. Costs reflect lunch preparation and supplies of $225.00.

GOALS AND OUTCOMES ACHIEVED

Project goals were to:

1. Demonstrate that a sweet cherry orchard could be successfully established in Southwestern Illinois using high tunnels.

   Outcome: To date, the demonstration is primarily that a sweet cherry orchard is hard to establish without irrigation. With the irrigation system in place prior to planting the replacement trees in 2012, future drought conditions will have far less affect. The completed

high tunnels are substantial buildings, and should have many years of useful life. Only time will tell if a reliable cherry crop can be produced with proper tree management.

2. Share the knowledge gained with interested parties in the area through a High Tunnel Field Day held at Mills Apple Farm.

   Outcome: Field Day participants came from Illinois, Indiana, Michigan, and Iowa, making a smaller than hoped for, but very diverse group. The original plan was to perform a follow-up phone survey of participants. Instead, a paper survey was collected after completion of the program. Fifty-seven percent of the participants indicated that they would be interested in using high tunnels after attending this program. This meets the original goal of the number of participants interested in implementing the results of this field day exceeding twenty percent of those who attended.

BENEFICIARIES

The Field Day participants received direct benefit from first hand observation of the high tunnel installation at Mills Apple Farm. This facility will continue to be open to interested parties as it develops. The formal presentation was made available to all participants via email; it will be placed on the Mills Apple Farm website for continuous future access along with photos and updates. The benefits and challenges of this project will be referenced in talks given in 2012 to professional organizations by farm staff, including the Illinois Specialty Crops Conference in January 2012.

Successful sweet cherry fruit production and future sales at farmers' markets and the on-farm-market should generate interest by other specialty crop producers in attempting a similar system.

Income from this size of sweet cherry planting should equal $32,000 per year starting year five after planting, with breakeven occurring in year seven or before, depending on initial costs.

On a larger scale, the success of trellised tree system inside high tunnels will result in the development of a new specialty crop in the region. Crop land required and production labor and costs will be reduced, allowing more producers to participate. The cost of distribution will be reduced since all sweet cherries currently sold in the area are imported from out of state.

LESSONS LEARNED

The level of difficulty and cost of assembly of the high tunnels was significantly increased by the decision to use concrete pier bases. The resulting structures are very solid and well anchored, but using poles set directly in the ground might have achieved a satisfactory result with less time and money expended. Because there are two structures, everything was doubled. It might also have been more reasonable to start with just one high tunnel and expand at some future date.

Mother Nature made it very clear why being able to both keep water off (with the high tunnels) and put water on (through irrigation) are important. Site preparation completed the year before to allow sufficient time for ground settling would have helped. Construction on the tunnels themselves could then have occurred as soon as the weather permitted. The heavy clay soil added challenges as well, both in tree survival and in the construction process.

Having the cherry trees in the ground in 2010 should have helped them become established before construction began. It appears, though, that survival rate might have been higher if they were planted after the high tunnels were complete and full irrigation in place..

Setting this up as a multi-year project would have given more time for completion of all objectives in spite of the challenges.

CONTACT PERSON

Sherry Chase 618-887-9228 sherry@millsapplefarm.com

Angle planted cherry trees in the ground in 2010.

Delivery of very heavy pallets on March 3, 2011.

Angle planted & staked trees in the orchard.

Laying out the concrete piers on August 25, 2011.

Beginning the second tunnel September 28, 2011.

Site preparation status August 23, 2011.

High Tunnel Field Day November 5, 2011

Field Day formal presentation.

High tunnel tour and discussion.

Farm tour and "spare" cherry trees in the orchard.

SC-11-30
Batavia Main Street

Project Title
"Farm Fresh to Family"

Project Summary

The "Farm Fresh to Family" was a project started by Batavia MainStreet to bring awareness, education and sales of Illinois Specialty Crops to Batavia, Illinois and the Fox Valley Region. The project was motivated by the need to increase local consumption of Illinois specialty crops, to help protect our local growers of those crops and in turn promote our local economy and shopping local in our community. Secondly, it was motivated by a need to increase awareness and educate our community about Illinois specialty crops, sustainability, and nutrition; particular childhood nutrition and obesity. This project was not built on a previously funded project with the SCBGP.

Project Approach

The activities and tasks performed during the grant period revolved around a professional integrated marketing campaign. The campaign involved Door Hangers, Cook books, Street Banners, Posters, Tablecloth, sidewalk/street signs, an educational booth at the market, and an E-marketing campaign (e-news, face book, twitter, website). The door hangers were produce and distributed to the surrounding Batavia community. The door hangers encourage residents to come out and claim their free cookbook at the market on the front and promoted MainStreet events on the back. The cookbook was handed out at the market booth for free; it provided a reference for patrons on how to cook with specialty crops available at the market. The cookbook was so popular; it was all gone by the end of July. After which any new recipes were photocopied and handed out at the specialty crop booth. The specialty crop booth at the market provided a space for local restaurants to embrace the specialty crops and come up with a menu item to feature at their restaurant and sample at the market. There were four different restaurants that took part in this over the summer and when the booth could not be filled with a restaurant, educational demonstrations or activities involving specialty crops occupied the booth. All the demonstrations and activities centered on the specialty crop promotion. There was a herb demonstration, kids' activities involving first cucumbers and then tomatoes, a demonstration around making edible arrangements, a cooking demonstration from an organization in a nearby community and educational demonstrations by the Batavia Community Garden. The Batavia Community Garden partnered in the campaign by hosting

over 16 different volunteer groups and over 175 volunteers to help with maintaining the garden. This provided an education around growing and cultivating specialty crops, feeding those in need in our community with nutritional fresh local produce, and rallying the community around a great cause. Finally the campaign partnered with our local cable television provider, BATV, to produce three educational videos on three agricultural growers at our market. These videos are timeless and can be used to help promote specialty crops and our Farmers' market each year.

Project Partners included Pedersen Design, Local restaurants, Batavia Community Garden, Batavia Farmers' Market agricultural growers, and BATV (the local cable television provider). The contribution and role of Pedersen Design was to design and implement a slogan and logo for the 'Farm Fresh to Family' Campaign. These were used on the Street banners, door hangers, cookbook, posters, signs, and tablecloth for the booth. Also, it was used with the e-marketing campaign, on BATV for the educational television series and in all promotional efforts. (please see file “Farm Fresh to Family Marketing” to view promotional products.) The contribution and role of the restaurants was to use a specialty crop in a dish on their menu and sample that dish at the Farmers' Market. Limestone Coffee and Tea served Ginger Lime Fruit Salad at market. Featured the salad at their store and had 'Farm Fresh to Family' A frame sign outside the business the week after they did their sampling at the market. Daddio's Diner served 'La Bomba' skillet at the market. Featured the skillet at their restaurant and had the 'Farm Fresh to Family' A frame sign outside their restaurant the week after they did their sampling at the market. Enticing Cuisine - served 'Banana Nut Bread Pudding' at the market. Featured the bread pudding at their restaurant and had the 'Farm Fresh to Family' A frame sign outside their restaurant the week after they did their sampling at the market. The RendezVu served 'Grilled Portabello Sandwich' at the market. Featured the sandwich at their restaurant and had the 'Farm Fresh to Family' A frame sign outside their restaurant the week after they did their sampling at the market.

The contribution and role of the Community Garden was to help promote specialty crops in the community, educate consumers on the growing and cultivating of these crops and to provide the local food pantry with specialty crops. Through the building of new beds, volunteer recruitment and 100% donation of product to the local food pantry the Community Garden was critical in helping to promote knowledge and use of Illinois Specialty Crops in our community. Many volunteer groups received education and firsthand experience with Illinois Specialty Crops, how to grow and cultivate the crops. Everything that was grown at the Batavia Community Garden was donated to the local food pantry in Batavia for consumption. The Batavia Community Garden added 700 square feet of vegetable beds this year, the herb garden doubled in size this year to approximately 100 square feet and a flowerbed of native plants was added to attract pollinators and beneficial insects. The Garden attracted over 16 different

volunteer groups and over 175 volunteers to help at the garden. The education and outreach involved an April Community Kickoff with education booths on composting, worms, chickens, seed exchange, beneficial insect display, invasive species awareness, and soil preparation. Tours with various girl scout troops throughout the summer, education each Saturday morning, a field trip from Hoover-Wood School all second graders (90 children), and recipes for food pantry patrons. In terms of produce, the garden had five months of produce trunk loads full of tomatoes, potatoes, peppers …over 30 varieties of vegetables. (please see attached file "Garden totals month by month").

Batavia Agricultural Growers had a role in helping MainStreet determine if the campaign was making a difference in the sale of Illinois Specialty Crops. All the seasonal growers that year responded to our verbal questions on an increase in the sale of Illinois Specialty Crops and they stated they did see an increase in sales from the previous year, but did not estimate to us by what percentage. They did comment that their patrons appreciated the free cookbook that was being handed out with information on how to cook with the different crops and came to their tents specifically looking for the featured crop.

BATV produced 3 different educational videos, featuring three different growers from the Batavia Farmers' Market. The three growers featured were, Erewhon Farms from Elburn, IL, Twin Garden Farms from Harvard, IL and Stojan Vegetables from Maple Park, IL. The videos educated the BATV cable TV market about where the specialty crops come from, reinforced the 'shop local' message and helped promote the Batavia Farmers' Market as the location to purchase specialty crops. From the Growers who responded and from the rough count of traffic to the market, by the market manager, there was an increase in traffic to the market and product sold at the market from the previous year (please see attached file "Farm Fresh to Family Videos" and click on the links to view all three videos).

Clearly, project partners like Pedersen Design, local restaurants, Batavia Community Garden, Batavia Farmers' Market agricultural growers and BATV made significant contributions and played key roles in this project.

Goals and Outcomes Achieved

Overall the project was a success. The campaign logo and slogan helped to increase awareness of the program with a strong brand. All the materials for the marketing campaign were made timeless so they could be used again to help stimulate the consumer's visual appetite and interest in the campaign while educating them about specialty crops. All the cookbooks were handed out by the end of July and the interest in receiving one by the consumer continued throughout the Farmers' Market season with requests for cookbooks each week as reported by

the Market Manager. Newly received recipes were photocopied and handed out at the market after all the cookbooks were distributed. The door hanger campaign was successfully executed and obviously had an impact by the number of consumers that referenced it to the Market Manager when coming to pick up a cookbook. The E-marketing campaign continued throughout the Farmers' Market season, promoting specialty crop recipes, local restaurants and what was in season at the market. The Specialty Crop Booth at the market hosted local restaurants using specialty crops in their menus, educators from the Community Garden, and volunteers featuring IL Ag related topics (herbal remedies, canning, kid and food activities etc.) were also scheduled for the Specialty Crop grant to supplement dates/times when restaurants are not available. Finally, three educational videos were produced through the local cable television provider, BATV, to help educate and promote Illinois Specialty Crops, local agricultural growers and the Batavia Farmers' Market.

The project did have a secondary goal of trying to educate around childhood nutrition and obesity and this goal was not directly measured or reached. The scope of this goal went out of the reach of this project. Indirectly when people are purchasing more of the Illinois specialty crops they are generally eating healthier but any measure as to whether it directly affected childhood nutrition and obesity could was not measured.

All the seasonal growers that year responded to our verbal questions on an increase in the sale of Illinois Specialty Crops and they stated they did see an increase in sales from the previous year, but did not estimate to us by what percentage.

Beneficiaries

Beneficiaries include the Batavia Farmers' Market growers, who are local farmers that attend the Batavia Farmers' market to sell their product; the Batavia Community Garden, who are a group of citizens that have used their skills to pull the community together to help build a garden to educate and feed the community; and the Batavia and surrounding Fox Valley Community who are benefiting from the education on Illinois specialty crops, eating healthier, helping the local economy which in turn helps their pocket book by keeping their tax dollar in the community and feeding those in need in their community. Clearly, this project focused on education, local economy and community. The benefits of this project will be felt for years to come.

Although there was no strong quantitative data to comment on benefits affected by the project's accomplishments and/or the potential economic impact of the project. We can say that the Batavia Farmers' Market has grown in demand and therefore vendors. At the time of the grant there were 7 specialty crop farmers who sold at the Batavia Farmers' Market and the next year that number rose to 11 specialty crop farmers. Batavia MainStreet has a strict policy

about bringing in new vendors that sell the same product and our market manager communicates weekly with the vendors. If the present vendors were not selling out of product, than the demand would not be there to allow new vendors, however after the 'Farm Fresh to Family' campaign the demand at the market grew enough to allow for new vendors. We can also comment on the growth of the Batavia Community Garden in terms of growing beds (700 square feet of new beds and the herb garden doubled in size to 100 square feet), product donated to the local food pantry, and volunteers utilized all of which increase awareness about Illinois specialty crops while providing the volunteers with an education on the crops and how to grow and cultivate them.

Lessons Learned

There were some lessons learned along the way. Door Hangers should have said 'bring in and redeem for a free cookbook', for measuring purposes. This got left off because we did not get funding for festivals and the initial thought was to have them bring in the door hanger to the festivals to be redeemed for free ear of corn or cookbook. Door Hangers did promote the free cookbook and the Market Manager reported majority of people referenced the door hanger when they came to get the cookbook at the market. Getting enough recipes submitted and enough recipes to include all of the different specialty crops was very difficult. Repeated requests were sent out to Batavia Farmers' Market growers, local restaurants, Board and MainStreet partners. A press release was sent out to the larger community requesting specialty crop recipes. Maybe the education on cooking with specialty crops was not there and so in the end the campaign was successful because the cookbook promoted awareness of specialty crops and how to cook with them. Recruiting local restaurants to commit to attending the Market and doing a sampling of a recipe that used Illinois Specialty Crops, which would then be served the following week as a special at their restaurant. There ended up being only four restaurants to commit and the remaining time at the market booth was dedicated to education through the community garden and other food demonstrators. Although the booth was always focused on the education of Illinois specialty crops, it could be a sign of the times that it was difficult to get restaurants to take time away from their already struggling restaurants and overworked owners and staff to attend and demonstrate at the market. Input from Growers at the market was difficult to measure because again the growers are focus on selling and do not have the staff or time to keep track of how many customers bought more of what crop at their booths. Overall, they seemed to feel they sold more product at the market this year than in previous years. Traffic at the market is difficult to measure as it is an open outdoor market with individuals coming from all different directions. A sample count of people coming into the market as it opens, until it just gets too busy to count, gives an idea of the number of patrons/visitors we

see at the market on a weekly basis. Our market averages 1,000 people a Saturday, but with the increase in attention through the marketing campaign and activities at the Illinois Specialty crop booth that average increased to around 1,500-2,000.

Batavia MainStreet completed this project, but there is a momentum and whether MainStreet is granted more money to help in the promotion of Illinois Specialty Crops or not, this project was completed in such a manner as to allow for the continual promotion of our specialty crops and our Farmers' Market. All of the marketing material was designed to be timeless to enhance the awareness around specialty crops and our Farmers' Market.

The only anticipated changes in the project would be to add to the momentum going forward and discover new and more effective ways to educate and promote Illinois Specialty Crops. This can only be a positive change that will result in our community sustaining itself on what it has locally while helping the local economy.

Additions to the project were outlined in a new grant proposal submitted for additional funding to this project for the 2012 season. It included a new program for growing specialty crops in planters to be situated throughout our downtown. A map would provide the location and information on each of the planters. This project would help educate consumers on specialty crops and how easily they can be grown. The project would promote the Batavia Farmers' Market as a place to get specialty crops and the Batavia Community Garden as a bigger venue to grow the crops. The project would work in conjunction with the Community Gardens' initiative to provide the local Batavia food pantry with all the produce from the planters and garden. There was also hope in bringing the specialty crop promotion out at the local downtown festivals, mainly the Downtown Block Party.

Input from Growers at the market was difficult to measure because again the growers are focused on selling and do not have the staff or time to keep track of how many customers bought more of what crop at their booths. Overall, they seemed to feel they sold more product at the market this year than in previous years. Possibly a reporting chart should be handed out to the farmers at the beginning of the season so they can chart down after every Saturday market how much they sold and if they sold out. They could comment week to week if they are bringing more product and if they are selling out or what they have left. This would give a better idea if the farmers sales were increasing or not and by approximately how much.

Contact Person

Batavia MainStreet
Executive Director: Joi Cuartero
Joi@downtownbatavia.com
630.761.3528

SC-11-31 Final Report Narrative
Project Title: What's Your Specialty?

Project Summary: The Champaign-Urbana Public Health District (CUPHD) took on a 'lead agency' function in a social marketing, social media, and WIC client education campaign to promote the local Specialty Crop growers in the Champaign County region. The main objective was to promote the Farmers' Markets in the area that accept EBT for payment for locally grown specialty crops for the calendar year 2011. Secondarily, it was the purpose to evaluate the local populace's understanding of the term 'specialty crop'. Finally, the use of SNAP benefits for locally grown produce via farmers' markets was determined to be minimal and this project wanted to promote this option for SNAP benefit use and determine if usage could be increased via a promotional campaign. Several Farmers' Markets had developed the infrastructure to accept EBT and one of the motivators for this project was to assess whether this would be a viable route to increase use of SNAP benefits and WIC Farmers Market Nutrition Program (FMNP) vouchers for the purchase of locally grown specialty crops.

Project Approach: The project took a multi-media approach in disseminating the information related to EBT acceptance. Visual advertising was created and disseminated before every movie at one of two local theatres, audio advertising was distributed via the Champaign-Urbana Mass Transit District bus system, and print media was created and disseminated via the local WIC clinic and other Farmers' Markets. Significant_Contributions:

- AmPride created the marketing logo and graphics that was used in all print media.
- Lisa Bralts of the Urbana Market at the Square was instrumental in disseminating materials.
- CUPHD WIC program staff passed out materials and surveys.

o January 1, 2011: 'Creative' will be started for various media presentations of the 'What's Your Specialty?' marketing and media campaign. Brandon Meline, Director of Maternal and Child Health at CUPHD will work with AmPride Communications for all print material, Screenvision for all movie theatre advertisements, Illinois Public Media for television advertising, Commuter Advertising for mass transit audio advertising, and Champaign-Urbana Radio Group for radio advertising. CUPHD currently has a relationship with all of these entities. It is envisioned that a professional layout of the tag line with samples of specialty crops in the forefront of the ads, with 'shadowed' names of the local growers, vendors, and agribusinesses in the background, allowing for easy recognition and branding. - This was completed with some changes to vision of the advertisement

o March-May, 2011: Pre-program surveying will be completed by Division of Maternal and Child Health staff, via the WIC clinic.

☐ 'Creative' will be finalized for all media types -- Completed

☐ Twitter and Facebook pages will be created and up and running by end of this period. Created and maintained by Brandon Meline. Each week a different grower/agribusiness will be highlighted. - Difficult to keep up with this on a weekly basis.

☐ Grower recruitment and education on campaign completed by Nicole Wente, CUPHD Coordinator of the WIC Farmers' Market Voucher program - Successfully completed

☐ Informational mailer to be issued to all SNAP benefit recipients by Joann Walker, local Illinois Department of Human Services Caseworker -- Was not completed due to contact leaving employment

o June-September, 2011: Social Marketing and Media Campaign running during these months of the growing season. Weekly SNAP sales will be collected by Brandon Meline with assistance of Wendy Langacker and Lisa Bralts, Market Managers of the Historic North 1st Street Farmers Market and Market Manager of the Urbana Market at the Square, respectively. A second running of information on local growers to be highlighted weekly via social media sites will be provided by Lisa Bralts, Urbana Market at the Square market manager, and administered by Brandon Meline, Director of Maternal and Child Health Management. -- Completed

o September-November, 2011: Post-program surveying completed by the CUPHD Maternal and Child Health Staff, via the WIC clinic. -- Completed

o The work plan and project activities will build the foundation for overall economic benefit to the Illinois' specialty crop industry as growth is expected in the next several years, as described above. A small investment up front can lead to much greater returns for the industry if the SNAP and WIC voucher redemptions increase each year through the

Farmers' Market mechanism, which, in turn, will bring much greater awareness and positive imaging of the specialty crop growers and industry. The Champaign-Urbana Public Health District provided matching funds for staff time spent on the program and for indirect facility costs related to the program, through Division of Maternal and Child Health Management tax revenue funds.

Goals and Outcomes:

- All activities were performed and completed in year one of the grant cycle, with only the dissemination of printed materials continuing in year 2.
- Marketing campaign completed.
    - Included Screenvision cinema advertising, Commuter Advertising audio ads on public transportation, social marketing via Facebook and Twitter, and print marketing through AmPride Communications. **AmPride created glossy '1/2' page cards/fliers. One that highlighted some local growers and restaurants that purchased locally and another that promoted the 3 local Farmers' Market locations, times, and maps of the public transportation routes that would take you to each market. Additionally, they created coasters that were distributed through the WIC clinic and Farmers' Markets, which contained, again, a list of the local restaurants that supported local growers. One unforeseen challenge was getting a comprehensive list of local restaurants due to the overall total of food establishments in the County (approximately 1000). Screenvision and Commuter Advertising outreach messaging was completed as planned and dissemination verified.**
- Pre and post survey testing of clients were completed to assess recognition and understanding of the term 'specialty crop' and how it relates to the local foods systems. **In addition to the WIC clinic, pre-testing was completed in more community settings such as libraries and other public places. A larger percentage of the post-tests were completed via the WIC clinics, which could have skewed the diversity of population reached in surveying.**
- The survey study showed the following:
    - No increase in knowledge as to what a specialty crop was after our intervention.
        - **Anecdotally, the term was confusing to clients, before and after intervention. Terms like Farm to Fork or Farm to School made more sense to clients.**
    - There was no significant difference between people who got the definition correct before or after our intervention.
    - There was no significant difference in scores for knowing of or visiting local farms or businesses.
    - People who completed survey did not report an increase in attendance to a Farmers Market after intervention (campaign)**. Perhaps attendance did not increase (maybe they still only went once or twice, but use of SNAP and WIC benefits did increase).**
    - People were more likely to shop or eat somewhere with locally grown foods, even if it cost a little extra.
        - **It is difficult to assess if this is a positive outcome of the campaign, or just recognition that many of the local restaurants that purchase locally are 'higher end' establishments and therefore individuals are likely to pay more for those foods by patronizing those restaurants.**
    - Post intervention parents were significantly more likely to say that their children enjoyed the taste of fruits

- There were goal successes and disappointments.
    - SNAP sales at the 3 markets targeted exceeded $8,500 which was 4 times greater than our goal of $2,000.
        - **I believe this can be attributed to the various platforms of messaging that included SNAP as a form of payment eligible for use at our markets.**
- The number of WIC Farmers' Market vouchers that were redeemed increased slightly from 47% to 50% from 2010 to 2011. More detailed totals have been provided since year one report and the redemption value from 2010 to 2011 increased by $1,134. Subsequently, with no social media or other media dissemination in year 2, the redemption rate for Farmers' Market Nutrition Program vouchers dropped to a pre-grant level $18,354, indicating a possible correlation between media dissemination and increased use of EBT and WIC vouchers for local specialty crop purchases.
- This was a total of $20,415 of WIC vouchers redeemed in 2011.
    - **Difficult to explain the great increase in SNAP benefit redemption, but slower increase in WIC benefit redemption, as it is often the same population in our County.**
- Social media goals were not met
    - Only received 17 friends on Facebook and 93 followers on Twitter.
    - **If you build it, they will not necessarily come (Friends and Followers).**

All program funds went to contractors that were to put forth products intended to promote and enhance the visibility of specialty crops and specialty crop growers and that is how we assured all funds were used for that purpose. No time was allocated for personnel.

Beneficiaries:

WIC clientele of up to 4100 caseload benefited from the direct marketing campaign completed by this project. Increased knowledge and awareness of purchase options improved SNAP sales, as is evident by the increase in WIC FMNP and SNAP sales from our initial goal of $1,000 in our application executive summary, to a total of $8,500 for the year of the campaign. Local growers were another clear beneficiary of the increased sales. $1134 increase in WIC FMNP vouchers redeemed year over year.

Lessons Learned:

It is somewhat clear that the direct marketing had an impact, but sustainability is a question as is evident by the year 2 drop off in FMNP sales, once media campaign was completed. Social media can be very personnel time intensive. Since implementation, it has been presented to us that HootSuite and other applications can be used to 'plan ahead' social media so it is not a daily responsibility at all times.

Social media is still a developing tool to reach target populations. The sites were built, but the target population did not access the information via that route. Social media also changes at such a rapid rate that you cannot put all your 'eggs in one social media basket'. Since program implementation Twitter has become much more pervasive and new outlets such as Reddit and Pinterest have come forth as new, innovate ways to reach people. Have staff or volunteers with an interest or expertise in social media would be a valuable asset for sustainability.

Another lesson learned is that programmatic vision often does not match with the best marketing or outreach plan. The vision of the marketing and outreach changed as the program was implemented (and might have been different from the start), as the contracted experts in that field started to gain a better understanding of the project and the goals. More or better planning for this piece could have affected the overall outcome.

Contact Person:

- Brandon Meline, Director--Maternal and Child Health
- Phone: 2175314308
- Fax: 2175314297
- Email: bmeline@c-uphd.org

Additional Info:

Please see attached documents.

SC-11-32

2011 Illinois Specialty Crop Grant Program

Final Report – Village of Lemont

Project Title

Lemont Farmers Market Grant

Project Summary

The Village of Lemont proposed to use print and electronic advertising campaigns, and programming and physical improvements to the Lemont Farmers Market to increase sales of Illinois specialty crops at the Lemont Farmers Market. We believed these efforts will increase purchases of Illinois specialty crops at the Lemont Farmers Market by 20 percent and that the children's programming model developed by Lemont may be useful by other markets to encourage purchases of Illinois specialty crops. The motivation for the implementation of this project was to increase awareness of and sales at the Lemont Farmers Market, to further increase access to local produce and cultivate community connections.

Project Approach

The Village of Lemont proposed to use print and electronic advertising campaigns, and programming and physical improvements to the Lemont Farmers Market to increase sales of Illinois specialty crops at the Lemont Farmers Market. In 2011, we add physical improvements to the market, including a welcome booth and banners. The welcome booth was staffed by volunteers and the banners were placed at the market location and throughout downtown Lemont. During the 2012 market season the banners were again displayed and the welcome booth was in operation. In 2011, we created a web page to highlight Illinois specialty crop farmers who participate in the Lemont Farmers Market; this webpage was used in 2012 as well. In 2011 and 2012, we used newspaper advertising to increase awareness of and visitation to the Lemont Famers Market. We had intended to create promotional displays for each Illinois specialty crop farmer at the market and implement a children's program, including interactive activities that involve Illinois specialty crops. These activities were not completed.

Circulation of the Lemont Reporter-Met where we placed the ads / info is 4,500.

Goals and Outcomes Achieved

- The Village added 41 banners throughout downtown Lemont on June 20, 2011 to promote the market; the banners remained up until the end of the 2011 market season and were displayed throughout the 2012 market season. The banners benefitted all market vendors; therefore the Village supplied matching funding to ensure the grant funds were proportional to the number of specialty crop vendors at the market.
- A market welcome booth was staffed by volunteers during the 2011 and 2012 seasons; these volunteers provided information to market visitors and directed them to specialty crop vendors.
- The grant funded approximately $700 for newspaper advertising in 2011. In 2011 and 2012, the Village spent approximately $1,000 for newspaper advertising. These ads prominently mentioned specialty crop vendors and benefitted all market vendors. All ads were run in the Lemont Reporter-Met, which has a coverage area of Lemont Township and some surrounding communities.

- A dedicated web page on the Village website was used to promote the market and the individual specialty crop vendors. The webpage was housed on the Lemont Village website – www.lemont.il.us
- No radio or cable advertising was used. A radio station did do a remote broadcast from the market, but the Village did not pay for these services, and it was not a part of the grant project.
- Farmers market flyers were distributed to local businesses for display in their establishments.
- Although Specialty crops were prominently mentioned, since advertising benefitted all market vendors, the Village provided matching funds to supplement grant monies.

Goal outcome measurements (i.e. surveys) were not conducted in 2011, due to the fact that only a small portion of grant funded improvements were implemented during the reporting period. During the 2012 market season, Lemont had significantly reduced market visitation and sales; we believe this was due to the 2012 drought which left the market with fewer vendors and the poor weather we experienced on many of our typically busy summer market dates. No official surveys were conducted.

Beneficiaries

The beneficiaries of the grant project were the vendors of the Lemont Farmers Market, particularly the IL Specialty Crop vendors. In 2011, the market had four specialty crop vendors; three from Illinois. In 2012, the same four vendors returned; however, due to poor crop yield many had to cut their participation short or had less product than usual.

Lessons Learned

We accomplished our goal to make physical improvements to the market and provide advertising for our specialty crop vendors. We learned that having a welcoming and attractive market environment is important to attracting people to the market who may not be drawn to it solely by the availability of local, fresh produce. Market visitors commented on the new banners and told welcome booth volunteers that they appreciate their presence.

We were not able to reach our goal of creating and implementing a children's program or our proposed "Know Your Farmer" displays. With the children's programming, what we found most challenging was coordinating various volunteer groups to implement the programming. Specifically, we wanted to promote the program at the start of the market season and mail out a calendar of dates for the children's programming but we had the most difficulty getting volunteer organizations to commit to a particular date(s) several weeks or months in advance. Such a program might be more successful if one organization was willing to run the entire summer-long program or if the market just committed to having something every week, and then worked on a shorter timeframe to schedule activities. With regard to the "Know Your Farmer" displays, the specialty crop vendors at our market just weren't' interested, except for one. This may be partially due to demographics (the one interested vendor was a younger, more tech-savvy farmer) and it may be that the vendors don't feel they need a promotional display as part of their market booth.

Contact Person

Charity Jones, Village Planner
(630) 257-1582
cjones@lemont.il.us

SC-11-33

PROJECT TITLE:

Downtown Springfield, Inc. – Old Capitol Farmers Market

PROJECT SUMMARY:

Provide a background for the initial purpose of the project, which includes the specific issue, problem, or need that was addressed by this project.

The initial purpose of this project was to supplement advertisement of specialty crops for purchase to individuals and families that utilized a new Electronic Benefits Transfer system (EBT) program that was applied for through the Farmers Market Promotional Program (FMPP) with USDA. Advertisements were to focus on specialty crops available for purchase with the Illinois Link Card/WIC. Some promotions were to also focus on already established consumer markets that attend the Market.

Establish the motivation for this project by presenting the importance and timeliness of the project.

The advertising was important due to the fact that the EBT system would have been new to the Market and many would not know it was available for use. The promotions done with the Specialty Crop Grant would help promote healthy food choices to individuals that did not realize they had them.

If the project built on a previously funded project with the SCBGP or SCBGP-FB describe how this project complimented and enhanced previously completed work.

This project was not built on a previously funded SCBGP or SCBGP-FB Grant.

PROJECT APPROACH:

Briefly summarize activities performed and tasks performed during the grant period. Whenever possible, describe the work accomplished in both quantitative and qualitative terms. Include the significant results, accomplishments, conclusions and recommendations. Include favorable or unusual developments.

Downtown Springfield, Inc. (DSI) was able to run a successful marketing campaign for the Old Capitol Farmers Market (OCFM). A variety of print, radio and social media advertising was used to promote the Old Capitol Farmers Market.

Downtown Springfield, Inc. used print advertisements in a variety of ways. Newspaper media, poster distribution, and public signage were the type of print advertisements used by Downtown Springfield, Inc. Downtown Springfield, Inc. placed weekly advertisements in the Illinois Times. These advertisements focused on the variety of specialty crops the Market had to offer. The ads also showcased Chef Demonstrations that used the specialty crops sold on that particular

day at the market. Special events, such as Opening Day and Halloween at the Market, were also advertised in the Illinois Times that featured seasonal specialty crops.

DSI was also able to advertise in the State Journal Register. Ads placed in the State Journal Register focused on Chef Demonstrations using the specialty crops available that market day. The State Journal Register ads also presented Opening Day at the Market where early spring fruits and vegetables, such as strawberries, lettuce, radishes and onions were available, and Halloween at the Market where late fall produce such as pumpkins, squash and gourds were available.

Two different posters were designed by DSI and then printed by Capitol Blueprint. The posters were distributed throughout the City of Springfield's local businesses and the State of Illinois offices located downtown. The first poster created was for Opening Day at the Market. This poster gave the new season's days and hours of operations and emphasized the many early spring specialty crops that would be available on the first day of the Market. The other poster created was for Halloween at the Market and the closing of the OCFM. This poster announced the closing of the Market, and publicized the late season specialty crops that were still available.

Sangamon Valley Signs updated the street signs that advertised the Market season, complete with dates and hours of operation. These signs are permanent fixtures along Adams Street where the Market takes place.

Downtown Springfield, Inc. partnered with local radio stations from Capital Radio Group and Neuhoff Media to advertise the Old Capitol Farmers Market. Capital Radio Group ran weekly 15, 30 and 60 second commercials during programming on AM-1240 WTAX and FM-101.9 WQQL. Capitol Radio Group also held "live broadcasts" during the Market on several occasions and spoke with individual specialty crop growers during the broadcast. Capital Radio Group also featured a "Grower of the Week" on AM-1240 WTAX during their morning broadcast. AM-1240 WTAX personality would talk to a specialty crop grower, via phone, to highlight what he/she was selling that day at the market and what the grower would be bringing to the Market in the coming weeks.

Downtown Springfield, Inc.'s other radio partner, Neuhoff Media, also ran bi-weekly 30 second advertisements on AM-1450 WFMB and FM-104.5 WFMB. These commercials featured day and hours of operation and specialty crops available at the Old Capitol Farmers Market.

Dig-it-All Designs and King Technology were DSI's social media partners. This partnership enabled DSI to place advertisements on Facebook and to post status updates and real-time photos of the Market to Facebook and Twitter. These posts focused on the specialty crops in high demand at the OCFM. It helped keep the public informed of what "inventory" was available throughout the Market day.

Unfortunately due to unforeseen circumstances, DSI was not approved for a 2011 FMPP that would have allowed the EBT program to begin. DSI was unable to accomplish the installation, utilization, and promotion of an EBT program in 2011. Because of this, DSI was not able to advertise the OCFM with an EBT Program for the 2011 Season.

Due to the lack of EBT Machine, DSI was unable to obtain quantitative measurements of LINK Card users and Debit/Credit card users.

At no time did DSI use any Specialty Crop funds for solicitation or fundraising of any kind. All funds awarded were used to advertise the Old Capitol Farmers Market.

Present the significant contributions and role of project partners in the project.

DSI maintained existing partners through their contributions and commitments for the 2011 OCFM. These partnerships included: Main Market sponsor, St. John's Hospital that emphasized a healthy lifestyle that included healthy eating with recipes given out to patrons that coordinated with specialty crops available at the OCFM; Chef Michael Higgins for Chef Demonstrations where he used specialty crops available the day of the demonstration; Capital Radio Group where they would feature a "Grower of the Week" on AM-1240 WTAX that would talk about the specialty crops he/she would have available that market day, and "live broadcasts" where they would highlight specialty crops available that morning.

The Old Capitol Farmers Market Advisory Committee was active throughout the Market season. The Committee discussed the possibility of Market expansion and was active in the push for a new EBT Program. It was decided for the 2011 season that the Old Capitol Farmers Market would add another city block that would allow 15 more specialty crop vendors to participate. In addition to the Chef Demonstrations two (2) vendors offered fresh cooked food for sale to Market customers. One vendor made fresh omelets for customers with all ingredients purchased from Market vendors, with an emphasis on the specialty crops that were available. Another vendor created vegetarian dishes made entirely from specialty crops purchase on that market day. These vendors helped customers to see a different was of using specialty crops and helped to increase specialty crop growers' sales.

Because DSI was not approved for the 2011 FMPP, they created new partnerships with State and local businesses. During the time DSI had applied for the FMPP to acquire a new EBT, Lieutenant Governor Sheila Simon's office approached DSI, because they were developing a new program to help fund new EBT Projects. The Lieutenant Governor's office was hopeful that the program would be complete and enable DSI to apply and receive funds for their new program. However, due to the delay of program development, DSI was unable to use the Lieutenant Governor's program funds.

During the development of the Lieutenant Governor's program, DSI acquired a new local bank partner, Town and Country Bank. Town and County was able to donate all the machinery, electronics and training associated for the EBT machine.

GOALS AND OUTCOMES ACHIEVED:

Supply the activities that were completed in order to achieve the performance goals and measurable outcomes for the project.

Goal: Downtown Springfield expected to have an EBT System in place for the 2011 market Season. The success of the marketing was to be measured by the tracking of the sales to individuals that would have utilized the Illinois Link Card System as well as Debit and Credit Card users. DSI hoped be able to tally the number of Illinois Link Card users that were visiting and purchasing produce at the OCFM.

Goal: Because DSI was not approved for the 2011 FMPP Grant, they were unable to track specific sales data from an EBT. However, due to the fact, DSI was not approved for the FMPP Grant, new partnerships were created and DSI was able to obtain a new EBT Machine and implement a new program for the 2012 Old Capitol Farmers Market Season. During the 2012 Market Season, DSI recognized $23,500 in total EBT Sales with $13,000 in LINK Card transactions.

Goal: Once DSI had the EBT system up and running, DSI was to receive bank reports that detail the transaction activity of the Link Card Program and Debit and Credit card users. **Outcome:** Due to the success of the 2012 EBT Program, with 95% of vendor participation in the new EBT Program DSI can confirm that the Market saw at least $13,000 in new revenue from IL LINK card users.

Goal: DSI should have been able to provide quantifiable outcomes with the weekly/monthly bank reports provided from Town and County Bank. These reports would have shown the number of transactions and sales amounts from Link, debit and credit card users.
Outcome: There was no EBT Data for the 2011 Market Season. However DSI was able to record, track and maintain vendor payment processing.

Goal: Sales performance of the EBT system was to be monitored by the bank reports provided to DSI. This data would have allowed DSI to track who is utilizing the system. For example, if more debit and credit card customers are using the EBT system then DSI will increase marketing efforts to attract more Link Card customers.
Outcome: DSI has contacted the Illinois Department of Human Services and the Health Departments in surrounding counties to promote the message of IL LINK availability to individuals that would benefit from the EBT system for the 2012 Season.

The Downtown Springfield Inc. stated that it believed that the Expected Measureable Outcome was achievable. These Expected Measurable Outcomes were achievable if DSI had an EBT in place for the 2011 Season. The data stated was not available until the 2012 Market Season, due to the fact it was the first year that the EBT program at the Old Capitol Farmers Market was in place.

Downtown Springfield, Inc. was successful in the overall promotion of the Old Capitol Farmers Market. Advertisements focused on specialty crops available at the OCFM. DSI did see an increase in attendance to the Market, particularly on Saturdays.

DSI's primary focus was to secure and promote an EBT Machine for the 2011 Market Season; however the timeline for this has been pushed back to the 2012 Market Season. DSI with the help of Pat Stieren created a proposal for research and funding of the EBT Program. The EBT Program for the Old Capitol Farmers Market was secured for the 2012 Market Season and funded by Town and Country Bank, Springfield, Illinois.

If outcome measures were long term, summarize the progress that has been made towards achievement.

When DSI discovered that funding had not been approved through FMPP, DSI began contacting key partners and individuals to assist in researching various options to fund the EBT endeavor. After many meetings and brainstorming sessions, DSI determined the best way to fund a new EBT program was to solicit local funding. DSI drafted a proposal to local banks and businesses to sponsor the EBT program.

Provide a comparison of actual accomplishments with the goals established for the reporting period.

Since the EBT Program was pushed back to the 2012 Market Season, DSI did not have actual number associated with the EBT Program for the 2011 Season. Downtown Springfield, Inc. saw a total of $23,500 in EBT Sales with $13,000 in LINK Card transactions.

Clearly convey completion of achieving outcomes by illustrating baseline data that has been gathered to date and showing the progress toward achieving set targets.

Once the program was established in the 2012 Market Season, DSI was able to record quantifiable outcomes with the weekly/monthly bank reports that were provided by Town and Country Bank. These reports showed the number of transactions and sales amounts from Link, debit and credit card users.

BENEFICIARIES:

Provide a description of the groups and other operations that benefited from the completion of this project's accomplishments.

During the 2011 the Old Capitol Farmers Market had 72 vendors. Of theses 50 vendors were specialty crop vendors. The specialty crop vendors come from a 15-150 mile radius from Springfield, Illinois. Some are small farmers that sell only at the Old Capitol Farmers Market and others have a larger specialty crop business and sell throughout central Illinois. Downtown Springfield did not obtain a specific number, however in the Vendor Wrap-Up Meeting with the Market Manager; specialty crop vendors reported an increase in sales for the season and were pleased with the outcome of the Market Season.

All partners including St. John's Hospital and the City of Springfield maintained their contributions and commitments for the 2011 OCFM. The Chef Demonstrations, live entertainment, local artisans and special programs, such as Halloween at the Market drew variety of crowds to increase attendance. The Advisory Committee was active in the "wrap-up" discussions of the Market, and is active in the push for a new EBT Program.

DSI also submitted for LINK Up Illinois for double value token program, benefiting LINK Customers. In 2012 DSI received $5,000 in grant funding to support the double value program.

DSI also has a partnership with KEB for professional accounting services that are required by the EBT Program.

Clearly state the quantitative data that concerns the beneficiaries affected by the project's accomplishments and/or the potential economic impact of the project.

Attendance at the Market increased, specifically on Saturday. Farmers reported an increase in revenue.

LESSONS LEARNED:

Offer insights into the lessons learned by the project staff as a result of completing this project. This section is meant to illustrate the positive and negative results and conclusions for the project.

Grant Funding is not always guaranteed; therefore DSI has always had a back-up plan.

Always remember non-profit organizations need to be flexible and creative when funding "falls through."

Provide unexpected outcomes or results that were an effect of implementing this project.

DSI ran weekly newspaper and radio advertisements, updated social media sources through Facebook and Twitter, and printed posters and signs to promote the OCFM.

Without the FMPP funding, DSI sought alternative sources of funding and secured $4,000 for machine, supplies and upkeep for the EBT Program.

If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving.

When DSI found out they were not funded for the EBT Machine, they began to research other avenues of funding. It became evident that they were going to have to create additional partnerships in order to acquire the machine. These included, "experts" in farmers markets, state and local government, local businesses and other organizations. DSI found that through existing partnerships, new ones could me made.

DSI launched a new EBT Program at the 2012 Old Capitol Farmers Market.

CONTACT PERSON:

Name the Contact Person for the Project

Ann Frescura, Promotions and Events Director

Telephone Number
217-544-1723

Email Address
ann@downtownspringfield.org

ADDITIONAL INFORMATION:

Provide additional information available (i.e. publications, websites, photographs) that is not applicable to any of the prior sections.

If project involved creation of any work product, a copy of those items should be included with the final report. Likewise for any additional materials created with grant dollars. Examples can be submitted as photocopy, jpeg or PDF of the artwork.

All required information will be delivered to Dept. of AG.

Chart outlining grant fund use & expenditures

For this portion of the final report you are required to use the chart from the monthly report template. This is the only section of the monthly report that should be used in the final report.

Copies of all invoices relating to grant fund expenditures

For this portion of the final report you are required to submit detailed invoices for each expenditure that utilized grant funds

BUILDING FOR GROWTH:
A BUSINESS PLAN FOR CENTRAL ILLINOIS PACK HOUSE
FINAL REPORT FOR SC-11-35

PROJECT TITLE

Building for Growth: A Business Plan for Central Illinois Pack House

PROJECT SUMMARY

Building for Growth: A Business Plan for a Central Illinois Pack House was a business development project undertaken by FamilyFarmed.org in an effort to increase Illinois specialty crop production and sales, facilitate economic development, and spur job creation in Illinois. The objective of the project was to lay the groundwork to create a pack house located in Central Illinois that aggregates, stores, markets and distributes product from area farms to Illinois wholesale buyers, and to establish a network of Illinois fruit and vegetable growers committed to scaling up production for this market. The original project included three principal objectives: 1) securing the commitment of key stakeholders: growers, buyers, owners, managers, advisors, public funders, 2) developing the business plan including site selection and the product and service offerings that enable a wide range of growers at various stages of development to participate, and 3) identifying startup capital to launch the business.

There is tremendous opportunity to boost sales and economic development in Illinois through increased production of specialty crops. A 2010 study by the Leopold Center for Sustainable Agriculture at Iowa State reported the following: The State of Illinois could gain more than 5400 jobs and over $988 million in retail sales through increased production and marketing of 28 types of fruits and vegetables for local consumption according to a major study of the economic potential of increased fruit and vegetable production in the upper Midwest. The study reveals that meeting our entire statewide need for fruits and vegetables would require only about 69,000 acres of land, or just 0.3 percent of the state's 23.7 million acres of cropland. Just under 50,000 acres would be needed for the urban center option.

The ***Building for Growth*** project was a catalyst to spur major increases in Illinois specialty crop production to meet the demand for Illinois grown fruit and vegetables and to create new jobs. It was the continuation of the 2010 IL Department of Agriculture funded project entitled ***Ready to Grow: A Plan for Increasing Illinois Specialty Crop Production***. The ***Ready to Grow*** project studied the barriers to increased Illinois

specialty crop production for wholesale markets in Illinois and whether an economically-feasible approach to reducing these barriers is a centralized facility that aggregates and stores the product from area farms and markets and distributes them to Illinois wholesale buyers. Results from the ***Ready to Grow*** survey of 177 Illinois specialty crop growers provide strong evidence for a positive conclusion. Economic feasibility hinges on increasing the volume of supply to match the efficient operating scale of a facility. Eighty percent (80%) of respondents with a combined capacity of over 2,000 acres claimed they would increase production for wholesale markets if barriers were addressed, and almost a quarter of respondents claimed that they would at least double production by 2015. Growers cited marketing (finding, negotiation, and securing commitments from buyers) as the #1 barrier to increasing production for wholesale markets. Other barriers cited as significant by at least 50% of respondents included access to funding for capital improvements and equipment, lack of processing capacity, and Good Agricultural Practices certification cost. In addition to providing marketing services, a pack house can further ameliorate barriers through equipment leasing, value-added processing and low-cost system for certification. In fact, 83% of respondents claimed a pack house would be a valuable solution, and more than 60 growers provided their contact information with 39 inviting follow-up discussions to advance the study.

Based on these indications of strong grower support and intent to participate with substantial acreage, ***Building for Growth*** was the next step and aimed to obtain commitments from a group of stakeholders, to confirm the feasibility of a Central Illinois pack house and build a business plan, and to obtain funding commitments to launch such an operation.

Expanding the Project Scope with New Partners

The scope of ***Building for Growth*** expanded significantly with the addition of the Illinois Department of Commerce and Economic Opportunity (DCEO) funding and objectives. Whereas the original project envisioned writing a business plan for one pack house, and then supporting the evolution of a management team and fundraising effort for a potential 2012 launch, there have, in fact, been three management teams identified, two of which launched during the 2011 growing season. FamilyFarmed.org consulted with two of these teams so that they could write their own business plan, and completed an actual business plan for the third. This business development guidance lasted throughout 2011, and will continue until June of 2012. Additionally, utilizing DCEO funds, the project scope expanded to include two feasibility studies for community kitchens/processing centers in Tazewell and Cook Counties (one rural/one urban). In order to generalize our ***Building for Growth*** findings for the greater good throughout Illinois, we created and published the resource guide, ***Building Successful Food Hubs: A Business Planning Guide for Aggregating and Processing Local Food in Illinois.***

The expanded scope and accelerated schedule for launching Illinois pack houses enabled FamilyFarmed.org to leverage its connections with key buyers who have expressed a strong desire to purchase much higher volumes of Illinois-grown fruits and vegetables. These buyers include Whole Foods Market, Chicago Public Schools, Chipotle Mexican

Grill, Goodness Greeness, Sysco, Testa Produce, Green Chicago Restaurant Coalition, and Irv and Shelly's Fresh Picks. Bringing these buyers into the discussions at an early stage played an important role in launching the new pack houses and ultimately building new markets for Illinois farmers.

The results of our work in 2011 are an impressive network of committed stakeholders ready to scale up production and begin operations, several wholesale buyers committed to increase local purchasing, two pack houses that launched in 2011 and another in development for 2012, an actionable business plan for a pack house, two completed community kitchen feasibility studies, and a food hub/packing house/community kitchen planning resource guide that can serve as a blueprint for a model that can be replicated in other Illinois regions, opening up new markets and fueling the expansion of specialty crop production across the state.

PROJECT APPROACH

Building upon work completed during the development of ***Ready to Grow***, FamilyFarmed.org reconvened stakeholders for meetings early in 2011 to discuss possible aggregation sites and wholesale buyer connections. Three areas were identified due to the concentration of small farms in Kankakee, Peoria, and Lake County, Illinois. Key growers were engaged to lead outreach to a larger group of interested growers in their respective regions, and meeting sites and dates were scheduled. FamilyFarmed.org was able to take advantage of existing wholesale buyer relationships to bring a major Midwest buyer to these meetings as well to discuss their specialty crop needs, express their desire to purchase higher quantities of Illinois fruit and vegetables, and discuss how they could help support a regional pack house. Announcements regarding these meetings were included in the FamilyFarmed.org newsletter and at the 2011 Illinois Specialty Crops, Agritourism, and Organic Conference. Meeting minutes for the following are included as attachments.

- Pack House/Aggregation Facility Development Meeting – Kankakee Region, February 7, 2011, at DeGroot's Vegetable Farms

- Pack House/Aggregation Facility Development Meeting – Peoria Region, February 21, 2011

- Pack House/Aggregation Facility Development Meeting – Lake County Region, March 1, 2011 at Prairie Crossing Farm Business Development Center

DCEO representatives attended the Peoria meeting on February 21 and described their function to provide incentives for rural development. Project team members met separately with DCEO on February 23, where they committed to additionally fund the project with scope expansions that were mutually agreed to with the IL Department of Agriculture.

FamilyFarmed.org assisted in the development of the Peoria Region food hub by consulting with and writing a business plan for a grower committed to becoming an aggregation and distribution center for neighboring farms. FamilyFarmed.org met with the farm family by phone or in person approximately once per week through the planning period from March through July when capital improvements and the 30-page business plan were completed. The business plan included a strategic overview of how the farm business would expand its operation and the capacity it could achieve, an analysis of the industry and market, and complete operations, sales and marketing and financial plans. The plan was developed using secondary research for the industry and market analysis, from strategic discussions with the farm family and their attorney and through financial and capacity models built specifically for the plan. During this period the grower planted new acreage and erected new greenhouses, installed cooling equipment, added cold storage capacity and refurbished its packing shed and dock. These improvements have increased the farm's own specialty crop production and facilitated deliveries from neighboring farms, cold chain management, and customer pick-ups.

FamilyFarmed.org consulted with the operator of the food hub in Kankakee through frequent conference calls and farm visits. The chief need for this hub was strategic direction in determining the scope and scale of the business in its first year. FamilyFarmed.org provided advice on the products and services offered, and connected the hub with new customers and sources of supply.

The food hub in Lake County needed assistance in evaluating a capital project to increase production on its 90-acre organic farm. FamilyFarmed.org created two proprietary financial models for the food hub and supplying growers that allowed them to enter different variables to determine the cost of operation. This model enabled the food hub to make decisions about the size of the capital project, which is in consideration for development in 2012.

The feasibility studies for commercial kitchens in Tazewell County and Chicago were conducted in parallel, lending insight from one study to the other. Both studies included primary and secondary research to understand the nature and size of demand for processing services, the operational capacity required and the structure and management of the enterprise. Primary research included a survey and interviews with potential customers and suppliers in each region, and technical assistance from a number of experts including the kitchen manager of a comparable facility in the Midwest. A key finding from these surveys is the need among specialty crop growers for small-batch processing services, which will allow them to increase their farm business and find markets for seconds. Secondary research included studying case histories of analogous operations throughout the U.S., a thorough review of literature regarding regulations and requirements for food processing facilities, and the development of models to analyze financial, capacity and employment aspects of the business. The Chicago study was completed in October 2011 and the Tazewell study will be completed in February 2012. Plans are underway to take the findings of the feasibility studies and develop business plans for the launch of both businesses in 2012.

The business planning guide, ***Building Successful Food Hubs: A Business Planning Guide for Aggregating and Processing Local Food in Illinois,*** was written in conjunction with the food hub business plan and the two commercial kitchen feasibility studies. Much of the secondary research conducted for these reports was used in the guide, in combination with the food safety expertise of FamilyFarmed.org and the business planning expertise of project consultant Kathy Nyquist of New Venture Advisors. The guide was drafted in three sections, the first two providing comprehensive information about aggregation and processing businesses, and the last providing information about the business planning process from opportunity identification through launch. Its intent is to provide a very practical road map for growers, regional planners and entrepreneurs interested in developing food hub businesses to serve specialty crop growers in Illinois. For this reason it includes case histories of food hubs of various models operation throughout the U.S., and was reviewed by a range of agricultural and business experts to ensure the content was relevant and easy to understand.

GOALS AND OUTCOMES ACHIEVED

FamilyFarmed.org's expanded ***Building for Growth*** project was an effort to encourage and support infrastructure development in Illinois in order to increase specialty crop production and sales, help artisan food producers to expand their businesses, facilitate economic development, and spur job creation in Illinois.

As previously mentioned, the original IL Department of Agriculture supported objective for ***Building for Growth*** was to conduct due diligence for a packing house in Central Illinois. We identified three expected measurable outcomes:

1. Commitments will be secured from a **group of stakeholders** necessary to launch.
2. A **business plan** for a Central Illinois pack house will be developed.
3. Best efforts will be made to obtain **funding commitments** from private and public sources.

To our delight, we far exceeded original project expectations:

- We swiftly accomplished the first outcome for not just one, but for three packhouses. Stakeholders included growers, buyers, representatives from state agencies, university representatives, and non-profit and consulting advisors.
- We have guided all three pack houses in their business planning efforts, completing the actual business plan for the Peoria food hub. This included conducting industry and market analysis, developing marketing and operations plans, designing product and service offerings, and completing financial projections.
- Since individual growers for the Peoria and Kankakee food hubs emerged committed to launching their respective hubs without outside investment, and since the Lake County project is still planning a potential launch, the third outcome became obsolete.
- Two pack houses launched in Illinois in 2011, and a third continues to plan for a 2012 launch.

- We have recruited area growers to supply the two newly launched pack houses. A total of eight producers aggregated and sold specialty crop produce from the two pack houses including sweet corn, potatoes, broccoli, beans, tomatoes, and peppers, all during the 2011 growing season.
- We have connected wholesale buyers with the two pack houses launched. Three Illinois wholesale buyers (a major grocery chain with 17 stores in Illinois, the largest school district in Illinois, and an Illinois processor) all purchased produce destined for IL consumers in 2011.
- We have engaged two additional buyers (a coalition of over 300 Chicago-area restaurants and an organic distributor) who are now in crop planning discussions for the 2012 season.
- Feasibility studies for two IL community kitchens were completed and confirmed the strong need for small scale processing to increase specialty crop farm income and production.
- Finally, ***Building Successful Food Hubs,*** a packing house/community kitchen business planning guide for growers, regional planners, and entrepreneurs was developed, and it was formally released by the Illinois Department of Commerce and Economic Opportunity (DCEO) Director Warren Ribley at the Illinois Specialty Crops, Agritourism, and Organic Conference on January 13, 2012.

The expected long-term results from these activities are as follows:

- Substantial increase in Illinois specialty crop production
- Substantial increase in purchasing of Illinois specialty crops by Illinois wholesale buyers
- Substantial increase in the consumption within Illinois of Illinois-grown produce
- The startup of new businesses throughout the state creating an economic multiplier effect surrounding those businesses and throughout supply chain, and
- The use of the ***Building for Growth*** knowledge gained and reported in ***Building Successful Food Hubs*** for replication efforts in other Illinois regions.

FamilyFarmed.org has already been approached by new stakeholders in Decatur, Illinois, who are anxious to develop a new food hub and processing center for the 2012 season. This project would be in coordination with three established Amish farming communities in Illinois and Eastern Indiana. This new food hub has the potential to significantly amplify the above results.

BENEFICIARIES

The objective of this project was to lay the groundwork to create a pack house located in central Illinois and to establish a network of Illinois fruit and vegetable growers committed to scaling up production for this market. In fact, two pack houses were actually launched and a third is in the planning stages. Eight specialty crop growers benefited from this project in that they made direct sales through these two pack houses. Three wholesale buyers benefited from this project through the purchase of Illinois grown produce. Purchase information between growers and buyers was not shared with FamilyFarmed.org. We anticipate the bulk of the impacts to take place post-grant term.

Specific beneficiaries included:

- Farmers: Specialty crop farmers have benefited greatly from this project and we project that many more will benefit in the future. In 2011 alone, eight produce farmers saw increased sales as a direct result of this work. *16 additional growers* attended the meetings to learn about the opportunities in aggregation.
- Wholesale Buyers: As a result of this project, wholesale buyers saw in increase in the supply of Illinois grown produce. A total of three wholesale buyers in Illinois purchased product during the 2011 growing season from the start up pack houses.
- Illinois Specialty Crop Industry at large: The industry was enhanced by this project through the increased ability of Illinois fruit and vegetable growers to compete with other states and growing regions in a wide variety of consumer markets.

As the food hubs continue to evolve and new ones emerge, we continue to project that the Illinois specialty crop industry will be enhanced long-term through:

- Increased fruit and vegetable production from new growers and new acreage among existing growers,
- Increased procurement of Illinois grown specialty crops, i.e. the replacement of out-of-state wholesale supply with Illinois-grown products plus the procurement of seconds that may never have been sold, inching closer to meeting the Illinois wholesale-level demand for local goods,
- Increased amount of Illinois grown fruits and vegetables consumed within Illinois through this supply,
- Potentially, if a system for low-cost certification is introduced in the operation, an increased number of Illinois specialty crop farms that are Good Agricultural Practices certified, enhancing product quality and food safety throughout the supply chain,
- Simplified sales and marketing activities and more efficient distribution methods for producers and buyers, and
- The creation of jobs and enhancement of local economies, farmer incomes, and consumer health and nutrition.

LESSONS LEARNED

Clearly, demand for local fruits and vegetables continues to increase, and Illinois growers are committed to scaling up to meet this demand. ***Building for Growth*** was intended to engage stakeholders to develop a business plan and obtain funding commitments for the launch of one Illinois pack house in 2012. Surpassing our own projections, three management teams were identified and two pack houses did launch during the 2011 growing season.

An important lesson learned from the launch of these pack houses is that attention must be paid to developing relationships among growers involved in supplying the pack house,

as well as between growers and the buyers who are purchasing from the pack house. Cooperating growers must have a clear understanding of expectations and processes to address supply issues. In addition, grower-buyer relationships need to be developed over time, and issues such as product quality and delivery schedules need to be communicated efficiently and effectively. Despite these necessities for a new business venture, the two grower-owned facilities that launched in 2011 still realized great success.

Another lesson we learned was that there is great value in engaging a diverse group of stakeholders in food hub development efforts. FamilyFarmed.org was able to expand the scope of this project through additional project partnerships and funding sources. The resulting community kitchen feasibility studies confirmed a strong need for small-scale processing to increase specialty crop farm income and production. Engaging diverse stakeholders also brought valuable insights to the project in terms of potential job creation, economic growth, business development, and other human and economic multiplier effects that could be realized through food hub and community kitchen facilities.

Finally, it became apparent that a number of business models for food hubs can be effective at increasing specialty crop production in Illinois – each of the two aggregators that launched in 2011 has a different model, and the recommended models in the feasibility studies for the two processing kitchens are different.

There is no one road map to success. We sincerely hope that our publication ***Building Successful Food Hubs: A Business Planning Guide for Aggregating and Processing Local Food in Illinois,*** will serve as a resource for communities, businesses, not-for-profits, and other Illinois Specialty Crop stakeholders throughout the state who are interested in exploring and establishing food hubs.

CONTACT PERSON

James Pirovano
708.763.9920
JPirovano@FamilyFarmed.org

ADDITIONAL INFORMATION

- Ready to Grow: **http://www.familyfarmed.org/ReadyToGrow/**

- Kankakee Farmer Meeting Minutes – Attached
- Peoria Farmer Meeting Minutes – Attached
- Lake County Farmer Meeting Minutes – Attached

- Chart outlining grant fund use & expenditures – Please see submitted final financial report

- Copies of all invoices relating to grant fund expenditures – Please see submitted final financial report

- Food Hub Business Planning Guide: **http://www.familyfarmed.org/our-reports-2/**

The Land Connection's Final Report for SC-11-36:
An Educational, Marketing, and Outreach Project to Increase the Supply of Specialty Crops in Illinois

PROJECT TITLE An Educational, Marketing, and Outreach Project to Increase the Supply of Specialty Crops in Illinois

PROJECT SUMMARY

Background for initial purpose of the project. This educational, marketing, and outreach project was undertaken by The Land Connection in order to increase Illinois specialty crop production and consumption. The project comprised these three principal objectives--the first two aimed at Illinois specialty crop producers, and the third aimed at potential consumers of IL specialty crops, as outlined in the Project Approach section below.

Specific issue, problem, or need that was addressed and motivation for this project. The main issue addressed by this project is the lack of trained specialty crop producers in Illinois--even at a time there is a tremendous opportunity to boost sales and economic development in Illinois through increased production and consumption of specialty crops. A 2010 study by the Leopold Center for Sustainable Agriculture reported that Illinois could gain more than 5,400 jobs and over $988 million in retail sales through increased production and marketing of 28 types of fruits and vegetables for local consumption. **This project was particularly important and timely** because the consumer and institutional demand for Illinois-grown specialty crops continues to grow as state institutions attempt to reach 20% purchasing of local foods by 2020. The state needs more specialty crop farmers to meet that demand, and those farmers need to be trained and provided with ongoing support – both of which this project provided.

In addition to the producer issues, this project addressed the other side of the coin--the lack of consumer awareness of the wide variety of Illinois specialty crops, their nutritional benefits, and what to do with them in the kitchen. Through a broad-based media outreach effort, this project raised consumer awareness and provided consumers with useful information. Such awareness-raising will assist IL specialty crop growers in becoming more economically viable in the long term, by increasing consumer purchases of Illinois specialty crops. **This project was not built on a previously funded project.**

PROJECT APPROACH: **Brief summary of activities and tasks performed**

This project comprised many different activities and tasks, as outlined in the monthly reports submitted in 2011. A brief summary of the most notable activities--along with **significant results in quantitative and qualitative terms**--are summarized below under the three principal objectives of the project:

1) Market The Land Connection's year-round, nationally-recognized farmer training program, Central IL Farm Beginnings (CIFB), and the program's ongoing education arm, Central IL Sustainable Farming Network (CISFN). Please note that in all marketing materials, we ensured that SC-11-36 Specialty Crop grant funding was used solely to enhance the competitiveness of Illinois specialty crops. If non-eligible commodities were included in, for example, some on the on-farm field days, those field days and marketing materials pertaining to them had no SC-11-36 funds applied.

   i. Developed new outreach materials and new promotional pieces for Central Illinois Farm Beginnings (CIFB) and Central Illinois Sustainable Farming Network (CISFN)
   ii. Did year-round outreach to specialty crop farmers and consumers in-person, through traditional media, and online and through social media. -- at 2 major conferences (IL Specialty Crops, Agritourism, and Organic Conference; Champaign Leadership conference; Family Farmed Expo), 2 grocery stores, and 10 IL farmers markets.
   iii. Improved CISFN and CIFB websites, (www.illinoisfarmbeginnings.org and www.cisfn.org) including online registration for Central IL Farm Beginnings
   iv. Improved content and usability of our website helping to link farmers with resources (www.midwestfarmconnection.org): a map was added, pin icons were developed, and the online submission form was simplified to remove extraneous data field. Following the update, The Land Connection frequently promoted the MFC website, and saw a nearly 2-fold increase in the number of users.

2) Promote and improve training of IL specialty crop farmers by enhancing the curricula of The Land Connection's flagship farmer training program, Central IL Farm Beginnings, and by publicizing and recruiting more specialty crop farmers to participate in the Central IL Sustainable Farming Network.

   i. Researched, selected, and integrated new materials into the Central IL Farm Beginnings curriculum, in particular, the FarmOrganizer tool, which helps new specialty crop farmers organize their farm data.
   ii. Established new protocols for mentorships on experienced Specialty Crop producers' farms.
   iii. Enhanced The Land Connection's online resources (websites and social media) to better serve IL specialty crop farmers.

3) Develop an outreach and education campaign to raise consumer awareness of the availability of various IL specialty crops, and the importance of specialty crops to the agriculture industry and farming legacy of Illinois.

i. Developed and ran website ad on WAND TV with 20,000 impressions between July 31 and September 1, 2011
ii. Two in-person appearances promoting IL Specialty Crops by Land Connection Farm Director Catherine Capel on WCIA TV in Champaign-Urbana
iii. Ten articles about IL Specialty crops – five for online media (ZesterDaily.com) and five for print media (Mindful Metropolis)
iv. One advertisement in Illinois Farm Week to promote CIFB, local food systems, and Illinois specialty crops.
v. Farmer educational opportunities press releases disseminated through media and U of I Extension outlets.
vi. Created and used Land Connection facebook and twitter to regularly feature IL specialty crops, and specialty crop farm issues, and to increase consumer awareness of IL Specialty Crops. Twitter followers rose from zero when we began our twitter account in early 2011, to over 900 by the end of 2011. We found social media an inexpensive and effective way to reach Specialty Crop producers and consumers.
vii. Developed strategic goals and message for a farmer-annotated calendar as an outreach tool to enhance production and competitiveness of Illinois Specialty Crops.

Significant results/accomplishments. Of the many significant results, the most favorable included improving the farmer training websites to increase their usefulness, and improving the Central IL Farm Beginnings curriculum to better serve specialty crop producers, particularly in the important area of farm record keeping. We were also able to use multiple forms of media to reach consumers with the message of the availability of IL Specialty Crops.

There were a number of **unusual developments** not anticipated when we wrote the original proposal. Perhaps the most significant was that in working with the Central IL Sustainable Farming Network, we discovered that the greatest barrier for new specialty crop farmers was access to affordable farmland. We were able to address this barrier by developing content regarding farmland options for land-owners and new farmers. With this content, we created a double-sided "rack card" – one side for farmland owners who may wish to rent land to a specialty crop producer, and the other side for new specialty crop farmers who are looking for farmland. Five thousand cards were printed and widely distributed throughout Illinois, at U of I extension offices, nonprofit offices, and at farmer conferences.

Conclusions and recommendations – This project successfully built upon past and ongoing facilitation of The Land Connection's flagship farmer training program, Central IL Farm Beginnings. It moved our specialty crop producer training efforts forward by enabling us to address the needs for new and better curricula to train specialty crop producers, and the need for ongoing educational support for specialty crop farmers through the Central IL Sustainable

Farming Network. Ongoing training and support is particularly important for beginning specialty crop farmers, and we would recommend continued financial and technical support of such efforts.

Significant contributions and role of project partners The Land Connection's main partners on this project were the University of Illinois Extension and the Illinois Stewardship Alliance. Their supporting roles helped guide our activities, particularly with Central IL Farm Beginnings and the Central IL Sustainable Farming Network, as they helped us publicize relevant information and events, and co-hosted our first annual meeting of the Central IL Sustainable Farming Network.

GOALS AND OUTCOMES ACHIEVED

The Land Connection met or exceeded the anticipated outcomes in the three major areas of work on this project, as evidenced by the data **comparing actual accomplishments with the goals established**:

- **Specialty Crop Farmer outreach and educational materials**: Developed and disseminated more marketing, outreach and education materials than anticipated – see attached documents. We also hosted a total of four "Is Entrepreneurial Farming for You" workshops, and had a 25% increase in attendance at on-farm field days due to the materials developed, and promotional efforts. Each year, we have at least four on-farm field days that solely enhance the competitiveness of Illinois Specialty Crops. The number of people attending those workshops in 2010 was 56, but in 2011 we attracted 72 people, a 25% increase.
- **Improved curricula and enhanced online resources:** Incorporated the FarmOrganizer tool, which helps new specialty crop farmers organize their farm data, into Central IL Farm Beginnings curriculum, and established new protocols for mentorships on experienced Specialty Crop producers' farms – see attached mentorship docs.
- **Media Outreach:** We not only produced the 6 articles specified in the proposal, but 4 more, in both print and online media. In addition we:
    - Developed and ran a website ad on WAND TV with **20,000 impressions between July 31 and September 1, 2011**
    - Had **2 in-person appearances** promoting IL Specialty Crops by Land Connection Farm Director Catherine Capel on WCIA TV in Champaign-Urbana
    - Wrote and did press releases on specialty crop farmer training opportunities
    - **Published 10 articles** (instead of projected 6) about IL Specialty crops – five for online media (ZesterDaily.com) and five for print media (Mindful Metropolis)
    - **One advertisement** in Illinois Farm Week (**circulation 80,000)** to promote CIFB, local food systems, and Illinois specialty crops.
    - Created and used Land Connection facebook and twitter to regularly feature IL specialty crops, and specialty crop farm issues, and to increase consumer awareness of IL Specialty Crops. Twitter followers **rose from zero when we began our twitter account in early 2011, to over 900** by the end of 2011. We

found social media an inexpensive and effective way to reach Specialty Crop producers and consumers.

- Developed strategic goals and message for a farmer-annotated calendar as an outreach tool to enhance production and competitiveness of Illinois Specialty Crops, and disseminated the calendar widely. Unlike most promotional pieces that are looked at only once, this calendar ended up on many home and office walls, where potential specialty crop consumers look at it every day to see what IL Specialty Crop farmers are doing.

In conclusion, and to our delight, we far exceeded the original project expectations. The **expected long term results from these activities include:**

- Substantial increase in number of Illinois specialty crop farmers
- Substantial increase in Illinois specialty crop production
- Substantial increase in number of consumers buying IL specialty crops
- Enhanced consumer health and nutrition due to increased consumption of Illinois specialty crops
- Substantial increase in economic viability of IL specialty crop farers due to increased purchasing by consumers
- Creation of on-farm and off-farm jobs related to specialty crop production and distribution, and enhanced local economies

BENEFICIARIES. Many Illinois specialty crop producers and consumers benefitted from this project – some directly through participation in Central IL Farm Beginnings and the Central IL Sustainable Farming Network, and others indirectly through our media outreach to raise awareness of IL specialty crops. Specific beneficiaries included:

IL specialty crop farmers, and potential specialty crop farmers, benefited greatly from this project and we anticipate that many more will benefit in the future. A few of the specific measurable outcomes:

- In 2011, we held four "Is Entrepreneurial Farming for You?" workshops where a total of 60 potential specialty crop farmers got information and access to experienced growers and other resources.
- In 2011, 16 people attended our year-long farmer training program, Central IL Farm Beginnings.
- In 2011, specialty crop farmers in the Central IL Sustainable Farming Network increased by approx. 50%.

IL Specialty crop consumers

- Increased their awareness of IL Specialty Crop availability through many posts on social media and The Land Connection's websites

- Got to read 5 online and 5 print articles focusing on specific crops grown by IL specialty crop producers

IL Specialty Crop industry at large

- The industry was enhanced by this project through the increased number and training of IL fruit and vegetable growers to compete with others states and growing regions in a wide variety of consumer markets.

LESSONS LEARNED. There were a number of important lessons learned throughout this project. First, we learned that consumer demand for local fruits and vegetables lags behind the number and ability of IL specialty crop farmers. Therefore, these farmers, and potential farmers, must be engaged in various ways, including in-person outreach, website resources, and media engagement. We also learned that the greatest barrier for new specialty crop producers is their lack of access to affordable farmland. Finally, we learned that social media (blogs, Facebook, Twitter) are extremely cost-effective ways to reach large numbers of producers and consumers.

Building upon past and ongoing facilitation of The Land Connection's flagship farmer training program, Central IL Farm Beginnings, this project addressed the needs for new and better curricula to train specialty crop producers, and the need for ongoing educational support for specialty crop farmers through the Central IL Sustainable Farming Network.

CONTACT PERSON

Terra Brockman, Executive Director
The Land Connection
P. O. Box 3332
Bloomington, IL 61704
terra@thelandconnection.org
847-338-1861

ADDITIONAL INFORMATION

1. **Websites enhanced during this project**
   www.thelandconnection.org
   central.illinoisfarmbeginnings.org
   www.illinoisfarmbeginnings.org
   www.midwestfarmconnection.org

2. Copies of promotional and outreach materials produced during this project (attached)
    - Revised CIFB mentorship documents (2)
    - 2011-12 CIFB brochure-back
    - 2011-12 CIFB brochure-back
    - CISFN field days
    - CISFN card
    - CISFN card2
    - Cisfn.print.program. 2011
        - Please note that we ensured that SC-11-36 Specialty Crop grant funding was used solely to enhance the competitiveness of Illinois specialty crops by applying those funds to only the eligible field days in April and July. The non-eligible field days (e.g. rotational grazing) had no SC-11-36 funds applied, nor did we apply any of the SC-11-36 funds to the design and printing of the CISFN field day outreach materials, which showed both eligible and ineligible commodities.
    - Web.landing.page for farmland guides
    - Got land
    - Need land
    - Land-owner-guide
    - Land-seeker-guide
    - Land-guide-pocked-card
    - Calendar 2011 front

URLs for specialty crop articles that ran in *ZesterDaily* in 2011 – including Purslane, Spaghetti Squash, Sweet Potatoes, Brussels Sprouts and Turnips

URLs for specialty crop articles that ran in *Mindful Metropolis* in 2011, including Cucumbers, Purslane, Spaghetti squash, Sweet potatoes and Asian Greens

Central Illinois Farm Beginnings

Since 2004 Central Illinois Farm Beginnings has been teaching new and beginning farmers how to succeed as entrepreneurs of their own farm enterprises. As a Central Illinois Farm Beginnings student your education will include:

- **Eight business planning seminars**
- **On-farm Field Days**
- **One-on-one mentorships with experienced farmers**
- **Access to experts in farming and business**

"Without Farm Beginnings, we would still be in the planning stages. The class was a great forge for our ideas, putting them under pressure and forcing us to shape them. Now, we are in the early stages of living our dream."

- Annie Metzger, 2009-10 CIFB student

Central Illinois Farm Beginnings

Since 2004 Central Illinois Farm Beginnings has been teaching new and beginning farmers how to succeed as entrepreneurs of their own farm enterprises. As a Central Illinois Farm Beginnings student your education will include:

- **Eight business planning seminars**
- **On-farm Field Days**
- **One-on-one mentorships with experienced farmers**
- **Access to experts in farming and business**

"Without Farm Beginnings, we would still be in the planning stages. The class was a great forge for our ideas, putting them under pressure and forcing us to shape them. Now, we are in the early stages of living our dream."

- Annie Metzger, 2009-10 CIFB student

Central Illinois Farm Beginnings

Since 2004 Central Illinois Farm Beginnings has been teaching new and beginning farmers how to succeed as entrepreneurs of their own farm enterprises. As a Central Illinois Farm Beginnings student your education will include:

- **Eight business planning seminars**
- **On-farm Field Days**
- **One-on-one mentorships with experienced farmers**
- **Access to experts in farming and business**

"Without Farm Beginnings, we would still be in the planning stages. The class was a great forge for our ideas, putting them under pressure and forcing us to shape them. Now, we are in the early stages of living our dream."

- Annie Metzger, 2009-10 CIFB student

The application period for the 2011-12 session of Central Illinois Farm Beginnings opens on June 1, 2011. The tuition for the class is $1250. People who apply by the early application date receive $125 off the price of tuition. Partial scholarships are available, and are awarded on the basis of a demonstrated need.

Application Deadlines

- Early application: August 16
- Last day to apply: September 2
- Scholarship application: September 2

Business Planning Seminars

The CIFB business seminars will be held at the University of Illinois Extension office in Bloomington on eight Saturdays between October 2011 and February 2012. CIFB students are required to attend all eight seminars. Seminars may feature:

- Goal setting
- Financial planning
- Planning for profit
- Marketing basics
- Conversations with successful farmers
- Presentations from agricultural experts

For more information about CIFB or to register visit www.central.illinoisfarmbeginnings.org, call The Land Connection at (217) 688-2570 or e-mail Micah Bornstein, Farmer Programs Coordinator, at micah@thelandconnection.org.

Central Illinois Farm Beginnings is facilitated by The Land Connection and is a member of the National Farm Beginnings Collaborative

The application period for the 2011-12 session of Central Illinois Farm Beginnings opens on June 1, 2011. The tuition for the class is $1250. People who apply by the early application date receive $125 off the price of tuition. Partial scholarships are available, and are awarded on the basis of a demonstrated need.

Application Deadlines

- Early application: August 16
- Last day to apply: September 2
- Scholarship application: September 2

Business Planning Seminars

The CIFB business seminars will be held at the University of Illinois Extension office in Bloomington on eight Saturdays between October 2011 and February 2012. CIFB students are required to attend all eight seminars. Seminars may feature:

- Goal setting
- Financial planning
- Planning for profit
- Marketing basics
- Conversations with successful farmers
- Presentations from agricultural experts

For more information about CIFB or to register visit www.central.illinoisfarmbeginnings.org, call The Land Connection at (217) 688-2570 or e-mail Micah Bornstein, Farmer Programs Coordinator, at micah@thelandconnection.org.

Central Illinois Farm Beginnings is facilitated by The Land Connection and is a member of the National Farm Beginnings Collaborative

The application period for the 2011-12 session of Central Illinois Farm Beginnings opens on June 1, 2011. The tuition for the class is $1250. People who apply by the early application date receive $125 off the price of tuition. Partial scholarships are available, and are awarded on the basis of a demonstrated need.

Application Deadlines

- Early application: August 16
- Last day to apply: September 2
- Scholarship application: September 2

Business Planning Seminars

The CIFB business seminars will be held at the University of Illinois Extension office in Bloomington on eight Saturdays between October 2011 and February 2012. CIFB students are required to attend all eight seminars. Seminars may feature:

- Goal setting
- Financial planning
- Planning for profit
- Marketing basics
- Conversations with successful farmers
- Presentations from agricultural experts

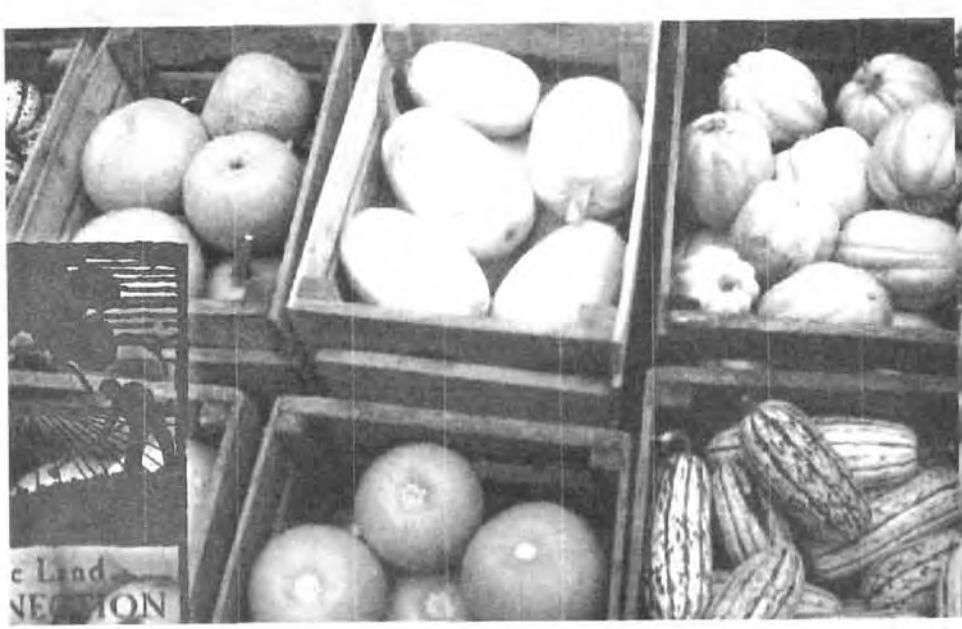
For more information about CIFB or to register visit www.central.illinoisfarmbeginnings.org, call The Land Connection at (217) 688-2570 or e-mail Micah Bornstein, Farmer Programs Coordinator, at micah@thelandconnection.org.

Central Illinois Farm Beginnings is facilitated by The Land Connection and is a member of the National Farm Beginnings Collaborative

The Land Connection & Common Ground Food Co-op present

Twelve Months of Local Food

farmer-annotated calendar for 2011



Pre-registration is required for all 2011 Field Days. Fees are $15.00 for non-members and free for all CISFN members and member farm employees. Go to www.cisfn.org and click on "Field Days" for more information and to register. Or you may call us at (217) 968-5512. Check-in for all field day events begins half an hour prior to the listed start time.

Saturday, April 2 (9:30-noon)
Propagating High Field Yields: How Producing Transplants On Farm Bring Higher Yields in Hoop Houses and in the Field.
Hosted by PrairiErth Farm (Atlanta, IL)

Saturday, April 16 (1:30-3:30)
Small Fruit Growing and Developing Value-Added Products
Hosted by Teresa's Aronia Acres (Congerville, IL)

Saturday, May 21 (1:00-3:30)
Equipment for Small Farmers
Hosted by Spence Farm (Fairbury, IL)

Saturday, June 18 (10:00-noon)
Rotational Grazing and Fencing
Hosted by Indian Creek Farms (Jacksonville, IL)

Saturday, July 9 (1:30-4:00)
Cover Crops
Hosted by PrairErth Farm (Atlanta, IL)

Saturday, July 30 (9:00-11:30)
Good, Bad and Ugly of Soils and Crops: A Walk and Talk Tour
Hosted by Spence Farm (Fairbury, IL)

Saturday, August 6 (1:30-4:00)
Evaluating Soil Quality
Hosted by Cow Creek Farm(Paxton, IL)

Wednesday, September 28 (6:30—8:30)
Farmer Grant Writing Workshop
Hosted by U of I Extenstion, Sangamon County Office (Springfield, IL)

The Central Illinois Sustainable Farming Network is a collaboration between The University of Illinois Extension and The Land Connection.

Central Illinois Sustainable Farming Network

2011 Field Day Schedule

CISFN

First Annual Meeting
March 5th, 2011
Bloomington, Illinois

6:00-6:30	Drinks & Music: The Ken Smith Trio
6:30-6:35	Welcome: Cathe Capel, The Land Connection
6:35-6:40	Comments: Marty Travis, Spence Farm
6:40-7:40	Dinner
7:40-7:45	Introduction: Deborah Cavanaugh-Grant, University of Illinois Extension
7:45-8:45	Keynote Address: *In Search of a Farmer's Agriculture*, Lynn Miller
8:45-8:50	Comments: Chef Ken Myszka, Epiphany Farms
8:50-9:00	Book Signing

The Keynote Speaker

Mr. Miller is a farmer and the founder, editor, and publisher of the *Small Farmer's Journal*. He has been actively engaged with issues relating to small scale, sustainable agriculture for more than 30 years. He has published several books on alternative agricultural methods, including: *The Glass Horse*, *Farmer Pirates & Dancing Cows*, *Horsedrawn Mower Book*, and *Horsedrawn Plows and Plowing*.

THANK YOU…

… to the farmers who provided the food on our plates, to Marty Travis of Spence Farm for organizing the food, to Ken Myszka of Epiphany Farms for planning and preparing the dinner, to Station 220 for working with the farmers of central Illinois to create a special menu for our event, and to all of you who made this event possible. The musicians tonight are Ken Smith (guitar), Simon Burke (trumpet) and Bill Schlipf (bass).

The lovely centerpieces were provided by Teresa Santiago, Teresa's Fruit and Herbs.

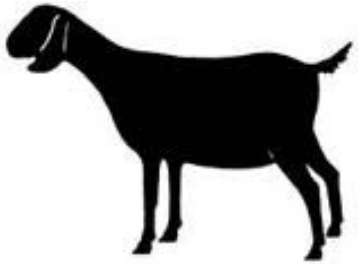
Thank you to Brian Lambert, University of Illinois Extension, for recording the keynote address, which will later be available online.

The Central Illinois Sustainable Farming Network is a collaboration between the University of Illinois Extension and The Land Connection.

www.cisfn.org

CISFN Advisory Group

Dave Bishop, PrairiErth Farm
Cathe Capel, Seven Sisters Farm
Deborah Cavanaugh-Grant, U of I Extension
Bruce Condill, The Great Pumpkin Patch
Kathy Corso, Crow Creek Farm
Bonita Hughes, Glasswing Ranch
Freddie & Natalie Jones, Jones Natural Angus
Eric Marshall, Homestead Harvests
Erin Meyer, Basil's Harvest
Anne Patterson, Living Earth Farm
Mike Roegge, Mill Creek Farm
Kris & Marty Travis, Spence Farm
Garrick Veenstra, Veenstra's Vegetables



CISFN

First Annual Meeting
March 5th, 2011
Bloomington, Illinois

6:00-6:30	Drinks & Music: The Ken Smith Trio
6:30-6:35	Welcome: Cathe Capel, The Land Connection
6:35-6:40	Comments: Marty Travis, Spence Farm
6:40-7:40	Dinner
7:40-7:45	Introduction: Deborah Cavanaugh-Grant, University of Illinois Extension
7:45-8:45	Keynote Address: *In Search of a Farmer's Agriculture*, Lynn Miller
8:45-8:50	Comments: Chef Ken Myszka, Epiphany Farms
8:50-9:00	Book Signing

The Keynote Speaker

Mr. Miller is a farmer and the founder, editor, and publisher of the *Small Farmer's Journal*. He has been actively engaged with issues relating to small scale, sustainable agriculture for more than 30 years. He has published several books on alternative agricultural methods, including: *The Glass Horse*, *Farmer Pirates & Dancing Cows*, *Horsedrawn Mower Book*, and *Horsedrawn Plows and Plowing*.

THANK YOU…

… to the farmers who provided the food on our plates, to Marty Travis of Spence Farm for organizing the food, to Ken Myszka of Epiphany Farms for planning and preparing the dinner, to Station 220 for working with the farmers of central Illinois to create a special menu for our event, and to all of you who made this event possible. The musicians tonight are Ken Smith (guitar), Simon Burke (trumpet) and Bill Schlipf (bass).

The lovely centerpieces were provided by Teresa Santiago, Teresa's Fruit and Herbs.

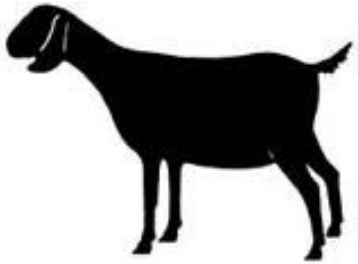
Thank you to Brian Lambert, University of Illinois Extension, for recording the keynote address, which will later be available online.

The Central Illinois Sustainable Farming Network is a collaboration between the University of Illinois Extension and The Land Connection.

www.cisfn.org

CISFN Advisory Group

Dave Bishop, PrairiErth Farm
Cathe Capel, Seven Sisters Farm
Deborah Cavanaugh-Grant, U of I Extension
Bruce Condill, The Great Pumpkin Patch
Kathy Corso, Crow Creek Farm
Bonita Hughes, Glasswing Ranch
Freddie & Natalie Jones, Jones Natural Angus
Eric Marshall, Homestead Harvests
Erin Meyer, Basil's Harvest
Anne Patterson, Living Earth Farm
Mike Roegge, Mill Creek Farm
Kris & Marty Travis, Spence Farm
Garrick Veenstra, Veenstra's Vegetables



Got farmland?

Then you've got
Options

The Land CONNECTION

HEALTHY FARMS HEALTHY FOOD HEALTHY COMMUNITIES

The Land Connection can help

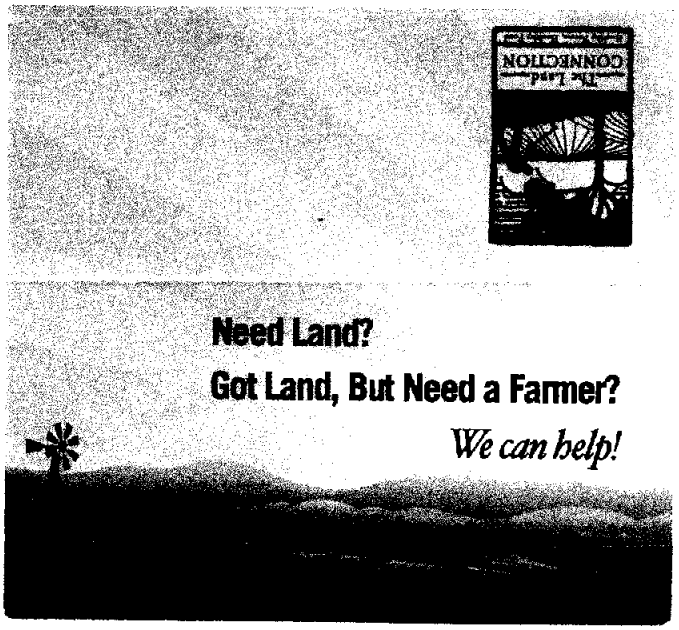
- Assess your unique situation
- Assist in finding a farmer to farm your land sustainably
- Prepare custom action plan and timeline
- Coordinate a planning team of legal & financial experts
- Provide sustainable lease options
- Consult regarding conservation easements to permanently protect your farmland and provide you with generous tax credits

Email us to arrange a free initial consultation

info@thelandconnection.org

You DON'T have to
SELL THE FARM!

www.thelandconnection.org



www.thelandconnection.org
info@thelandconnection.org
Phone: 217-840-2128

The Land Connection can help you **find a farmer** for your land, or **find farmland** to launch or expand your farm.

Our **free** step-by-step guide will help you understand your options and make the best decisions for your sustainable farm business. **Download it at www.thelandconnection.org/landguide.**

download this guide for free!

GUIDE for FARMLAND OWNERS

If you have farmland, you have options... especially if you want to:

- ensure that your land is well-stewarded
- help a new farmer get started
- enter into a sustainable lease with a tenant

GUIDE for FARM SEEKERS

If you want to farm, we can help you by offering information and resources on:

- searching for land using your connections, the internet, and non-traditional means
- locating farmer networks and organizations
- choosing to lease or purchase farmland, and the benefits of each

Get this essential step-by-step guide as a FREE download at

www.thelandconnection.org/landguide

Looking for a Farmer?
We can help!

A Step-by-Step Guide for Land Owners
looking for the right farmer to steward their property

The Land CONNECTION
Healthy Farms, Healthy Food

©2012 The Land Connection Foundation ▪ www.thelandconnection.org

Dear Landowner,

I'm so happy you've chosen to download The Land Connection's Guide for Farmland Owners. We salute you for your desire to see your land well-stewarded, and we're ready to work with you to meet your goals!

We understand that your land is a precious commodity, and want you to know that you have many options to ensure that your land will be well-stewarded. You may also help a new farmer get started, while continuing to collect income from your farmland. Whatever your goals, this guide will help you accomplish them, while also preserving fertile Illinois farmland that may provide great local food options to local families for generations to come.

Because every piece of land and every land ownership situation is different, there is no one-size-fits-all path to success, but if you're looking for farming options for your land, you've come to the right place. Whether you've lived on your family farm your whole life, or recently inherited or invested in farmland, the pages you're looking at right now will present thorough information on options available to you, and will connect you to a wide variety of resources in the Midwest and beyond. You'll learn about types of leases typically used for Midwest farmland, new and innovative lease arrangements, the pros and cons of leasing vs. buying, and even the elements of a good farm lease.

At the Land Connection we've helped dozens of farmers and landowners like you find options for leasing and selling farmland. Should you need assistance in any way, please contact me at 217-840-2128 or terra@thelandconnection.org.

Sincerely,

Terra Brockman
Founder and Executive Director, The Land Connection

Getting Your Ducks In A Row...

- ☐ **Land belongs to us, and we belong to the land.** As a land-owner, you are likely to have an intimate, possibly generations-long connection to a particular piece of land. When thinking about options for that land, **start by thinking about yourself and your core values.** Some questions to consider: What is the best way to ensure that your land is well-stewarded into the future? Would you prefer a new or experienced farmer? Someone who would lease or buy? Someone raising grains? Meats? Vegetables? Fruits? Would you like to help a new farmer get started? Think about these questions and jot down your thoughts. Share your thoughts with family members and friends. Keep this paper at hand as you explore your options.

- ☐ **Develop a list of questions to ask potential farmers.** These may include questions about the person's farming background and experience, the crops and/or animals they intend to raise, and their practices.

- ☐ **Think about the pros and cons of selling or leasing your land.** Make a list of the pros/cons of each, based on your present finances, personal risk tolerance, and other factors. Revisit this list as your farmer search progresses. You will probably come up with more pros/cons as you explore options in greater detail. (See below for common lease and purchase options to explore and evaluate.)

- ☐ Set yourself a **timeline to find your farmer.** The process may take six months to a year, so leave yourself plenty of time.

"I am very grateful for The Land Connection, and will be signing a lease this week for 40 acres that I discovered on your website.

The farm is a work in progress, however I hope to convert the conventional 12 acres of tillable land to organic over the next couple of years and set aside the remaining 28 acres for research, outreach and education activities. Please advise as to how I can return the kindness you have shown me..." — *Brian Traughber*

Finding Farm Prospects

- ☐ **Be open and flexible** as you seek your farmer. You may find the right person in an unusual way!
- ☐ **Get the word out.** Let everyone in your personal network know you are looking for a farmer. Start with friends, family, and colleagues, and build from there. The more people you tell about your search, the more likely you'll find the farmer you want.
- ☐ **Use the power of the internet.** Register with online farm linking programs such as Midwest Farm Connection (midwestfarmconnection.org) and Find A Farmer (www.practicalfarmers.org/findafarmer)
- ☐ **Learn about Farmer Networks and Farm Incubators near you.** Networks such as CRAFT (Collaborative Regional Alliance for Farmer Training) and Central Illinois Sustainable Farming Network (cisfn.org) have e-newsletters and list-servs where members can exchange information about farmland and other topics. (Other farmer networks and farm incubators may be found in the Resource section, under **Organizations**.)

Nationally, 400 million acres of farmland will change hands in the next twenty years in the United States due to retirement or death of the farmers.

According to USDA statistics, the acres of Illinois farmland lost to development each year add up to the size of Rhode Island.

To Sell Or Not To Sell...

That is a question that only you can answer, but it helps to know all your options before you decide.

FARM SELLING OPTIONS to explore and evaluate:

Consider these ways you might sell your farmland, along with the main pros/cons. Discuss with your family, business partner, and/or financial advisor, then circle the ones that are possible for you.

- ☐ Direct purchase by a farmer with a nest egg or through regular bank financing.
- ☐ Purchase through a shared equity model, which allows for a gradual transfer of your land (and the buyer's money), with small, regular cash outlays for the renter, and gradual capital gains for the owner.
- ☐ You may consider selling only the farmhouse, and then leasing the land, buildings, livestock, etc. This makes the farm more affordable for a new farmer, and provides you with regular rental income... without the worries of a landlord responsible for a house.
- ☐ Fee title purchase with seller financing — a situation where the new owner takes possession of the land and makes payments directly to you.
- ☐ Fee title purchase with an agricultural easement that reduces the price of the land because it restricts the use to agriculture only.

Since 1995, Illinois has permanently lost **over 1 million acres** of farmland, a trend that is echoed throughout the country.

PROS of Selling:

- ☐ Nice chunk of money all at once
- ☐ No landlord/tenant issues
- ☐ Other _____

CONS of Selling:

- ☐ Capital gains
- ☐ Lose control of family land
- ☐ Other _____

If you need to sell your farm quickly, contact an organic farm buying group such as WorkingFarmsCapital.com, or individual conservation buyers. These are people who value land protection and who often partner with land trusts to purchase and hold land, with or without an **easement**, and offer long-term leases and possible land ownership options. To find conservation buyers, make inquiries with local land trusts, then set up a meeting with the potential buyer to talk about your farming plans. If the conversation goes well, ask the person if they might be willing to purchase farmland and hold it long-term, getting some return on their investment through your rent. If there are multiple investors, they may form an LLC for easier management of the farm property. *(Read the story about the Pleasant Ridge Partners LLC on page 7.)*

What is an Easement? What's in it for me?

An Easement is a way to protect a parcel of land by taking away development rights, and specifying, for example, only agricultural uses. This lowers the value of the land, making it more affordable to new farmers. Easements are generally "in perpetuity" and they give landowners significant tax advantages. Talk with local land trusts (you can find land trusts near you on the Land Trust Alliance website, (LTA.org) about their ability to hold an easement.

LLC Investors: An Innovative way to Save Farmland and Make it Available to Sustainable Farmers

Farmland has traditionally been passed from one generation to the next. But now, many farms are reaching the end of continuous family ownership — in fact, 400 million acres will change hands nationwide in the next twenty years, and Illinois has a farmland succession problem.

One innovative solution is the formation of Limited Liability Companies (LLCs) by any number of investors wanting to purchase farmland and hold it both as a personal investment, and an investment in the future of farming.

In response to concern over farmland succession, a group of 15 investors formed Pleasant Ridge Partners, LLC, a private equity corporation that purchased a Livingston County farm in January 2007. From the beginning, the Pleasant Ridge Partnership worked closely with The Land Connection, a sustainable agriculture non-profit, in order to increase the impact and effectiveness of the project.

"These LLCs give new meaning to the term 'socially responsible investment,'" said Land Connection founder Terra Brockman. "Instead of putting money into clean energy stocks or into socially responsible mutual funds, these investors are able to truly see their money at work —growing in value while growing local, organic food."

"This partnership is a win-win-win situation," said David Miller, who now runs an organic farmland management company, Working Farms Capital (workingfarmscapital.com). "It benefits the rural Forrest farming community, the urban partners, and not least, the consumers who will be eating fresh, organic, local produce. If all goes according to plan, Pleasant Ridge Partners will also make a profit when the revitalized land is resold to one of the many farmers who want organic land."

The term of the Pleasant Ridge Partnership ended in 2011, with some investors getting their initial investment plus profits, and others choosing to reinvest in the farm for a longer term. The farm is now entering its sixth year of certified organic grain production, and continues to be farmed by the young local farmer, Scott Friedman, who transitioned it to organic.

FARM LEASE OPTIONS to explore and evaluate

Consider these ways you might lease your farmland, along with the main pros/cons. Discuss with your family, business partner, and/or financial advisor, then circle the ones that are possible for you.

- ☐ **Cash Lease** is the most common leasing situation, and the simplest: the owner sets the rent per acre, and the tenant pays it. Even if there is a drought, hailstorm, or other event leading to a crop loss, the tenant must still pay the full rent.
- ☐ **Flex-Cash Leases** are used almost exclusively with commodity crop leases. The lease specifies a "base cash rent" per acre, and then provides adjustments depending on base soybean and corn prices and yield data for particular parcels. The flexible cash lease states that the tenant will pay in proportion to either or both the commodity price and the yield level. Various flex-cash lease spreadsheets are available online.
- ☐ **Crop Share** is a lease situation where the landlord and tenant share income and expenses, usually 50/50, but sometimes at another ratio agreed to when signing the lease. The tenant keeps track of all expenditures and documents all income from the land. Then the income and expenses are shared as specified in the lease. This lease protects the farmer from a loss in a bad year, and allows the landlord to make more money in a good year.

What is a lease?

A legal document outlining a clear and equitable division of rights and responsibilities between owner and farmer. There is generally a trigger for lease review, and exit provisions.

- ☐ **Long-Term Leases** can be anywhere from 5 to 99 years. Any lease over about 30 years is nearly equivalent to owning the land. These leases tend to be more detailed than "normal" ones and allow the landowner and tenant to discuss what practices they will use to build soil, prevent erosion, and so on. The Land Connection worked with an attorney at Skadden Arps to create a **comprehensive sustainable lease template** you can download here.

- ☐ **Lease with option to buy.** There are many ways to structure leases with option to buy. Both landlord and tenant should get legal counsel to make sure the lease serves their interest.

Here are some innovative lease arrangements that may work in particular owner-tenant situations:

- ☐ **Ground lease:** The tenant leases the ground, but owns any "improvements" to the land — e.g. the house, barn, fencing, etc. When the lease ends, the improvements are sold to the next tenant or back to landowner. Examples: Indian Line Farm (www.indianlinefarm.com) and Caretaker Farm (www.caretakerfarm.org)

- ☐ **Transfer of farming rights:** The tenant purchases the right to farm your land. This is similar to having a legal license to carry out certain activities on the land.

PROS of Leasing:	CONS of Leasing:
Gives you a steady stream of income, plus control over how your land is used. Allows a new farmer to start farming without a huge capital outlay.	You will need to negotiate the lease, and stay on top of the tenant's activities to ensure that the land is being used as you wish.

Elements of a Good Lease

List compiled by California FarmLink (www.californiafarmlink.org)

1. Contact information

Be sure to include information for both landowner and tenant

2. Description of leased property

Include a map if possible.

3. Length of term

How long is lease valid?

Can it be renewed?

4. Rental amount and how it is to be paid

What is the amount per term?

Is it as cash or share rent?

When is it payable?

Are there periodic increases?

5. Maintenance and repairs

Who is responsible? What are the monetary limits?

6. Liability insurance and indemnification

Is the tenant required to have liability insurance?

Most landowners want to specify that they're not liable for tenant's operation.

7. Use restrictions or requirements

How is the land to be used?

Are there prohibitions or limitations on its use, such as types of crops or production methods, for example?

8. Compliance with law

Most leases reiterate that the tenant must comply with all appropriate laws.

9. Initial condition of premises

Is the property okay as-is?

Are improvements or upgrades required before or during the lease?

10. Alterations

Are there restrictions or allowances concerning changes to the property?

What changes or improvements are allowed, with and without specific permission?

11. Subletting

Are there any restrictions or allowances?

Is tenant allowed to lease to a third party?

12. Dispute resolution

California FarmLink suggests specifying that disputes should be resolved first by mediation, then through binding arbitration.

Conclusion

There are many ways to find a farmer, but they all involve clear and open communication. If you know your own values and needs and communicate them to others, you will find a farmer with similar values who will steward your land far into the future.

The land was here before us, and will be here after us. *Thank you for your care and respect for the land, and for the health and wellbeing of future generations.*

"If one advances confidently in the direction of his dreams and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours."

– Henry David Thoreau

"The farmer has to be an optimist or he wouldn't still be a farmer."

— Will Rogers

Resources for Landowners

Publications and Web Resources

Midwest Farm Connection

Midwest Farm Connection is a project of The Land Connection that helps connects new farmers and farmland owners to each other and to the resources they need to farm sustainably. By matching aspiring farmers with retiring farmers and landowners through online posts, this site seeks to promote continued agricultural production and the protection of Midwestern farmland. Midwest Farm Connection also gives established Midwestern farmers an opportunity to create internship and classified posts to help them find the interns, equipment, employees, and volunteers that will make their farm businesses successful. The site also includes additional resource listings with links to the best online resources available for sustainable production, farm business planning and small-farm marketing information.

Sustainable Farm Leasing

Drake University's sustainable farm lease website, www.sustainablefarmlease.org, is definitely worth exploring. The site contains a Landowner's toolbox including a list of questions to ask yourself as you are determining your priorities and exploring your options. There is also a comprehensive farm lease FAQ document prepared for the Pennsylvania Sustainable Ag association by researchers at Penn State University's Dickinson School of Law on the PASA website: www.pasafarming.org.

A Farmers' Guide to Securing Land

A Farmers' Guide to Securing Land, by California FarmLink, 2008, provides tools and examples to help landowners, farmers and service providers keep farmland in viable agriculture. The book includes an overview of farmland tenure in the U.S.—who owns and operates American farmland—and some of the challenges to keeping land in the hands of farmers. Each chapter describes a land tenure "model" such as lease, partnership or ownership. These are explained by real case studies collected by California FarmLink staff and associates. The book includes a CD-ROM that contains many of the actual lease, partnership or purchase documents used in these examples. www.californiafarmlink.org

Holding Ground: A Guide to Northeast Farmland Tenure and Stewardship.

Kathy Ruhf, Annette Higby, Andrea Woloschuk and others. 2004. Belchertown, Mass. The New England Small Farm Institute and Intervale Foundation (see **Organizations** section for more information on each of these). This publication addresses farmland access, transfer, affordability and stewardship. It focuses on "non-ownership" tenure options and contains sample lease provisions with explanations, sample stewardship standards, worksheets, and case studies. $30.00; 162 pages, paperback.

"There are two spiritual dangers in not owning a farm. One is the danger of supposing that breakfast comes from the grocery, and the other that heat comes from the furnace."

—Aldo Leopold, A Sand County Almanac

Minority Landowner

Minority Landowner is a monthly periodical featuring articles and information specifically targeting minority landowners in the southeastern United States and addressing the issues they face.

Contact Victor L. Harris
Ph: 919-215-1632
ccpublishing@earthlink.net

Value-Added and Alternative Agriculture Tool Kit

Value-Added and Alternative Agriculture Tool Kit, from the NCSU College of Agriculture and Life Sciences, provides an overview and on-line references. www.ncvalueadded.org/business-management.html

Organizations

FARMER TRAINING and FARMLAND PRESERVATION

The Land Connection trains new farmers and helps link them with land through the Midwest Farm Connection website and through personal interactions.

The Land Connection,
P. O. Box 3332,
Bloomington, IL 61702
info@thelandconnection.org
Ph: 217-840-2128
www.thelandconnection.org

Practical Farmers of Iowa **:** Whether you are a beginning farmer looking for land or a landowner looking for a beginning farmer, this website is designed for you. You can register to view listings and send private, secure messages to the Landowner or Landseeker of interest to you. www.practicalfarmers.org/findafarmer/

Practical Farmers of Iowa
137 Lynn Ave., Suite 200
Ames, Iowa 50014
Ph: 515.232.5661

New England Small Farm Institute's mission is to promote small farm development by providing information and training for aspiring, beginning and transitioning farmers. NESFI maintains an extensive resource collection, produces publications, develops and offers innovative farmer-guided programs, and advocates for policies that encourage sustainable small-scale agriculture.

New England Small Farm Institute
275 Jackson St.,
Belchertown, MA 01007
Ph: 413-323-4531
info@smallfarm.org
www.smallfarm.org

"We know more about the celestial bodies than the soil beneath us."

– Leonardo da Vinci

The Intervale Center of Burlington, VT supports financially viable and environmentally sustainable agriculture. Its mission is to develop farm- and land-based enterprises that generate economic and social opportunity while protecting natural resources. The Intervale Farms Program creates opportunities for new farmers by leasing land and facilities to small organic enterprises. The program provides technical support and networking among other more experienced farmers. The Success on Farms Program works one on one with farmers throughout Vermont to help strengthen their businesses through increased revenues, more effective marketing, consideration of processing value-added products at the farm, and other strategies.

The Intervale Center
180 Intervale Road,
Burlington, VT 05401
Ph: 802-660-0440
www.intervale.org

Land For Good's mission is to keep New England's productive land cared for and in active use for the benefit of the owners, the land and the community. This New England nonprofit helps families and organizations plan for, manage and pass on working lands. The group fosters professional and community networks, public awareness and policies to keep New England's working lands working. Land For Good offers assistance with farm transfer planning, leases and other land use agreements, farm design and land planning, and conservation development.

Land For Good
29 Center Street,
Keene, NH 03431
Ph: 603-357-1600
info@landforgood.org
www.landforgood.org

American Farmland Trust, founded in 1980 by a group of farmers and conservationists concerned about the rapid loss of the nation's farmland to development, is a nonprofit membership organization dedicated to protecting our nation's strategic agricultural resources. The trust provides legislative updates, conferences and e-news.

American Farmland Trust
1200 18th Street, NW, Suite 800
Washington, D.C. 20036
202-659-8339
info@farmland.org
www.farmland.org

Equity Trust is a small, national nonprofit organization committed to changing the spirit and character of our material relationships. The Trust helps communities gain ownership interests in their food, land, and housing. The group works with people to make economic changes that balance the needs of individuals with the needs of the community, the earth, and future generations. Equity Trust offers land tenure counseling, financing, and land stewardship services.

Equity Trust
PO Box 746
Turners Falls, MA 01376
Ph: 413-863-9038
info@equitytrust.org
www.equitytrust.org

Black Farmers and Agriculturalists Association was created to respond to the issues and concerns of Black farmers in the U.S. and abroad. The group is concernedwith advocacy at the national level, as well as support for the local Black farming community.

Black Farmers and Agriculturalists Association
P.O Box 61,
Tillery, NC 27887
252-826-2800
www.bfaa-us.org

Agriculture and Land-Based Training Association (ALBA) provides educational and business opportunities for farmworkers and aspiring farmers to grow and sell crops grown on two organic farms in Monterey County, California. ALBA provides educational and economic opportunities for limited-resource, aspiring and immigrant farmers.

Agriculture and Land-Based Training Association (ALBA)
P.O. Box 6264,
Salinas, California 93912
831-758-1469
www.albafarmers.org

Land Loss Prevention Project is dedicated to land retention and environmental justice by providing training and legal support. The organization is dedicated to the preservation of the family farm. The project was founded in 1982 by the North Carolina Association of Black Lawyers to curtail epidemic losses of Black-owned land in North Carolina. The organization broadened its mission in 1993 to provide legal support and assistance to all financially distressed and limited-resource farmers and landowners in North Carolina.

Land Loss Prevention Project
P.O. Box 179,
Durham, NC 27702
919-682-5969
www.landloss.org

Appalachian Sustainable Agriculture Project supports farmers and rural communities in the mountains of Western North Carolina and the Southern Appalachians by providing education, mentoring, promotion, web resources, and community and policy development.

Appalachian Sustainable Agriculture Project
729 Haywood Rd. #3
Asheville, NC 28806
828-236-1282

FarmLASTS Project seeks to improve how farm and ranch land is acquired, stewarded, and passed on. Team members are drawn from organizations across the U.S. The project's working groups conduct research and education on farmland access, farm succession, and the impact of these arrangements on land use and the environment. In June 2009 the project convened a national conference in Colorado to address these issues. The USDA/CSREES-funded project is directed by staff at the University of Vermont and Land for Good.

Contact Kathy Ruhf
kzruhf@verizon.net
www.farmlasts.org

FARM SERVICE PROVIDERS

American Society of Farm Managers and Rural Appraisers is a nationwide organization for professionals who provide management, valuation, and consulting services on agricultural and rural assets. The California Chapter publishes Trends in Agricultural Land and LeaseValues, an excellent guide to farm-land values. The Society was formed in 1929.

American Society of Farm Managers and Rural Appraisers
950 South Cherry Street, Suite 508
Denver, CO 80246-2664
303-758-0190
www.asfmra.com

USDA Farm Service Agency (FSA) offers two financing programs for land purchase which especially benefit beginning and socially disadvantaged farmers. The new Farm Bill provides for the Land Contract Guarantee Program and the Direct Farm Ownership Loan Program. Because traditional methods of farm entry and farm succession are no longer adequate to meet current challenges, the agency also offers the Beginning Farmer and Rancher Land Contract Guarantee Pilot Program. This pilot program will explore whether land contract sales are a viable alternative for facilitating land transfers to beginning farmers and ranchers. The pilot program will be available in Indiana, North Dakota, Oregon, Pennsylvania, Wisconsin, and Iowa. Contact the local Farm Service Agency office. www.fsa.usda.gov

FARMLAND RESOURCES

National Farm Transition Network

The goal of the network is to support programs that foster the next generation of farmers and ranchers. Farm linking organizations develop new transition and tenure strategies for the entry of the next generation and the exit of the existing farmer. Below is a list of linking programs that work with the Network.

Beginning Farmer Center
10861 Douglas Ave., Suite B
Urbandale, Iowa 50322
jrbaker@iastate.edu
www.farmtransition.org

California

California FarmLink
P.O. Box 2224
Sebastopol, CA 95473
Office: 707.829.1691
Fax: 707.829.1693
Contact: Steve Schwartz
info@californiafarmlink.org
www.californiafarmlink.org

Connecticut

New England Land Link
P.O. Box 608
Belchertown, MA 01007
Office: 413.323.4531
Fax: 413.323.9594
Contact: Eric Toensmeier
landlink@smallfarm.org
www.smallfarm.org

Iowa

Farm On – Beginning Farmer Center
Iowa State University Extension
10861 Douglas Avenue, Suite B
Urbandale, IA 50322
Office: 877.BFC.1999
Fax: 515.252.7829
Contact: John Baker
E-mail: jrbaker@iastate.edu
www.extension.iastate.edu/bfc

Ag Link
Iowa State University
www.extension.iastate.edu/bfc/Aglink

Iowa State also has links to some very good on-line presentations by previous Ag Link presenters: www.extension.iastate.edu/bfc/pubs.html

Illinois

The Land Connection
P. O. Box 3332,
Bloomington, IL 61702
Ph: 217-840-2128
info@thelandconnection.org
www.thelandconnection.org
The Land Connection links farmers with farmland in many ways including online (midwestfarmconnection.org) and through personal consultations.

Working Farms Capital
Contact: David Miller
P.O. Box 0281
Winnetka, IL 60093
847-736-0076
info@workingfarmscapital.com
Working Farms Capital is an organic farmland investment and management company.

Maine

Maine Farmlink
97 Main Street
Belfast, ME 04915
Office: 207.338.6575
Fax: 207.338.6024
Contact: Esther LaCognata
esther@mainefarmlink.org
www.mainefarmlink.org

New England Land Link
P.O. Box 608
Belchertown, MA 01007
Office: 413.323.4531
Fax: 413.323.9594
Contact: Eric Toensmeier
landlink@smallfarm.org
www.smallfarm.org

Maryland

Eastern Shore Land Conservancy
P.O. Box 169
Queenstown, MD 21658
Office: 410.827.9756
www.eslc.org

Massachusetts

New England Land Link
P.O. Box 608
Belchertown, MA 01007
Office: 413.323.4531
Contact: Eric Toensmeier
landlink@smallfarm.org
www.smallfarm.org

Michigan

FarmLink– Michigan Farm Bureau
7373 W Saginaw Hwy.
Lansing, MI 48917
Office: 517.323.7000
Toll-free: 888.805.4864
Contact: Matthew Smego
msmego@mail.michfb.com
www.michiganfarmbureau.com/benefits/farmlink.php

Minnesota

Land Stewardship Project
P.O. Box 130
Lewiston, MN 55952
Office: 507.523.3366
Contact: Karen Stettler
stettler@landstewardshipproject.org
www.landstewardshipproject.org

Montana

Land Link Montana– Community Food & Agriculture Coalition
127 N. Higgins Ave., Suite 305
Missoula, MT 59802
Phone: 406.543.0542
Contact: Paul Hubbard
pfhubbard@gmail.com
www.landlinkmontana.org

Nebraska

Center for Rural Affairs
145 Main St.
PO Box 136
Lyons, NE 68038
Office: 402.687.2100
Fax: 402.687.2200
Contact: Michael Holton
info@cfra.org
www.cfra.org/issues/become.htm

Beginning Farmer Program
Nebraska Department of Agriculture
P.O. Box 94947
Lincoln, NE 68509-4947
Office: 402.471.6890
Toll-free: 800.446.4071
Fax: 402.471.2525
Contact: Marian Beethe
mbeethe@agr.ne.gov
www.agr.ne.gov (click on "Beginning Farmer")

New Hampshire

New England Land Link
P.O. Box 608
Belchertown, MA 01007
Office: 413.323.4531
Fax: 413.323.9594
Contact: Eric Toensmeier
landlink@smallfarm.org
www.smallfarm.org

New Jersey

Ag Development Committee
State of New Jersey
PO Box 330
Trenton, NJ 08625-0330
Office: 609.984.2504
Fax: 609.633.2004
Contact: David Kimmel
david.kimmel@ag.state.nj.us
www.state.nj.us/agriculture/sadc/ farmlink.htm

New York

NY FarmLink
c/o NY FarmNet
415 Warren Hall
Ithaca, NY 14853
800-547-FARM
E-mail: info@farmlink.org
www.nyfarmlink.org

Ohio

The Farmland Center, a program of the Countryside Conservancy
2179 Everett Road
Peninsula, Ohio 44264
330.657.2538
beth@thefarmlandcenter.org
www.thefarmlandcenter.org
www.cvcountryside.org

Oregon

Friends of Family Farmers
P.O. Box 1286
Molalla, OR, 97038
info@friendsoffamilyfarmers.org
www.ifarmoregon.org

Friends of Family Farmers manages iFarmOregon.org, an online database that allows the user to search for agricultural services, land for sale, land wanted, unique leasing arrangements, partnership options, mentoring and internship programs, educational opportunities and financial resources.

Pennsylvania

Pennsylvania Farm Link, Inc.
PA Dept. of Agriculture
2301 N. Cameron Street, Rm 311
Harrisburg, PA 17110-9408
Office: 717.705.2121
Fax: 717.787.5643
mail@pafarmlink.org
www.pafarmlink.org

Farm Lease Connection, an initiative of the **Pennsylvania Association for Sustainable Agriculture (PASA)**
Contact: Marilyn Anthony
Marilyn@pasafarming.org
104 North St.
Millheim, PA 16804
www.farmleaseconnection.org
www.pasafarming.org/our-work/regional-marketing/southeast-region/landleasing

Rhode Island

New England Land Link
P.O. Box 608
Belchertown, MA 01007
Office: 413.323.4531
Contact: Eric Toensmeier
landlink@smallfarm.org
www.smallfarm.org

Vermont

Land Link Vermont
Center for Sustainable Agriculture
Office: 802.656.0233
Fax: 802.656.8874
Contact: Deb Heleba
www.uvm.edu/landlinkvt

New England Land Link
P.O. Box 608
Belchertown, MA 01007
413.323.4531
Contact: Eric Toensmeier
landlink@smallfarm.org
www.smallfarm.org

Virginia

Virginia FarmLink
Virginia Department of Agriculture and Consumer Services
P.O. Box 1163
Richmond, VA 23218
Office: 804.786.3501
Contact: William P. Dickinson, Jr.
wdickinson@vdacs.state.va.us
www.savefarms.com/farmlink_about.htm

Virginia Farm Bureau Federation
P.O. Box 27552
Richmond, Virginia 23261-7552
Office: 804.290.1017
Fax: 804.290.1099
Contact: Brock Herzberg
brock.herzberg@vafb.com
www.vafb.com and www.savefarms.com

Washington

Washington FarmLink
Cascade Harvest Coalition
4649 Sunnyside Avenue North, Room 123
Seattle, WA 98103
Office: 206.632.0606
Fax: 206.632.1080
Contact: Mary Embleton
mary@oz.net
www.cascadeharvest.org/programs/washington-farmlink
www.cascadeharvest.org

Wisconsin

Wisconsin Farm Center
Office: 800.942.2474 or 608.224.5049
Fax: 608.224.5107
Contact: Roger James
Roger.James@datcp.stte.wi.us
www.datcp.state.wi.us/mktg/agriculture/farm-center/transfers/index.jspvvvv

"To waste, to destroy, our natural resources, to skin and exhaust the land instead of using it so as to increase its usefulness, will result in undermining in the days of our children the very prosperity which we ought by right to hand down to them amplified..."

–Theodore Roosevelt

Looking for a Farm?
We can help!

A Step-by-Step Guide for Land Seekers
to help them explore farmland access options and solutions

The Land CONNECTION
Healthy Farms, Healthy Food

©2012 The Land Connection Foundation ▪ www.thelandconnection.org

Dear Land-Seeker,

I'm so happy you've chosen to download The Land Connection's *Guide for Farm Seekers*. We salute your efforts to steward a piece of this precious earth, and to become part of the local food movement. We're ready to work with you to meet your goals!

There is no one cookie-cutter way to find your farmland, but the guide you're looking at right now presents thorough information on farm lease and purchase options. You'll learn about types of leases typically available for Midwest farmland, plus new and innovative lease arrangements, the pros and cons of leasing vs. buying, and even the elements of a good farm lease. This guide will also connect you to a wide variety of resources in the Midwest and beyond.

At The Land Connection, we know that farmers across the country are getting older, much of their land is passing out of family ownership, and the trend is to ever-larger corporate farms using chemical-intensive practices. But you can help change that! By becoming a steward of existing farmland, and running a successful, sustainable entrepreneurial farm of your own, you will be able to prove that trend is not destiny!

At the Land Connection we've helped dozens of new farmers like you access the farmland they needed to start or expand their sustainable

farm businesses. This guide will help you accomplish your goals while also preserving and enhancing that precious commodity, the fertile farmland of Illinois, so that it will provide great local food options for local families — now and for generations to come.

Should you need assistance in any way, please contact me at 217-840-2128 or terra@thelandconnection.org.

Sincerely,

Terra Brockman
Founder and Executive Director, The Land Connection

"I am very grateful for The Land Connection, and will be signing a lease this week for 40 acres that I discovered on your website. The farm is a work in progress, however I hope to convert the conventional 12 acres of tillable land to organic over the next couple of years and set aside the remaining 28 acres for research, outreach and education activities. Please advise as to how I can return the kindness you have shown me..." — *Brian Traughber*

Getting Your Ducks In A Row...

- ☐ **Think about yourself and your core values: Who are you? What do you want and need?** Write out a clear **statement of your personal values and goals** to guide you along the way. You may also want to sketch a picture of your ideal farm 10 years from now. Share your drawing and statement with your family, friends, and/or business partners. Return to it regularly to discuss, define, and refine your values and goals.

- ☐ **Think about the land tenure model, renting or owning, that best fits your personal situation.** Make a list of the pros/cons of each, based on your present finances, personal risk tolerance, and other factors. Revisit this list as your farmland search progresses, as you will come up with more pros/cons as you explore options in greater detail. (See below for common lease and purchase options to explore and evaluate.)

- ☐ **Develop your farm business plan.** As with any entrepreneurial endeavor, a well-researched business plan is crucial to your success. For business planning assistance, you may sign up for Farm Beginnings (courses offered in Northern IL: learngrowconnect.org/what/training/stateline, Central IL: www.central.illinoisfarmbeginnings.org, and Southern IL: www.eatsouthernillinois.org/Training/Training_SIFB.html), another farmer training class, or contact your local SBA or SCORE program.

- ☐ Set yourself a **timeline to find your farm.** The process may easily take a year, so leave yourself plenty of time.

- ☐ **Be prepared for questions** that land owners are likely to ask. They may ask about your farming background and experience, the crops and/or animals you intend to raise, and your practices. They may also want assurance that you are able to pay rent promptly.

☐ **Be open and flexible** as you seek your farm. There are many paths to land tenure, and what fits in your first few years of farming may evolve. Many new farmers start as renters, and may move to a long-term (even lifetime) lease, or move on to purchase a farm as their circumstances change. Ask yourself:

a. What do I absolutely need? _____

_____

_____

_____

b. What is desirable, but not necessary? _____

_____

_____

_____

c. What would be nice, but is optional? _____

_____

_____

_____

Nationally, 400 million acres of farmland will change hands in the next twenty years in the United States due to retirement or death of the farmers.

Of the 27.3 million acres of farmland in Illinois, only 3% of Illinois farms are growing food marketed directly to consumers, and only about 0.1% of Illinois farmland is certified organic.

Finding Farm Prospects

☐ **Get Personal!** Let everyone in your personal network know you are looking for a farm. Start with friends, family, an colleagues, and build from there. Keep a list like this on your desk or refrigerator, and continually add to it:

People I have contacted	People I will contact

☐ **One-on-one relationships** — get to know farmers near you, and let them know you are looking for an opportunity to rent or purchase farmland. Often a farmer will have a small parcel of land across a creek or in a low-lying area that is almost too much trouble to get to with big machinery. They may be willing to rent such parcels to you. **Go beyond your personal network** by contacting local veterinarians, crop consultants, farm suppliers, auctioneers and others... the more people you tell about your farm search, the more likely you'll find the farm you want.

☐ **Seeing and seeking** — As you drive around the countryside, my may see a farmstead that seems to have no one living there. You can inquire with neighbors as to the owner, or go to the county courthouse, find the parcel number in a

county platte book, and ask the County Clerk to use the parcel number to look up the owner. Write the owner a letter or call them, letting them know who you are and what you'd like to do with the land if they are interested in renting it out. Emphasize your desire to steward the land into the future, and ask if they would be willing to meet in person to discuss options.

☐ **Use the power of the internet** — Learn about and register with online farm linking programs such as Midwest Farm Connection (midwestfarmconnection.org) and Find A Farmer (www.practicalfarmers.org/findafarmer). Keep a list:

Sites I have registered with	Sites I will register on

"We never thought about leasing until we heard about this family who wanted to rent their land to a sustainable farmer. Then we met Mr. Harms and fell in love.

On the practical side of things, we are so happy to be starting our farm with no huge capital expenses.

Emma Lincoln and Kiyoshi Mino
Lucky Duck Farm
Forrest, IL

☐ **Investigate Land Trusts.** Talk with local land trusts to see if they own or hold easements on properties that may include farmland. You can find land trusts near you on the Land Trust Alliance website, LTA.org.

Land trusts I have contacted	Land trusts I will contact
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

☐ **Contact conservation buyers**, people who value land protection and who often partner with land trusts to purchase and hold land, with or without an **easement**, and offer long-term leases and possible land ownership options. To find conservation buyers, make inquiries with local land trusts, then set up a meeting with the potential buyer to talk about your farming plans. If the conversation goes well, ask the person if they might be willing to purchase farmland and hold

What is an Easement?

An Easement is a way to protect a parcel of land by taking away development rights, and specifying, for example, only agricultural uses. This lowers the value of the land, making it more affordable to new farmers. Easements are generally "in perpetuity" and they give landowners significant tax advantages. Talk with local land trusts (you can find land trusts near you on the Land Trust Alliance website, (LTA.org) about their ability to hold an easement.

it long-term, getting some return on their investment through your rent. If there are multiple investors, they may form an LLC for easier management of the farm property. *(Read the story about the Pleasant Ridge Partners LLC on page 9.)*

- ☐ **Learn about Farmer Networks and Farm Incubators near you.** Networks such as CRAFT (Collaborative Regional Alliance for Farmer Training) and Central Illinois Sustainable Farming Network (cifsn.org) have e-newsletters and list-servs where members can exchange information about farmland and other topics. Farm Incubators such as the one at Prairie Crossing in Grayslake, IL offer land and equipment rental. (Other farmer networks and farm incubators may be found in the Resource section, under **Organizations**.)

- ☐ **Contact Farm Service Providers,** such as University Extension personnel, county conservation districts, USDA NRCS personnel and others. These providers often have programs related to land acquisition and know about local farms for rent or sale. (More information may be found in the Resource section under **Farm Service Providers**.)

- ☐ **Contact agricultural real estate agents** in your area. You can find them online, or contact your Chamber of Commerce.

- ☐ **Contact religious entities** such as churches, convents, seminaries and retreat facilities. These entities often own farmland, and have stewardship values that align with yours. Many are also active in social justice and food access issues, and will be receptive to having a farmer use their land to provide healthy food to the community.

- ☐ **Explore Cooperative farm ownership** to create an intentional or co-housing farm community — see Agriburbia (www.agriburbia.com), Agritopia (www.agritopiarealestate.com), Serenbe (www.serenbecommunity.com). These communities often have a number of farmers engaged in complementary enterprises.

LLC Investors: An Innovative way to Save Farmland and Make it Available to Sustainable Farmers

Farmland has traditionally been passed from one generation to the next. But now, many farms are reaching the end of continuous family ownership — in fact, 400 million acres will change hands nationwide in the next twenty years, and Illinois has a farmland succession problem.

One innovative solution is the formation of Limited Liability Companies (LLCs) by any number of investors wanting to purchase farmland and hold it both as a personal investment, and an investment in the future of farming.

In response to concern over farmland succession, a group of 15 investors formed Pleasant Ridge Partners, LLC, a private equity corporation that purchased a Livingston County farm in January 2007. From the beginning, the Pleasant Ridge Partnership worked closely with The Land Connection, a sustainable agriculture non-profit, in order to increase the impact and effectiveness of the project.

"These LLCs give new meaning to the term 'socially responsible investment,'" said Land Connection founder Terra Brockman. "Instead of putting money into clean energy stocks or into socially responsible mutual funds, these investors are able to truly see their money at work —growing in value while growing local, organic food."

"This partnership is a win-win-win situation," said David Miller, who now runs an organic farmland management company, Working Farms Capital (workingfarmscapital.com). "It benefits the rural Forrest farming community, the urban partners, and not least, the consumers who will be eating fresh, organic, local produce. If all goes according to plan, Pleasant Ridge Partners will also make a profit when the revitalized land is resold to one of the many farmers who want organic land."

The term of the Pleasant Ridge Partnership ended in 2011, with some investors getting their initial investment plus profits, and others choosing to reinvest in the farm for a longer term. The farm is now entering its sixth year of certified organic grain production, and continues to be farmed by the young local farmer, Scott Friedman, who transitioned it to organic.

To Own Or Not To Own...

Now that you have some farmland prospects, revisit your list of pros/cons of renting vs. owning farmland. Now is the time to evaluate your lease and purchase options in detail.

FARM PURCHASE OPTIONS to explore and evaluate:

Consider these ways you might *own* farmland, along with the main pros/cons. Discuss with your family, business partner, and/or financial advisor, then mark the ones that are possible for you.

- ☐ Through inheriting, or as a gift during the owner's lifetime
- ☐ Through purchase:
  - ☐ Outright, if you have a nest egg
  - ☐ Through regular bank financing to obtain a mortgage
  - ☐ Via a loan from family/friends, with or without equity position
  - ☐ Through USDA FSA, Farm Credit, or other loan arrangement
  - ☐ Fee title purchase with seller financing — a situation where the new owner takes possession of the land and makes payments directly to the previous owner
  - ☐ Fee title purchase with an agricultural easement (see definition on page 8) that reduces the price of the land because it restricts the use to agriculture only
- ☐ Through a shared equity model, which allows for a gradual transfer of your money and the owner's farmland, with small, regular cash outlays for the renter, and gradual capital gains for the owner. As the new farm gets more profitable, you can buy more land
- ☐ Through owning a house, and only a small amount of land around the house, then leasing other land, buildings, livestock, etc from the land owner

PROS of Owning:

- ☐ Psychological benefits
- ☐ Build collateral
- ☐ Maximum security and control
- ☐ Legacy
- ☐ Other _____

CONS of Owning:

- ☐ Ties up capital you might need for farming
- ☐ Huge commitment
- ☐ Other _____

FARM LEASE OPTIONS to explore and evaluate

Consider these ways you might lease farmland, along with the main pros/cons. Discuss with your family, business partner, and/or financial advisor, then mark the ones that are possible for you.

☐ **Cash Lease** is the most common leasing situation, and the simplest: the owner sets the rent per acre, and the tenant pays it. Even if there is a drought, hailstorm, or other event leading to a crop loss, the tenant must still pay the full rent.

☐ **Flex-Cash Leases** are used almost exclusively with commodity crop leases. The lease specifies a "base cash rent" per acre, and then provides adjustments depending on base soybean and corn prices and yield data for particular parcels. The flexible cash lease states that the tenant will pay in proportion to either or both the commodity price and the yield level. Various flex-cash lease spreadsheets are available online.

What is a lease?

A legal document outlining a clear and equitable division of rights and responsibilities between owner and farmer. There is generally a trigger for lease review, and exit provisions.

- ☐ **Crop Share** is a lease situation where the landlord and tenant share income and expenses, usually 50/50, but sometimes at another ratio agreed to when signing the lease. The tenant keeps track of all expenditures and documents all income from the land. Then the income and expenses are shared as specified in the lease. This lease protects the farmer from a loss in a bad year, and allows the landlord to make more money in a good year.

- ☐ **Long-Term Leases** can be anywhere from 5 to 99 years. Any lease over about 30 years is nearly equivalent to owning the land. These leases tend to be more detailed than "normal" ones and allow the landowner and tenant to discuss what practices they will use to build soil, prevent erosion, and so on. The Land Connection worked with an attorney at Skadden Arps to create a **comprehensive sustainable lease template** you can download here.

- ☐ **Lease with option to buy.** There are many ways to structure leases with option to buy. Both landlord and tenant should get legal counsel to make sure the lease serves their interest.

Here are some innovative lease arrangements that may work in particular owner-tenant situations:

- ☐ **Ground lease:** You own any "improvements" to the land — e.g. the house, barn, fencing, etc — and only lease the land. When the lease ends, the improvements are sold to the next tenant or back to landowner. Examples: Indian Line Farm (www.indianlinefarm.com) and Caretaker Farm (www.caretakerfarm.org)

- ☐ **Transfer of farming rights:** You rent the right to farm a property — similar to having a legal license to carry out certain activities on the land.

PROS of Leasing:

Leasing gives you a lot of flexibility and options, especially in terms of putting more money into the farming operations, and also to try out a location, an enterprise, or a market situation.

CONS of Leasing:

A lease may not provide you with adequate security that you can keep working the land you have put your energy into building up, and it may not fit your image of what it means to be a farmer. It will not allow you to build equity, nor have collateral for loans.

Elements of a Good Lease

List compiled by California FarmLink www.californiafarmlink.org

1. Contact information

Be sure to include information for both landowner and tenant

2. Description of leased property

Include a map if possible.

3. Length of term

How long is lease valid?

Can it be renewed?

4. Rental amount and how it is to be paid

What is the amount per term?

Is it as cash or share rent?

When is it payable?

Are there periodic increases?

5. Maintenance and repairs

Who is responsible? What are the monetary limits?

6. Liability insurance and indemnification

Is the tenant required to have liability insurance?

Most landowners want to specify that they're not liable for tenant's operation.

7. Use restrictions or requirements

How is the land to be used?

Are there prohibitions or limitations on its use, such as types of crops or production methods, for example?

8. Compliance with law

Most leases reiterate that the tenant must comply with all appropriate laws.

9. Initial condition of premises

Is the property okay as-is?

Are improvements or upgrades required before or during the lease?

10. Alterations

Are there restrictions or allowances concerning changes to the property?

What changes or improvements are allowed, with and without specific permission?

11. Subletting

Are there any restrictions or allowances?

Is tenant allowed to lease to a third party?

12. Dispute resolution

California FarmLink suggests specifying that disputes should be resolved first by mediation, then through binding arbitration.

Conclusion

There are many ways to find, and finance, farmland. If you know your farming goals and needs, do your homework, research your options, and use all your personal contacts, you *will* find land that is right for you.

"If one advances confidently in the direction of his dreams and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours."

– Henry David Thoreau

"The farmer has to be an optimist or he wouldn't still be a farmer."

— Will Rogers

Resources for Farmers Seeking Land

Publications and Web Resources

Midwest Farm Connection

Midwest Farm Connection is a project of The Land Connection that helps connect new farmers and farmland owners to each other and to the resources they need to farm sustainably. By matching aspiring farmers with retiring farmers and landowners through online posts, this site seeks to promote continued agricultural production and the protection of Midwestern farmland. Midwest Farm Connection also gives established Midwestern farmers an opportunity to create internship and classified posts to help them find the interns, equipment, employees, and volunteers that will make their farm businesses successful. The site also includes additional resource listings with links to the best online resources available for sustainable production, farm business planning and small-farm marketing information.

Farmers for the Future

Farmers for the Future is part of "Agriculture Online," the internet news service of Successful Farming magazine, mainly aimed at conventional farmers. It includes profiles of farmers, articles about farm transitions and beginning farmers who have "made it," plus a calendar of events, and links to resources for beginning farmers.

> "There are two spiritual dangers in not owning a farm. One is the danger of supposing that breakfast comes from the grocery, and the other that heat comes from the furnace."
>
> *—Aldo Leopold, A Sand County Almanac*

A Farmers' Guide to Securing Land

A Farmers' Guide to Securing Land, by California FarmLink, 2008, provides tools and examples to help landowners, farmers and service providers keep farmland in viable agriculture. The book includes an overview of farmland tenure in the U.S. — who owns and operates American farmland — and some of the challenges to keeping land in the hands of farmers. Each chapter describes a land tenure "model" such as lease, partnership or ownership. These are explained by real case studies collected by California FarmLink staff and associates. The book includes a CD-ROM that contains many of the actual lease, partnership or purchase documents used in these examples. www.californiafarmlink.org

Holding Ground: A Guide to Northeast Farmland Tenure and Stewardship.

Kathy Ruhf, Annette Higby, Andrea Woloschuk and others. 2004. Belchertown, Mass. The New England Small Farm Institute and Intervale Foundation (see "Organizations" section for more information on each of these). This publication addresses farmland access, transfer, affordability and stewardship. It focuses on "non-ownership" tenure options and contains sample lease provisions with explanations, sample stewardship standards, worksheets, and case studies. $30.00; 162 pages, paperback.

Minority Landowner

Minority Landowner is a monthly periodical featuring articles and information specifically targeting minority landowners in the southeastern United States and addressing the issues they face.

Contact Victor L. Harris
Ph: 919-215-1632
ccpublishing@earthlink.net

Value-Added and Alternative Agriculture Tool Kit

Value-Added and Alternative Agriculture Tool Kit, from the NCSU College of Agriculture and Life Sciences, provides an overview and on-line references. www.ncvalueadded.org/business-management.html

Organizations

FARMER TRAINING and FARMLAND PRESERVATION

The Land Connection trains new farmers and helps link them with land through the Midwest Farm Connection website and through personal interactions.

The Land Connection,
P. O. Box 3332,
Bloomington, IL 61702
info@thelandconnection.org
Ph: 217-840-2128
www.thelandconnection.org

Practical Farmers of Iowa : Whether you are a beginning farmer looking for land or a landowner looking for a beginning farmer, this website is designed for you. You can register to view listings and send private, secure messages to the Landowner or Landseeker of interest to you. www.practicalfarmers.org/findafarmer/

Practical Farmers of Iowa
137 Lynn Ave., Suite 200
Ames, Iowa 50014
Ph: 515.232.5661

New England Small Farm Institute's mission is to promote small farm development by providing information and training for aspiring, beginning and transitioning farmers. NESFI maintains an extensive resource collection, produces publications, develops and offers innovative farmer-guided programs, and advocates for policies that encourage sustainable small-scale agriculture.

New England Small Farm Institute
275 Jackson St.,
Belchertown, MA 01007
Ph: 413-323-4531
info@smallfarm.org
www.smallfarm.org

The Intervale Center of Burlington, VT supports financially viable and environmentally sustainable agriculture. Its mission is to develop farm- and land-based enterprises that generate economic and social opportunity while protecting natural resources. The Intervale Farms Program creates opportunities for new farmers by leasing land and facilities to small organic enterprises. The program provides technical support and networking among other more experienced farmers. The Success on Farms Program works one on one with farmers throughout Vermont to help strengthen their businesses through increased revenues, more effective marketing, consideration of processing value-added products at the farm, and other strategies.

The Intervale Center
180 Intervale Road,
Burlington, VT 05401
Ph: 802-660-0440
www.intervale.org

Land For Good's mission is to keep New England's productive land cared for and in active use for the benefit of the owners, the land and the community. This New England nonprofit helps families and organizations plan for, manage and pass on working lands. The group fosters professional and community networks, public awareness and policies to keep New England's working lands working. Land For Good offers assistance with farm transfer planning, leases and other land use agreements, farm design and land planning, and conservation development.

Land For Good
29 Center Street,
Keene, NH 03431
Ph: 603-357-1600
info@landforgood.org
www.landforgood.org

American Farmland Trust, founded in 1980 by a group of farmers and conservationists concerned about the rapid loss of the nation's farmland to development, is a nonprofit membership organization dedicated to protecting our nation's strategic agricultural resources. The trust provides legislative updates, conferences and e-news.

American Farmland Trust
1200 18th Street, NW, Suite 800
Washington, D.C. 20036
202-659-8339
info@farmland.org
www.farmland.org

Equity Trust is a small, national nonprofit organization committed to changing the spirit and character of our material relationships. The Trust helps communities gain ownership interests in their food, land, and housing. The group works with people to make economic changes that balance the needs of individuals with the needs of the community, the earth, and future generations. Equity Trust offers land tenure counseling, financing, and land stewardship services.

Equity Trust
PO Box 746
Turners Falls, MA 01376
Ph: 413-863-9038
info@equitytrust.org
www.equitytrust.org

Black Farmers and Agriculturalists Association was created to respond to the issues and concerns of Black farmers in the U.S. and abroad. The group is concernedwith advocacy at the national level, as well as support for the local Black farming community.

Black Farmers and Agriculturalists Association
P.O Box 61,
Tillery, NC 27887
252-826-2800
www.bfaa-us.org

Agriculture and Land-Based Training Association (ALBA) provides educational and business opportunities for farmworkers and aspiring farmers to grow and sell crops grown on two organic farms in Monterey County, California. ALBA provides educational and economic opportunities for limited-resource, aspiring and immigrant farmers.

Agriculture and Land-Based Training Association (ALBA)
P.O. Box 6264,
Salinas, California 93912
831-758-1469
www.albafarmers.org

Land Loss Prevention Project is dedicated to land retention and environmental justice by providing training and legal support. The organization is dedicated to the preservation of the family farm. The project was founded in 1982 by the North Carolina Association of Black Lawyers to curtail epidemic losses of Black-owned land in North Carolina. The organization broadened its mission in 1993 to provide legal support and assistance to all financially distressed and limited-resource farmers and landowners in North Carolina.

Land Loss Prevention Project
P.O. Box 179,
Durham, NC 27702
919-682-5969
www.landloss.org

Appalachian Sustainable Agriculture Project supports farmers and rural communities in the mountains of Western North Carolina and the Southern Appalachians by providing education, mentoring, promotion, web resources, and community and policy development.

Appalachian Sustainable Agriculture Project
729 Haywood Rd. #3
Asheville, NC 28806
828-236-1282

FarmLASTS Project seeks to improve how farm and ranch land is acquired, stewarded, and passed on. Team members are drawn from organizations across the U.S. The project's working groups conduct research and education on farmland access, farm succession, and the impact of these arrangements on land use and the environment. In June 2009 the project convened a national conference in Colorado to address these issues. The USDA/CSREES-funded project is directed by staff at the University of Vermont and Land for Good.

Contact Kathy Ruhf
kzruhf@verizon.net
www.farmlasts.org

FARM SERVICE PROVIDERS

American Society of Farm Managers and Rural Appraisers is a nationwide organization for professionals who provide management, valuation, and consulting services on agricultural and rural assets. The California Chapter publishes Trends in Agricultural Land and LeaseValues, an excellent guide to farm-land values. The Society was formed in 1929.

American Society of Farm Managers and Rural Appraisers
950 South Cherry Street, Suite 508
Denver, CO 80246-2664
303-758-0190
www.asfmra.com

"We know more about the celestial bodies than the soil beneath us."

– Leonardo da Vinci

USDA Farm Service Agency (FSA) offers two financing programs for land purchase which especially benefit beginning and socially disadvantaged farmers. The new Farm Bill provides for the Land Contract Guarantee Program and the Direct Farm Ownership Loan Program. Because traditional methods of farm entry and farm succession are no longer adequate to meet current challenges, the agency also offers the Beginning Farmer and Rancher Land Contract Guarantee Pilot Program. This pilot program will explore whether land contract sales are a viable alternative for facilitating land transfers to beginning farmers and ranchers. The pilot program will be available in Indiana, North Dakota, Oregon, Pennsylvania, Wisconsin, and Iowa. Contact the local Farm Service Agency office. www.fsa.usda.gov

FARMLAND RESOURCES

National Farm Transition Network

The goal of the network is to support programs that foster the next generation of farmers and ranchers. Farm linking organizations develop new transition and tenure strategies for the entry of the next generation and the exit of the existing farmer. Below is a list of linking programs that work with the Network.

Beginning Farmer Center
10861 Douglas Ave., Suite B
Urbandale, Iowa 50322
jrbaker@iastate.edu
www.farmtransition.org

California

California FarmLink
P.O. Box 2224
Sebastopol, CA 95473
Office: 707.829.1691
Fax: 707.829.1693
Contact: Steve Schwartz
info@californiafarmlink.org
www.californiafarmlink.org

Connecticut

New England Land Link
P.O. Box 608
Belchertown, MA 01007
Office: 413.323.4531
Fax: 413.323.9594
Contact: Eric Toensmeier
landlink@smallfarm.org
www.smallfarm.org

Iowa

Farm On – Beginning Farmer Center
Iowa State University Extension
10861 Douglas Avenue, Suite B
Urbandale, IA 50322
Office: 877.BFC.1999
Fax: 515.252.7829
Contact: John Baker
E-mail: jrbaker@iastate.edu
www.extension.iastate.edu/bfc

Ag Link
Iowa State University
www.extension.iastate.edu/bfc/Aglink

Iowa State also has links to some very good on-line presentations by previous Ag Link presenters: www.extension.iastate.edu/bfc/pubs.html

Illinois

The Land Connection
P. O. Box 3332,
Bloomington, IL 61702
Ph: 217-840-2128
info@thelandconnection.org
www.thelandconnection.org
The Land Connection links farmers with farmland in many ways including online (midwestfarmconnection.org) and through personal consultations.

Working Farms Capital
Contact: David Miller
P.O. Box 0281
Winnetka, IL 60093
847-736-0076
info@workingfarmscapital.com
Working Farms Capital is an organic farmland investment and management company.

Maine

Maine Farmlink
97 Main Street
Belfast, ME 04915
Office: 207.338.6575
Fax: 207.338.6024
Contact: Esther LaCognata
esther@mainefarmlink.org
www.mainefarmlink.org

New England Land Link
P.O. Box 608
Belchertown, MA 01007
Office: 413.323.4531
Fax: 413.323.9594
Contact: Eric Toensmeier
landlink@smallfarm.org
www.smallfarm.org

Maryland

Eastern Shore Land Conservancy
P.O. Box 169
Queenstown, MD 21658
Office: 410.827.9756
www.eslc.org

Massachusetts

New England Land Link
P.O. Box 608
Belchertown, MA 01007
Office: 413.323.4531
Contact: Eric Toensmeier
landlink@smallfarm.org
www.smallfarm.org

Michigan

FarmLink– Michigan Farm Bureau
7373 W Saginaw Hwy.
Lansing, MI 48917
Office: 517.323.7000
Toll-free: 888.805.4864
Contact: Matthew Smego
msmego@mail.michfb.com
www.michiganfarmbureau.com/benefits/farmlink.php

Minnesota

Land Stewardship Project
P.O. Box 130
Lewiston, MN 55952
Office: 507.523.3366
Contact: Karen Stettler
stettler@landstewardshipproject.org
www.landstewardshipproject.org

Montana

Land Link Montana– Community Food & Agriculture Coalition
127 N. Higgins Ave., Suite 305
Missoula, MT 59802
Phone: 406.543.0542
Contact: Paul Hubbard
pfhubbard@gmail.com
www.landlinkmontana.org

Nebraska

Center for Rural Affairs
145 Main St.
PO Box 136
Lyons, NE 68038
Office: 402.687.2100
Fax: 402.687.2200
Contact: Michael Holton
info@cfra.org
www.cfra.org/issues/become.htm

Beginning Farmer Program
Nebraska Department of Agriculture
P.O. Box 94947
Lincoln, NE 68509-4947
Office: 402.471.6890
Toll-free: 800.446.4071
Fax: 402.471.2525
Contact: Marian Beethe
mbeethe@agr.ne.gov
www.agr.ne.gov (click on "Beginning Farmer")

New Hampshire

New England Land Link
P.O. Box 608
Belchertown, MA 01007
Office: 413.323.4531
Fax: 413.323.9594
Contact: Eric Toensmeier
landlink@smallfarm.org
www.smallfarm.org

New Jersey

Ag Development Committee
State of New Jersey
PO Box 330
Trenton, NJ 08625-0330
Office: 609.984.2504
Fax: 609.633.2004
Contact: David Kimmel
david.kimmel@ag.state.nj.us
www.state.nj.us/agriculture/sadc/ farmlink.htm

New York

NY FarmLink
c/o NY FarmNet
415 Warren Hall
Ithaca, NY 14853
800-547-FARM
E-mail: info@farmlink.org
www.nyfarmlink.org

Ohio

The Farmland Center, a program of the Countryside Conservancy
2179 Everett Road
Peninsula, Ohio 44264
330.657.2538
beth@thefarmlandcenter.org
www.thefarmlandcenter.org
www.cvcountryside.org

Oregon

Friends of Family Farmers
P.O. Box 1286
Molalla, OR, 97038
info@friendsoffamilyfarmers.org
www.ifarmoregon.org

Friends of Family Farmers manages iFarmOregon.org, an online database that allows the user to search for agricultural services, land for sale, land wanted, unique leasing arrangements, partnership options, mentoring and internship programs, educational opportunities and financial resources.

Pennsylvania

Pennsylvania Farm Link, Inc.
PA Dept. of Agriculture
2301 N. Cameron Street, Rm 311
Harrisburg, PA 17110-9408
Office: 717.705.2121
Fax: 717.787.5643
mail@pafarmlink.org
www.pafarmlink.org

Farm Lease Connection, an initiative of the **Pennsylvania Association for Sustainable Agriculture (PASA)**
Contact: Marilyn Anthony
Marilyn@pasafarming.org
104 North St.
Millheim, PA 16804
www.farmleaseconnection.org
www.pasafarming.org/our-work/regional-marketing/southeast-region/landleasing

Rhode Island

New England Land Link
P.O. Box 608
Belchertown, MA 01007
Office: 413.323.4531
Contact: Eric Toensmeier
landlink@smallfarm.org
www.smallfarm.org

Vermont

Land Link Vermont
Center for Sustainable Agriculture
Office: 802.656.0233
Fax: 802.656.8874
Contact: Deb Heleba
www.uvm.edu/landlinkvt

New England Land Link
P.O. Box 608
Belchertown, MA 01007
413.323.4531
Contact: Eric Toensmeier
landlink@smallfarm.org
www.smallfarm.org

Virginia

Virginia FarmLink
Virginia Department of Agriculture and Consumer Services
P.O. Box 1163
Richmond, VA 23218
Office: 804.786.3501
Contact: William P. Dickinson, Jr.
wdickinson@vdacs.state.va.us
www.savefarms.com/farmlink_about.htm

Virginia Farm Bureau Federation
P.O. Box 27552
Richmond, Virginia 23261-7552
Office: 804.290.1017
Fax: 804.290.1099
Contact: Brock Herzberg
brock.herzberg@vafb.com
www.vafb.com and www.savefarms.com

Washington

Washington FarmLink
Cascade Harvest Coalition
4649 Sunnyside Avenue North, Room 123
Seattle, WA 98103
Office: 206.632.0606
Fax: 206.632.1080
Contact: Mary Embleton
mary@oz.net
www.cascadeharvest.org/programs/washington-farmlink
www.cascadeharvest.org

Wisconsin

Wisconsin Farm Center
Office: 800.942.2474 or 608.224.5049
Fax: 608.224.5107
Contact: Roger James
Roger.James@datcp.stte.wi.us
www.datcp.state.wi.us/mktg/agriculture/farm-center/transfers/index.jspvvvv

"To waste, to destroy, our natural resources, to skin and exhaust the land instead of using it so as to increase its usefulness, will result in undermining in the days of our children the very prosperity which we ought by right to hand down to them amplified..."

–Theodore Roosevelt

Central Illinois Farm Beginnings

CIFB MENTORSHIP AGREEMENT

STUDENT(S):

Name:

Address:

Telephone: Email:

MENTOR(S):

Name:

Farm Name:

Address:

Telephone: Email:

First Meeting: _____
(date, time and location)

Mentorship Beginning and Ending Dates:

Intended Frequency of Contact: (circle one)

Daily Weekly Monthly As needed

Skill areas ~~**of primary interest**~~**Mentee would like to concentrate on during the Mentorship** (from student's Growing Season Learning Plan):

1)

2)

3)

4)

5)

Student Responsibilities

- Visit your mentor's farm at least once
- Invite your mentor to visit your farm at least once (if farming)
- Communicate clearly and respectfully with your mentor
- Report your mentorship progress to the CIFB Facilitator via email once a month
- Contact the CIFB Facilitator immediately if any problems or concerns arise during the course of the mentorship
- Complete a mentorship evaluation survey
- List additional tasks/projects/responsibilities ~~items~~ specific to this mentorship:
  (for example, help at the farmers market one Saturday per month, help on farm every other Friday, etc.)

Mentor Responsibilities

- Invite your student to visit your farm at least once
- Visit your student's farm at least once (if your mentee is farming)
- Communicate clearly and respectfully with your mentee
- Be available for phone or email consultations
- Share business planning, marketing, and/or production information, as appropriate, with your mentee
- Contact the CIFB Facilitator immediately if any problems or concerns arise during the course of the mentorship
- Complete a mentorship evaluation survey
- Offer constructive feedback to your mentee
- List additional teaching areas~~items~~ specific to this mentorship:
  (for example, provide a tractor operation lesson, discuss pasture management, share this season's crop plan, etc.)

We have reviewed and discussed this mentorship agreement and hereby commit to our respective responsibilities to the best of our abilities.

Signed (Student(s)) _____ Date: _____

Signed (Mentor(s)) _____ Date: _____

If you have any questions or comments during the course of the mentorship, or if problems arise, please contact Emma Lincoln (Farmer Training Facilitator, The Land Connection) at emma@thelandconnection.org.

Central Illinois
Farm Beginnings

Guidelines for CIFB Mentorships

Thank you for participating in the Central Illinois Farm Beginnings Mentorship Program. Your farming knowledge and experience will be of huge benefit to your mentee, and w~~W~~e believe you will find your mentoring experience to be a positive one.~~, and we~~ We hope you and your student ~~are able to~~will develop a relationship that lasts well beyond this~~e~~ growing season.

Your student is about to complete a course that is focused on business planning for small farm enterprises. He or she is looking to you for help with some of the more practical and production-related aspects of farming. We appreciate your willingness to participate in the program by sharing insights based on your valuable first-hand experience. Whether the topic is business planning, marketing, vegetable production, or livestock handling, your knowledge will help your student transition smoothly from the classroom to the field.

The precise nature of the mentorship is flexible and up to you and your student to define. Some students work full-time and have family obligations that may make frequent contact difficult. Other students have more time available and may wish to have a more intensive experience. We ~~fully~~ understand that your time is valuable, and only ask that you be honest with your student about the amount of time you are able to devote to their mentorship. A mentorship may consist of any combination of farm visits, phone conversations, email correspondence, in-person consultations, work sessions, etc. While the mentorship framework is flexible, we do expect your student to visit your farm in person at least once during the growing season. Time permitting, and if your student is actively engaged in farming in the coming season, we strongly encourage you to visit their farm site as well to do a walk-through and~~to~~ discuss their goals and challenges.

All of our students have completed a farming skills assessment survey to help them identify areas of greatest need or interest. Very shortly, your student will contact you to set up an initial mentorship planning meeting. He or she should come to that meeting prepared to discuss their mentorship goals and share the specific skill areas they ~~are hoping~~ would like to address during the coming season. Together, you will identify the areas where you feel you can provide guidance and then define the parameters of the mentorship (duration, frequency, and other particulars). We ask that you and your student then sign a mentorship agreement that formalizes your commitment to each other.

Thanks to the generosity of our donors and funding agencies, The Land Connection is able to offer you an honorarium of $300.00 to be paid upon receipt of a mentorship evaluation at the end of the season. We will contact you in September with information about how to complete the evaluation. If, during the course of the mentorship, you have any questions, comments, or concerns, please don't hesitate to contact Emma Lincoln (Farmer Training Facilitator) at emma@thelandconnection.org.

Central Illinois
Farm Beginnings

Please note that any employment or internship arrangement between you and your student beyond the requirements expressed here constitutes an agreement strictly between you and the student and does not involve The Land Connection.

Need farmland?

Land for Sustainable Farming

IS Within Your Reach

The Land Connection
can help you

- Assess your farm acquisition goals
- Explore the full range of land tenure options
- Develop individual plans for acquiring a farm
- Assist with seeking and evaluating properties
- Match you with experts to assist with personal financial preparation

Email us to arrange a
free initial consultation

info@thelandconnection.org

The Land CONNECTION

HEALTHY FARMS HEALTHY FOOD HEALTHY COMMUNITIES

http://zesterdaily.com/cooking/homegrown-spaghetti-squash-recipes/

http://zesterdaily.com/agriculture/fresh-recipes-for-fresh-brussels-sprouts/

http://zesterdaily.com/cooking/sweet-potato-roasting-recipe/

http://zesterdaily.com/cooking/purslane-recipe/

http://zesterdaily.com/world/cuisine/turnip-recipes-fit-for-the-holidays/

http://www.mindfulmetropolis.com/Archive/July_2011/Article/A_World_of_Cucumbers/859

http://www.mindfulmetropolis.com/Archive/August_2011/Article/Purslane_Wild_and_Tame/886

http://www.mindfulmetropolis.com/Archive/September_2011/Article/Healthy_Fun_Easy_Spaghetti_Squash/912

http://www.mindfulmetropolis.com/Archive/October_2011/Article/Sweet_Potatoes/941

http://www.mindfulmetropolis.com/Archive/October_2011/Article/Sweet_Potatoes/941

Central Illinois Farm Beginnings

Ready to Start Your Sustainable Farm Business?

For more information or to apply online to this full-year business planning class, please visit :

http://central.illinoisfarmbeginnings.org

salesforce.com - Custom | Pinterest / Search results | https://syncapps.cazoom | Salesforce - TLC Specialty | 101.5 WBNQ | Need Land? G

www.thelandconnection.org/land-guide/

Search | Norton | Safe Web | Share | Setup Vault | Login Assistant

The Land CONNECTION
Healthy Farms, Healthy Food

We are available to answer your questions!
217-840-2128

Get this FREE guide to locating the right farm, or tenant for your farmland

Are you looking for farmland?

- learn the pros/cons of leasing and buying
- discover creative ways to find the right property
- get lists of helpful resources and step-by-step suggestions

Are you a land owner?

- learn about all your options: long-term lease, sell with easement, and many more
- maintain income and flexibility for you or your estate
- find the right stewards for your land

Download your free guide now!

Full Name: Your Name *
Email: Your Email *
I am a:
land owner land seeker

DOWNLOAD
THE STEP-BY-STEP GUIDE

*If you have trouble downloading these guides,

please contact us immediately at

info@thelandconnection.org

The Land Connection
P. O. Box 3332
Bloomington, IL 61702

©2012 TheLandConnection.org. All rights reserved.

home | about us | contact us | privacy

SC-11-38

Esther's Place/ Lamb of God Farm

Donna Lehrer

info@esthersplacefibers.com

FINAL REPORT

Project Title

A Winning Combination: Kids and Specialty Crops

Project Summary

Throughout the life of the project, we have learned a lot about the need for developing a game and curriculum that meets the needs of a 2013 student and teacher. When we first submitted the proposal, the goal was to develop a fun learning tool that would educate the student about growing and eating specialty crops. Years ago, I remember how much fun it was to collect and share baseball cards in my elementary school days. Well, times have changed!! The young student of today is totally engrossed in the electronic world and instant gratification both in the play and food worlds.

After going some substitute teaching both in the special needs and traditional classrooms, I become better equipped to understand the needs of the student and what would make them interested in vegetables. As the grant period progressed, I interviewed several consultants that specialize in game production. It became apparent that we wanted to develop a special game that would capture their imagination in a noncompetitive way.

“Harvest Dreams” was created to inspire meaningful relationships between players of all ages and the world of the specialty crop farmer. It is the goal of the game to make the connection from the small family farm to the family kitchen table. Attachment One of this report has a picture of the game layout. Attachment Two is the actual guidelines for playing the game.

Project Approach

The basic tasks and activities performed include meeting with the consultant to develop the actual game, rules and components. Testing the game with students in the area was an ongoing activity. We also took opportunities to present it at local fiber shows and farmers markets thru out the grant period. The most significant result was the development of this unique game. Everyone that has come in contact with it gives it the highest praise. IT really captures the essence of the goals of grant proposal. I do not have the questionnaire to submit with this report, but will provide quantitative measurements and copies of the questionnaire by 12-31-13. DUE TO MAJOR ILLNESS, I HAD TO RESORT TO A PHONE INTERVIEW WITH PARTICIPATING TEACHERS.

The most unusual development observed was how calming the game is on the hyperactive and special needs students. A group of highly overactive fifth graders were visually calmed down by playing the game and their Girl Scout Leaders were amazed at the outcome.(See Attachment 3)

Goals and Outcomes Achieved

The farmer hired the local Aurora FedEx Office to develop and mail the program brochure to all the area schools, teachers, 4-H leaders, Girl

Scout and Boy Scout leaders and other youth organizations. (2000 mailed at cost of $1717.49...original recipe mail with program budget form 1-11-11 thru 12-31-11. See Attachment Four for sample of brochure.

In 2011, the farmer personnel expended $2031.32 to travel around to schools and do presentations about specialty crops…sample crops grown and provide recipes and samples of cooked items. Twenty five teachers were met with in 2011. All the teachers agreed that the students have very limited experience with the local farmer and the process that it takes to grow, harvest, and prepare vegetables.

In 2012, the farmer, recovering from the drought and major illness, worked with the consultant, Janine From, to develop the "Harvest Dream" game. The development included the actual rules for playing and the wet felting of the game mat and needle felting of the game pieces. The wool was donated in kind from the farmer. We were pleased to develop such a unique game that is packaged in a green box and has all the contents for playing it inside. $900 were expended in travel to presenting the game at the Waldorf School and hours spent with presenting the game to local Girl Scout troops at Esther's Place, Big Rock and on the farm, Lamb of God Farm.

In 2012, the consultant did the majority of the project design total 50 hours of creating the rules, background research and making two pilot games to be used in the demonstrations

In 2013, the farmer worked each quarter to develop contacts for future presentation and worked on the questionnaire for the Measureable Outcome request by USDA. It will be mailed out and completed for the fourth quarter of the grant. (hours to complete will be in-kind).

Meetings at several private schools and public schools are to be scheduled by year end.

Beneficiaries: DeKalb High School Special Needs Program

Waldorf Four Winds, Warrenville

Waldorf School, Chicago

4-H Programs, Kane, DeKalb and Kendall Counties

Girl Scout Troops from Lemont, Aurora and Sugar Grove

By the end of the year 2013"CONTACTS HAVE BEEN POSTPONED TO THE SPRING 2014 DUE TO MAJOR ILLNESS.

Aurora Public Schools, bilingual program and special needs

Montessori Schools in Kendall and Kane Counties

Chicago Commons Child Development Program

MEASURABLE OUTCOMES: PHONE INTERVIEWS WITH TEACHER/SCOUT LEADERS:

MY PHONE INTERVIEWS WITH THE PARTICIPATING TEACHERS AND SCOUT LEADERS INDICATED THE FOLLOWING OUTCOMES OF HAVING THE STUDENTS PLAY THE HARVEST DREAM GAMES AND COOK RECIPES USING SPECIALTY CROPS. (1)THE SPECIAL NEEDS TEACHER FROM DEKALB POINTED OUT THE FACT THAT THESE STUDENTS ARE NOT ABLE TO SHOP AND COOK UNLESS HIGHLY SUPERVISED. SHE FELT THAT THEY DID BENEFIT FROM BEING EXPOSED TO HOW VEGETABLES ARE RAISED AND HOW GOOD THEY ARE WHEN COOKED. PERHAPS SHE WOULD BE ABLE TO CONTINUE THE COOKING CLASSES FOR THOSE LESS DISABLED STUDENTS. (2) WALDORF TEACHERS HAVE THE UNIQUE OPPORTUNITY

TO WORK WITH STUDENTS THAT ARE MORE AWARE OF THE BENEFITS OF GROWING AND EATTING LOCAL VEGETABLES. THE TEACHERS THAT HAD US PARTICIPATE IN THE CLASSROOM HAVE NOW SIGNED UP TO COME OUT TO THE FARM FOR FIELD TRIPS AND SEVERAL FAMILIES HAVE SIGNED UP TO BE MEMBERS OF OUR FARM'S CSA PROGRAM.

(3)4-H LEADERS COMMENTS INCLUDED HOW THEIR CLUB MEMBERS ENJOYED PLAYING THE GAME AND THEIR STUDENTS ALL COMMENTED ON HOW MUCH EFFORT IT TOOK TO RAISE VEGETABLES. THE STUDENTS AGREED TO BE MORE COMMITTED TO EITHER GROWING THEIR OWN PRODUCE OR WORKING WITH THEIR PARENTS TO EHCOURAGE THEM TO SHOP AT FARMER'S MARKETS.

(4) GIRL SCOUT LEADERS INTERVIEW POINTED OUT THE CALMING EFFECT OF PLAYING THE GAME WITH THEIR VERY OVER ACTIVE STUDENTS. MOST OF THE STUDENTS WERE FROM WORKING PARENT FAMILIES AND VERY FEW ACTUALLY COOKED MEALS TOGETHER. THE MAJORITY OF THE MEALS WERE EITHER TAKE OUT OR FAST FOOD...FROZEN AND THEN MICROWAVED.

IN CONCLUSION, THE MAJOR TONE OF THE INTERVIEWS WAS POLITE AND COMPLIMENTARY. WHAT WAS APPARENT WAS THAT THE STUDENTS HAD NO WAY OF INFLUENCING THEIR PARENTS SHOPPING AND EATTING HABITS . I DO BELIEVE THAT THIS GRANT PROJECT HAS A LOT OF POTENTIAL TO CONTINUE THE BUYING AND EATTING HABITS FOR SPECIALTY CROPS. I WOULD RECOMMEND THAT THE TARGET AUDIENCE BE THE PARENTS…EXPOSING THEM TO THE SAME PRESENTATIONS AND LESSONS WE PROVIDED TO THE STUDENTS. IT IS IMPORTANT TO HAVE THE PARENTS COMMIT TO HEALTHIER EATTING HABITS!! WE WILL CONTINUE TO EDUCATE AND SHARE OUR

KNOWLEDGE WE LEARNED THRU THE BENEFITS OF THIS GRANT. THANK YOU FOR THE OPPORTUNITY TO EXPERIENCE SUCH A UNIQUE DEVELOPMENT OF THE "HARVEST DREAM" GAME. I WOULD MODIFY THE GRANT TITLE : A WINNING COMBINATION: PARENTS, KIDS AND SPECIALTY CROPS!!

Lessons Learned

The greatest lesson learned was to be flexible. What we initially thought was a great idea evolved into an even bigger and more innovative game development… I believe that is unique to the market place. It took more time and lots more money which we ended up with in-kind support from both the farmer and consultant. The most difficult challenge was the severe drought 2012 which took a toll on our farm operations. Major illnesses and an accident set back progress by both the farmer and consultant. Despite the setbacks, I am very pleased with the outcome of the project and am very grateful for this opportunity. We have not pursued the marketing of the game to date with hope that it will be a future goal

Contact Person: Donna Lehrer, 630-556-3476, info@esthersplacefibers.com

Attachment Two

Harvest of Dreams

A Locally Produced Cooperative Green Game

& Organic Woolen Play Set

About Harvest Dreams

This cooperative green game has been developed to inspire meaningful relationships between players and the world of vegetable farmers. As an organic vegetable farm in Big Rock, Illinois, Lamb of God Farm has been dedicated to providing locally grown, fresh heirloom vegetables and educational opportunities to the surrounding community.

It is our goal to make the connection from the small family farm to the family kitchen table. It is very important for future generations of families to select and eat fresh, locally grown foodstuffs. Be it from your own backyard, Community Supported Agriculture (CSA) program, farm stand or farmer's market, our family is encouraging others to eat healthy, freshly picked vegetables.

The play set was also created with all locally raised wool from our flock of sheep. The natural colors and design are lovingly created for your family's pleasure. May you have many years of fond memories playing this game!

Best wishes from our farm to your home,

Scott, Donna, Eric and Natasha and all of our Cheviot Sheep
The Lehrer Family

*Harvest Dreams Play Set and Instructions, created by Janine Fron, in collaboration with Esther's Place, ©Copyright 2012. All Rights Reserved. Project Funding: USDA Specialty Crop Grant.

Introduction

Follow the rhythms of nature, to engage in our harmonious connection between the sun, moon and stars that tend to our plants while we may be sleeping. Every plant needs pollinators, whether from the breeze of the wind, or the lively activity of the butterflies and the honeybees, though they may encounter some resistance from pests while on their flower power missions and are increasingly becoming endangered. Most importantly, in order for any plant to grow that we may plant ourselves, it needs our love and our kind attention.

The Harvest Moon is a longstanding Native American tradition that comes up as the first full moon near the autumn equinox, which can occur in early September, or in October on occasion. When the Harvest Moon first looms on the horizon, it appears very large and with a deep orange glow.

The Fall Harvest celebrates summertime efforts made in our local gardens and farms that can be canned and enjoyed throughout the winter months as a reminder of summer that carries the nutrients with them from the sun, moon, and stars in the New Year.

Harvest Notes

But though an old man, I am but a young gardener.
No occupation is so delightful to me as the culture of the earth,
and no culture comparable to that of the garden...

Thomas Jefferson

America's early gardening history begins with George Washington (1732-1799), who dedicated more than 40 years of his life to caring for the natural landscape at his inherited home estate of Mount Vernon, located along the Potomac River in Virginia, about 15 miles away from Washington D.C. The first President of the United States landscaped 500 acres of his 8,000 acre estate, which included flower and kitchen gardens, a greenhouse and an experimental botanical garden that he documented for future generations in his letters and diaries. The kitchen garden he planned included a selection of nearly 60 herbs and vegetables and an assortment of 21 fruits. Washington was a hearty tree planter who tried to grow some 108 species from friends and relatives who sent him seeds, cuttings and even tree specimens--all with little or no success.

His wife, First Lady, Martha Washington (1731-1802) kept a family cookbook she presented as a wedding gift to her grand-

daughter, Eleanor Parke Custis Lewis. The Custis family cookbook Martha used at Mount Vernon was handed down in her family from mothers to their daughters until it was presented to the The Historical Society of Pennsylvania by the Lewis family in 1892, and was later published with permission in 1940 as *The Martha Washington Cookbook*.

Thomas Jefferson (1743-1826), the third President of the United States, was also a serious gardener who kept a detailed garden journal from 1766-1824 about his homestead at Monticello, which overlooks the Blue Ridge Mountains and the Virginia Coastal Plains. At Monticello, he cultivated 350 vegetable varieties on a 1,000-foot long garden terrace and 170 fruit varieties in his orchards. Jefferson spent time in Paris in 1789-1784, where he grew American crops abroad such as corn, sweet potatoes and watermelon. Though not a vegetarian, Jefferson mostly ate vegetables and very little meat. He enjoyed chess and played on the West Lawn with his grandchildren, and even taught them how to play parlor and word games.

Years later, Bronson Alcott (1799-1888), father of Louisa May Alcott (1832-1888), author of *Little Women* and many other children's books, became an important educator, philosopher, writer, and social reformer in Massachusetts. Bronson was early to experiment with organic gardening and tried to cultivate enough produce to provide his family's daily meals. In 1862, President Abraham Lincoln (1809-1865)

signed into law three important acts that established the U.S. Department of Agriculture; the Homestead Act that offered settlers public land to cultivate; and the Land Grant agricultural university system that institutionalized farming knowledge in higher learning.

Jens Jensen (1860-1951) was a Danish immigrant who admired President Lincoln's accomplishments. Jensen settled in Chicago with his family and was later heralded the "dean of the world's landscape architects" by *The New York Times*. Jensen inaugurated what he called the first 'American Garden' in 1888 in Chicago with his plantings of native plants in Union Park. He collaborated with Schmidt, Garden and Martin on one of the first modern glass houses in the country with his design of Garfield Park Conservatory (1905-1907), whose unique structure resembled a haystack to symbolize the Midwest. Jensen supported free-play in the great out-of-doors and worked with Jane Addams and others to create the country's first outdoor festival of play in 1907 during the formation era of the Playground Association of America. While Jane Addams created soup kitchens at Hull-House to help feed the homeless, Jensen gave 70 children community garden plots to grow vegetables and flowers like Swiss Chard, lettuce, beets, radishes and rose geraniums they harvested on Fridays for their families.

Carl Sandburg, the Pulitzer Prize winning poet, biographer of President Abraham Lincoln, and author of *Rootabaga Stories*[1] (1922) for children worked with Jensen and others to help conserve the Indiana Dunes. As a gift to fellow Americans, Jensen designed the Lincoln Memorial Gardens with eight council rings in Springfield, Illinois, where he invited girl and boy scouts to plant acorns, which have blossomed into trees that continue to honor President Lincoln today. Beatrix Farrand (1872-1959) was a contemporary of Jensen's who designed formal landscape plans for the White House during President Woodrow Wilson's administration. She also created a nursery exchange program between universities she provided consulting for and the Morton Arboretum, located in Lisle, Illinois, where part of the Jens Jensen archives of photographs and landscape drawing plans are preserved.

More recently, First Lady, Michelle Obama (1964-), a native Chicagoan who admired the Victory Gardens from WWII, planted a thriving Kitchen Garden on the South Lawn of the White House. She also created the *Let's Move!* initiative to address children's health issues, like obesity, which may be socially rooted in a lost connection with nature and eating a healthy well-balanced diet that includes fresh produce.

---

[1] A rootabaga is a Swedish turnip. The popular collection of children's stories includes 'prairie fairies,' who wear overalls while they tend to the cornfields in farm country.

Game Contents
For 2-6 players, ages 8 and up.

Unique Handmade Organic Woolen Play Set:
1 Dry Felted & Watercolor Game Legend
1 Instruction Booklet
1 Large Organic, Wet Felted Woolen Play Mat

Colorful Assortment of 36 Dry Felted Woolen
& Silk Flowers, Fruits & Vegetables

7 Each – Dry Felted Playing Pieces:
Shining Sun, Crescent Moon, Shining Stars, Falling
Raindrops, Butterfly Pollinators & Hearts Full of Love

5 Muslin Bushels & 1 Drawstring Tote

1 Harvest Moon & 7 Honeybees

52 Double-Sided
Leaf & Petal Shaped Watercolor Flora Cards:

Yellow – Shining Sun & Honeybees
Lilac – Crescent Moon & Shining Stars
Double Lilac – Harvest Moon
Blue – Shining Stars & Falling Raindrops
Green – Butterfly Pollinators & Flowers
- Butterfly Pollinators
– Harvest Moon
Red – Hearts Full of Love
Brown – Compost
Grey - Pesky Critters

Setting the Gameplay

Spread out woolen play mat. Distribute one empty muslin bushel to each player. Shuffle Flora Cards and place in center of play mat. Arrange fruits, flowers and vegetables around the Flora Cards in a circle. Mix up and arrange Shining Suns, Crescent Moons, Shining Stars, Falling Raindrops, Butterfly Pollinators, and Hearts Full of Love in an outer circle around the fruits, flowers and vegetables. When all Flora Cards have been used, reshuffle and use again until gameplay ends, after all items have been harvested.

Rules of Play

Following the direction of a Sun Dial, each Farmhand turns a Flora Card over and matches a color to catch a Shining Sun (yellow), Crescent Moon (lilac), Shining Star (lilac or blue), Falling Raindrop (blue), Butterfly Pollinators (green or [illegible]), Heart Full of Love (red), Heap Full of Compost (brown), Pesky Critters (grey), and the Harvest Moon ([illegible] or double lilac).

Each Farmhand must gather one each of a Shining Sun, Crescent Moon, Shining Star, Falling Raindrop, Butterfly Pollinator and Heart Full of Love before they can harvest one item from the crops when the Harvest Moon comes up. When this happens, a player calls out "HARVEST!" and places one harvested fruit or vegetable in their bushel.

If a player turns over a double orange or double purple Flora Card, s/he calls out "HARVEST MOON!" and can keep the Harvest Moon until the end of the gameplay or until another player turns a double lilac or . in which the Harvest Moon would move to that player.

If a player receives a multiple item, s/he can barter with another farmhand in place of turning a flora card, and can harvest an item within the same turn.

If a player already has a Butterfly Pollinator and turns over an or green leaf, s/he can add a flower to their bushel. If a player already has a Shining Sun and turns over yellow leaf, s/he can add a Honeybee to their bushel.

If a farmhand encounters a heap full of compost by turning over a brown leaf, s/he recycles a harvested item back to the crops if they have any or surrenders another needed item such as the Shining Sun, Crescent Moon, Shining Star, Falling Raindrop, Butterfly Pollinator, or Heart Full of Love to the farmhand on their right.

At the end of the game, whoever has the most honeybees becomes the *Chief Bee Keeper* and gathers all of the honeybees around their bushel.

Whoever has the most flowers becomes the *Chief Nursery Gardener* and gathers all of the butterfly pollinators around their bushel.

Whoever harvests the most foodstuffs from the summer crop becomes the *Chief Farmer* of the land and can reset the game to till another harvest season.

Whoever has the Harvest Moon at the end of the game can make a wish on a shooting star for everyone and becomes the *Harvest Dreamer*. Yeah!

References

Bachrach, Julia S. (2012). *The City in a Garden: A History of Chicago's Parks-Second Edition.* Center for American Places, Chicago, Illinois.

Cheever, Susan (2010). *Louisa May Alcott: A Personal Biography.* Simon & Schuster, New York, New York.

Gettle, Jere & Emilee (2011). *The Heirloom Life Gardener.* Hyperion, New York, New York.

Grese, Robert E. (1992). *Jens Jensen: Maker of Natural Parks and Gardens.* The Johns Hopkins University Press, Baltimore, Maryland.

Griswold, Mac (1999). *Washington's Gardens at Mount Vernon: Landscape of the Inner Man.* Houghton Mifflin Company, New York, New York.

Hatch, Peter J. (2012). *"A Rich Spot of Earth": Thomas Jefferson's Revolutionary Garden at Monticello.* Yale University Press, New Haven, Connecticut.

Louv, Richard (2005). *Last Child in the Woods: Saving Our Children from Nature Deficit Disorder.* Algonquin Books, New York, New York.

Lovejoy, Sharon (1999). *Roots, Shoots, Buckets & Boots: Activities To Do in the Garden.* Workman Publishing Company, New York, New York.

Marcil, Marietta Marshall (1999). *Herbal Tea Gardens.* Storey Publishing, New Adams, Massachusetts.

Midda, Sara (1981). *In and Out of the Garden.* Workman Publishing Company, New York, New York.

Obama, Michelle (2012). *American Grown: The Story of the White House Garden and Gardens Across America.* Crown Publishers, New York, New York.

Tankard, Judith B. (2009). *Beatrix Farrand: Private Gardens, Public Landscapes.* The Monacelli Press, New York, New York.

Waters, Alice (2008). *Edible Schoolyard: A Universal Idea.* Chronicle Books, San Francisco, California.

Attachment three

Harvest Dreams:

A Summary of Play Testing Activities and Holiday Festival Preview

Coinciding with the Fall Harvest, on Tuesday, October 2, 2012 a Girl Scout troop of mixed ages 8-10 who are presently enrolled in second and third grade visited for a farm tour and were the first student group to play test *Harvest Dreams*. The Girl Scout Leaders cautioned in advance, the girls may be too excitable to sit down and play a game during their visit. In two groups switching between farm tours, the girls played the game outspread on a blanket near the vegetable garden in the afternoon out-of-doors.

The visual and tactile quality of *Harvest Dreams* quickly won their interest while the cooperative design of the gameplay held their steady attention. There was something that could happen for everyone–from harvesting the most vegetables to become the *Chief Farmer* in the game, to gathering the most flowers to become the *Chief Nursery Gardener* and the person where the Harvest Moon finally lands to become the *Harvest Dreamer*. The girls caught onto the rules fast and wanted to continue playing when it was time for them to leave. Their comments ranged from "I love this game!" to "Can I have this mushroom?" and positive remarks about the individual pieces like "I love this flower, it is so sweet." Questions about gardening and how the game was actually made from sheep's wool were answered at the end of the experience. The overall mood of the play spirit between both groups was balanced with inspiring joyful moments of personal fun and peaceful engagement that created a unique learning atmosphere.

Harvest Dreams was also play tested with shop visitors in October and November with 2-3 players at a time to see how the game could work with varying numbers of players. It is best to play the game with 3-6 players, however, by removing some of the game elements, two players could still enjoy the game together at a comfortable pace. Some play testers joined a game in progress and were able to pick up the gameplay without interruption. Feedback included creating a game legend for parents, teachers and students with learning challenges and adding in honeybees, which was initially part of the early game design plans that needed tweaking. Overall, play testers enjoyed the gameplay and play set design with encouraging admiration. Some players suggested the game could be suitable for classroom use and available in museum shops while others suggested testing the game with children and adults who have special needs and experience learning challenges.

In December, *Harvest Dreams* was presented at the Chicago Waldorf School (CWS) and Four Winds Waldorf School Holiday Fair in Warrenville, Illinois, where parents and students alike were keenly interested. This first preview of the packaged game provided us the opportunity to observe what they liked, including the size of the game pieces, the overall concept, look and feel of the play set – and how to better package the game with improved label design and information sheets.

Third grade seemed to be a target audience at Waldorf Schools, when a gardening and farming block is introduced into the curriculum. Throughout the school year, students have hands-on experiences of cooking, preparing soil, planting, tending, harvesting, working with fibers such as wool, creating calendars and telling time among other capacities. During the CWS Holiday Fair, a few parents were looking to purchase *Harvest Dreams* for their preschoolers and were interested in a version for younger children, while a small group of fourth grade students wanted to play the game on site and offered their event ticket to try it out.

To address Illinois Learning Standards, *Harvest Dreams* may be helpful for meeting learning goals in areas of mathematics, science, social studies, health and physical education for third grade students noted in checklists for the state published online via: http://www.marion.k12.il.us/services/Tools/checklists.html and more locally in DeKalb County via: http://www.dekalb.k12.ga.us/oakgrove/Grade_3.pdf.

Future plans include play testing at local, public and private schools and with boy scouts; creating an adaptable teaching kit for the classroom and home schooling families; and contacting possible vendors and organizations that may be interested in offering the game for sale online.

Other possibilities such as creating workshops for schools that include a game set with personal instruction will also be explored. Current activities include translating the *Harvest Dreams* instruction booklet into Spanish to be used as an English as a Second Language (ESL) game.

Inspiration and Research

"Children need to know that they have a place in a good world, and a future full of promise."

Kim John Payne
Educator and Author of *Simplicity Parenting* and *Games Children Play*

"The relationship between hands-on work and imaginative play is one of the unexplored treasures of early childhood."

Joan Almon
Contributing Author, *A Place for Play, Edited by Elizabeth Goodenough*

"There is something infinitely healing in the repeated refrains of nature—the assurance that dawn comes after night, spring after winter."

Rachel Carson
Environmentalist and Author of *The Sense of Wonder*

"Children's play is often the fertile soil in which authentic curriculum takes root. If there are no times and places for children to play—and this applies throughout the elementary years· it will be very difficult for curricular impulses to emerge"

David Sobel
Educator and Author of *Childhood and Nature*

Noted Benefits of Woolen Toys

Non-Toxic, Anti-Bacterial, and Stain Resistant

Soft to the Touch to Nourish Healthy Senses

Gently Warming for Hands

Soothing Natural Colors

100% Natural and Sustainable

Supports Local Community

* * *

Harvest Dreams

Game Design Motifs

*During the game experience, a genuine dialogue often takes place about the game elements – the touch and feel of the woolen material and the natural colors that enhances the gameplay and the personal connection between the players.

*Cooperative play enhances creativity and imagination and also supports team building. This is reinforced in the game by providing players with a chance to envision the role of the farmer, gardener, beekeeper, and harvest dreamer and imagine how fruits, flowers and vegetables can be used while working towards a common goal to celebrate the Fall Harvest together.

*Play rhythms include turning and remixing leaf and petal cards, gathering nature elements to harvest flowers, fruits and vegetables, trade/exchange nature elements to compost - while the movement of the honeybees and harvest moon encircle the game. Interchangeable movement between players includes clockwise, counterclockwise, forward and back, and up and down–in circular motions that capture the natural activity of the sun and moon. These design features can strengthen motor skills, while sharpening decision-making skills at each turn can enhance cognitive learning abilities. The gameplay is arranged on the woolen play mat in a circle, which is also known to create a harmonious feeling between people, and reinforces an imagined presence of the sun and moon.

*Curriculum support provided in the *Harvest Dreams* instruction booklet includes learning opportunities to discuss the seasons, farming and gardening tasks, agriculture history, cooking, and canning, while the option for felting pieces to add to the game supports healthy, rhythmical physical activity (in-progress).

**Harvest Dreams* was recently play tested this June with a homeschool family in Chicago who is following the Waldorf curriculum with materials from Christopherus for both Early Childhood and the Grades. As a mother of two children, she is presently enrolled in the teacher-training program at the Chicago Waldorf School and just completed homeschooling her son for first grade. They agreed to play test *Harvest Dreams* and immediately admired the presentation of the game, which they had seen at the Waldorf Holiday Fair in December. They caught onto the rules rather quickly and were able to identify most of the vegetables. Her younger daughter (age 3) played along with us. She helped her mom turn over the flora cards and select items. The young boy noticed the game had felted pieces, an activity he enjoys doing himself. He mentioned that to him, *Harvest Dreams* was a good "summertime game" because of the handpicking of grown foodstuffs. Before the game ended he remarked, "I could play this game forever."

While *Harvest Dreams* may be well suited to third grade within the Waldorf curriculum, she suggested the game is great for first grade and up to help teach mathematics, for handwork and other nature blocks. The game works well on its own, she said, just as a game without being attached to a planned lesson. The additional option of felting pieces to add to the game was appealing to her because the game could support both play and handcraft activities. It may be helpful to have a key for the vegetables in the game -- some players might not have had an eggplant before, and cannot identify it for themselves.

A Waldorf educator and parent also previewed the game this June who thought it was beautifully made, plus a wonderful concept for the classroom and for families too. She made some suggestions for the watercolor cards, but overall, thought it was ready to go.

Attachment 5

QUESTIONNAIRE FOR LAMB OF GOD FARM PRESENTATION

Name of School/Organization:_____ _____

Contact INFO: Phone:_____ e-mail:_____

Date of Presentation:_____

Number of Students:_____

Please take this survey one week prior to the presentation and then one week after the presentation and game play

Show of Hands: How many students help shop for veggies?

Before Presentation:_____ After Presentation:_____

Show of Hands: How many students help plan meals?

Before Presentation:_____ After Presentation:_____

Show of Hands: How many students help prepare the meals?

Before Presentation:_____ After Presentation:_____

Show of Hands: How many students' families buy produce from local farmers or farm markets?

Before Presentation:_____ After Presentation:_____

Comments from students about the game/ learning about veggies!!

SC-10-40

Title Establishment of an Illinois Organic Growers Association

Project Summary

Background: Efforts to establish IOGA began in response to growing interest in organic and environmentally sustainable production of specialty crops in Illinois.

Motivation: Participants in this effort felt growers and extension experts need increased access to relevant production and marketing information. Discussions about the need for and feasibility of creating an association to support organic agriculture in Illinois took place at the 2010 and 2011 Illinois Specialty Crops, Agritourism, and Organic Conferences. Participating in discussions were organic growers and staff who support organic agriculture through their work at Illinois universities, Extension, and nonprofits. The University of Illinois partnered with UI Extension and the Illinois Stewardship Alliance to obtain support from IDOA to support development of the association.

Previous work: There was no previous funding for this effort.

Project approach

Activities and accomplishments:

All activities were devoted to development of the association which serves organic farmers producing products that have added value because of how they are grown. Organic farming is one of the first and is currently the most successful example of branding that defines 'specialty' crops. Educational topics supported by this grant were specifically chosen to enhance the competitiveness of specialty crops.

Conference calls, email-exchange, face-to-face board meetings, and business meetings were used to develop an organizational structure and membership. The procedures of existing growers associations already participating in the Illinois Specialty Growers Association Conference were used as a model for this process. In 2011, the Illinois Stewardship Alliance agreed to become IOGA's fiscal sponsor. During the following year, elected board members established by-laws and an administrative structure to serve IOGAs growing membership. These were voted into practice by members during the annual 2013 business meeting.

We organized and offered workshops and presentations for the organic track of the annual Illinois Specialty Crops, Agritourism, and Organic conference each January. This effort was led

by University of Illinois Extension who worked with an IOGA subcommittee to identify topics and speakers. Partnership with the Illinois Specialty Growers Association and our leveraging of their administrative structure allows us to do this.

We also sought to organize field days to demonstrate practices and technologies to support organic agricultural production. To do this efficiently IOGA administrative team sought active partnerships with other entities. Efforts were made to offer field days across the state to a variety of audiences. Again, grant funds only supported field days addressing specialty crops.

IOGA provided information on news and activities related to organic agriculture, especially in Illinois but also nationwide, via a web site (http://illinoisorganicgrowers.org/) and email newsletter that was compiled and distributed by IOGA's coordinator (Carol Elder).

During 2012, we sought to build association membership through email, calls, and letters.

Participant contributions:

Administrative team that has organized and managed the project includes representatives of the University of Illinois Agroecology and Sustainable Agriculture Program (Michelle Wander), U of I Extension (Deborah Cavanaugh Grant and Ellen Phillips) and the Illinois Stewardship Alliance (Lindsay Record, Dee Carlson and Wes King). IOGA coordinator, Carol Elder, played a major role in developing administrative process and has been essential to project success. Illinois Extension, Deborah Cavanaugh Grant has played a major role in the planning of the ISCAO conference. All members of the team have contributed to planning and delivery of field days.

Goals and Outcomes Achieved

Our goal was to establish the Illinois Organic Growers Association with the mission to: 1) Support networking and farmer-to-farmer exchange among farmers interested in organic and sustainable production methods, 2) Promote and develop new and improved production methods that are state- and region-specific, and 3) Help growers support expanded markets for organic agricultural products.

To do this we 1) established a website, leadership team, board, fiscal structure, and by-laws, 2) planned educational events including field days and conferences, 3) and launched a membership drive.

Progress includes a functioning and elected board, an increase in number of program offerings, 4 field days in 2013, and growing participation in our IOGA business meeting over the years, up

to over 50 in this past year, as well as an increase in paid members (also over 50!). Our newsletter subscriber list has grown to 248, of which we estimate that 200 are producers.

We have exceeded our expectations for educational programs (2 field days per year and the conference) but not seen as much growth in conference participation as we would have liked. Participation in the organic track has been steady during the last two years but is notably affected by weather. Participants are asked about programing and rate program quality and indicate high satisfaction with the Organic Track. We have not assessed learning at meetings but have surveyed our subscriber list about issues and topics of concern. Interest has been expressed in cover crops, food safety and soil health.

Interest in ecologically raised hort crops has grown but the number of these non-certified operations is difficult to track with precision. Based on a review of certified organic farms in IL numbers increased 2002 from 152 to 280 in 2007 and have declined in 2008 to 229 farms (181 certified with 48 of whom were exempt), the 2012 numbers of certified operations declined to 174. Several factors may account for this. Cited reasons include the high price of conventional corn driven by renewable fuels policy promoting ethanol production, growth of local direct marketing that permits small farmers to communicate their practices directly to consumers and so reduce the need for certification, and finally, increased paperwork and demands imposed by organic certifiers. It is interesting to note that market maker reports that there are 48 organic vegetable crop growers in IL. This may include not certified producers using these methods.

Beneficiaries

IOGA activities serve producers of specialty crops (vegetables, fruits, flowers), grains, oils, livestock producers and consumers. By increasing the opportunities for small farms to produce for IL consumers using ecologically sensitive methods we not only hope to protect the environment but also contribute to local economies via the multiplier effect wherein, dollars circulate through the economy more times and so result in greater local wealth. The value of organic products was $1,778,000 in 2002. Based on this we estimate a current value of over $2 million. According to recent University of Wisconsin report, areas dominated with large farms have multiplier effects of 1.4 and small farms have multiplier effects of 2.6. This results in over $5 million of benefits returned from IL organic farms.

Lessons Learned

Shrinking resources make it increasingly important to forge effective partnerships. Our partnerships with the ISA and ISGA and reliance on University staff make it possible for IOGA to offer programing with very modest staff support.

Growers do not always appreciative of the amount of work that is required to offer programing and must become involved and committed enough to association goals to support it through payment of membership fees and contributions of their time and effort.

While we are making good progress, we learned it will take more time to build IOGA membership and strong association identity.

Contact Persons

Michelle Wander, 217-493-8486, mwander@illiois.edu

Carol Elder, 217 528-1563, illinoisorganicgrowers@gmail.com

2011 ILLINOIS SPECIALTY CROP GRANT PROGRAM
FINAL REPORT: SC-11-41

PROVIDING EDUCATION, RESOURCES, TECHNICAL ASSISTANCE & MARKET DEVELOPMENT IN KNOX COUNTY

PROJECT SUMMARY

To develop the specialty crops market in Knox County, this project focused on five functional areas; 1) Youth and Family Education 2) Creation of a Specialty Crop Consolidator/Food Hub 3) Promotion of Local Farmers' Markets 4) Education on Season Extension with the Use of High Tunnels 5) Production of Marketing Tools to Recruit Value-Added Processing Facilities

PROJECT APPROACH

1) Youth and Family Education – This functional area originally was targeted to develop a growers' incubator, but was revised to address youth and family education. GREDA partnered with the two local higher education institutions, Knox College and Carl Sandburg College, to provide organized educational events designed to highlight the benefits of locally grown specialty crops. Knox College hosted a Farm to Fork youth summer camp. Originally, we planned to create a curriculum based course for Carl Sandburg College's Kids on Campus program also, but that program was shortened one week, and we received approval to do so after the program's marketing materials were already produced. Instead, Carl Sandburg College hosted a Local Foods Fall Festival.

With Knox College, a youth-oriented curriculum-based summer camp was developed entitled Farm to Fork. The camp was held in two weeklong sessions from July 8 – 12,

2013 and from August 5 – 9, 2013. Areas of study included time in the classroom, time in the garden, time in the kitchen, and time visiting local production farms. Topics covered include safety, different aspects of gardening, preparing meals with locally grown produce, how local producers operate their farms, and making value-added products from specialty crops. All of which is at no cost to the camper.

With Carl Sandburg College, a family oriented specialty crop event was coordinated entitled Local Foods Fall Festival. The four areas of focus for the event were Gardening/Growing, Nutrition, On the Plate, and Local Food Economics. There were educational booths and group displays, a mini farmers' market, restaurants serving locally grown dishes, and activities for the kids.

2) Creation of a Specialty Crop Consolidator/Food Hub – Originally, this functional area was intended to design and equip a crop consolidation center, but it was determined we were not ready to move forward with this task. So, to advance the development of a food hub to serve our region, grant funds were used to take the initial step of the planning phase. GREDA contracted with J3 Concepts, a professional planning firm, to conduct a feasibility study for a food hub.

3) Promotion of Local Farmers' Markets – Knox County now has two farmers' markets – the Oneida Farmers' Market and the Galesburg Farmers' Market. To promote the local farmers' markets, GREDA ran advertisements in a local newspaper and partnered with the farmers' market coordinators to develop event marketing tools. The advertisements ran in the Knox County Neighbor, a weekly newspaper with a circulation of 13,000. The marketing tools include signage, flags and banners and can be seen along highly traveled routes.

4) Education on Season Extension with the Use of High Tunnels – Originally, this functional area was intended to coordinate a competition to develop a locally made high tunnel. Due to the complexity and lack of interest in this effort, the functional area was revised to promote the use of high tunnels in our area for season extension purposes. GREDA partnered with Knox College to purchase the supplies to create an educational high tunnel. The tunnel will be used to educated students, local producers, and the general public.

5) Production of Marketing Tools to Recruit Value-Added Processing Facilities – To promote our area as the place to do business, GREDA researched the local specialty crop market, studied options for developing the market, produced several marketing tools to promote the area, helped to coordinate local specialty crop events, joined a nationwide "Buy Fresh Buy Local" campaign, and partnered with an existing local value-added facility to develop a marketing plan. All of these project help to highlight the existing specialty crops market in our region with the goal of recruiting value-added facilities.

GOALS AND OUTCOMES ACHEIVED

1) Youth and Family Education – The goal of educating local youth and families was addressed in a two-pronged approach. By working with Knox College, a Farm to Fork curriculum was developed and presented in two weeklong summer camps. It is anticipated this curriculum will continue to be offering and will continue to evolve in future years. The program educated 19 area youth during the two camps. The camps ran for four hours, five days per week for a total of 20 hrs. Four hours were spent in the

classroom setting, eight hours were spent in the garden, four hours cooking, eating and conversing, and four hours were spent on a field trip to local specialty crop farms.

Carl Sandburg College's Local Food Fall Festival provided an atmosphere to celebrate locally grown food, it offered a variety of learning opportunities for attendees and activities for the kids. The festival included information booths by organizations supporting local food production, a mini local farmers' market, food from local restaurants utilizing local produce, and live music by the Rutabaga Jammers. Activities for the kids included a scavenger hunt, a pumpkin carving contest, and a gourd painting contest. Door prizes were given away, and each contest winner received a prize. The prize list included items such as gardening tool sets for kids, an Emeril Lagasse Farm to Fork cookbook, and coupons to restaurants serving local grown food.

2) Creation of a Specialty Crop Consolidator/Food Hub – The concept of a food hub has been discussed in our region for several years. Many meetings have taken place and support for the project has been evident. Unfortunately, there were obstacles to moving forward on the project. Often times unanswered questions about the organizational structure, financial structure, and the availability of produce to support such a facility have brought the project to a halt. To advance the project, the grant funds were utilized to conduct a food hub feasibility study. The feasibility study included participation from local producers, local buyers, and local agency representatives, such as the Heath Department, Farm Bureau, and U of I Extension. Three planning sessions were organized which provided insightful and fruitful discussions to help guide the planning process.

3) Promotion of Local Farmers' Markets – To promote the farmers' markets, grant funds were used to place advertisements in a local regional newspaper and purchase visual marketing tools, such as banners, flags, and signage to place out in the communities to draw attention during the events. Initially, the advertisements were being circulated in the newspaper, but neither vendors nor buyers at the farmers' markets were aware of them. Upon revisiting with the coordinators of the markets, it was determined they would be better served with the visual marketing tools.

Oneida chose to have banners located at each in of town along the busy State Highway 34. On one side of the banner, as you are entering town, it reads "Oneida Farmers' Market Ahead". On the other side of the banner, as you are leaving town, it reads "Thanks for Visiting – Please Come Again". They also chose to have a tall flag along the highway at the location of the market and a year-round aluminum sign put up to inform passers by.

Galesburg also chose to have "Farmers Market" flags at the location of the event. The coordinators also designed banners to be hung on streetlights in the downtown area. The banners read "Support Local Growers" and have the logo of the Galesburg Farmers' Market and the day of the event. Twenty four of these banners were purchased in total.

4) Education on Season Extension with the Use of High Tunnels – The goal is to promote season extension by educating local growers on the benefits and best practice of high tunnels. The outcome was unforeseen. We have purchased all of the supplies we need to assemble the high tunnel on Knox College's property. Unfortunately, we have been continuously working on overcoming prohibitive regulations for the past several

months. This experience is explained further in the "lessons learned" section of this report.

5) Production of Marketing Tools to Recruit Value-Added Processing Facilities – The goal of this functional area is to promote our region as the place to do business in the value-added food industry. By researching the food economy in the area and marketing the region's specialty crops attributes, we hope to recruit facilities to produce locally-made value-added food. A study was completed on the leafy greens market, a list of value-added processors was developed, and a list of local specialty crop growers was produced. Also included on the list are local buyers, such as grocery stores, colleges, and restaurants that incorporate locally grown food into their menus. A website was created to highlight our local specialty crop strengths in the region and it has been linked to GREDA's website. A tri-fold brochure was produced describing our specialty crop features. GREDA also partnered with the Illinois Stewardship Alliance on "Buy Fresh Buy Local" nationwide campaign. By partnering with the ISA, GREDA can use the Buy Fresh Buy Local marketing tools to help promote the local food economy. GREDA is partnering with the Farm Bureau to coordinate a Meet the Buyers event in our area. The event will be held on November 4, 2013. GREDA also partnered with the Sustainable Business Center (SBC), a value-added food processor, to formulate a marketing campaign for its En Season café and commercial kitchen. A list of marketing tools and options, including promotion around town, in-house, web/social media, and print & air, was produced, and the rates of each of these options was researched. Unfortunately, the SBC lost its chef and has been unable, as of yet, to find a new one. Therefore, the SBC has not moved forward on the marketing campaign.

BENEFICIARIES

1) Youth and Family Education – Farm to Fork had a total of 19 students; 10 during the first week and 9 during the second week. These students gained hands-on experience in what it is like to grow a garden and prepare meals from locally grown specialty crops. Their lunches consisted of produce they harvested during the week. The campers also visited area produce operations to learn how it is done. It was reported that some of the campers later volunteered at Growing Together, Inc., a non-profit which promotes locally grown produce.

The Local Foods Fall Festival was very well received. We attempted to keep track of the number of attendees by handing out tickets for door prizes. Based on the number of tickets, approximately 272 adults, 59 college students, 11 high school students, 28 from grades 5th – 8th, and 19 from grades K – 4th for a total of 389 guests. Rachel Griffiths of the Radish Magazine shared that of all the events she has participated in regarding local foods, this was the most productive. This is quite a compliment coming from a publication whose mission statement is "Healthy Living From The Ground Up." It is the hopes of everyone involved that the event will be picked up and held annually at Carl Sandburg College. Partners for the event, including the U of I Extension, the Sustainable Business, and Growing Together, also benefited by making the public aware of the services they provide.

2) Creation of a Specialty Crop Consolidator/Food Hub – The desire to establish a food hub in our area has been discussed for years. Unfortunately, unanswered questions have created obstacles to success. The goal of this functional area was to complete a food hub feasibility study to help overcome these obstacles. Steering committee

meetings helped guide us through this process, and included growers, buyers, and agency representatives. By taking the first step in the development of a food hub, we hope to ultimately benefit local producers by creating a facility to aggregate their produce to market to local retailers. The food hub will also benefit local buyers, such as grocery stores, restaurants, and educational institutions by establishing a market to fill larger orders of locally grown produce.

3) Promotion of Local Farmers' Markets – Knox County has two remaining farmers markets. The Oneida farmers market is held every Thursday from July – September. The market has 14 vendors selling local produce and value-added products, such as cider and jelly. The market is held in a grassy area in the town's business district along Highway 34. The new marketing tools are seen by an estimated 3,500 vehicles daily, according to an IDOT traffic count. The Oneida Farmers' Market coordinators reported several of the vendors made compliments about the banners and flag, and several customers mentioned they stopped because they saw the banners and flag.

The Galesburg Farmers' market takes place in Galesburg's downtown business district and runs from May through October. It serves over 41 vendors throughout the year. The banners are located on the light poles on Main Street, which has a traffic count of 9,300 vehicles daily, according to an IDOT traffic count. The flags are located at the entrance of the market, and one is placed in the center of the market.

4) Education on Season Extension with the Use of High Tunnels – It is anticipated the educational high tunnel will help to provide a learning atmosphere for generations of students, local producers, and interested citizens. The educational high tunnel will be utilized by Knox's Environmental Studies and Urban Agricultural Programs. It will also

help to advance Knox's goals to promote sustainability at the college. The high tunnel will also benefit the U of I Extension's Master Gardeners program and the non-profit Growing Together's educational programs.

5) Production of Marketing Tools to Recruit Value-Added Processing Facilities – Research projects were conducted to gain insight into the local food economy, and marketing tools were created, to benefit local growers, buyers, and value-added processors. By promoting our region as the place to do business, we are also helping to strengthen the awareness of the benefits of specialty crops to people and to the local economy. The marketing tools are designed to increase both the supply and demand of locally grown produce. This will benefit the suppliers and consumers, creating a stronger market, and in return will help to recruit value-added processing facilities.

LESSONS LEARNED

1) Youth and Family Education – This functional area was originally intended to organize a grower's incubator, but was changed to focus on youth and family education. Turnover in grant administration lead to time delays, and as time went by the grower's incubator became more difficult to achieve in the time remaining. Also, the non-profit Growing Together was established with a similar goal of organizing a grower's incubator.

The Knox College Farm to Fork summer camp was the first curriculum-based youth-oriented specialty crops program in our area. The program was developed due to the support of the Specialty Crops Grant, and it is the intention to continue this program as part of Knox's College for Kids annual summer camp. Knox College was able to learn

the value of this program and sees there is interest in specialty crops among the youth in the community.

The Local Foods Fall Festival was also the first of its kind in our region. A steering committee met monthly for the past year to coordinate the event. Since this was the first time holding the event, it was a learning experience for all. It was also learned there is strong interest and support in the community for this type of an event.

2) Creation of a Specialty Crop Consolidator/Food Hub – One of the initial lessons learned by conducting a food hub feasibility study is the necessity of the planning phase in establishing a food hub. Originally, this functional area was intended to design and equip a specialty crop food consolidator, but quite frankly, we were not at that point in the process. The aim of this functional area was revised to complete a food hub feasibility study. From the study, we learned about characteristics and components of our market needed to support a food hub. The study also helped to provide a valuable understanding of the network of interested parties that exists and helped to develop those relationships. Given the timeframe we were given to complete the study, we would recommend having this type of study during a different time of year so more producers would be able to attend the meetings. We did have producers present, but we would have liked to have had more.

3) Promotion of Local Farmers' Markets – Initially, ads were being run in a local newspaper, which advertised the local farmers' markets and included a recipe for a dish using local produce. As a new season of farmers' markets approached, we revisited the effort with the local market coordinators. It was deemed it would be more valuable to them if grant funds were used to purchase marketing tools, such as signs, banners and

flags. We were unable to get any feedback on the newspaper advertisements, as those we asked didn't realize they existed. On the other hand, we have received many positive comments on the signs, banners and flags from both vendors and visitors to the farmers' markets.

3) Education on Season Extension with the Use of High Tunnels – The process of developing an educational high tunnel has been educational on many levels. Of course, we have been learning a lot about high tunnels and on how to set one up as an educational laboratory. Most of the learning, however, has come from trying to locate the high tunnel on a college campus within the City's jurisdiction. This process has proved to be a learning experience at the local level (i.e., Knox College and city government), the state level, and at the company that sells high tunnel supplies. At the local level, Knox College representatives worked with the City to establish an ordinance that allowed high tunnels on institutional property. When the ordinance was written to restrict the size of the high tunnels, representatives from Knox College and the community encouraged the City to change the ordinance to allow for more space. The City then required a site plan for the project causing more delay, but Knox pointed out it was exempt because it is an "educational institution" and it was an "agriculture" based project. Then the City required sealed engineering plans for the structure, stating it was the "opinion of a State official" these plans would be necessary. Since we had already ordered the supplies to assemble the educational high tunnel, we discovered this requirement forced us to reduce the size of our high tunnel and order additional parts. We had previously ordered the parts to construct a high tunnel with hoops on four foot centers, but the sealed engineering plans required they be on three foot centers. This proved to be a learning

experience for the company, which sells high tunnel supplies on a nationwide basis. This is the first time they have been required to meet these guidelines.

5) Production of Marketing Tools to Recruit Value-Added Processing Facilities – Research projects were conducted to gain insight into the local food economy. This was a lesson learned in itself. The marketing tools evolved as the project moved forward. It was not clear going into this task, what the outcome would look like. Therefore, it took shape as it went along. With the support of the Specialty Crops Grant, we learned a lot about our local food network and how to market it.

CONTACT PERSON

Derek Shugart

Director, Knox County Development Corporation

Galesburg Regional Economic Development Association

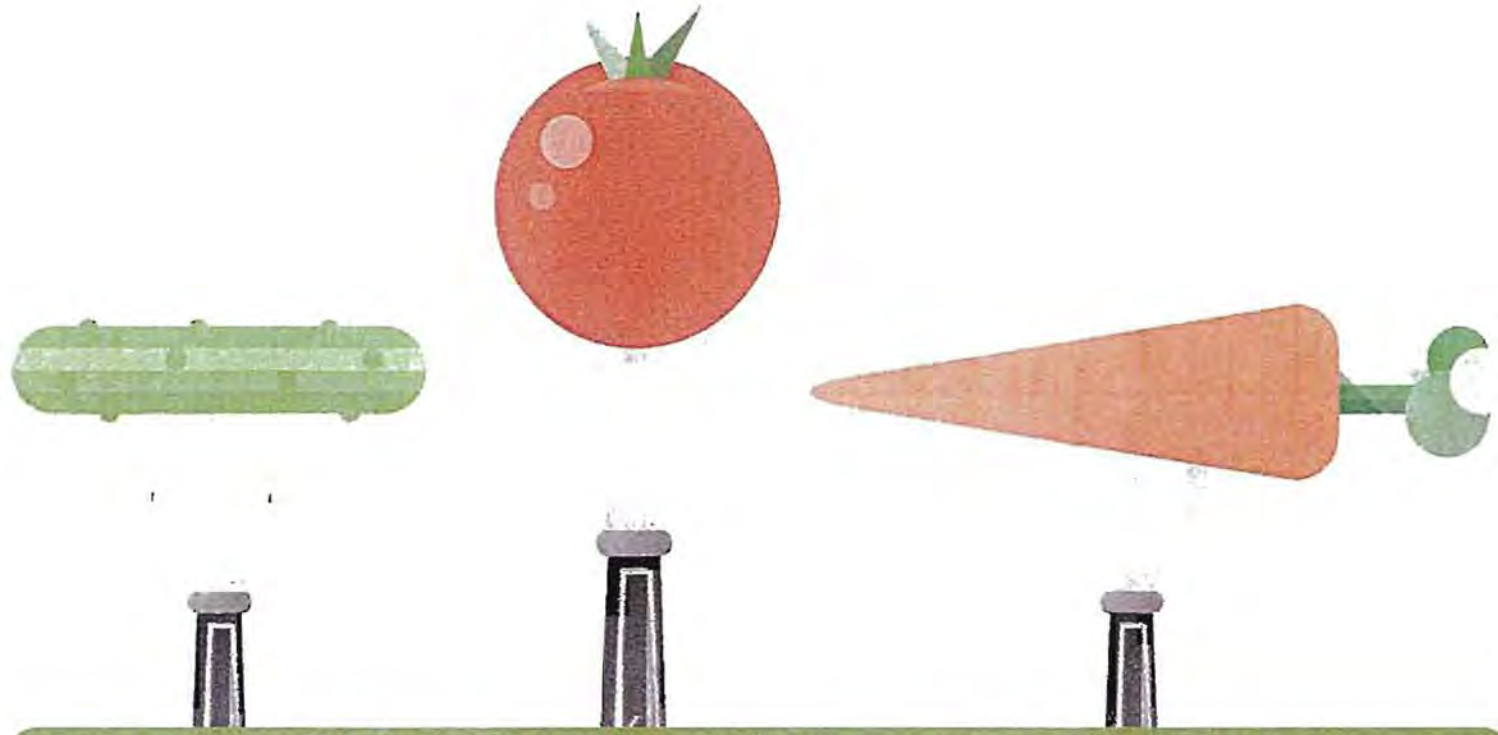
185 S. Kellogg Street

Galesburg, IL 61401

309-343-1194

dshugart@galesburg.org

ADDITIONAL INFORMATION



FARM TO FORK

A Youth Camp on FOOD at Knox College

Learn how to grow and prepare your own food!

Knox College is hosting a free FARM TO FORK camp for eligible youth. Campers will learn through hands-on work in the field.

Dr. Peter Schwartzman, chair of Knox College's environmental studies department, will lead the sessions with help from Matt Wallen, Growing Together's farm manager.

Any rising 6th–10th grader living in Knox County is eligible.

Session I: Monday, July 8 – Friday, July 12 (application deadline July 3)
Session II: Monday, August 5 – Friday, August 9 (application deadline July 31)
9:00 a.m. - 1:00 p.m.
Cost: Free (includes lunch)

For more information and to register:

www.knox.edu/farmtofork

Or contact Dr. Peter Schwartzman, 309-341-7142, *pschwart@knox.edu*

By SAMI WAIGHT

August 07, 2013 12:01AM

Knox College's 'Farm to Fork' camp teaches kids about local food

A group of youth this week is learning about growing and preparing local food through Knox College's camp, "Farm to Fork."

This is the second session of the camp, which also was held in July, and is operated by Oeter Schwartzman, associate professor and chair of environmental studies at Knox, and Matt Wallen, manager of Growing Together, an urban agriculture educational center in Galesburg.

The camp is funded by a Specialty Crop Grant from the Illinois Department of Agriculture to Knox County and the Galesburg Regional Economic Development Agency.

PHOTO: PHOTO COURTESY OF KNOX COLLEGE

Matt Wallen, manager of Growing Together, an educational farm in Galesburg, explains the best time to pick radishes to elementary school students during the first of two "Farm to Fork" summer camps at the "Knox Farm" on South Academy Street in July.

A group of youth this week is learning about growing and preparing local food through Knox College's camp, "Farm to Fork."

This is the second session of the camp, which also was held in July, and is operated by Oeter Schwartzman, associate professor and chair of environmental studies at Knox, and Matt Wallen, manager of Growing Together, an urban agriculture educational center in Galesburg.

The camp is funded by a Specialty Crop Grant from the Illinois Department of Agriculture to Knox County and the Galesburg Regional Economic Development Agency.

"It's great," said Isaiah Hill, 12, of Galesburg. "You get to learn about gardening, and you're making friends."

The camp includes both classroom instruction and field trips to local farms. A lunch is included on the Knox campus at no additional charge. The camp is held daily, from 9 a.m. to 1 p.m.

The campers are able to experience what it is like to grow a garden, and their lunches come from the produce they grow and harvest during the week."The food is all locally grown," said Rebecca Sundell, 12, of Galesburg.

Kale, tomatoes, okra and potatoes are just a small taste of the local foods the students experience. "I like that I get to plant," said Hattie Kellett, 12, of Galesburg. "We don't have a garden at home."

The students have access to a farm owned by Knox College, as well as the college's greenhouse. "I learned that a lot of people don't really respect nature," said Kellett. "That's why this program was created. A lot of food (is) grown and it's really good."

The camp also teaches the harm and benefits of insects and plants.

"Weeds aren't necessarily bad, because bugs will eat the weeds more," said Sundell. The importance of composting was also emphasized.

"We have compost," said Mason Martinez, 11, of Galesburg. "You can take paper, banana peels and cardboard and take feed to red wigglers (worms). They make good soil."

Schwartzman addressed the benefits of growing local food.

"If you buy local food, you support local people," he said. "You support local economy."

Kellett says she wishes more people would recognize the positive impact of growing and buying local food.

"I wish they knew how much healthier it was instead of food from the store," she said.

Farm to Fork (Day 1, 8/5/13)
Farm Notes

I. Introductions

II. Safety Comes First
- a. staying with the group
- b. communicating with Teachers
- c. using tools properly
- d. respecting others & farm
- e. dangerous plants
- f. hydration

III. Growing plants from seed
- a. soil blocks
- b. seeds
- b. transplanting

III. Personal Kits
- a. Distribution
- b. Labeling

IV. Outside
- a. Introduction to Knox Farm
- b. creating Soil Blocks
- c. planting of seeds
- d. planting of transplants

V. Lunch & Conversation

Additional Notes
a. photos of dangerous plants
b. photos of seeds
c. seed info sheet

Online Resources
a. A local Farm: www.facebook.com/SpurgeonVeggies
b. A distant Urban Farm: www.growingpower.org
c. Seed company: www.seedsavers.org
d. Tool company: www.johnnyseeds.com
e. Other educational resource site: Poisonous Plants, wssa.net/weed/poisonous-plants/

"Farm To Fork"

Food Notes

One of human's basic needs is food, and proper nutrition. We need the right kinds of food to sustain our energy throughout our day-to-day activities. A great way to find proper nutrition is through local foods that are fresh, safe, and free from chemicals that can harm us in the long run.

Benefits of "Cooking, and Eating" locally grown fresh foods are:

- Tasting the difference in flavor compared with store bought items
- Seeing the diverse characteristics of each fruit, or vegetable
- Expanding your creativity by experimenting with new recipes, and local food flavors
- Freeing yourself from harmful chemicals
- Tasting real food, and not chemically processed foods
- Meeting your local farmers and learning the challenges they face in bringing the farm to the fork (drought, flood, insects, etc.)
- Becoming aware of our seasonal food menu
- Enjoying a more healthful environment around you

Throughout this week "Farm to Fork" is preparing all locally sourced food. A lot of these healthy meals you can make once, and remember for the rest of your life, and others may take some practice, and a bit more time to master. Keep your taste buds open, and ready for the beautiful adventure local foods offer us. At the end of the week you will receive a copy of the recipes to share with your family and friends.

Farm to Fork (Day 2, 8/6/13)

Farm Notes

I. Warm Up (Getting to know each other, cont.)

II. Safety Reminders

III. Composting
- a. Standard
- b. Vermiculture

IV. Weeding

V. Outside
- a. Creating a Home Vermicompost System
- b. Contributing to Knox's Three Bin Outdoor Compost

VII. Lunch & Conversation

Additional Notes
a. Vermicompost directions & photos
b. Edible "weeds"

Online Resources
a. A local Farm: www.growingtogether.us
b. A distant Urban Farm: www.cskdetroit.org/EWG/ (Earthworks Urban Garden, Detroit)
c. Seed company: www.fedcoseeds.com
d. Composting info site: www.gardeners.com/All-About-Composting/5061,default,pg.html
e. Local Restaurants which serve local food:
- Baked, Seminary St., Galesburg
- Chez Willy's, Seminary St., Galesburg
- Q's Café, Main St., Galesburg

f. Local Weather radar: http://www.wunderground.com/cgi-bin/findweather/getForecast?query=61402

Camper NOTES:

Farm to Fork (Day 3, 8/7/13)
Farm Notes

I. Warm Up (Getting to know each other, cont.)

II. Permaculture

III. Square Foot Gardens

IV. Watering
- a. Storage
- b. Dispersal

VI. Outside
- a. Consider Permaculture Aspects/Potentials
- b. Creating Square Foot Garden

VII. Lunch & Conversation

TOMORROW: ALL DAY FIELD TRIP

Additional Notes
- a. Permaculture diagram
- b. SFG map

Online Resources
a. A local Farm: www.walnut4meat.com
b. A distant Urban Farm: www.gatewaygreening.org (St. Louis)
c. Seed company: www.gatewaygreening.org
d. Conference: www.mosesorganic.org (Wisconsin)
e. Other educational resource site: www.squarefootgardening.com

Other Resources:

Book: *All New Square Foot Gardening* by Mel Bartholomew
Book: *Let it Rot* by Stu Campbell
Book: *Farm City* by Novella Carpenter

Camper NOTES

Farm to Fork (Day 5, 8/9/13)
Farm Notes

I. Reviewing the Field Trip

II. Pest Management

III. Planning a Fall Garden

IV. Outside
- a. Looking for compatibilities
- b. Planning for future
- c. General upkeep

V. Cooking with Matt

VI. Lunch & Conversation

VII. Closing Exercise

Additional Notes
a. Zone 5, Growing Calendar
b. Companion Plants

Online Resources
a. A local Farm: www.livingearthfarm.com (Farmington, IL)
b. A distant Urban Farm: The Plant, www.plantchicago.com (Chicago)
c. Seed company: Baker Creek Heirloom Seeds, rareseeds.com
d. Tool Company: Johnny's Seeds, www.johnnyseeds.com
e. State organizations:
- Illinois Organic Growers Organization (www,illinoisorganicgrowers.org)
- Illinois Specialty Growers Association (www.specialtygrowers.org)
- Illinois Stewardship Alliance (www.ilstewards.org)
- The Land Connection (www.thelandconnection.org)

f. Relevant Magazines
- Urban Farm, www.urbanfarmonline.com
- Organic Gardening, www.organicgardening.com
- Vegetarian Times, www.vegetariantimes.com
- Nutrition Action, www.cspinet.org/nah

Future Contact with your Instructors:
Peter Schwartzman, email: pschwart@knox.edu, phone: 309-341-7142
Matt Wallen, email: matt@growingtogether.us, phone: 309-313-5139

Poison Hemlock

Tall Buttercup

Poison Ivy

Stinging Nettle

Nightshade

Petunias

Edible Pod Peas

Potato

Green Beans

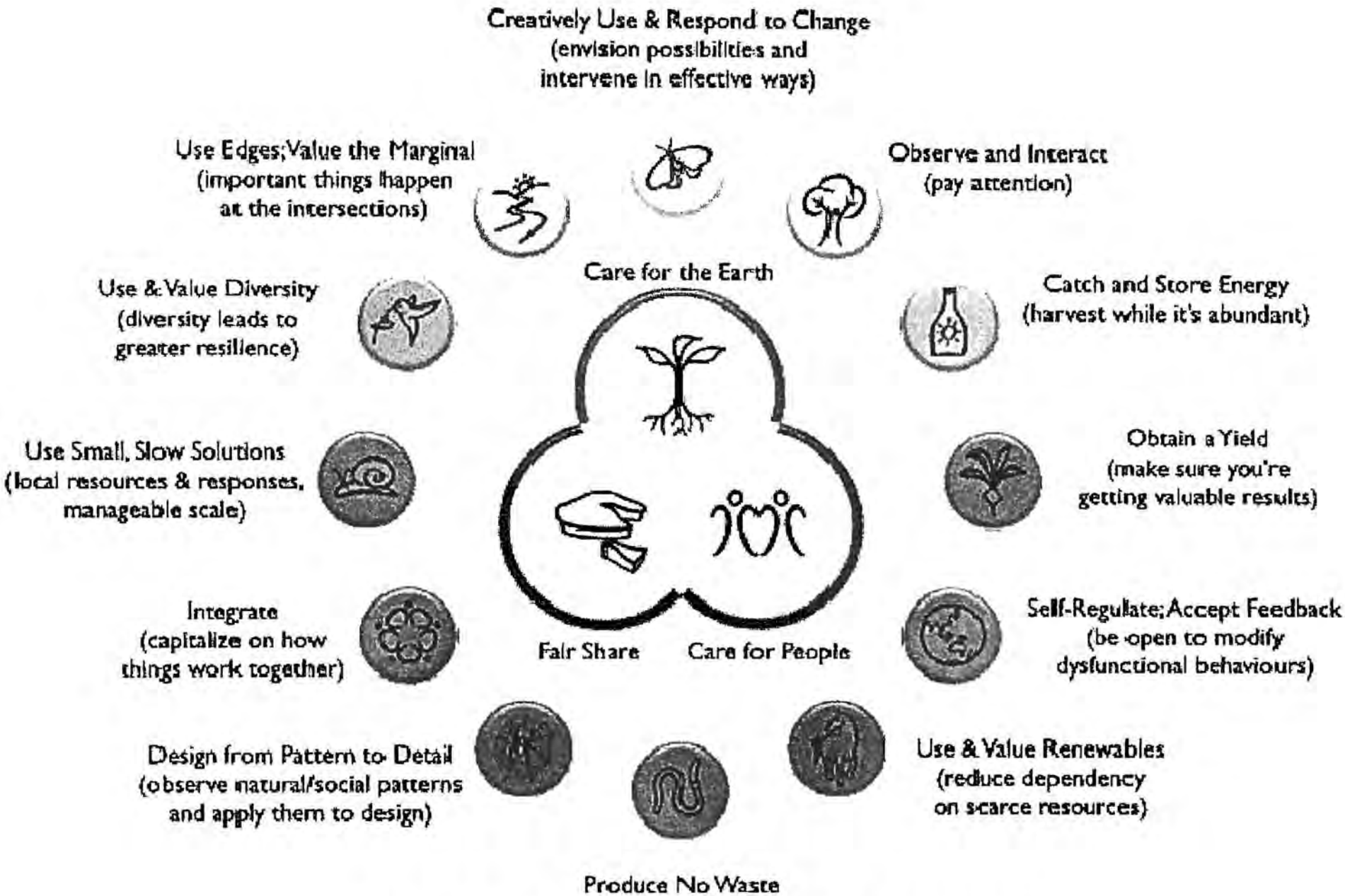
Green Peas

Beets

Broccoli

Carrots

Cucumbers

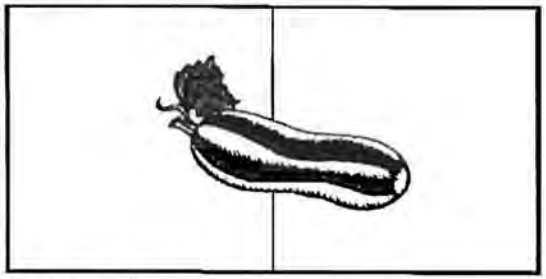


PERMACULTURE

XL
1 plant per 2 square feet

Watermelon

Zucchini squash



Pumpkin

Melon
Winter squash
Summer squash

L
1 plant

Tomato

Eggplant

Broccoli

Cabbage
Cauliflower
Cucumber
Okra
Pepper

M
4 plants

Lettuce

Basil

Marigold

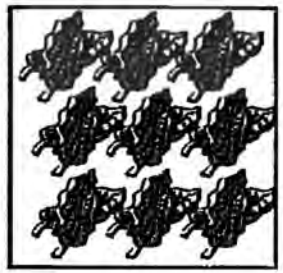
Corn
Parsley
Potato
Strawberry
Turnip

S
9 plants

Bush bean

Beet

Spinach



XS
16 plants

Radish

Carrot

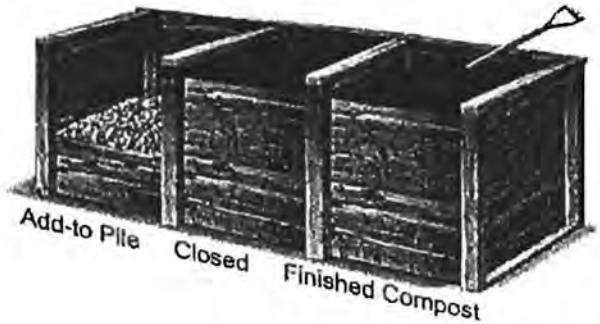
Onions

Square Foot Garden

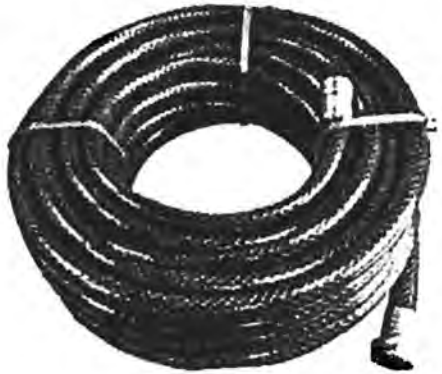
From Garbage to Garden

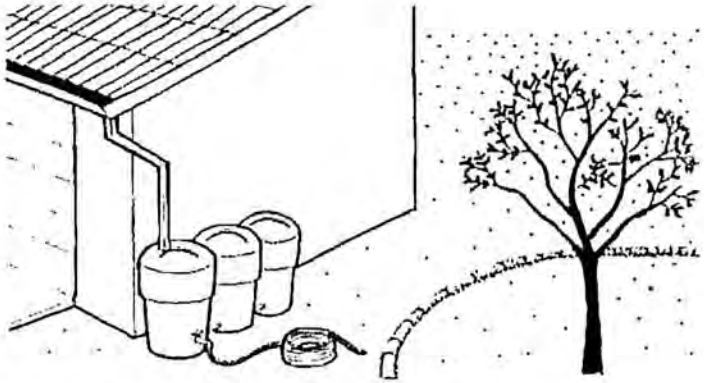
It's Compost Time!

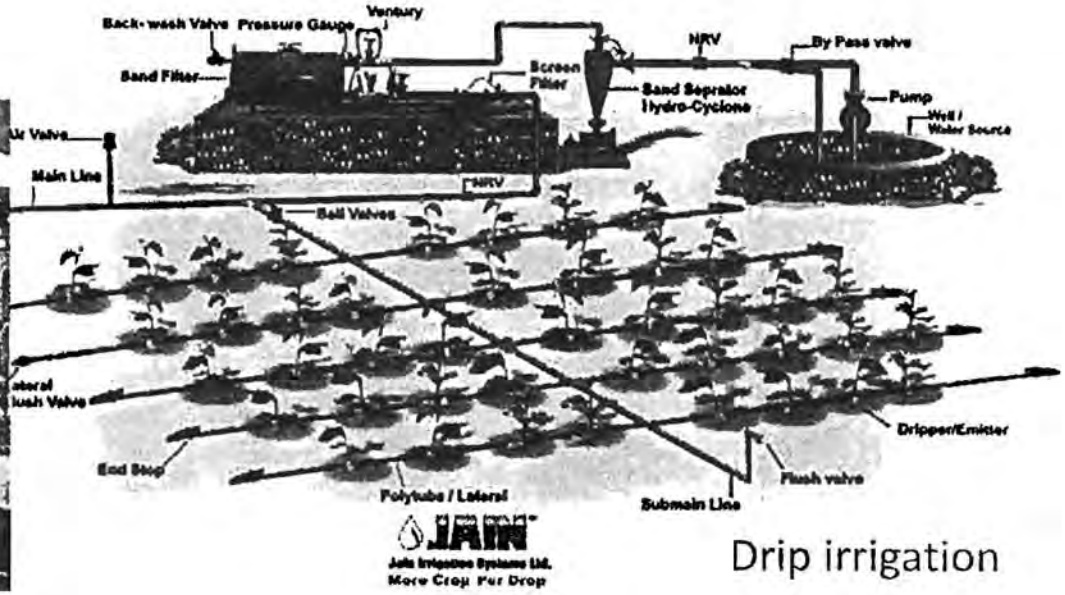
Tumbler



GREEN (Nitrogen-rich):	BROWN (Carbon-rich):
Coffee Grounds & Filters	Twigs & Wood Chips
Tea Bags	Wood Chips
Fresh Grass Clippings	Dried Leaves
Fresh Weeds	Cardboard
Wet Leaves	Sawdust
Garden Clippings	Hair
Fruits	Dryer Lint
Vegetables	Shredded Newspaper
Seaweed	Straw / Hay
Eggshells	Nut Shells
	Fireplace or BBQ Ashes

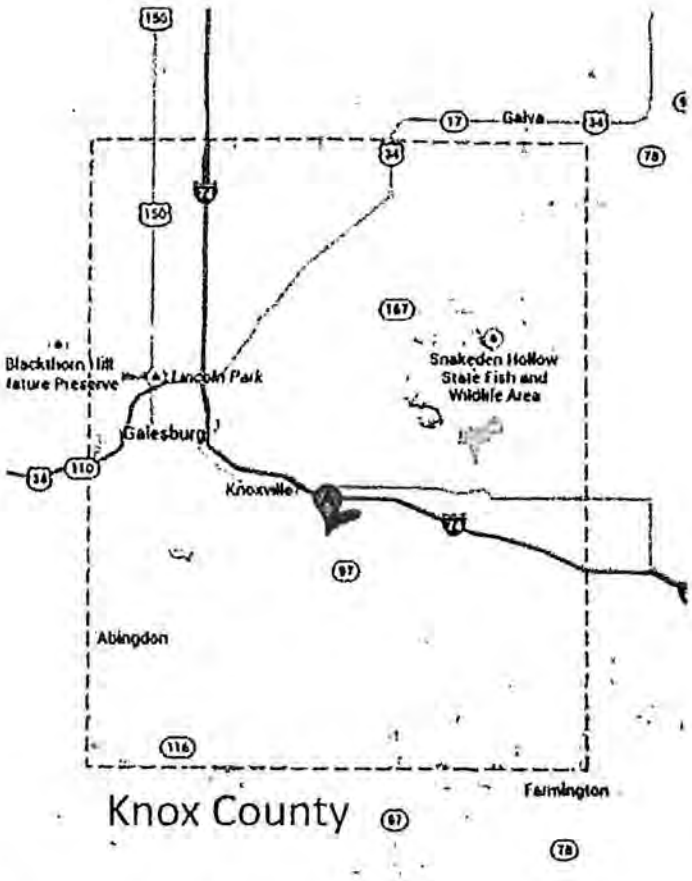


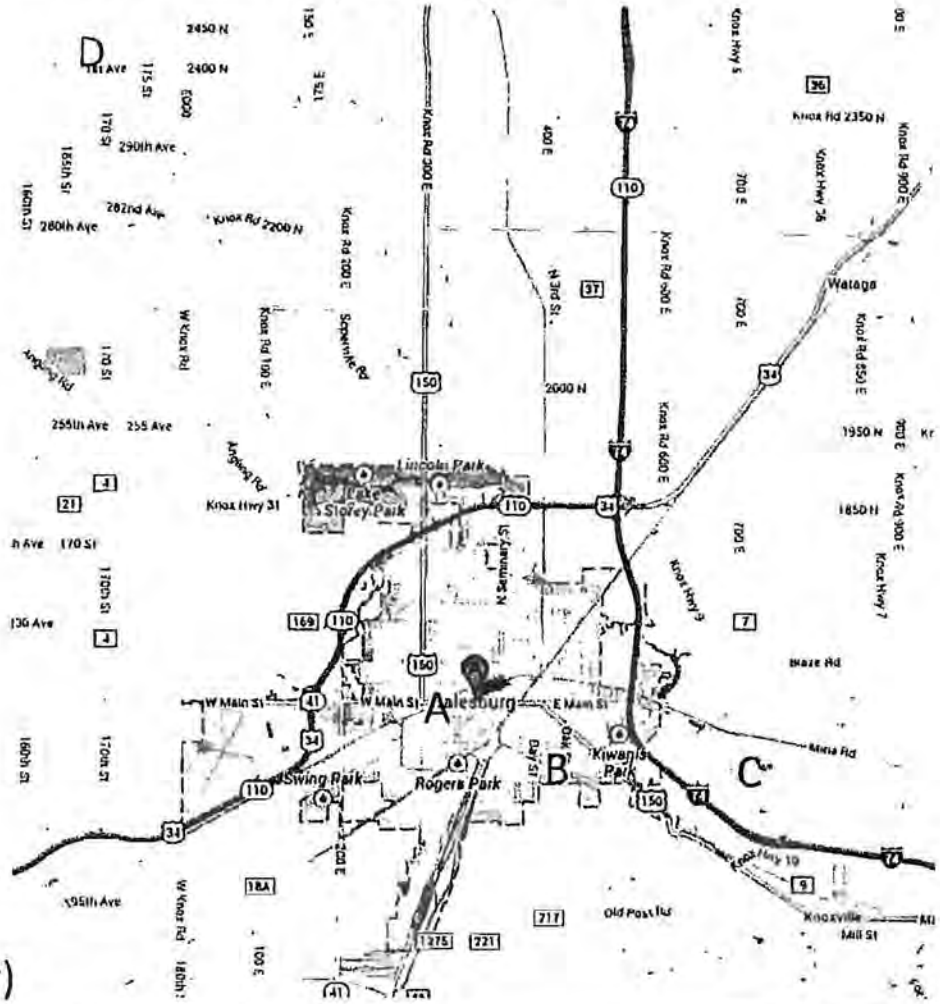




Drip irrigation

Farm to Fork, Day 4





Destinations on trip:

A → Mound Farm (Community Garden)

B → Growing Together (Urban Educational Center)

C → Spurgeon's Veggies

D → Cordy's Country Kitchen

Questions to contemplate:

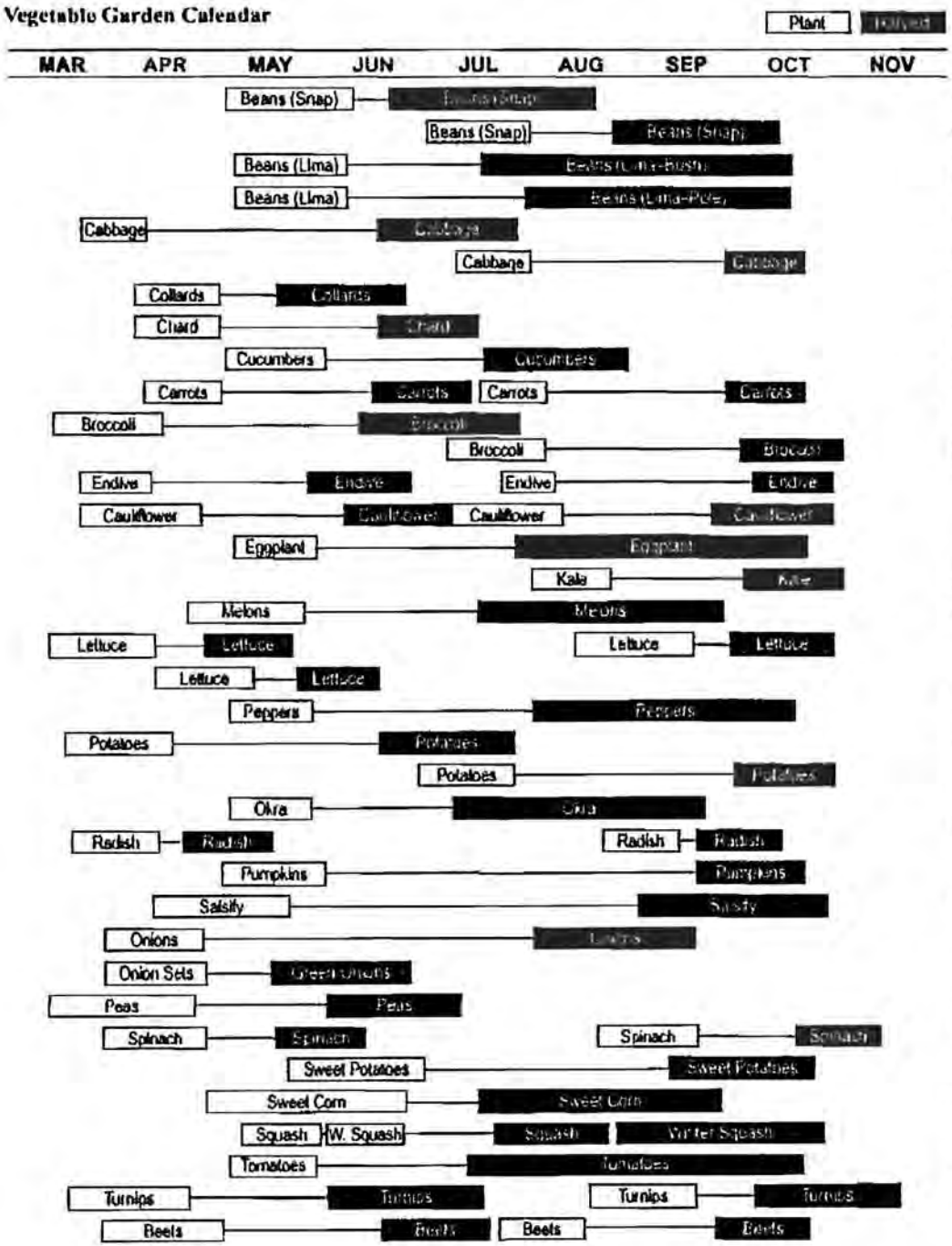
(1) What does the terrain of IL look like?

(2) What similarities do the farms/gardens have?

(3) What differences do the farms/gardens have?

(4) What ideas presented might work well at your home?

(5) How might you support local farming initiatives?



20 Questions to Answer:

(1) Where are you going to put your garden?
(2) How big will it be?
(3) Where will you get your water?
(4) Do you need to get the soil tested?
(5) Will you need to amend the soil? With what?
(6) Will you need a fence?
(7) What will you plant? How much of each?
(8) Why did you choose these plants? Will they have somewhere to go when it comes harvest time? Who might I share my harvest with?
(9) Will I need any stakes or trellises?
(10) Did you plant a diversity of plants, including natives and flowers?
(11) How will you arrange your plants in the garden?
(12) Did you consider companion planting?
(13) Where will you get your seeds?
(14) When will you plant? Will you be doing soil blocks, transplants, or direct seeding?
(15) How much time will you need to dedicate to your garden? Will you have set times each week?
(16) Will you have a garden calendar?
(17) What tools or other equipment will you need? Where will you get these items? What will they cost?
(18) How will you deal with pests?
(19) Will you have a compost bin? What type(s)?
(20) Where will you find recipes?

Mutually beneficial plant combinations according to current reports taken from Organic Gardening and Farming.

Companion Plants Chart

PLANT	COMPANIONS / EFFECTS
Asparagus	Tomatoes, parsley, basil.
Basil	Tomatoes (improves growth and flavor); said to dislike rue; repels flies and mosquitoes.
Beans	Potatoes, carrots, cucumber, cauliflower, cabbage, summer savory, most other vegetables and herbs, & around houseplants when set outside.
Beans (bush)	Sunflowers (beans like partial shade, sunflowers attract birds and bees), cucumbers (combination of heavy and light feeders), potatoes, corn, celery, summer savory.
Beets	Onions & kohlrabi.
Borage	Tomatoes (attract bees, deters tomato worm, improves growth, & flavor), squash, strawberries.
Cabbage family	Potatoes, celery, camomile, sage, thyme, mint rosemary, lavender, beet & onions.
Carrots	Peas, lettuce, chives, onions, leeks, rosemary, sage & tomatoes.
Catnip	Plant in borders; protects against flea beatles.
Celery	Leeks, tomatoes, bush beans, cauliflower & cabbage.
Camomile	Cabbage & onions.

PLANT	COMPANIONS / EFFECTS
Chervil	Radishes (improves growth and flavor).
Chives	Carrots; plant around base of fruit trees to discourage insects from climbing trunk.
Corn	Potatoes, peas, beans, cucumbers, pumpkin & squash.
Cucumbers	Beans, corn, peas, radishes, & sunflower.
Dill	Cabbage (improves growth and health), carrots.
Eggplant	Beans.
Fennel	Most plants dislike it.
Flax	Carrots & potatoes.
Garlic	Rose and raspberries (deters Japanese beetle); helps herbs with their production of essential oils, plant liberally throughout garden to deter pests.
Geraniums	Near grapes (discourages Japanese beetles).
Horseradish	Potatoes (deters potato beetle), around plum trees to discourage curculios.
Leek	Onions, celery & carrots.
Marigolds	The workhorse of pest deterrents! Keeps soil free of nematodes; discourages many insects. Plant freely throughout the garden.

PLANT	COMPANIONS / EFFECTS
Marjoram	Here and there in garden.
Mint	Cabbage family & tomatoes, deters cabbage moth.
Nasturtium	Tomatoes, radishes, cabbage, cucumbers; plant under fruit trees; deters aphids and pest of cucurbits.
Onion	Beets, strawberries, tomato, lettuce (protects against slugs), beans (protects against ants), summer savory.
Parsley	Tomato & asparagus.
Peas	Squash (when squash follows peas up trellis); grows well with almost any vegetable; adds nitrogen to the soil.
Petunia	Protects beans, beneficial throughout the garden.
Pot Marigold	Helps tomato, but plant throughout garden as deterrent to asparagus beetle, tomato worm and many other garden pests.
Pumpkin	Corn.
Radish	Peas, nasturtium, lettuce, cucumbers; as a general aid in repelling insects.
Rosemary	Carrots, beans, cabbage, sage; deters cabbage moth, bean beetles and carrot fly.

PLANT	COMPANIONS / EFFECTS
Rue	Roses and raspberries; deters Japanese beetle. Keep it away from basil.
Sage	Rosemary, carrots, cabbage, peas & beans; deters some insects.
Southern-wood	Cabbage; plant here and there in garden.
Soybeans	Grows with anything, helps everything.
Spinach	Strawberries.
Squash	Bean &, onions; deters bean beetles.
Strawberries	Bush beans, spinach, borage, lettuce (as border).
Summer Savory	Beans, onions; deters bean beetles.
Sunflower	Cucumbers.
Tansy	Plant under fruit trees; deters pest of roses and raspberries; deters flying insects; also Japanese beetles.
Tarragon	Good throughout garden.
Thyme	Chives, onion, parsley, asparagus, marigold, nasturtium,carrots & limas.
Turnip	Peas.

Combination of vegetables, herbs, flowers and weeds that are ***mutually beneficial,*** *according to current reports compiled from Organic Gardening and Farming.*

Local Foods Fall Festival

Carl Sandburg College September 26, 2013

Visit the *"Local Foods Fall Festival"* and learn how ... to integrate locally grown foods into your diet, grow your own foods, find local producers, learn new growing technologies, and discover the secrets of food preparation and storage.

eat local grown

Suppliers of wholesome natural products will be on hand for discussion and demonstration. Throughout the event, families will be able to exchange and gather information, enjoy locally grown organic food and produce. Our Local Foods Fall Festival promotes living green, sustainability, and caring for the environment

The Local Foods Fall Festival is a partnership between Carl Sandburg College, Sustainable Business Center, Knox College, University of Illinois Extension, Galesburg Regional Economic Development Association and local growers.

What's Planned

Four Areas of Focus

Gardening/Growing
Garden preparation, planting harvesting, composting, cover crops, urban gardening, container gardening, straw bale gardening, etc.

Nutrition
Health and nutritional value of locally grown foods, crop quality food safety, preparation of foods, food storage, etc.

On the Plate
Local restaurateurs showcasing recipes and food samples, En Season Café, etc.

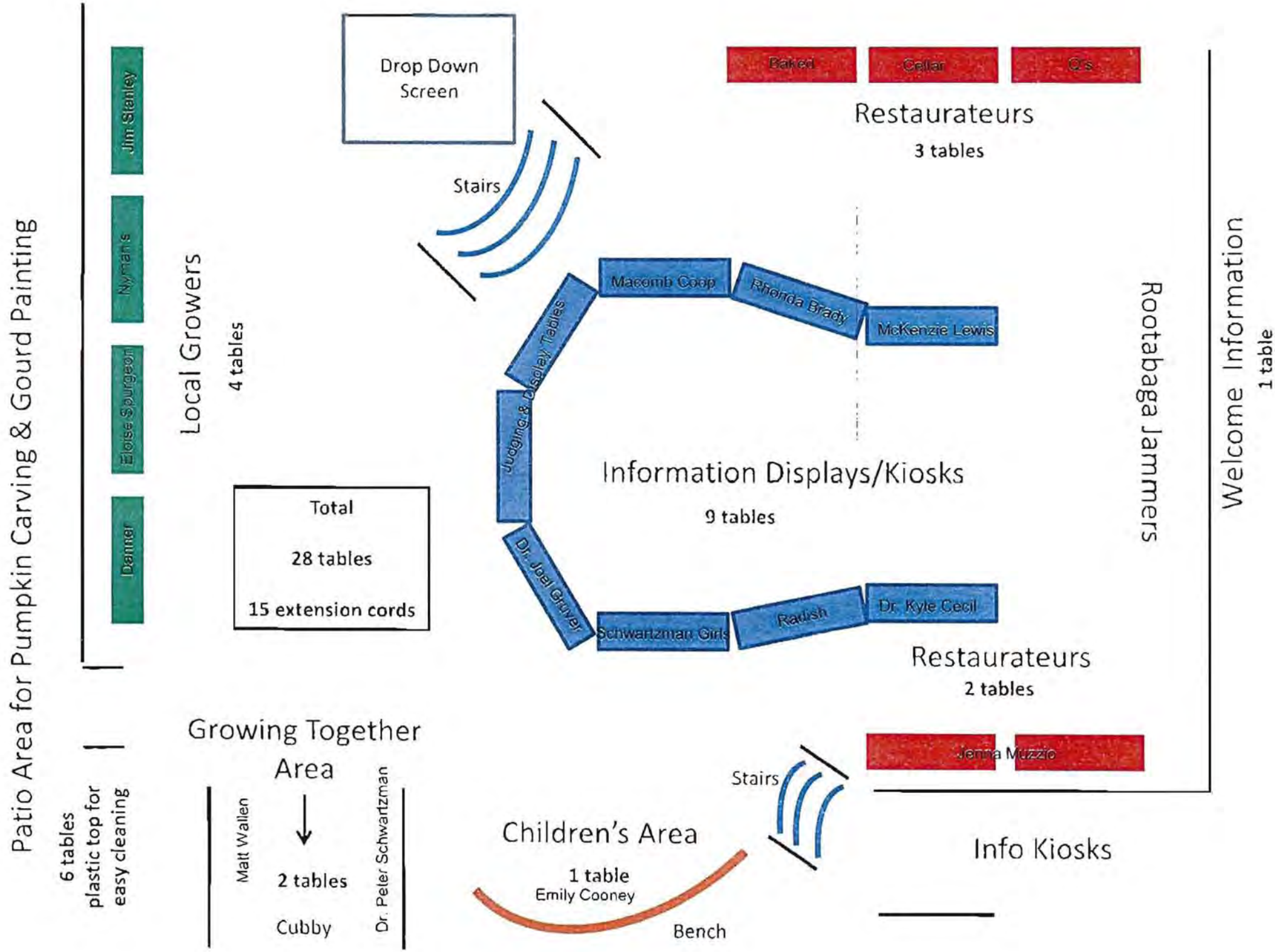
Local Food Economics
Local Growers, CSAs, Food Hubs, Markets, etc.

Community Farmers Market

Buy Local
Local farmers will sell their produce.

Fun Filled Activities

Family Friendly
Pumpkin carving, gourd painting, face painting, food scavenger hunt, live entertainment, and much more.


Patio Area for Pumpkin Carving & Gourd Painting
Jim Stanley
Nyman's
Eloise Spurgeon
Danner
Local Growers
4 tables
Drop Down Screen
Stairs
Total
28 tables
15 extension cords
Baked
Cellar
C's
Restaurateurs
3 tables
Macomb Coop
Rhonda Brady
McKenzie Lewis
Judging & Display Tables
Information Displays/Kiosks
9 tables
Dr. Joel Gruyer
Schwartzman Girls
Radish
Dr. Kyle Cecil
Rootabaga Jammers
Welcome Information
1 table
Restaurateurs
2 tables
Jenna Muzzio
Stairs
Info Kiosks
Growing Together Area
Matt Wallen
2 tables
Cubby
Dr. Peter Schwartzman
6 tables
plastic top for easy cleaning
Children's Area
1 table
Emily Cooney
Bench

Restaurants Area (3 tables)
Baked
The Cellar
Q's

Local Producers (4 tables)
Jim Stanley – Blue Ribbon Farms
Eloise Spurgeon – Veggies CSA
Danner
Nyman's

Center Arrangement (9 tables)
McKenzie Lewis – Food Safety
Rhonda Brady – Monarch Butterflies
Dustin Burg – Macomb Food Coop
Judging & Display Tables – Pumpkins and Mini Pumpkins
Dr. Joel Gruver – Cover Crops
Schwartzman Girls – Duct Tape Demo
The Radish Magazine
Dr. Kyle Cecil – Food Economics

Rootabaga Jammers

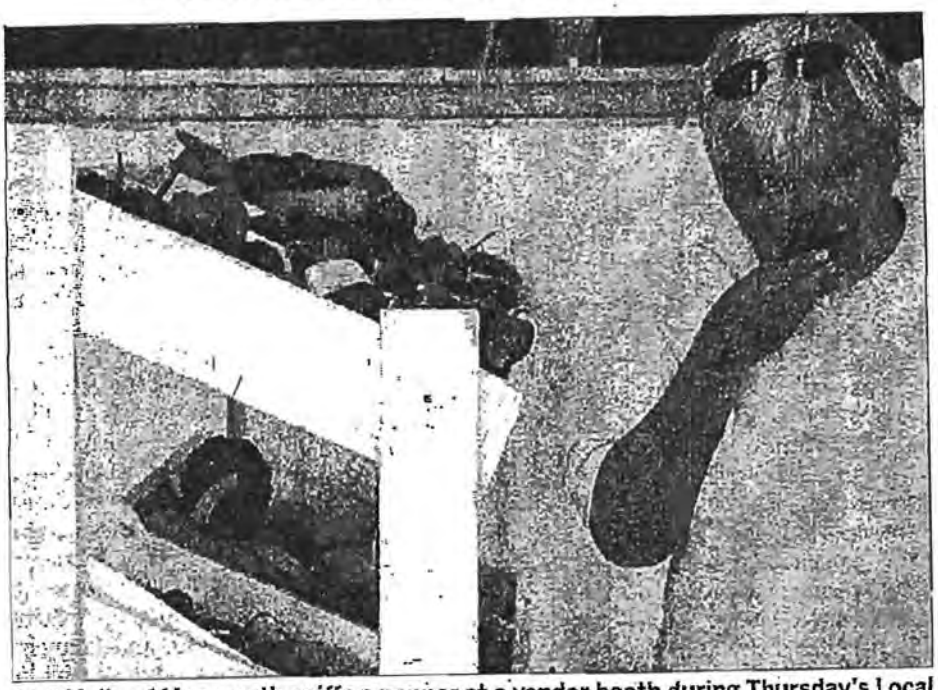
Registration & Information Table

Cubby Area (2 tables)
Dr. Peter Schwartzman – Urban Agriculture & ISA
Matt Wallen - GTI

Children's Area (1 table)
Emily Cooney

Restaurants Area (2 tables)
Jenna Muzzio - Sustainable Business Center
Jenna Muzzio – En Season Cafe

Local Foods Fall Festival



Geri Mejia of Monmouth sniffs a pepper at a vendor booth during Thursday's Local Foods Fall Festival at Carl Sandburg College. PHOTOS BY STEVE DAVIS/THE REGISTER-MAIL

Dusty Spurgeon, left, talks with Cyndi Johnson about her garden offerings during Thursday's Local Foods Fall Festival at Carl Sandburg College.

"If you're going to grow local vegetables, you might as well not hose them down with chemicals. You shouldn't have to if you're growing on a smaller scale." He adds that he thinks in today's food industry there are too few people growing too much food. With more people growing smaller amounts of food, there wouldn't be as much of a need for chemicals.

Of course, the word "chemicals" itself is one that is often misunderstood by the average person. Case points out that he does use chemicals from time to time, but they are organic approved chemicals derived from natural sources. "If you have a whole field of pepper plants that's sick, you can't not treat it," he says. "But what you can do is treat it with something natural. The difference is big growers count on chemicals to give them a crop. I use them in times of necessity."

While he's not certified yet, he hopes to "get his ducks in a row" and get certified by the end of the year. Even without certification, he sees numerous benefits and assurances that a small, organic grower can offer customers — benefits that set him apart from big growers and grocery stores. For one thing, he grows more kinds of vegetables than what you'll find in the stores, like his 48 varieties of tomatoes.

Matt Case, left, and some of the tomatoes and alpacas he tends on his farm. (Photos by Chet Strange / Radish)

Fresh onions are a popular item at the Freight House Farmers' Market. Case says you can't buy fresh sweet onions with the green on top at the store. All of the onions you see at the store have been dried. The advantage of drying is that they have a shelf life of 12 to 13 months, but the price you pay is intensity and sweetness of the flavor. Local produce often tastes better in general, Case says, because you can allow the fruit or vegetable to mature on the plant since it doesn't have to be shipped.

Buying locally also allows customers to work directly with the farmer and develop a sense of trust in the farmer's growing practices. "When you go to the store, you have to trust the labeling," he says. "This way you can trust the person."

Case says that right now is the perfect time for him to be getting into the business of organic, local produce. "Twenty years ago, I would be considered a crazy hippie," he says. "Now everyone tells me what a good thing I'm doing. It should have never gotten to the point where people think growing organic vegetables is new and amazing."

LOCAL FOODS FALL FESTIVAL

CARL SANDBURG COLLEGE
SEPTEMBER 26, 2013

What's Planned

Four Areas of Focus

Gardening/Growing
Garden preparation, planting harvesting, composting, cover crops, urban gardening, container gardening, straw bale gardening, etc.

Nutrition
Health and nutritional value of locally grown foods, crop quality food safety, preparation of foods, food storage, etc.

On the Plate
Local restaurateurs showcasing recipes and food samples, En Season Cafe, etc.

Local Food Economics
Local Growers, CSAs, Food Hubs, Markets, etc.

Community Farmers Market
Buy Local
Local farmers will sell their produce.

Fun Filled Activities
Family Friendly
Pumpkin carving, gourd painting, face painting, food scavenger hunt, prizes, kids door prizes and much more.
Live performance by the Rootabaga Jammers (5:30 – 7:00 p.m.)

Our Local Foods Fall Festival promotes living green, sustainability, and caring for the environment.
The Local Foods Fall Festival is a partnership between Carl Sandburg College, Sustainable Business Center, Knox College, University of Illinois Extension, Galesburg Regional Economic Development Association and local growers - Eloise Spurgeon/ Spurgeon Veggies CSA and Jim Stanley/Blue Ribbon Farms.

KNOX COLLEGE GREDA Radish

A Unique, Historic 60 Acre Estate Overlooking the Mississippi River.

Rent a room for the night; steal away in the cabin, or take the entire estate for a weekend reunion. Secluded, yet close to the historic downtown. Central air, cable, free wireless and a full, homemade breakfast.

FOUR MOUNDS

eating well

A healthy harvest

Local foods star in upcoming Galesburg event

istockphoto

By Jane Carlson

From CSAs and community gardens to food-based economic development initiatives, interest in growing and eating local foods is blossoming in our region and beyond — so much so that a group of Galesburg, Ill., educators, growers, economic development professionals and local agencies are collaborating on an event to build on that interest and spread information throughout the community.

"People are becoming more health conscious and seeing the value of locally grown foods," says Kevin Sager, director of business and community education at Carl Sandburg College in Galesburg. "We wanted to do something to promote the harvest."

The educational event, free and open to the public, will be from 2 to 7 p.m. on Thursday, Sept. 26, in the Crist Student Center at Carl Sandburg College. The goal is to educate students and the

individuals who shared an interest.

"We just kept finding that we had a common interest in gardening and local foods," Sager says.

Carl Sandburg College's community garden was launched in 2011 as one of the college's sustainability initiatives. Knox College in Galesburg has had a community garden since 2007, and this past summer for the first time offered a Farm to Fork youth camp that focused on growing food in the local environment and learning how to prepare it.

Other local food-based progress in the Galesburg area include a budding number of local growers, a flourishing farmers' market, more local restaurants using and seeing a demand from consumers for local foods on the menu, and initiatives such as the En Season Café in the Sustainable Business Center, where local, pesticide-free food is served and a commercial kitchen is available to anyone wishing to produce and market locally grown food products. The SBC also has collected and makes available

grown foods, crop quality, safety, preparation of foods and storage. Other kiosks are classified as "On the Plate," featuring local restaurateurs showcasing recipes and food samples that incorporate locally-grown foods. And finally, there will be "Local Food Economics" kiosks, featuring the wisdom and experiences of local growers, food hubs and markets.

All kiosks will be open for the duration of the event and hand-outs will be available. In addition, a handful of local growers will sell fresh produce. Organizers are planning a series of contests at different times during the event to entice children to attend and participate as well. Those contests include gourd painting for kindergarten through fourth-grade students, a scavenger hunt for fifth- through eighth-grade students, and a pumpkin carving contest for high school students. Prizes will be awarded.

Those involved in planning or sponsoring the event include Carl Sandburg College; Knox College; The Sustainable Business Center; and

By Allison Goodrich
The Register-Mail

September 22. 2013 9:05PM

Inaugural event highlights locally grown food

GALESBURG — Healthy eating and locally-grown food will be showcased Thursday throughout a debuting event hosted by Carl Sandburg College.

The first Local Foods Fall Festival will go from 2 p.m. to 7 p.m. Thursday in CSC's Crist Student Center, building B.

The festival was inspired to celebrate local foods grown in the fall, said CSC business and community education director Steve Sager.

"In the spring, Knox College does an Earth Day event, but nobody's done anything in the fall," Sager said. "We thought it would be cool to recognize the harvest season."

Local restaurants in attendance will include Q's Cafe, En Season, the Cellar and Baked, all of which will make use of local food.

Guests can also expect to meet dedicated experienced professionals, there to discuss food nutrition, gardening, growing, local food economics and cooking tips at informational booths. Experts from the University of Illinois Extension, Western Illinois University, Veggies CSA, Jim Stanley of Blue Ribbon Farms, Growing Together Inc., Knox College and the Sustainability Business Center will answer questions.

Produce will be available for purchase and samples will be provided as well. The family event will include pumpkin carving, gourd painting, face painting and a scavenger hunt with prizes, one of which is an HP Slate tablet, for children. Additional door prizes will be given to children and adults on the hour. And all the guests can enjoy local music from the Rootabaga Jammers live from 5:30 p.m. to 7 p.m.

"The event will benefit the community by providing fun, educational resources on locally grown food," Sager said. "Eating is about making choices. We can choose to eat foods shipped from 1,500 miles away, or we can eat locally grown foods where the grower is perhaps your neighbor."

The Local Foods Fall Festival is being hosted by CSC, in conjunction with the SBC, Knox College, the University of Illinois Extension, GREDA and the local growers who aim to encourage healthy, green living and sustainability.

Visit the **"LOCAL FOODS FALL FESTIVAL"** and learn how ... to integrate locally grown foods into your diet, grow your own foods, find local producers, learn new growing technologies, and discover the secrets of food preparation and storage.

Suppliers of wholesome natural products will be on hand for discussion and demonstration. Throughout the event, families will be able to exchange and gather information, enjoy locally grown organic food and produce. Our Local Foods Fall Festival promotes living green, sustainability, and caring for the environment

The Local Foods Fall Festival is a partnership between Carl Sandburg College, Sustainable Business Center, Knox College, University of Illinois Extension, Galesburg Regional Economic Development Association and local growers - Eloise Spurgeon/Spurgeon Veggies CSA and Jim Stanley/Blue Ribbon Farms.

What's Planned

FOUR AREAS OF FOCUS

Gardening/Growing
Garden preparation, planting harvesting, composting, cover crops, urban gardening, container gardening, straw bale gardening, etc.

Nutrition
Health and nutritional value of locally grown foods, crop quality food safety, preparation of foods, food storage, etc.

On the Plate
Local restaurateurs showcasing recipes and food samples, En Season Café, etc.

Local Food Economics
Local Growers, CSAs, Food Hubs, Markets, etc.

COMMUNITY FARMERS MARKET

Buy Local
Local farmers will sell their produce.

FUN FILLED ACTIVITIES

Family Friendly
Pumpkin carving, mini pumpkin painting, face painting, food scavenger hunt, prizes, and much more.

MA-STAOOP1610SA05

CARL SANDBURG COLLEGE | UNIVERSITY OF ILLINOIS EXTENSION | KNOX COLLEGE

GREDA | sustainable business center | Radish

Visit the **"LOCAL FOODS FALL FESTIVAL"** and learn how ... to integrate locally grown foods into your diet, grow your own foods, find local producers, learn new growing technologies, and discover the secrets of food preparation and storage.

Suppliers of wholesome natural products will be on hand for discussion and demonstration. Throughout the event, families will be able to exchange and gather information, enjoy locally grown organic food and produce. Our Local Foods Fall Festival promotes living green, sustainability, and caring for the environment

The Local Foods Fall Festival is a partnership between Carl Sandburg College, Sustainable Business Center, Knox College, University of Illinois Extension, Galesburg Regional Economic Development Association and local growers - Eloise Spurgeon/Spurgeon Veggies CSA and Jim Stanley/Blue Ribbon Farms.

What's Planned

FOUR AREAS OF FOCUS

Gardening/Growing
Garden preparation, planting harvesting, composting, cover crops, urban gardening, container gardening, straw bale gardening, etc.

Nutrition
Health and nutritional value of locally grown foods, crop quality food safety, preparation of foods, food storage, etc.

On the Plate
Local restaurateurs showcasing recipes and food samples, En Season Café, etc.

Local Food Economics
Local Growers, CSAs, Food Hubs, Markets, etc.

COMMUNITY FARMERS MARKET

Buy Local
Local farmers will sell their produce.

FUN FILLED ACTIVITIES

Family Friendly
Pumpkin carving, gourd painting, face painting, food scavenger hunt, prizes, and much more.

CARL SANDBURG COLLEGE | UNIVERSITY OF ILLINOIS EXTENSION | KNOX COLLEGE

GREDA | sustainable business center | Radish

Farmers' Markets In Knox County

Galesburg Farmers Market

370 E. Simmons St. (Next to the Continental)
Saturdays 8:00am - Noon
"Electronic Benefits Transfer available."

Fairgrounds Farmers Markets

Fairgrounds - 1392 Knox Hwy. 9, Knoxville
Saturdays 8:30am - 12:30pm
Wednesdays 3:30 - 6:30pm

Oneida Farmers Market

221 U.S. Hwy. 34, (Across from DT Sales)
Thursdays 3:00 - 6:00pm

Garden Salsa

- 1 1/2 lb tomatoes, diced
- 2 cloves garlic, minced
- 1/2 red onion, chopped fine
- 1 yellow onion, chopped fine
- 2 peppers, chopped fine (jalapeno, Serrano, hot wax, banana, other favorites)
- 1 bunch cilantro, chopped fine
- 2 Tablespoons olive oil
- Salt to taste
- 3 teaspoons lime juice

Mix all ingredients together and enjoy! Store in the refrigerator.

Illinois Department of

Farmers' Markets In Knox County

Galesburg Farmers Market

370 E . Simmons St. (Next to the Continental)
Saturdays 8:00am - Noon
"Electronic Benefits Transfer available."

Fairgrounds Farmers Markets

Fairgrounds - 1392 Knox Hwy. 9, Knoxville
Saturdays 8:30am - 12:30pm
Wednesdays 3:30 - 6:30pm

Oneida Farmers Market

221 U.S. Hwy. 34, (Across from DT Sales)
Thursdays 3:00 - 6:00pm

Grilled Sweet Corn

- 6 ears just-picked sweet corn
- 6 tablespoons butter, softened
- Salt and pepper to taste

Preheat an outdoor grill for high heat and lightly oil grate. Peel back husks and remove silk but don't remove husks. Spread 1 tablespoon butter, salt and pepper on each piece of corn. Close husks. Wrap each ear of corn tightly in aluminum foil. Place on prepared grill. Cook approximately 30 minutes, turning occasionally, until corn is tender.

Illinois Department of

Farmers' Markets In Knox County

Galesburg Farmers Market

370 E . Simmons St. (Next to the Continental)
Saturdays 8:00am - Noon
"Electronic Benefits Transfer available."

Fairgrounds Farmers Markets

Fairgrounds - 1392 Knox Hwy. 9, Knoxville
Saturdays 8:30am - 12:30pm
Wednesdays 3:30 - 6:30pm

Oneida Farmers Market

221 U.S. Hwy. 34, (Across from DT Sales)
Thursdays 3:00 - 6:00pm

Grilled Sweet Corn

- 6 ears just-picked sweet corn
- 6 tablespoons butter, softened
- Salt and pepper to taste

Preheat an outdoor grill for high heat and lightly oil grate. Peel back husks and remove silk but don't remove husks. Spread 1 tablespoon butter, salt and pepper on each piece of corn. Close husks. Wrap each ear of corn tightly in aluminum foil. Place on prepared grill. Cook approximately 30 minutes, turning occasionally, until corn is tender.

Illinois Department of

SUPPORT LOCAL GROWERS

GALESBURG FARMERS MARKET

SATURDAY
DOWNTOWN
GALESBURG

Galesburg Food Hub Feasibility Study

PREPARED FOR GREDA BY J3 CONCEPTS | OCTOBER 2013

GREDA

j3 concepts
PLANNING & DEVELOPMENT PROFESSIONALS

Table of Contents

Definitions ii

Executive Summary iv

Introduction 1

Purpose 2

Vision 3

Scope 4

Approach & Methods 4

Roles & Responsibilities 6

Local Food Systems 7

What is "Local"? 8

Local Food Markets 9

Demand for local 9

Barriers to meeting demand 9

Role of Food Hubs 11

Alternative Food Hub Models 12

Ownership Structure 13

Cooperative Business 13

Private Company 15

Non-Profit Organization 16

Operational Model 17

The Local Food Distributor 18

The Virtual Farmer's Market/CSA 19

The Grower's Guild 19

Next Steps 20

Bibliography 21

Endnotes 22

Definitions

While the following terms may have more general meanings, the definitions below relate most closely to the topics discussed in this report.

Aggregation. The process of bringing together two or more harvests of the same product from different farmers/producers to create a larger quantity desired by the buyer.

Brokering. Performing the sale of a product or service on behalf of another in return for a commission.

Buyer. Large-volume purchaser of food products.

Community-Supported Agriculture (CSA). A food distribution system between an individual consumer and a farmer/producer. The individual pays an upfront set amount to a farmer/producer. The farmer/producer delivers a box of harvested food per week during the summer and fall months. With the upfront investment, the farmer/producer is taking on less risk; local dollars are staying within the local economy; and the consumer enjoys fresh local food.

Consumer. Individual who purchases food products for personal or family consumption.

Co-opetition. Co-opetition occurs when companies cooperate with each other in order to achieve a competitive advantage.

Double Taxation (of income). Income is taxed twice: 1) as it is earned by a corporation and 2) as it is distributed to shareholders.

Food Hub. Business or organization that actively coordinates the aggregation, distribution, and marketing of source-identified locally or regionally grown food products from primarily small to mid-sized producers.

Foodshed. The geographic region that produces the food for a particular population.

Good Agricultural Practices (GAPs). A set of principles regarding best agricultural practices in producing, packaging, handling, and storing fruits and vegetables in the safest manner possible to minimize risks of microbial food safety hazards.

Gleaning. Collecting leftover crops from farmers' fields after they have been commercially harvested or on fields where it is not economically profitable to harvest

Limited Liability Company (LLC). A business model that blends the pass-through taxation benefits of a partnership limited liability benefits of a corporation.

Merchandising. Using various strategies such as product design, packaging, selection, pricing, and display that encourages consumers to purchase products.

Overhead. Ongoing expenses related to the operation of a business such as rent, utilities, and wages.

Pass-Through Taxation. A company that takes advantage of pass-through taxation is not directly taxed, and the tax burden is instead passed on to owners, members, or partners, avoiding double-taxation.

Primary Data. Information that has been collected first hand by the entity responsible for reporting. Most common sources of primary data include surveys and interviews.

Processing. The act of altering a food product from its raw state to prepare for the end consumer needs. This can be accomplished through heating, freezing, acidification, or cutting.

Producer. A food business that grows or creates a food product.

Secondary Data. Relevant information used for general reporting that is gleaned from a source that conducted primary research.

Specialty Crops. Fruits and vegetables, tree nuts, dried fruits and horticulture and nursery crops, including floriculture.

Stakeholder. A person or group who expresses interest in or may be affected by the dealings of another entity.

Sustainable. Having the capacity to maintain.

Virtual Aggregation. Providing an online location where products from multiple sources are sold.

Wholesale. Sale of products to any entity other than the end consumer.

Executive Summary

Introduction

Under the leadership of the Galesburg Regional Economic Development Association (GREDA), stakeholders in the Galesburg region have initiated a feasibility study to begin the formal process of developing a food hub in their region. Food hubs actively coordinate the marketing, aggregation, and distribution of local food products and may perform additional functions such as processing, storage, and delivery. GREDA has contracted with J3 Concepts, a planning and community development consulting firm, to carry out this study. This study does not offer a yes/no answer regarding the feasibility of a single food hub model, but rather offers a short menu of feasible models and strategies that will take shape during subsequent planning stages.

Purpose

This study will serve multiple purposes in working toward realization of a more sustainable local food system. The study process and final product will:

- Provide a solid foundation upon which future development stages can take place
- Bring multiple, diverse stakeholders to the table to network; forge positive relationships; expose otherwise hidden ideas and resources; and provide a forum for discussion
- Offer a short menu of feasible options for future strategic food hub development
- Offer sound, concise recommendations for future development stages
- Offer greater legitimacy for the local food hub development effort with written documentation of due diligence and stakeholder input
- Develop leadership among stakeholders and encourage stakeholder ownership and responsibility
- Build excitement and support for the project among citizens in the greater Galesburg region

Vision

The first order of business in conducting this study involved bringing a group of stakeholders together to develop a common vision. After participating in a visioning exercise, stakeholders developed the following vision statement:

> *"The food hub will provide collaborative, sustainable infrastructure where producers, wholesalers, and consumers can have their economic, educational, and nutritional needs met using safe, high-quality local food products."*

Scope

Throughout this feasibility study process there has been discussion of the *Five W* concept; that is, in laying the foundation for a successful enterprise, the group must seek out answers to these five basic questions: Who? What? Where? When? and Why? The feasibility study addresses the Five Ws by focusing on the question of *Why* while providing background information to inform answers to the remaining questions.

This study aims to take on its role in addressing the Five Ws within a short timeframe, using the best available data and in contending with certain limitations. Several steps were taken toward completion of the feasibility study, including stakeholder Identification, visioning, information gathering, administration of surveys, data analysis, and drafting of the study document. The project was initiated in July of 2013 and concluded on September 31. However, at the time of conclusion there were insufficient survey responses to perform local market analysis. Therefore, a continuous attempt to bring in surveys will take place through October and an updated report will be provided before November 1.

Alternative Models

The two most fundamental decisions that must be made in establishing a food hub are regarding its ownership structure and operational model. This study compares three ownership model alternatives with their strengths and weaknesses, detailed in the matrix below:

	Cooperative Business	**Private Company**	**Non-Profit Organization**
Strengths	• Democratic governance • Greater member oversight • Agreement = resilience • Flexibility during times of change • Access to cooperative-specific resources	• Limited personal liability option for owners • Greatest ability to attract investors	• Eligible for grants • Can receive tax-deductible contributions from sponsors • Income is tax-free • Can charge a smaller fee for services
Weaknesses	• Ineligible for many grants • Reliance upon member agreement • May not be looked upon as favorably by lenders or outside investors	• Less stability and continuity • Generally cannot receive direct grant dollars • Generally higher tax rates on income	• Obtaining funding can be difficult and time-consuming • No direct ownership
Other Considerations	• Cooperatives becoming increasingly common and should gain in reputation	• LLC structure generally recommended due to combination of taxation and liability limitation benefits	• Opportunities to partner with related organizations

Three operational models are discussed and compared:

	Aggregation Center	Online Aggregation Center	Local Food Organization
Services	**Primary** • Aggregation, storage, and cooling • Joint marketing • Crop planning • Liability insurance **Secondary** • Distribution • Business development • Labor pool • Food safety certification	**Primary** • Joint marketing • Virtual aggregation • Crop planning • Liability insurance **Secondary** • Distribution • Business development • Labor pool • Food safety certification	• Joint marketing • Business development • Coordination of resource sharing • Crop planning • Access to grant monies
Facility	• Multi-zone cooling areas • Central location • Raised loading dock • Adequate square footage to accommodate peak volumes	• Website • Office space • Use of meet-up location	• Office space • Coordination of shared facility use
Revenue	• Storage and cooling fees • Brokering commissions • Margin on resale of any purchased product • Delivery fees • Membership fees	• Brokering commissions • Membership fees • Website sponsorship/ advertising revenue • Delivery fees	• Membership fees • Sponsorship revenue • Charitable donations • Sales of promotional merchandise

Next Steps

Provide continuity in leadership

Ideally, the food hub initiative should have a "go-to" group or agency that shepherds it until its official launch. This could either be GREDA, another agency, a standalone task force, or a partnership made up of these entities.

Continue regular meetings

In order to ensure that the ideas expressed in this study are carried forward, we recommend that stakeholders continue to meet on a regular basis to update each other, share ideas, and discuss future action steps. Meetings can take place monthly, bi-monthly, or even quarterly.

Seek out opportunities to connect

There is a burgeoning local food movement and a growing network of local food organizations in Illinois and the surrounding Galesburg region. Food hubs are most successful when they act as nodes of a larger network. Forging connections within this greater network would serve to strengthen this food hub initiative as these connections could open up opportunities.

Take a strategic approach to future development

In planning for subsequent development stages, take into account the cyclical nature of the growing season and the appropriate timing of activities.

Introduction

This study is being conducted at an exciting time, as our nation is incrementally awakening to the need for more localized food production. After decades of experiencing the hidden costs of an industrialized, globalized food infrastructure network, citizens across the nation are demanding a more local alternative. In response, farmers, entrepreneurs, researchers, advocacy groups, local governments, and everyday citizens are joining together across the nation to take action in order to foster more localized food production and consumption. These communities are examining their local food systems (or 'foodsheds'), developing strategies, and taking action to affect positive change.

Ventures such as farmer's markets and community-supported agriculture (CSAs) are examples of ways in which entrepreneurs are responding to this increasing demand. Acting as small nodes of supply, these operations are supplying locally-produced foods to our communities but are not designed to meet the demands of larger markets by themselves. However, acting together, with the assistance of supportive infrastructure, these smaller nodes can form a network that opens up increasingly greater opportunities.

These networks are called **food hubs**. As of the publishing of this study, almost 200 food hubs have been identified as operational in the United States, the vast majority of which have formed in the past decade. These organizations actively coordinate the marketing, aggregation, and distribution of local food products. Most hubs perform additional functions such as processing, storage, and delivery. These services enable smaller producers to access larger markets by providing economies of scale that can be competitive enough to gain market share.

In order to become a successful venture, food hubs must go through a series of organized steps. Figure 1 below outlines the development process that successful food hubs generally follow. A study is initiated after discovery of a need and/or opportunity and after some degree of initial research and discussion has taken place regarding possible ways in which the need or opportunity can be addressed. Then the business model and ownership structure start to form. Once the details of how the venture will conduct its business and funding is appropriated, the food hub will be ready to open its doors.

Figure 1: Stages in a successful food hub development process

Source: FamilyFarmed.org

To date, some research has been conducted by stakeholders regarding the possibility of establishing a food hub in the Galesburg region. The strong interest shared among several stakeholders in moving forward with a solution has led to the initiation of this feasibility study, under the leadership of the Galesburg Regional Economic Development Association (GREDA). J3 Concepts (J3), a planning and community development consulting firm, has been retained by GREDA to carry out the study.

Purpose

Stakeholders in the Galesburg region have been researching and discussing options for increasing the financial sustainability of local food entrepreneurs for several years. Recently, the discussion has turned toward a strong desire to take action, and a feasibility study was initiated after some preliminary research on food hubs pointed toward promising opportunities for strengthening the local foods market in the region.

This study will serve multiple purposes in working toward realization of a more sustainable local food system. The study process and final product will:

- Provide a solid foundation upon which future development stages can take place
- Bring multiple, diverse stakeholders to the table to network; forge positive relationships; expose otherwise hidden ideas and resources; and provide a forum for discussion
- Offer a short menu of feasible options for future strategic food hub development
- Offer sound, concise recommendations for future development stages
- Offer greater legitimacy for the local food hub development effort with written documentation of due diligence and stakeholder input
- Develop leadership among stakeholders and encourage stakeholder ownership and responsibility
- Build excitement and support for the project among citizens in the greater Galesburg region

Vision

At their core, food hubs are collaborative enterprises. Even those that are privately owned as a sole proprietorship require a network of strong relationships built on trust and mutual agreements in order to be successful. With this in mind, the first order of business in conducting this study involved bringing a group of interested individuals together to develop a common vision.

At the first meeting of this group, which was called the study Steering Committee, attendees participated in a visioning exercise in order to help the group better understand each other's thoughts, values, beliefs, and motivations. The exercise began with one question:

What would an ideal food system look like to you?

Participants recorded their thoughts on sticky notes and were allowed to express as many aspects of their ideal food system as they liked. They then gathered together and, literally, laid their ideas out on the table. Without speaking to each other, participants worked together to rearrange notes into common themes.

Facilitators then guided the group through a discussion of the underlying themes. The discussion enabled the group to sketch out a collective concept of an ideal food system for the region. This concept included the following themes:

Table 1: Themes distilled from stakeholder input regarding an ideal food system

Access	Financial Stability	Public Health
High Quality Products	Food Safety/Security	Education
Sustainability	Infrastructure	Networking
Jobs	Co-opetition	Nutrition in Schools
Efficiency	Communication	Convenience

The discussion of these themes led to the development of a common vision statement. While not an official vision statement for the future food hub, this statement reflects a consensus view of the Steering Committee and sets the direction for the feasibility study.

> *"The food hub will provide collaborative, sustainable infrastructure where producers, wholesalers, and consumers can have their economic, educational, and nutritional needs met using safe, high-quality local food products."*

Scope

As one of the initial steps in a strategic approach to food hub development, a feasibility study takes a holistic view of the future enterprise and its external environment, within certain limitations and using the most relevant data available. The study will not offer a yes/no answer regarding the feasibility of a single food hub model, but will instead offer a short menu of feasible models and strategies that will take shape during subsequent planning stages.

Approach & Methods

The "Five Ws"

Throughout this feasibility study process, there has been discussion of the *Five W* concept. That is, in order to feel as secure as possible about launching this new venture, stakeholders must have a reasonable level of comfort in the answers to these five basic questions: Who? What? Where? When? and Why? The feasibility study plays a specific role in attempting to address the Five Ws:

Who? A feasibility study begins the process of formal outreach in order to identify **who** will ultimately be participating and benefiting from the formation of a food hub enterprise. Depending on the group that ultimately decides to shepherd this venture forward, the final answer to this question is determined at the time of launch and may fluctuate as the business evolves and grows.

What? The role of the feasibility study here is also to begin the formalized process of determining a number of *Whats* relating to various aspects of the business. For example, **What** will make up the set of policies that govern the daily operation of the hub? **What** will be the membership fee? A great number of *Whats* will be answered through the development process as a whole. The feasibility stage acts to distill the mountain of details that lie ahead into an organized set of feasible options from which stakeholders can choose to build their enterprise during future stages.

Where? One of the more exciting questions, "Where?" is also fully answered at a later stage. Even if there is a prospective location identified early on that appears to be the obvious choice, full consideration must be given to all possible sites at the appropriate time. Through stakeholder meetings and other communication, the feasibility study process has the potential to bring about ideas for possible location(s) that can receive more serious consideration at a later stage.

When? There are two different, partially overlapping aspects to the *When* question in this process: one regards seasonality and timing activities with the growing season, and the other has to do with the time it takes to reach different milestones in the food hub's development. A feasibility study can address the seasonality question by offering a suggested timeline of next steps, keeping in mind the natural annual cycle of planning and action inherent in farm production. The study can also make recommendations regarding the ideal timing of milestones, but the length of time between milestones can vary greatly depending on a number of external factors including funding availability, degree of stakeholder engagement, and a number of others.

Why? The most fundamental of all of the Five Ws, *Why* takes into consideration the driving factors behind the project. Though the *Why* has already been given significant thought before the feasibility study, the process of the study draws out and documents these reasons with clarity.

Work Plan

This study attempts to address the Five Ws within a short timeframe, using the best available data, and in contending with limitations outlined below.

Project Phases and Timeline

Several steps were taken toward completion of the feasibility study, including:

Stakeholder Identification. J3 worked with GREDA staff to identify and bring together a group of stakeholders to participate on a feasibility study Steering Committee.

Visioning. Stakeholders were brought together and led through a visioning exercise, outlined in the "Vision" section above. The result was the development of a vision statement.

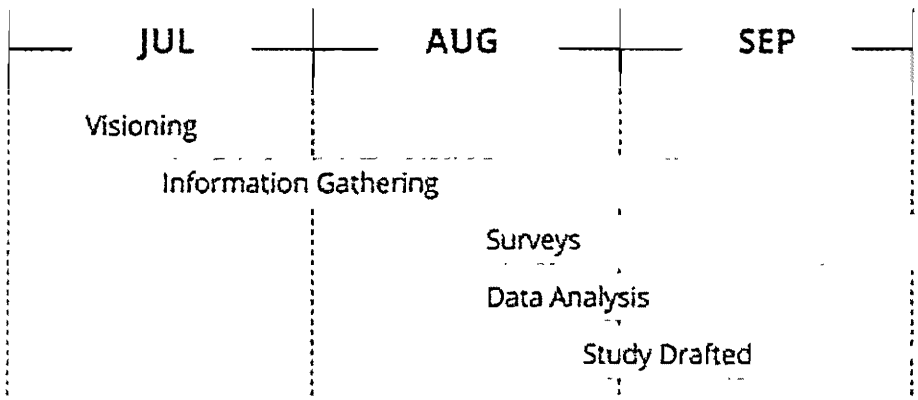
Information Gathering. J3 researched a number of information sources and reached out to stakeholders in attempting to gather the most relevant information available.

Surveys. J3 developed short surveys tailored to both producers and consumers in the region. As of the time of this study document, J3 and GREDA agree that additional surveys are needed in order for the results to be of value to the study. Therefore, a continuous attempt to bring in surveys will take place through October and an updated report will be provided before November 1.

Data Analysis. Data and information gathered throughout the process were distilled and analyzed in order to build the series of recommendations made in this report.

Study Drafted. This document is being prepared for submission for the October 1 deadline for purposes of the grant. J3 will perform additional primary research in October once more surveys have been received.

Figure 2: Feasibility study work plan and timeline



Data

This study relies on data gathered from primary and secondary sources, as outlined below:

Primary Sources

- Input gathered during Steering Committee meetings
- Interviews with stakeholders
- Producer and buyer surveys

Secondary Sources

- Producer and buyer databases combined from multiple sources
- Multiple existing reports and databases (see Bibliography for full list)

Limitations

While every effort was made to conduct the due diligence necessary for this study, some limitations exist that could affect resulting outcomes. These include the following:

Primary end-consumer preference data not available. The end-consumer will ultimately determine the demand for local food products in any market. The attainment of this data in primary form is beyond the scope of this study. These preferences were exposed to an extent through secondary sources such as interviews and research databases.

Inability to reach all potential producers and buyers. Reasonable efforts were made by the project team to identify and reach out to these groups, but some will be missed despite these efforts.

Roles & Responsibilities

At the first Steering Committee meeting, attendees discussed the need to assume particular roles and responsibilities that corresponded with respective areas of expertise, resources, and stakeholder status. In order to facilitate the study development process, the following roles and responsibilities were presented and agreed upon by those in attendance:

J3 Concepts

- Facilitate visioning among leadership team
- Work with stakeholders to gather as much relevant information & data as possible
- Analyze data and apply previous experience in developing recommendations

Steering Committee

- Assist J3 with gathering necessary information
- Provide honest, constructive feedback throughout study development process
- Assert a leadership role in moving the project forward

Local Food Systems

During the initial stages of this project, and before delving into the specific discussion of a food hub, the project team and Steering Committee discussed the broad concept of local food systems. Specifically, these systems were contrasted with the globalized, efficient industrial food production systems that supply the food consumed by the overwhelming majority of United States citizens. Discussion topics included the definition of the term "local" as well as the unique dynamics, including advantages and challenges, seen in local food markets. A summary of these topics and supplementary discussion follows.

What is "Local"?

Is there a universally accepted definition of local in the concept of local food systems? The short answer is: No. The reason for this is simple: it depends both on the market in question and the context of the food products being discussed. Each community, however, may choose to define its local foodshed. In deciding on this definition, a number of factors come into play:

Feasibility of localized food production. Various factors can reduce or restrict the ability of producers to develop products in a location that is nearby the population that will consume them. For example, in more urbanized communities, less agriculturally-zoned land is available within given proximity to the consumer, meaning that "local" is further away.

Producer capacity in a given location. While demand for more local food clearly exists in our communities, the ability of the producers that are operating locally to satisfy that demand can vary. This may or may not influence a definition of local. As a community attempts to define its foodshed, it may decide to include a "less local" producer that has the capacity to satisfy a particular demand component.

Regulatory environment. In the regulatory environment in which local food systems operate, overlapping geographic boundaries tied to some regulations can affect the feasibility of sourcing from certain locations. This may encourage a definition local that is tied to certain political boundaries. For example, a group of meat producers near a state border may choose not to sell to customers across that border due to state-level differences in health department requirements for processing.

In response to these factors, those who focus on the question of *local* may choose to arbitrarily adopt some commonly used definition. Alternatively, others adopt the concept of flexible localism - that is, "local" becomes "as close as possible". Some common definitions include:

- Produced within X number of miles of a consumer base
- Produced within the same state
- Produced in counties surrounding a consumer base

Local Food Markets

Demand for local

The clear increasing demand for local food products is seen in markets throughout the nation. There are a number of sources that suggest that this trend has not only grown in recent years, but also shows a strong likelihood of future growth. The number of farmer's markets across the nation has increased from 1,755 markets in 1994 to 8,144 markets in 2013.[1] The number of CSA operations in the US has also grown dramatically from two (2) in 1986[2] to an estimated number of at least 4,000 in 2013[3]. An annual survey of chefs conducted by the National Restaurant Association has ranked locally-produced meats, seafood, and produce as the leading items among the top 20 food trends of the past several years.

Barriers to meeting demand

In many markets, the demand for locally-produced food products far outpaces available supply, particularly within wholesale markets. Two types of barriers tend to cause this type of market gap: obstacles that discourage or disable producers from meeting supply, and hurdles that make purchasing local products impracticable.

Barriers on Producers

Mid-size and large volume producers who have managed to overcome barriers are already working diligently to meet this gap in the market. The greatest opportunities lie in situations where few or no mid-size or large operations exist, where small growers can scale up production to meet the gap.

In reality, smaller operations tend to face significant barriers in scaling up. Those barriers to scaling up might include:

> **Cost.** Moving from a smaller-scale, direct-to-consumer operation to producing large volumes for wholesale can mean significant investment and increased ongoing expenses. Capital investments such as new equipment, land, and facilities are typically required. Additional costs could include increased labor, purchase of materials for processing and other purposes, additional liability insurance, and food safety certification costs.
>
> **Learning new methods.** Producing for wholesale markets is quite different from producing for the end-consumer. Methods of cultivation, harvest, and post-harvest handling change significantly. Producers may not have knowledge of these methods or how to implement them. Also, larger buyers are more likely to require stricter food safety protocols which usually demand changes in methods such as implementation of traceability and the record keeping processes.
>
> **Time.** Increasing production means more time is required of the producer. The need to understand the demands of larger buyers and to learn new methods requires research, preparation, practice, and refining new operational processes. Planning becomes more complex as wholesale buyers have specific requirements, and the stakes are higher when attempting to meet

larger volumes. Marketing, sales, and relationship-building are also required, and these also take time.

Labor. Larger operations means more manpower to get everything accomplished. A source of skilled, reliable labor not only costs more, it is also frequently difficult to find.

Additional risk. Producers are faced with several new sources of risk when supplying wholesale. As mentioned before, more production means higher stakes with respect to finding markets for a product. Even if a contract is secured, there is always a possibility that product could be rejected by the buyer on delivery or, even worse, buyers could back out of contracts for various reasons. In a competitive environment, there could also be uncertainty regarding marketability of product as compared with that of competitors.

Lack of supportive infrastructure. There is a general lack of mid-scale processing facilities, which are needed for products such as meat and poultry. Existing facilities tend to be small, custom slaughterhouses that would not be able to handle the demands of processing for wholesale producers or large facilities tailored to the industrialized food system. Gaining access to an inspected commercial kitchen for certain types processing can also be a challenge.

Regulatory environment. Producers experience confusion and uncertainty regarding the applicability, scope, and jurisdiction of regulations on wholesale production and sales, particularly in dealing across county or state lines.

Access to land. For various reasons, small producers may either have no access to additional land for expansion or face obstacles to conversion of land to production of specialty crops or livestock.

Barriers Experienced by Buyers

Despite efforts to satisfy their customers' demand for locally-produced products, wholesale buyers sometimes run into challenges that discourage purchasing of these products.

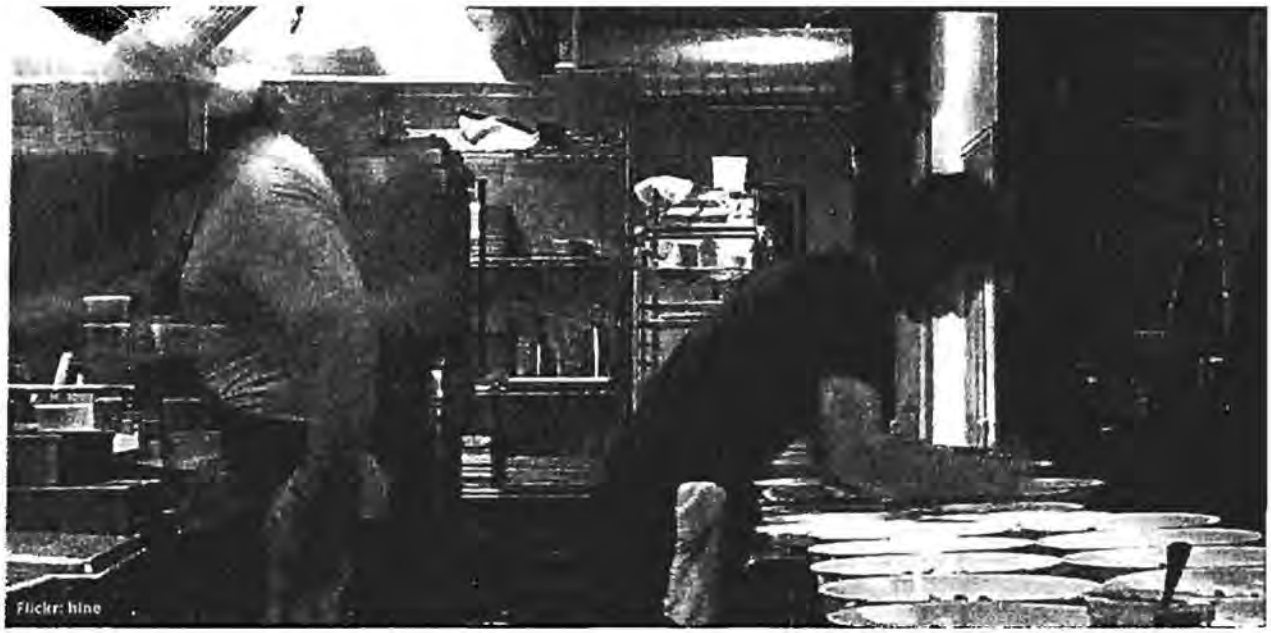
Inconsistent availability. Smaller suppliers cannot provide products as consistently as conventional distributors can.

Dealing with multiple suppliers. In order to find a consistent supply and variety of the products that buyers need, buyers typically need to deal with dozens of different producers. The variation in practices among producers as well as the time required for coordination can discourage buyers.

Delivery issues. Buyers may have to arrange for pick-up of product or otherwise have to coordinate multiple deliveries for local products in contrast to a conventional distributor where they could submit one order for one delivery.

Existing contracts with vendors. Buyers may already be locked into contracts with certain suppliers which disallow purchasing from another source.

Company/institutional policies. Some buyers have policies that, intentionally or not, preclude sourcing from a local producer, or they may build supplier relationships into their policies.



Role of Food Hubs

The primary purpose of food hubs is to reduce barriers on the sale of locally-produced food products. Food hubs do this by providing infrastructure and support services to bridge the gap between local producers and buyers. They do this in a variety of ways:

Aggregation. Food hubs bring food products together, either virtually or in a physical facility, from multiple sources in order to meet the demands of buyers and provide a more consistent supply of quality products.

Marketing. Hubs perform various sales and marketing functions for producers, enabling them to connect with buyers and spend less time on these activities.

Coordination. Food hubs help producers plan production based on buyers' needs and facilitate the purchasing process for buyers.

One-stop shop. Buyers conduct single transactions with the food hub rather than with dozens of small producers.

Distribution. Some hubs provide pickup and delivery services or otherwise actively coordinate the contracting of these services.

Reduction of risk. Hubs can offer reduced risk for individual producers with umbrella liability and other types of insurance, and can offer a more consistent outlet for products.

Shared resources. As inherently cooperative enterprises, food hubs are in a position to serve producers with additional resources that they otherwise would not have access to, such as shared equipment, facilities, a labor pool, access to technical assistance, or volume purchasing of materials.

Alternative Food Hub Models

The two most fundamental decisions that must be made in establishing a food hub are regarding its ownership structure and operational model. This section outlines issues associated with each decision in a simplified way in order to facilitate comparison of available options. This simplification, however, can be deceiving. Reaching a final decision will involve much discussion and consideration of all aspects. This process is a vital step toward realization of the food hub and should not be taken lightly.

Ownership Structure

There are three basic ownership structures that a food hub can follow: Cooperative Business, Private Company, and Non-Profit organization. Outlined below are the predominant ownership structure models currently utilized by food hubs in the United States. Each alternative has benefits and challenges, summarized in Table 2 and detailed below.

Table 2: Ownership structure comparison matrix

	Cooperative Business	**Private Company**	**Non-Profit Organization**
Strengths	• Democratic governance • Greater member oversight • Agreement = resilience • Flexibility during times of change • Access to cooperative-specific resources	• Limited personal liability option for owners • Greatest ability to attract investors	• Eligible for grants • Can receive tax-deductible contributions from sponsors • Income is tax-free • Can charge a smaller fee for services
Weaknesses	• Ineligible for many grants • Reliance upon member agreement • May not be looked upon as favorably by lenders or outside investors	• Less stability and continuity • Generally cannot receive direct grant dollars • Generally higher tax rates on income	• Obtaining funding can be difficult and time-consuming • No direct ownership
Other Considerations	• Cooperatives becoming increasingly common and should gain in reputation	• LLC structure generally recommended due to combination of taxation and liability limitation benefits	• Opportunities to partner with related organizations

Cooperative Business

A cooperative business (co-op or coop) is owned directly by its members who contribute a set investment fee in exchange for an ownership share. Co-ops are governed by a board of directors that is elected by its members. Though co-ops can be for-profit or non-profit entities, food hubs typically take on a for-profit co-op business structure since most tax-exempt benefits do not apply to non-profit cooperatives.

Cooperatives adhere to a set of principles,[4] including:

> **Voluntary and Open Membership.** A co-op should be open to any individual or business able to use its services and willing to accept the responsibilities of membership.

Democratic member control. A co-op is controlled by its members, with members taking an active role in its leadership and holding equal voting rights. Leaders are accountable to the membership.

Member economic participation. Members share democratic control over capital. Any member compensation is determined based on criteria that reflect each member's transactions within the co-op.

Autonomy and independence. A co-op should make every effort to remain independent, and any agreements made with outside entities must be carried out in terms that do not compromise member control.

Education, training, and information. Co-ops provide education and training for their members to ensure progressive development. They also inform the public about the benefits of cooperation.

Cooperation among cooperatives. Co-ops cooperate with each other and contribute positively to the cooperative movement.

Concern for community. Co-ops work toward the sustainable development of their communities through policies approved by their members.

Cooperative Business

Strengths

The strengths of a cooperative business derive from its structure and democratic model of governance. Each member is invested in the co-op and shares control equally with one vote per member. Members have greater oversight of the business as compared with some other models. If members are in agreement, the cooperative nature of the business can result in greater resilience and efficiency. A cooperative structure can bring less disruption during times of change. Members can join or leave the business without the need to form new operating agreements and/or causing dissolution. With co-ops, members are shielded from personal legal and financial liability of the business. Finally, cooperatives can more easily access certain funding opportunities and other resources geared specifically toward cooperative development.

Weaknesses

Efficient operation of the democratic governance structure relies on agreement among members, meaning decisionmaking may be difficult and/or slow in some situations. Due to the fact that cooperative businesses are considered an "unconventional" business structure, some lenders or investors who are unfamiliar with them may be less likely to lend or invest in the business. Cooperatives may not qualify for certain funding opportunities such as grants.

Private Company

Privately held companies exist with the primary purpose of bringing the greatest possible return on their owners' investment. Private food hubs generally exist in two different categories: those owned by the producers themselves and those owned by businesspeople. A variety of options exist with respect to private business structure.

Partnership. Of all the models discussed here, privately held partnerships are the simplest and typically the least costly to form. A partnership is a for-profit company that is directly owned, financed, governed, and usually operated by two or more partners in accordance with a Partnership Agreement.

Corporation. Corporations are owned and financed by shareholders, who elect a board of directors to govern the business. Corporations can be C or S corporations, each which different advantages and disadvantages.

Limited Liability Corporation (LLC). Increasingly the popular choice for small businesses, LLCs offer some benefits of both partnerships and corporations while avoiding some of their disadvantages. The LLC is owned, financed, governed, and usually operated by one or more members in accordance with an Operating Agreement.

Private Company

Strengths

Different business types offer differing strengths. Partnerships, LLCs, and S corporations benefit from pass-through income taxation, which reduces the overall tax burden and can simplify the tax payment process. C corporations are double-taxed, but offer certain tax advantages during periods when a business is acquiring capital. Companies are somewhat more likely to attract direct investors. Like for-profit cooperatives, companies can more readily pursue opportunities that bring in financial benefit for owners or shareholders.

Weaknesses

Private companies cease to exist if owners withdraw assets or otherwise remove themselves. Therefore, there is less stability and continuity over time as compared with cooperatives and non-profit models. For-profit entities are ineligible to receive funds directly through grants. They are subject to relatively high taxation rates, an issue which can be overcome using innovative approaches to increase profit margins.

Non-Profit Organization

Non-profit food hubs are not owned by any entity. They are governed by a board of directors and may choose to take on members. In order to qualify for 501(c)(3) tax-exempt status (which not only reduces the organization's tax burden but also provides access to grants) non-profits must meet certain criteria and must apply for and maintain exempt status.

Non-Profit Organization

Strengths

The greatest strengths of the non-profit model are its ability to attain tax-exempt status and the resulting opportunities, such as access to grant dollars, that this status provides. Though these organizations do not have direct owners and investors, they have the ability to attract sponsorships from companies that are looking to support their community and also receive a tax break. Members do not receive direct profits, and therefore are not taxed on profits to the organization. Though the absence of profit within the organization appears to be a weakness, in the case of food hubs, profits can actually be retained by producers in dealing with the hub. Given that it is not pursuing a profit, the hub may charge a smaller fee on sales, allowing the producer to retain a greater share. An even smaller fee can be charged if the organization can manage to bring in significant contributions.

Weaknesses

Funding a non-profit food hub is the greatest challenge and can become a difficult, time-consuming endeavour, particularly in the capital-intensive startup stages. Though grant opportunities are available, they are very competitive. Significant time must be spent in preparing grant applications and in performing the outreach necessary to receive sponsorships and direct contributions. Also, the lack of direct ownership could result in reduced buy-in and commitment by producers, depending on the group's dynamic.

Operational Model

While a number of operational models are available for food hubs, this section discusses the most feasible options for the Galesburg region.

The Local Food Distributor: Aggregation Center

An aggregation center is a common food hub model that utilizes a brick-and-mortar facility to receive and store products from producers for resale. These facilities either act as brokers for products received or purchase the products outright for resale.

Services

Primary Services. Primary services include product aggregation, storage, and cooling in preparation for distribution. It is common for aggregation centers to also offer joint marketing services such as umbrella branding, advertising, and sales development. Aggregators often provide insight into pre-season crop planning as a primary service for its producers as part of efforts to maximize sales. Holding liability insurance reduces the liability of individual producers and, subsequently, reduces premiums for individual producers.

Secondary Services. Distribution services may also be offered. Business development services such as GAPs training and grower education can be provided to producers. Other options include group liability insurance, a harvesting labor pool, and even proprietary food safety certification.

Facility

Facility requirements for an aggregation center vary based upon the array of services that are ultimately provided.

Cooling. Product storage services require multi-zone cooling areas in order to hold products with differing ideal storage temperatures. Cooling of certain products is essential in order to maintain product safety and quality. The need for cooling depends on the product mix as well as the extent to which producers have access to their own cooling infrastructure.

Location. The facility should be centrally located in order to reduce transportation time and cost for producers. Consideration must be given to zoning of prospective properties

Size. The size of the facility should be adequate to accommodate expected peak volumes.

Other Requirements. The facility should have at least one raised loading dock, though two or more are optimal in order to avoid delivery delays.

Revenue Model

Typical sources of revenue for aggregation centers include:

- Storage and cooling fees which, at a minimum, cover overhead costs.
- Commissions for brokering product sales, which can range from less than 5% to as much as 20%.[5]
- Margin on resale of any products that are purchased outright, which ranges from 18% to 25% or more.[5]
- Delivery fees, if distribution services are offered, covering the labor and transportation cost for the delivery plus a profit margin.
- Membership fees, if applicable.

The Virtual Farmer's Market/CSA: Online Aggregation Center

Virtual farmer's markets and CSAs provide an online platform where local food products can be sold. These operations typically act as brokers, focusing primarily on marketing.

Services

Primary Services. Online aggregation centers provide marketing and virtual aggregation services. With online aggregation centers, the business typically does not take physical ownership of the product, acting primarily as a broker. They often provide "background" services similar to brick-and-mortar aggregators such as crop planning and liability insurance.

Secondary Services. Similar to physical aggregation centers, virtual markets can offer grower education, a harvesting labor pool, and proprietary food safety certification. Distribution services may be offered for a fee or coordinated on a contract basis.

Facility

Web-based aggregators are less likely to utilize physical facilities, other than office space. Frequently product is brought together at regular intervals to a meet-up location where exchanges take place. Less commonly, the product is shipped directly to the buyer in the mail or via a delivery system. The website, software, and user interface can be considered the "facility" of web-based aggregators. There is a wide array of full-service website platforms available, or a custom website can be developed in-house.

Revenue Model

Typical sources of revenue for web-based aggregators include:

- Commissions for brokering product sales.
- Membership fees, more frequently charged to producers than buyers.
- Sponsorship or advertising revenue in exchange for promotion on website.
- Delivery fees, if distribution services are offered, covering the labor and transportation cost for the delivery plus a profit margin.

The Grower's Guild: Local Food Network Organization

A local food network organization is a non-profit association of producers in a particular area who come together to pool resources. These organizations assist their members with marketing and business development as well as other valuable services.

Services

Local food networks vary widely in the service provided, and services depend on the needs of the members. Most typically, they provide joint marketing, professional development, and networking opportunities. These organizations also identify valuable resources and coordinate shared use of those resources. Tax-exempt guilds can act as an avenue for access to grant funding for member projects.

Facility

These organizations, by nature, do not use physical aggregation or processing facilities, but may utilize office space. They may also coordinate shared use of facilities owned by others.

Revenue Model

Typical sources of revenue for local food networks include:

- Membership fees.
- Sponsorship revenue.
- Charitable donations.
- Sales of promotional merchandise.

Next Steps

Provide continuity in leadership

Ideally, the food hub initiative should have a "go-to" group or agency that shepherds it until its official launch. This could either be GREDA, another agency, a standalone task force, or a partnership made up of these entities.

Continue regular meetings

In order to ensure that the ideas expressed in this study are carried forward, we recommend that stakeholders continue to meet on a regular basis to update each other, share ideas, and discuss future action steps. Meetings can take place monthly, bi-monthly, or even quarterly.

Seek out opportunities to connect

There is a burgeoning local food movement and a growing network of local food organizations in Illinois and the surrounding Galesburg region. Food hubs are most successful when they act as nodes of a larger network. Forging connections within this greater network would serve to strengthen this food hub initiative as these connections could open up opportunities.

Take a strategic approach to future development

In planning for subsequent development stages, take into account the cyclical nature of the growing season and the appropriate timing of activities.

Bibliography

Adam, K. 2006. Community Supported Agriculture. National Sustainable Agriculture Information Service, National Center for Appropriate Technology. Web. Accessed 9/4/2013.

Barham, J., et al. 2012. Regional Food Hub Resource Guide. U.S. Dept. of Agriculture, Agricultural Marketing Service. Web. Accessed 5/21/2012.

Day-Farnsworth, L., et al. 2009. Scaling Up: Meeting the Demand for Local Food. Center for Integrated Agricultural Systems and Agricultural Innovation Center. Web. Accessed 5/21/2012.

Diffley, A. and J. Slama, eds. 2012. A Farmer's Guide to Selling, Postharvest Handling and Packing Produce. FamilyFarmed.org. Print.

FamilyFarmed.org. 2010. Ready to Grow: A Plan for Increasing Illinois Fruit and Vegetable Production. FamilyFarmed.org. Web. Accessed 7/21/2013.

FamilyFarmed.org. 2012. Building Successful Food Hubs: A Business Planning Guide for Aggregating and Processing Local Food in Illinois. Illinois Department of Commerce and Economic Opportunity, University of Illinois Business Innovation Services, Illinois Department of Agriculture, FamilyFarmed.org. Web. Accessed 9/13/2012.

Fischer, M., et al. 2013. Findings of the 2013 National Food Hub Survey. Michigan State University Center for Regional Food Systems & The Wallace Center at Winrock International. Web. Accessed 9/18/2013.

Food Marketing Institute. 2012. U.S. Grocery Shopper Trends 2012.

International Co-operative Alliance. Co-operative identity, values & principles. Web. Accessed 8/21/2013.

Local Harvest. 2013. Community Supported Agriculture. Web. Accessed 9/4/2013.

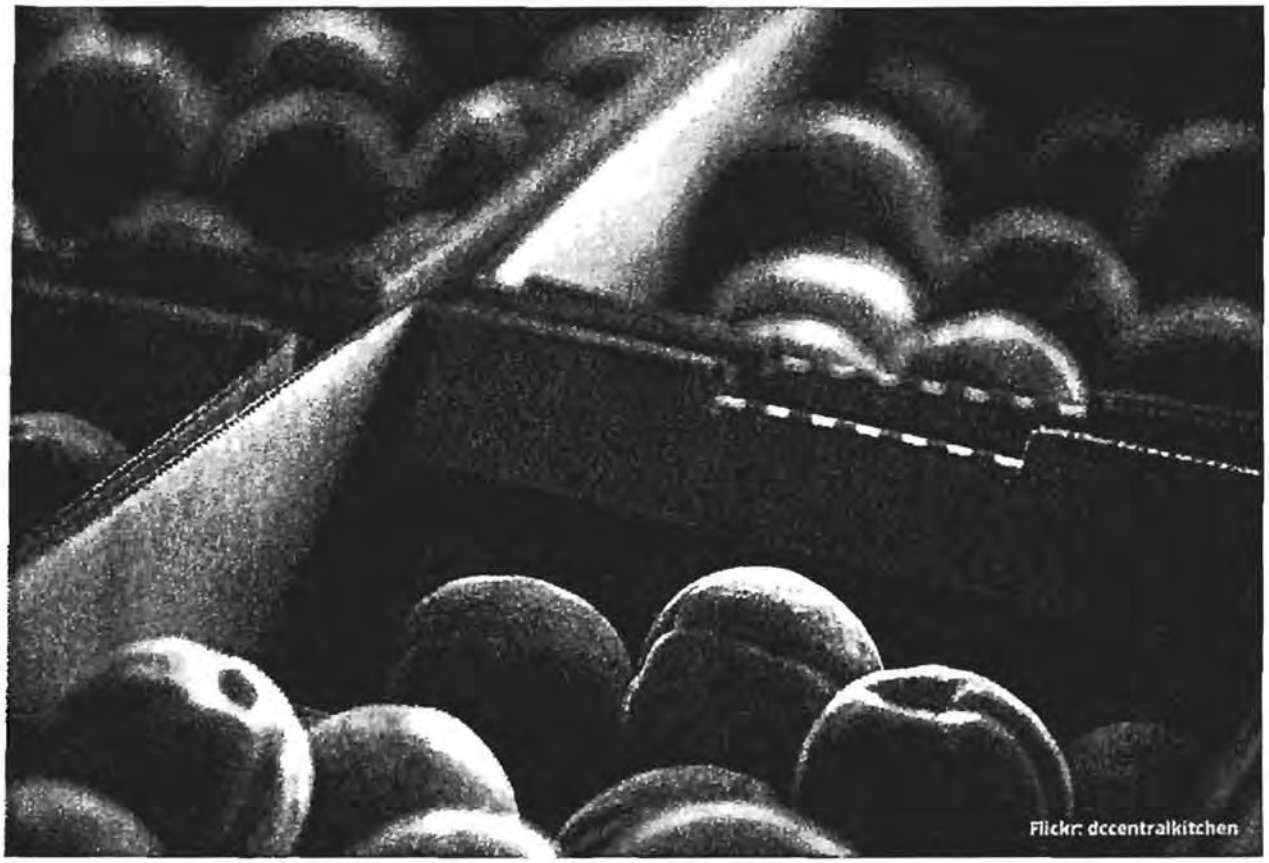
Low, S. and S. Vogel. 2011. Direct and Intermediated Marketing of Local Foods in the United States. ERR 128, U.S. Department of Agriculture, Economic Research Service. Web. Accessed 9/10/2013.

Martinez, S., et al. 2010. Local Food Systems: Concepts, Impacts, and Issues, ERR 97, U.S. Department of Agriculture, Economic Research Service. Web. Accessed 5/21/2012.

Meter, K. 2011. Central Illinois Local Farm & Food Economy: Highlights of a data compilation. Crossroads Resource Center. Web. Accessed 8/5/2013.'

National Restaurant Association. 2013. What's Hot: 2013 Chef Survey. Web. Accessed 8/23/2013.

United States Department of Agriculture. 2013. USDA National Farmers Market Directory. Web. Accessed 8/13/2013.



Endnotes

[1] USDA 2013

[2] Adam 2006

[3] Local Harvest 2013

[4] International Co-operative Alliance 2013

[5] FamilyFarmed.org 2012

THE LEAFY GREENS AND SPECIALTY CROP MARKET

Prepared for

The Knox County Specialty Crops Grant

Prepared by:

GREDA

Regionally-Based Economic Development

185 South Kellogg Street
Galesburg, IL 61401
309-343-1194

Executive Summary:

The purpose of this study is to research the specialty crop "Leafy Greens," determine the viability of targeting specialty crop growers (leafy greens) and possibly securing a value added facility in Knox County in compliance with the Specialty Crops Grant - Illinois Department of Agriculture.

The study shall determine:

1. Define "Leafy Greens" and specialty crop
2. Examine the current market conditions regarding "Leafy Greens; provide information on the size and location of the market, current competitors, their pricing and promotional strategies.
3. Determine who the customer of leafy greens is; their attitude toward the product; consumer shopping behavior; determine if they are a viable segment and how to reach them
4. Retail and Food Service Channels: Local Farms, Local Restaurants and Farmers Markets; Institutional Food Service and Supermarkets
5. Connecting with Wholesale Produce Companies – National and State and a prospect list of processing companies that could be attracted in Western Illinois with a detailed list of the company name, website, contact, address, phone number, email and brief executive summary.

Methodology: The information contained in this report was obtained from both primary and secondary research. Primary research entailed consultation with industry participants. Secondary research entailed data-gathering from business sources, trade publications; articles from industry and non-governmental organizations, such as the Western Growers Association, Illinois Specialty Growers Association, Illinois Vegetable Growers Association, and The United Fresh Produce Association; annual reports; financial releases from public companies; Government organizations, such as The United States Department of Agriculture; Illinois Department of Agriculture; Food and Drug Administration; The University of Tennessee Agricultural Extension; The Leafy Greens Council; Illinois Department of Agriculture – Illinois Markets Information; United States Census Bureau; ESRI Demographic and Segmentation System; U.S. Bureau of the Census.

DEFINING LEAFY GREENS

The fresh cut produce market grew from no sales in 1985 to $3.3 billion in 1994 and reached $15 billion by 2005. Packaged salads represent fifty percent of the fresh-cut produce market. Overall consumption of leaf lettuce, romaine lettuce and spinach nearly doubled from 2000 to 2007 and overall production of leafy greens has risen by 25% since 1997. During this same time period, per capita use of iceberg lettuce has steadily declined, while leaf and romaine lettuce production grew at a rate of 144% from 1997 (Wetherington Testimony, 2009).

Leafy greens can encompass a wide variety of produce, through leafy-green mixes typically including lettuce, cabbage, and spinach. Fresh Leafy Greens include: Iceberg lettuce, romaine lettuce, green leaf lettuce, red leaf lettuce, butter lettuce, baby leaf lettuce (I.e., immature lettuce or leafy greens), escarole, endive, spring mix, spinach, cabbage (red, green and Savoy), kale, arugula, and chard. The produce marketed as leafy greens includes both whole-head and bunch greens, such as the head lettuce found on a farm, and fresh-cut greens, which are cut, processed, and mixed with other greens and bagged as salad (Commodity, 2008). Bagged salads have been the main driver of the leafy green industry over the past twenty years.

According to the United States Department of Agriculture (USDA), Specialty Crops are defined as: fruits and vegetables, tree nuts, dried fruits and horticulture and nursery crops including floriculture. Thus, leafy greens can be included under the umbrella of specialty crops.

THE LEAFY GREEN MARKET

American consumers are focused on wellness and healthy living, and retailers are paying attention to this. Wal-Mart, Target, and other supercenters now feature organic food sections and fresh and local foods stores such as Whole Foods, Publix, and Trader Joe's are growing in order to meet consumer demand for fresh, organic, healthy foods. According to the Agriculture Council of America, Americans consume approximately 30 pounds of lettuce every year making it the second most popular fresh vegetable in the country (ACA, 2012).

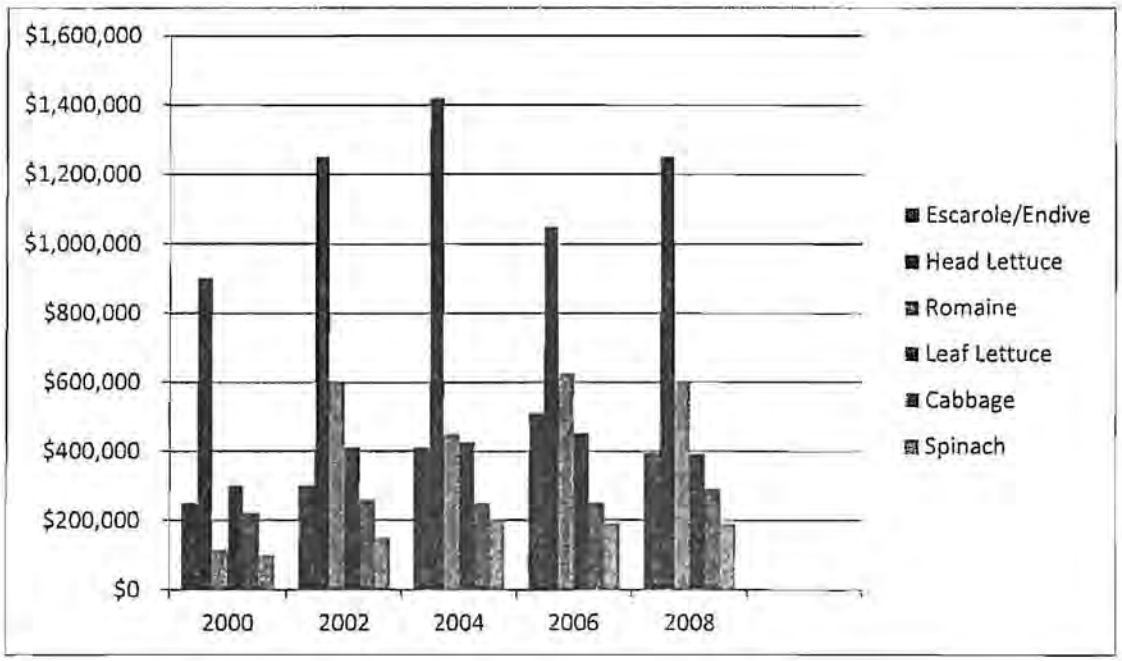
In the United States there are approximately 11,500 producers of leafy greens, with 89% of the leafy green crop produced by small farms. The 2007 Census of Agriculture defines large producers as having annual sales over $250,000. In the United States there are over 69,172 farms with 4,356,880 acres dedicated to specialty crops. In Illinois, there are 1,377 farms with 69,584 acres dedicated to specialty crops. There are approximately 1,285 handlers in the U.S. including approximately 236 shippers. According to USDA data, the production value for fresh leafy green crops was $2.5 billion in 2008. Lettuce is the largest component of the fresh leafy green group (79% of the $2.5B) while spinach only 7%. (USDA/NASS, 2007).

The category of produce marketed as leafy greens includes both whole-head or bunch greens, which are cut, processed and can be mixed with other greens and bagged as salad. Bagged salad mixes have been the main driver of the leafy greens industry over the past twenty years. The fresh cut produce market grew from $3.3 billion in 1994 to $15 billion in 2005 (Wetherington Testimony, 2009).

Head cabbage, leaf lettuce and spinach are grown in all fifty states and handling and processing are spread across the country with leafy greens being produced in one state, processed in another state and then shipped for consumption to many states. California and Arizona are the largest producers of leafy greens in the United States. The California leafy green industry represents about 75 percent of all leafy greens produced in the U.S. while Arizona represents about 15 percent of all the leafy greens

produced in the U.S. (Wetherington Testimony, 2009). According to USDA data, Illinois accounts for a very small percentage of the total production of leafy greens in the United States. In fact, in the 2007 Census of agriculture, the state of Illinois is only listed with dual usage crops production which includes asparagus, broccoli and cauliflower. During 2010, principal fresh market vegetable production in Illinois totaled 4,882 (1,000 cwt.) compared to 4,873 (1,000 cwt.) in 2009. The value of production in Illinois totaled 27,991 (1,000 dollars) in 2009 and 32,083 (1,000 dollars) in 2010. It is clear that the state of Illinois has much lower fresh market production in comparison with those of the other 37 states included in the USDA report (see attachments B-1,2,3,4).

Value of US Leafy Green Production 2000 - 2008



Source: National Agricultural Statistics Service, USDA

THE LEAFY GREEN INDUSTRY

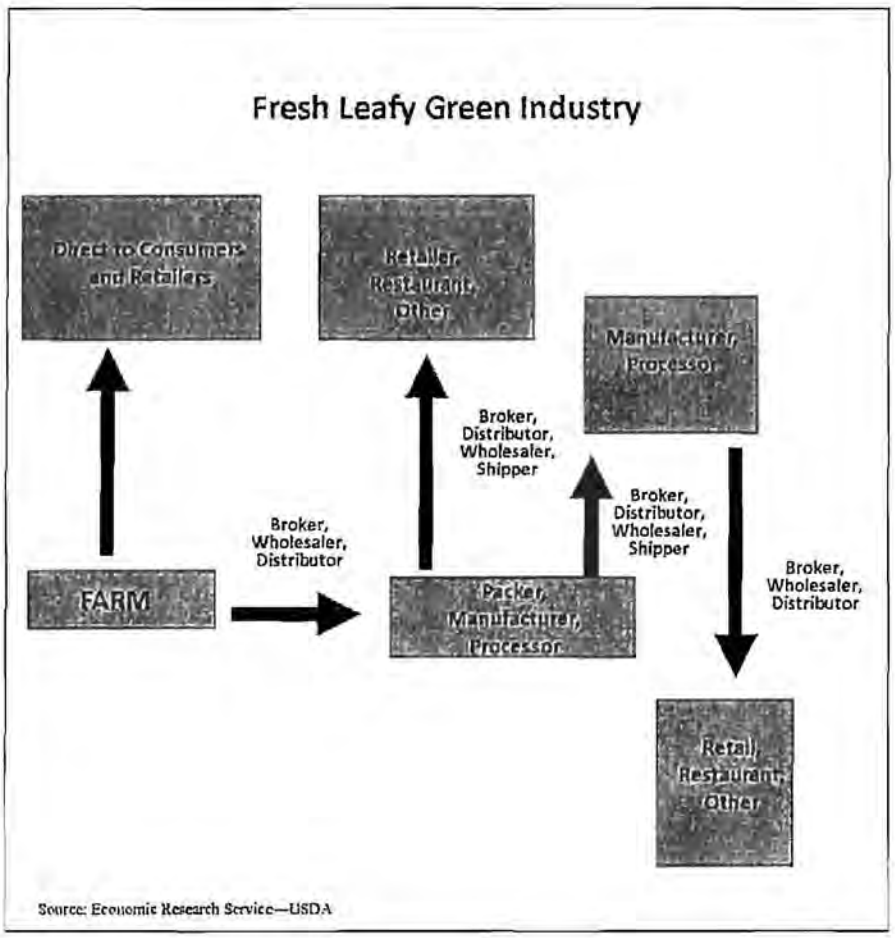
Most leafy greens are sold by seasonal contracts between producers and handlers. The leafy green industry is often described as a "farm-to-fork" industry, which includes growers/producers, handlers (processors, shippers, packers), wholesalers/distributors, agents/brokers, exporters/importers, retail outlets such as grocery stores and food service providers (restaurants, etc.). Small to medium-sized farms often sell directly to consumers at farmers' markets, roadside stands and through Community Supported Agriculture (CSA) programs, as well as retailers. Large operations usually sell their leafy green crops to handlers or directly to retailers at wholesale produce auctions. First handlers may process and package fresh leafy greens into value-added products before selling to other handlers or retailers. A fresh leafy product may change between farm and fork as many as three times before reaching its final destination. Most interim handlers between farm and fork take possession of the product; however, brokers do not typically take possession of the product, but negotiate with producers or handlers on behalf of their customers (ERS – USDA, 2009)

PRODUCERS: Producer means any person engaged in a proprietary capacity in the production of leafy green vegetables for sale or delivery to a handler. Producers to leafy greens are farming operations that grow leafy green vegetables and are primarily responsible for all production related activities including land preparation, cultivation, fertilization, irrigation, and pesticide application.

HANDLERS: Handling means to receive, acquire, clean, sell, consign, or import leafy green vegetables in their natural form. There are generally two types of handlers: Those who deal in raw leafy green commodities and those that turn raw leafy greens into fresh cut, value-added products (such as bagged salads). Presently there are three companies (Dole, Fresh Express, and Kraft Foods) that supply 70 percent of the value-added market. Handlers link producers with consumer outlets on the farm-to-fork continuum. They represent the value-added segment of the industry, that process, ship, sell, consign and import leafy greens. Distributors, packers, processors/manufacturers, shippers, and

wholesalers are handlers. The National Leafy Green Marketing Association (NLGMA), does not consider agents and brokers as handlers because they serve as intermediaries between buyers and sellers of leafy greens without ever taking control of the actual product.

PROCESSORS: A processor is an entity that is engaged in the business of processing or manufacturing fresh leafy green vegetables. The term processing means to change fresh leafy green vegetables from their natural form into fresh-cut packaged products. Processing of fresh leafy greens includes coring, washing, drying, mixing, and packaging them. Processed or value-added fresh leafy greens products are then shipped either directly to retail and food service companies, or to wholesale produce operations, that supply a range of produce products to retail and food service companies.



GAP GUIDE – Providing Food Safety Guidance:

It is important to note that leafy greens were listed as the riskiest foods of 2009, according to the Center for Science in the Public Interest, which is regulated by the FDA. The group identified 363 separate outbreaks linked to the veggies last year; 240 of those cases were linked to food from restaurants. The majority of contaminations were linked to a pathogen called Nirovirus, which is usually spread by the unwashed hands of an ill food handler or consumer. Other contaminants include *E. coli* and salmonella, both of which can be introduced during the production phase if the greens come into contact with animal manure, contaminated water or wild animals (Romero, 2010). In 1998, in response to these outbreaks, the Food and Drug Administration (FDA) in cooperation with the USDA, issued a "Guidance for Industry: Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables," or better known as GAP Guide. GAP's provide general food safety guidance on critical production steps where food safety might be compromised during the growing, harvesting, transportation, cooling, packing and storage of fresh produce. GAP guidance alerts fruit and vegetable growers, shippers, packers, and processors to the potential microbiological hazards associated with various aspects of the production chain including: land history, adjacent land use, water quality, worker hygiene, pesticide and fertilizer use, equipment sanitation and product transportation. The USDA Agricultural Marketing Service (AMS) issued a proposed national food safety rule for leafy greens in April, 2010, to regulate the handling of leafy green vegetables, including, but not limited to lettuce, spinach and cabbage. The proposed program, the National Leafy Green Marketing Agreement (NLGMA), would minimize the potential for microbial contamination, thereby improving consumer confidence in leafy green vegetables in the marketplace. The AMS food safety rule covers only leafy greens and will subject farmers who market to a seller, processor, packer, wholesaler, or distributor that has signed the agreement to food safety regulations and audits conducted by the AMS inspection service. The Food

Safety Modernization Act, initiated by the National Sustainable Agricultural Coalition (NSAC) Food Safety Task Force, offers alternative compliance measures for small and mid-sized farmers (NSAC/AMS, 2010).

THE CONSUMER – Market Segmentation:

So who is the fresh leafy green and value added customer and are they a viable segment to the producer of leafy greens or specialty crops? Consumption of fruits and vegetables among American consumers varies from 11.6 servings per year by consumers identified as living an unhealthy lifestyle and 44.7 servings per month by those identified as living a healthy lifestyle. It is clear that consumers choosing a healthy lifestyle are the market segment contributing to the demand for leafy greens and value-added products. Packaged salads are now a $3.3 billion category of retail and a mainstay for those Consumers who prefer fresh, healthful foods and the convenience of a salad blend. Dole and Fresh Express, the two largest brand names in the leafy green business, are constantly adding new combinations to their salad lines to meet the ever increasing demands of their customers.

According to a recent national market research study, baby boomers and empty nesters (age 40-59) ranked highest, as being concerned with healthy eating as they age. Approximately three-fifths (58%) of Boomers say they are working to eat a well-balanced diet. Well over half of boomers report that they like the trend toward healthier fast food, compared with 44% of those age 18-29 and age 70 and over. There is a steady upscale skew among boomers showing an interest in healthy foods, which is apparent in high indexing for education, income and value of residents. Baby Boomers also possess the disposable income to purchase higher priced organic and artisan products. Homemakers, consumers with a post-graduate degree, Widows/widowers, shoppers age 65-74, single-person households, and Asian Americans are also significantly more likely than average to seek out fresh ingredients which include leafy greens and value added products. One out of four shoppers say they look for both the freshest ingredients and organic/natural foods when they cook (ESRI and Market Analysis, 2011).

Retail and Food Service Channels:

With the growing trend of consumers' seeking out higher quality, sustainably produced foods from local farmers or artisan producers through local Farmers Markets, Community Supported Agriculture Programs (CSA's), and other alternative direct-to-consumer sales, such as food cooperatives and roadside stands. Farmer's Markets are booming, due to the interest in fresh, healthier, locally grown foods are being sought out. A recent report to the Illinois General Assembly by the Illinois Local and Organic Food and Farm Task Force noted that in 1999, there were 97 outdoor farmers markets statewide and by 2009, that number had grown to 270. The demand for Farmers Markets continues to grow as more and more consumer's desire fresh-picked vegetables and fruit, (as well as eggs, meat, honey, cheese and breads). In 2000 there were 14 Community supported Agriculture's (CSA's) statewide and by 2008 there were 68 (USDA ag census). Demand for local food is also extending to larger volume wholesale markets with Illinois colleges and universities, corporate kitchens, schools, hospitals, restaurants and local grocery stores purchasing locally grown farm products to meet the demands of discerning consumers. Illinois' annual direct market farm sales grew from $12 million in 1997 to $25.9 million in 2007 (Farm Task Force, 2009).

As mentioned earlier, most leafy greens are sold by seasonal contracts between producers and handlers. Small to medium-sized farms often sell directly to consumers at farmers' markets, roadside stands and through Community Supported Agriculture (CSA) programs, as well as retailers.

Becoming a member of CSA's are one way to connect producers of leafy greens with consumers. Community Supported Agriculture consists of a community of individuals who pledge support to a farm operation so that the farmland becomes the community's farm, with the growers and consumers providing mutual support and sharing the risks and benefits of food production. Typically, members or "share-holders" of the farm or garden pledge in advance to cover the anticipated costs of the farm

operation and farmer's salary. In return, they receive shares in the farm's bounty throughout the growing season, as well as satisfaction gained from reconnecting to the land and participating directly in food production. Members also share in the risks of farming, including poor harvests due to unfavorable weather or pests. By direct sales to community members, who have provided the farmer with working capital in advance, growers receive better prices for their crops, gain some financial security, and are relieved of much of the burden of marketing. The USDA is a strong advocate for CSA programs and their website, http://www.nal.usda.gov has numerous articles and resources to assist farmers or communities interested in starting a CSA program.

Connecting with handlers and processors takes initiative and rapport building. The USDA, Illinois Department of Agriculture, Illinois Institute of Rural Affairs, Illinois Institute of Rural Affairs, University of Illinois Extension, and the Illinois Local and Organic Food and Farm Task Force offer assistance and support for such endeavors. Most handlers and processors are located in the Chicago area, however some do have processing plants located in closer proximity to Galesburg, IL. The first step would be to determine the exact number of local (Knox County) farmers who are currently producing leafy greens and specialty crops for the farm-to-fork industry. With 1,377 Illinois farms with 69,584 acres dedicated to specialty crops (which includes fruits and vegetables, tree nuts, dried fruits and horticulture and nursery crops, including floriculture), the total acreage dedicated to leafy greens may be such a small percentage that pursuing handlers, wholesale and processing companies may be premature at this time. A complete list of area handlers and processors are attached with the companies name, address, phone and fax number, Website (if available) and contact name. Should the board wish to start making contact and establishing a rapport with potential handlers, wholesale and processing companies, this list should help in that process.

ATTACHMENTS:

Attachment A-1	Definitions and Acronyms
Attachment B – 1,2,3,4	Fresh Market Vegetable Production
Attachment C	Wholesale Produce Companies – Illinois
Attachment D	Wholesale Produce Companies – National
	Fresh and Local Foods Retailers – National
	Specialty Products Retailers – Knox County Area

ATTACHMENT A - DEFINITIONS AND ACRONYMS:

CONSUMER: The individual who actually uses and/or possesses the product.

CSA: Community Supported Agriculture

FDA: Food and Drug Administration

GAPS: Good Agricultural Practices – In 1998, the FDA in cooperation with the USDA issued "Guidance for Industry: Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables (or GAP Guide), in response to issuing regulations dealing with fresh produce safety for leafy green growers, handlers and processors. It is the agencies most authoritative and comprehensive statement to date on the topic of produce safety.

HANDLERS: The term "handler" means "any person engaged in the business or practice of (1) acquiring agricultural products from producers or associations of producers for processing or sale; or (2) grading, packaging, handling, storing, or processing agricultural products received from producers or associations of producers; or (3) contracting or negotiating contracts or other arrangements, written or oral, with or on behalf of producers or associations of producers with respect to the production or marketing of any agricultural product. The handlers receive the leafy greens from the field.

HUNDRED WEIGH (Cwt.) Hundred weigh is the unit used for fresh market yield and production and is equal to one hundred pound.

LEAFY GREENS: Leafy greens can encompass a wide variety of produce, through leafy-green mixes typically including lettuce, cabbage, and spinach. They include: Iceberg lettuce, romaine lettuce, green leaf lettuce, red leaf lettuce, butter lettuce, baby leaf lettuce (i.e., immature lettuce or leafy greens), escarole, endive, spring mix, spinach, cabbage (red, green and Savoy), kale, arugula, and chard (Commodity, 2008).

MARKET SEGMENTATION: Market segmentation is the identification of like-minded clusters of consumers who can be expected to behave in similar ways, making similar decisions in the marketplace in similar situations.

PROCESSING COMPANIES: A firm that converts natural resources into raw material.

PROCESSORS: "Agricultural Processors or Processing Facility" means one or more facilities or operations that transform, package, sort, or grade livestock or livestock products, agricultural commodities, or plants or plant products, excluding forest products, into goods that are used for intermediate or final consumption including goods for nonfood use, and surrounding property. Processors change the crops into fresh-cut packaged products which are then shipped directly to retail, food service companies or wholesale produce operations. Processing in the sense defined here does not include canning, freezing, extracting, dehydrating or pickling.

PRODUCER: "Producer" means any person who grows an agricultural commodity on land that the person owns or leases.

RTE: Ready to Eat – Products that are cut, processed, and mixed with other greens and bagged as salads or other fresh cut products such as packaged salads, carrots, celery, etc. and "ready to eat."

SPECIALTY CROP: Specialty crops are defined in law as fruits and vegetables, tree nuts, dried fruits and horticulture and nursery crops, including floriculture.

USDA: United States Department of Agriculture

VALUE ADDED FACITILIES: Wholesale Produce Companies which participate in the sale of produce or goods in large quantities, as for resale by a farmer or retailer. Sold in large bulk or quantity.

VIABLE SEGMENT: Determines the segment is measurable (identify people within it, demographic and lifestyle characteristics), whether the segment is viable for the marketing of a product and of sufficient size to generate acceptable profit from sales; is clearly differentiated from other segments; and is reachable.

WGA: Western Growers Association

SOURCES:

Agriculture Council of America (ACA), 2012., Retrieved Nov. 26, 2011 from http://www.agday.org/

Commodity Specific Food Safety Guidelines for the production and harvest of lettuce and leafy greens, Western Growers Association, June 13, 2008., Retrieved Sept. 5, 2011 from http://www.wga.com/DocumentLibrary/scienceandtech/0608CommoditySpecificFoodSafetyGuidelines.pdf

Bryan, A. and Johnson, N., Integrating Stakeholder Roles in Food Production, Marketing, and Safety Systems: An Evolving Multi-Jurisdictional Approach., Retrieved 9/20/2011 from http://www.law.uoregon.edu/org/jell/docs/261/Endres.pdf

Cohen, D., *The History, Politics & Perils of the Current Food Safety Controversy: CAFF Guide to Proposed Food Safety Regulations,* Community Alliance with Family Farmers, Jan. 2008, Retrieved 9/22/2011 from http://www.caff.org/

Divine, R., Analysis of the Healthy Life Style of Consumers, Consumer Journal of Consumer Marketing, 22 (s). A.C. Nielson – bound segments to census and geographic regions.

ERS – USDA. Economic Research Services, United States Department of Agriculture, May 27, 2009.

Farm Task Force – Illinois Local and Organic Food and Farm Task Force., (2009), Local Food, Farms and Job: Growing the Illinois Economy, Retrieved 12/20/2011 from http://www.FoodFarmsJobs.org.

Guide to minimize microbial food safety hazards to leafy greens; draft guidance (July 2009) U.S. Department of Health and Human Services, Food and Drug Administration.,U.S. Retrieved Nov. 25, 2010 from http://www.fda.gov/Food/GuidanceComplianceRegulatoryInformation/GuidanceDocuments/ProduceandPlanProducts/ucm174200.htm.

Romero, F., Top Ten Most Dangerous Foods includes Leafy Greens., Time Magazine., 2/22/2010 retrieved 09/25/10 from http://www.time.com/time/specials/packages/article/0,28804,1967235_1967238_1967213,00.html #ixzz1inKEKleV

Strachan, J., 91 Leafy Green Vegetables in the United States: Hearing on Proposed Marketing Agreement No. 970 Before the U.S. Dep't of Agric., 4 (Sept. 22, 2009) (testimony of James Strachan, Grower's Express), available at http://www.ams.usda.gov/AMSv1.0/getfile ?dDocName=STELPRDC5079702 [hereinafter Strachan Testimony].

USDA/NASS, National Agricultural Statistics Service, (NASS)., USDA 2007 Census of Agriculture, Specialty Crops Retrieved 11/12/2011 from http://www.agcensus.usda.gov/Publications/2007/Online_Highlights/Specialty_Crops/speccrop.pdf

USDA/NASS, National Agricultural Statistics Service, (NASS)., USDA 2007 Census of Agriculture, Specialty Crops Retrieved 11/12/2011 (Specific States – IL. http://usda01.library.cornell.edu/usda/nass/VegeSumm//2000s/2007/VegeSumm-01-26-2007.pdf

Value added (2011)., How to Get Your Value-Added Products Into Local Grocery Stores," The University of Tennessee Agricultural Extension Service, Retrieved 10/5/2011 from http://trace.tennessee.edu/utk_agexmkt/1

Wetherington, D., 2009., Leafy Green Vegetables in the United States: Hearing on Proposed MarketingAgreement No. 970 Before the U.S. Dep't of Agric., 1 (Sept. 22, 2009) (testimony of Diane Wetherington, Executive Vice President, Intertox), *Retrieved 9/12/2011 from* http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5079701

National Sustainable Agricultural Coalition website., Opposition to NLGMA Rises, June 8, 2011., Retrieved from http://sustainableagriculture.net/blog/opposition-to-nlgma-rises/

Vegetables, 2010 Summary., United States Department of Agriculture, National Agricultural Statistics Service (NASS) Vg1-2 (11) Retrieved Dec. 5, 2010 from http://usda01.library.cornell.edu/usda/nass/VegeSumm//2010s/2011/VegeSumm-01-27-2011.pdf

Illinois Wholesale Produce Companies – Leafy Greens

Strube Celery and Vegetable Co
2404 South Wolcott Ave. Units 16-20
Chicago, IL 60608-5390
Telephone: 773-446-4000
Fax: 312-226-7644
Website: http://www.strube.com
Email: lstrube@strube.com
Description: Strube Celery and Vegetable Co is the oldest federally licensed wholesale produce company in the Chicago area.

Tuchten Wholesale Produce Inc., Jack
2402 South Wolcott Ave. Unit 31
Chicago, IL 60608-4086
Contact: Gustavo Heredia; 773-446-6715
Telephone: 312-228-4536
Fax: 312-226-7796
Website: http://www.jacktuchten.com/
Description: Located in Chicago, IL, Jack Tuchten Wholesale Produce, Inc. is a private company categorized under Fruits, Fresh vegetables. Established in 1968 and incorporated in Illinois. Current estimates show this company has an annual revenue of $10 to 20 million and employs a staff of approximately 20 to 49. Fruits & Vegetables-Growers & Shippers in Chicago, IL

DeGroot Vegetable Farms - 4 D Farms Product Sales, Inc.
8648 E. 4500S Road
Saint Anne, Illinois 60964-4086
Contact: Paul DeGroot
Telephone: 815-427-6298
Fax: 815-422-0480
Website: http://www.degrootvegfarm.com/

Description: Degroot Vegetable Farm in Saint Anne, IL is a private company categorized under Vegetables. Our records show it was established in 2003 and incorporated in Illinois. Current estimates show this company has an annual revenue of $2.5 to 5 million and employs a staff of approximately 20 to 49. Products or Services: Green Tomatoes, Summer Vegetables, Leafy Vegetables, Frozen Vegetables and Organic Vegetables.

Produce Plus, Inc.
8 Greenwood Avenue
Romeoville, IL 60446-1341
Contact: Email: jeffh@produceplus.com
Telephone: 815-372-9300
Fax: 815-293-3701
Website: http://www.produceplus.com
Description: Produce Plus, provides: Marketing and brokerage services to growers, shippers, wholesalers, retailers and food service companies; Markets and sells produce to wholesalers and retailers; Produce transportation logistics and brokerage services to produce shippers and receivers. Because of its strategic location in Chicago and its dedication to quality customer service, Produce Plus has become one of the most successful companies in the Midwest. In 1988, Produce Plus was ranked the 147th fastest growing private company in the United States by *Inc Magazine!*

Midwest Foods
3100 W. 36th Street
Chicago, IL 60632
Telephone: 773-927-8870
Fax: 312-927-8617
Website: http://www.midwestfoods.com
Description: Founded in 1956, Midwest Food, Inc. is in the Fresh Fruits and Vegetables industry in CHICAGO, IL. This company currently has approximately 50 to 100 employees and annual sales of $10,000,000 to $24,999,999.

Illinois Wholesale Produce Companies – Leafy Greens

Central Illinois Produce Inc. Urbana Division
500 South Glover
Urbana, IL 61802-4442
Contact: John Stanley CFO / Purchasing jstanley @centralillinoisproduce.com
Telephone: 217-367-8308
Fax: 217-367-9404
Website:
http://www.centralillinoisproduce.com
Description: Central Illinois Produce distribute bulk and processed fruits and vegetables, specialty produce items, fresh herbs, salads and soups along with a complete line of dairy products. Whenever possible they purchase locally grown produce from right here in the Midwest (*See attached letter*).

B&B Farms of Lansing, LLC
2150 Bernice Rd.
Lansing, IL 60438
Telephone: 708-474-5750
Fax: Not available
Description: B & B Farms in Lansing, IL is a private company categorized under Farms, established in and incorporated in Illinois. Current estimates show this company has an annual revenue of $500,000 to $1 million and employs a staff of approximately 1 to 4. Fruits & Vegetables & Produce-Retail; General Crop Farm; Fruit & Vegetable Markets

Ruffolo and Sons, Co
3000 S. Ashland Avenue, Suite 200
Chicago, IL 60608-5348
Telephone: 773-927-8862
Fax: 773-927-8865
Website: http://www.ruffolooproduce.com
Description: C. Ruffolo and Sons is a family owned and operated Wholesale Produce Distributor established in 1911 and spanning four generations of the Ruffolo Family. C. Ruffolo & Sons operates out of a modern facility with 15,000 sq/ft of warehouse space and has a fleet of 8 trucks delivering all over the Chicagoland area.

Twin Garden Sales, Inc.
23017 Rt. 173
Harvard, IL 60033
Contact: Jack Lambke, Sales (815)-943-6424 Office ext. 218
Telephone: 815-943-6424
Fax: 815-943-7398
Website: http://www.twingardensales.com
Description: Twin Garden Sales Inc in Harvard, IL is a private company categorized under Wholesale Fruits and Vegetables. It was established in 1984 and incorporated in Illinois. Current estimates show this company has an annual revenue of $500,000 to $1 million and employs a staff of approximately 1 to 4. Business categories include: Fruits and vegetables, produce-retail; Wholesale fresh produce and fruit and vegetable markets.

Panama Banana Distributing Co. Inc.
2404 South Wolcott
Chicago, IL 60608
Telephone: 773-446-1000
Fax: 773-446-1050
Website: http://www.panamabanana.com
Description: Distributor of fruits and vegetables.

Illinois Wholesale Produce Companies – Leafy Greens

Antonetti Price and Kuzma, Inc.
3940 Porett Drive
Gurnee, IL 60031-1244
Telephone: 847-816-6225
Description: Antonetti Price and Kuzma, Inc. in Gurnee, IL is a private company categorized under Food Brokers. Current estimates show this company has an annual revenue of $5 to 10 million and employs a staff of approximately 5 – 9. Business Categories: Food Brokers, Wholesale Trade Agents and Brokers.

Kaiser International LLC
707 Skokie Blvd. Suite 400
Northbrook, IL 60062
Telephone: 847-291-1010
Fax: 847-412-9743
Description: Kaiser International, LLC in Northbrook, IL is a private company categorized under Food Brokers. It was established in 2002 and incorporated in Illinois. Current estimates show this company has an annual revenue of $220,000 and employs a staff of approximately 2. Business Categories: Food brokers in Northbrook, IL; Wholesale General Groceries; General Line Grocery Merchant Wholesalers

Van Drunen Farms, Inc.
300 West 6th Street
Momence, IL 60954-1136
Contact: Darrell Hanson, phone: 815-472-3100 x136 or email: dhanson@vandrunen.com
Telephone: 1-815-472-3100
Fax: 815-472-3850
Website: http://vandrunenfarms.com
Description: Van Drunen Farms in Momence, IL is a private company categorized under Dried and Dehydrated Vegetables. It was established in 1958 and incorporated in Illinois. Current estimates show this company has an annual revenue of $10 to 20 million and employs a staff of approximately 50 to 99. Business Categories: Food Products & Manufacturers in Momence, IL; All Other Misc Food Manufacturing

Nico Mexifoods, Inc.
4115 Ogden Avenue
Chicago, IL 60623
Telephone: 773-277-9195
Website – No website found
Description: Nico Mexi Foods Inc in Chicago, IL is a private company categorized under Food Brokers. It was established in 1999 and incorporated in Illinois. Current estimates show this company has an annual revenue of $10 to 20 million and employs a staff of approximately 10 to 19. Business Categories: Food Products (Whls) in Chicago, IL; Wholesale General Groceries; Packaged Frozen Food Merchant Wholesale.

Vegetable Fresh Inc.
2059 South Jefferson Street
Chicago, IL 60616-1086
Contact: Vance Jackson – email: vance@vetablefresh.com
Telephone: 312-243-4610
Fax: 312-243-5588
Website: http://www.vegetablefresh.com
Description: Established in 1984, Vegetable Fresh specializes in fresh-cut produce. Vegetable Fresh has been providing safe, quality pre-cut fruit and vegetable products to the foodservice industry throughout the Chicago area. HACCP Certified

Illinois Wholesale Produce Companies – Leafy Greens

Lakeside Food Sales, Inc.
325 West Dundee Road
Buffalo Grove, IL 60089
Contact: Tony Dacks, Executive Sales Manager at 847-947-6126 or email at tdacks@lakesidefoodsales.com
Telephone: 847-808-8686
Fax: 847-808-8645
Website: http://www.lakesidefoodsales.com
Description: Lakeside Food Sales, Inc. has been in business since 1986 and specializes in buying and selling raw materials, food ingredients and finished goods. Some of their retail partners include: Big Lots, Dollar General, Dollar Tree, Family Dollar, Meijer, and Menards. Some manufacturers they work closely with are: Del Monte, Dole, Nestle, Pillsbury and Tropicana.

World Wide Produce, Inc.
2404 S. Wolcott Avenue, Units 1-4
Chicago, IL 60608
Telephone: 312-666-2365
Description: World Wide Produce in Chicago, IL is a private company categorized under Groceries and Related Products. It was established in and incorporated in Illinois. Current estimates show this company has an annual revenue of $5 to 10 million and employs a staff of approximately 20 to 49. Business Categories: Fruits & Vegetables & Produce-Retail in Chicago, IL; Wholesale Groceries Wholesale Fruits/Vegetables; Fruit & Vegetable Markets

Blue Creek Produce LLC
303 West Main Street
Chicago, IL 60600
Contact: Roger Riehm, Sales at 630-513-3075 or email roger@bluecreekproduce.com
Telephone: 630-513-3075
Fax: 630-513-6614
Website: http://www.bluecreekproduce.com
Description: Blue Creek Produce in Saint Charles, IL is a private company categorized under Pepper Farm, Sweet and Hot (Vegetables). It was established in 2004 and incorporated in Illinois. Current estimates show this company has an annual revenue of $1 to 2.5 million and employs a staff of approximately 5 to 9. Business Categories: Fruits & Vegetables & Produce-Retail in Saint Charles, IL; Produce Farm & Whol Fresh Fruits & Vegetables; Fruit & Vegetable Markets

Phoenix Produce Company
2404 S. Wolcott Avenue
Chicago, IL 60608
Telephone: 708-770-4130
Description: Phoenix Produce Company is in the Fresh Fruits and Vegetables industry in Chicago, IL. This company currently has approximately 20 to 50 employees and annual sales of $1,000,000 to $4,999,999.

Goodness Greeness
5959 South Lowe
Chicago, IL 60621
Contact: Pat Bayor
Telephone: 773-224-4411
800-848-7776
Description: Goodness Greeness is the Midwest's leading source of fresh, organic produce and the largest privately held organic distributor in the country. The company directly supplies over 300 stores that include the regions largest supermarkets and independent retailers. Goodness Greeness has developed a private label brand of regional organic food, including a new Fresh Cut product line, which is being distributed throughout the Midwest.

Attachment C

Illinois Wholesale Produce Companies – Leafy Greens

SYSCO Chicago
250 Wieboldt Drive
Des Plaines, IL 60016
Contact: Greg Bertrand
Telephone: 847-699-5400
Description: As a subsidiary of SYSCO Corporation, the largest food service distributor in North America, SYSCO Food Services of Chicago distributes fresh and frozen meat, poultry, seafood, fruits and vegetables, canned and dry products, paper and disposable products, cleaning supplies, kitchen equipment, and medical supplies.

Principal Fresh Market Vegetable Production and Value – States and United States: 2008-2010

[Only includes estimates for the selected crops in the NASS annual program. These crops are not estimated for all States that might produce them. See the 2007 Census of Agriculture for a comprehensive tally of total vegetable acres by State. Includes processing total for dual usage crops (asparagus, broccoli, and cauliflower)]

State	Production			Value of production		
	2008	2009	2010	2008	2009	2010
	(1,000 cwt)	(1,000 cwt)	(1,000 cwt)	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)
Alabama	863	893	912	17,156	19,647	18,916
Arizona	33,080	31,602	31,607	729,101	766,784	901,177
Arkansas	615	344	525	16,850	5,712	13,244
California	218,671	214,514	212,937	5,264,467	5,616,799	5,374,395
Colorado	6,828	6,910	7,311	102,186	97,659	117,013
Connecticut	332	273	210	11,620	10,920	8,400
Delaware	1,643	1,358	1,345	26,610	21,658	20,251
Florida	40,892	41,230	34,422	1,497,413	1,384,921	1,537,801
Georgia	22,013	22,727	21,951	456,451	529,620	477,434
Idaho	6,192	6,512	6,840	38,643	80,882	55,958
Illinois	5,772	4,873	4,882	38,313	27,991	32,083
Indiana	3,718	3,630	3,937	61,448	57,013	61,330
Maine	108	90	99	4,644	4,230	4,851
Maryland	1,599	1,199	1,120	33,578	28,247	25,624
Massachusetts	416	306	390	17,888	13,158	17,550
Michigan	8,396	9,100	8,390	169,990	171,540	174,700
Mississippi	442	334	450	4,950	3,407	4,725
Missouri	675	858	1,072	4,995	6,178	8,576
Nevada	2,072	2,537	2,675	49,248	87,905	69,805
New Hampshire	128	77	77	7,808	4,543	4,697
New Jersey	4,127	3,906	3,969	123,158	132,466	122,603
New Mexico	5,262	5,135	4,892	89,831	111,269	127,720
New York	15,928	12,189	14,157	384,421	301,170	361,252
North Carolina	6,010	7,884	6,728	114,806	171,004	124,754
Ohio	4,239	5,668	4,932	152,009	183,108	128,730
Oklahoma	360	333	550	3,528	4,296	5,500
Oregon	15,783	14,159	14,886	123,791	185,991	144,637
Pennsylvania	3,230	2,504	2,711	91,477	78,922	73,984
Rhode Island	68	45	49	2,516	1,800	2,450
South Carolina	2,620	2,710	3,618	63,816	49,205	67,055
Tennessee	1,560	1,677	1,871	51,880	53,964	68,530
Texas	12,700	13,082	13,450	207,167	188,158	337,249
Utah	773	698	816	8,911	6,864	10,704
Vermont	50	45	50	2,800	2,430	2,800
Virginia	1,990	2,074	1,601	66,593	74,731	64,965
Washington	15,922	17,096	17,458	261,111	340,804	553,106
Wisconsin	1,587	2,562	1,651	29,219	41,037	26,720
United States	446,664	441,134	434,541	10,330,893	10,866,033	11,151,289

Principal Vegetables for Fresh Market: Production and Value by Crop, United States, 2008-2010 [1]
(Domestic Units)

Crop	Production			Value		
	2008	2009	2010	2008	2009	2010
	1,000 Cwt	*1,000 Cwt*	*1,000 Cwt*	*1,000 Dollars*	*1,000 Dollars*	*1,000 Dollars*
Artichokes [2]	1,144	1,075	900	54,683	60,415	46,350
Asparagus [2]	952	899	799	89,451	88,855	90,777
Beans, Snap	5,824	5,225	5,062	307,790	282,543	303,679
Broccoli [2]	20,086	19,890	18,219	721,307	794,124	648,886
Cabbage	24,516	22,467	22,797	355,065	341,798	378,404
Cantaloups	19,294	19,279	18,858	356,781	350,392	314,379
Carrots	24,565	22,163	22,777	602,054	557,670	597,362
Cauliflower [2]	6,648	7,167	6,281	268,531	315,551	247,456
Celery [2]	20,025	20,074	20,285	369,584	404,039	398,854
Corn, Sweet	28,899	28,839	29,149	748,632	846,199	750,467
Cucumbers	8,843	9,359	8,482	219,073	239,131	193,643
Garlic [2]	4,282	3,878	3,737	186,307	192,872	265,510
Honeydews	3,690	3,587	3,204	65,636	55,623	49,608
Lettuce						
Head	52,952	50,180	50,750	1,063,132	1,121,724	1,205,575
Leaf	12,781	11,845	11,180	411,719	458,765	429,432
Romaine	22,774	22,355	25,259	479,006	612,716	614,991
Onions [2]	75,120	75,566	73,213	834,386	1,053,812	1,383,595
Peppers, Bell [2]	15,888	16,997	15,739	636,620	535,378	637,113
Peppers, Chile [2]	4,170	4,750	4,502	111,199	133,878	135,364
Pumpkins [2]	10,663	9,313	10,624	137,072	102,730	116,539
Spinach	5,721	6,821	6,133	193,052	269,424	256,924
Squash [2]	6,687	7,219	6,542	204,283	203,464	203,592
Tomatoes	31,137	33,255	28,916	1,415,297	1,344,217	1,390,754
Watermelons	40,003	38,911	41,153	499,633	450,713	492,035
24 Vegetables and Melons	446,664	441,134	434,541	10,330,893	10,866,033	11,151,289
Strawberries [2]	25,317	28,013	28,501	1,918,288	2,129,585	2,245,319

[1] Only includes estimates for the selected crops in the NASS annual program. These crops are not estimated for all States that might produce them. See the 2007 Census of Agriculture for a comprehensive tally of total vegetable acres by State.
[2] Includes processing total for dual usage crops.

Leaf Lettuce for Fresh Market Area Planted and Harvested, Yield, Production, Price, and Value – States and United States: 2008-2010

State	Area planted			Area harvested		
	2008	2009	2010	2008	2009	2010
	(acres)	(acres)	(acres)	(acres)	(acres)	(acres)
Arizona	10,000	8,800	8,700	9,800	8,600	8,500
California	43,400	41,200	40,500	42,500	40,500	39,500
United States	53,400	50,000	49,200	52,300	49,100	48,000
State	**Yield per acre**			**Production**		
	2008	2009	2010	2008	2009	2010
	(cwt)	(cwt)	(cwt)	(1,000 cwt)	(1,000 cwt)	(1,000 cwt)
Arizona	220	200	200	2,156	1,720	1,700
California	250	250	240	10,625	10,125	9,480
United States	244	241	233	12,781	11,845	11,180
State	**Price per cwt**			**Value of production**		
	2008	2009	2010	2008	2009	2010
	(dollars)	(dollars)	(dollars)	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)
Arizona	37.70	39.50	55.20	81,281	67,940	93,840
California	31.10	38.60	35.40	330,438	390,825	335,592
United States	32.20	38.70	38.40	411,719	458,765	429,432

Romaine Lettuce for Fresh Market: Area Planted and Harvested, Yield, Production, and Value by State and United States, 2008-2010

State	Area Planted			Area Harvested		
	2008	2009	2010	2008	2009	2010
	Acres	*Acres*	*Acres*	*Acres*	*Acres*	*Acres*
AZ	16,500	16,300	18,500	16,400	16,100	18,300
CA	62,500	61,000	63,000	61,000	60,000	62,000
US	79,000	77,300	81,500	77,400	76,100	80,300
	Yield per Acre			**Production**		
	2008	2009	2010	2008	2009	2010
	Cwt	*Cwt*	*Cwt*	*1,000 Cwt*	*1,000 Cwt*	*1,000 Cwt*
AZ	310	345	330	5,084	5,555	6,039
CA	290	280	310	17,690	16,800	19,220
US	294	294	315	22,774	22,355	25,259
	Value					
	Per Cwt			**Total**		
	2008	2009	2010	2008	2009	2010
	Dollars	*Dollars*	*Dollars*	*1,000 Dollars*	*1,000 Dollars*	*1,000 Dollars*
AZ	20.80	23.20	31.50	105,747	128,876	190,229
CA	21.10	28.80	22.10	373,259	483,840	424,762
US	21.00	27.40	24.30	479,006	612,716	614,991

Spinach for Fresh Market: Area Planted and Harvested, Yield, Production, and Value by State and United States, 2008-2010

State	Area Planted			Area Harvested		
	2008	2009	2010	2008	2009	2010
	Acres	*Acres*	*Acres*	*Acres*	*Acres*	*Acres*
AZ	5,000	6,000	7,600	5,000	6,000	7,500
CA	25,500	26,000	26,900	25,000	25,000	25,500
NJ	1,600	1,600	1,500	1,600	1,500	1,400
TX	1,200	1,200	1,200	1,100	600	1,000
Oth Sts [1]	3,100	3,700	3,900	2,980	3,500	3,500
US	36,400	38,500	41,100	35,680	36,600	38,900
	Yield per Acre			Production		
	2008	2009	2010	2008	2009	2010
	Cwt	*Cwt*	*Cwt*	*1,000 Cwt*	*1,000 Cwt*	*1,000 Cwt*
AZ	165	195	150	825	1,170	1,125
CA	165	200	170	4,125	5,000	4,335
NJ	175	135	85	280	203	119
TX	120	146	190	132	88	190
Oth Sts [1]	120	103	104	359	360	364
US	160	186	158	5,721	6,821	6,133
	Value					
	Per Cwt			Total		
	2008	2009	2010	2008	2009	2010
	Dollars	*Dollars*	*Dollars*	*1,000 Dollars*	*1,000 Dollars*	*1,000 Dollars*
AZ	34.20	39.20	40.00	28,215	45,864	45,000
CA	34.00	40.10	42.90	140,250	200,500	185,972
NJ	37.20	43.20	45.90	10,416	8,770	5,462
TX	26.00	22.00	23.00	3,432	1,936	4,370
Oth Sts [1]	29.90	34.30	44.30	10,739	12,354	16,120
US	33.70	39.50	41.90	193,052	269,424	256,924

[1] CO and MD.

Cwt. = Hundredweigh (cwt.) is the unit used for fresh market yield and production and is equal to one hundred pound.

National Wholesale Produce Companies – Leafy Greens

Costco Wholesale Corp
999 Lake Drive
Issaquah, WA 98027
Telephone: 425-313-8100
Website: http://www.costco.com

The Great A&P Co., Inc. (A&P)
2 Paragon Drive
Montvale, NJ 07645
Telephone: 201-573-9700
Website: http://www.aptea.com

Food Lion LLC
(Subsidiary of Delhaize America, Inc.)
2110 Executive Drive
Salisbury, NC 28145-1330
Telephone: 704-633-8250
Website: http://www.foodlion.com

Fresh Direct LLC
23-30 Borden Avenue
Long Island City, NY 11101
Telephone: 718-928-1000
Website: http://www.freshdirect.com

H.E. Butt Grocery Co
646 S. Main Avenue
San Antonio, TX 78204
Telephone: 210-938-8000
Fax: 312-927-8617
Website: http://www.heb.com

The Kroger Company
1014 Vine Street
Cincinnati, OH 45202-1100
Telephone: 513-762-4000
Website: http://www.kroger.com

Publix Super Markets, Inc.
3300 Airport Road
Lakeland, FL 33811-3002
Telephone: 863-688-1188
Website: http://www.publix.com

Safeway, Inc.
5918 Stoneridge Mall Road
Pleasanton, CA 94588-3229
Telephone: 925-467-3000
Website: http://www.safeway.com

Supervalu, Inc.
11840 Valley View Road
Eden Prairie, MN 55344
Telephone: 952-828-4000
Website: http://www.supervalu.com

Wal-Mart Stores, Inc.
702 Southwest Eighth Street
Bentonville, AR 72716-6209
Telephone: 501-273-4000
Website: http://www.walmart.com

Whole Foods Markets
601 North Lamar Boulevard, Suite 300
Austin, TX 78703-5424
Telephone: 512-477-4455
Website: http://www.wholefoods.com

Ready Pack Produce
4401 Foxdale Avenue
Irwindale, CA 91706
Telephone: 626-856-8686
Website: http://www.readypacproduce.com

Sara Lee Corp
First National Plaza
Chicago, IL 60602-4260
Telephone: 312-726-2600
Website: http://www.saralee.com

Tropicana Products
555 W. Monroe Street
Chicago, IL 60661
Telephone: 773-277-9195
Website – http://www.tropicana.com

National Wholesale Produce Companies – Leafy Greens

Chiquita Brands International, Inc.
230 East Fifth Street
Cincinnati, OH 45202
Telephone: 513-784-8000
Website: http://www.chiquita.com

Del Monte Fresh Produce, Inc.
PO Box 149222
Coral Gables, FL 33114-9222
Telephone: 303-520-8400
Website: http://www.freshdelmonte.com

Dole Food Co. Inc.
1 Dole Drive
Westlake Village, CA 91362
Telephone: 818-879-6600
Website: http://www.dole.com

Earthbound Farm/ Natural Selections Foods
LLC
1721 San Juan Highway
San Juan Bautista, CA 95045-9780
Telephone: 831-623-7880
Website: http://www.ebfarm.com

Kraft Foods Inc.
Three Lakes Drive
Northfield, IL 60093
Telephone: 847-646-2000
Website: http://www.kraftfoods.com

Local Growers

HENDERSON COUNTY

Weir's Fruit Farm
Apples and Unpasteurized Cider
Jane Weir
RR 1 Box 25
Gladstone 61437
(309) 627-2106

Roger's Pumpkin Farm
Pumpkins, squash, gourds, Indian corn, bittersweet and garden mums
Jim and Kathi Rogers
RR1 Box 108
Lomax 61454
(217) 449-3486
Krogers47@winco.net

FULTON COUNTY

Pleasant Row Orchard
Apples
Barbara Sinclair
21649 N 97 Hwy
Cuba 61427
(309) 547-2764

Living Earth Farm
Vegetables, fruits, herbs including many heirlooms and prairies flowers
Anne G. Patterson
23707 E. Autumn Rd.
Farmington 61531
(309) 245-7517

Wilson's Vineyards
Wine grapes
Karry Wilson
30510 N Blue Spruce Lane
Farmington 61531
(309) 245-4789

Gillam's Produce
Apples and U-Pick Strawberries
Dave & Kim Gillam
25171 N Rawalts
Canton 61520
(309) 647-6151

Roger's
Sweet corn
Debbie Rogers
23204 IL HWY 82
Geneseo 61524
(309) 944-4131

Leon Sherwood
Vegetables
Leon Sherwood
13972 E Dutch Henry Rd
Lewistown 61542
(309) 547-3473

Waterford Prairie Farm
Organic strawberries, red raspberries, blackberries, blueberries, and jams
Regina Korsun
12016 N Waterford Rd.
Lewiston 61542
(309) 232-9371

Orchard Hill
Apples, peaches, pears, berries, pumpkins, gourds, squash, and seasonal vegetables
Ken and Sharon Thompson
16859 E Co Hwy 9
Lewistown 61542
(309) 547-3120

KNOX

Spurgeon Veggies & CSA
Elloise Esurgon
(Produce)
126 Arizona Ave East Galesburg, 61430

Blue Ribbon Farms
Jim Stanley
Produce
1127 Pheasant Dr.
Knoxville, IL 61448

Nyman's Harvest Corner
Vegetables including snapped asparagus, honey, blueberries, sweet bing berries,
Carl, Sam, Jean, Emily, and Keith Nyman
390 Knox Hwy, RR 8
Maquon 61458

Amy Brucker
Produce/Berries
1613 Knox Rd 1550
309-371-4129

Huizenga Farms
Produce
John H. Huizenga
102 W. South St.
Henderson 61439
(309) 344-3719

Walker Farm
Walker, Ken, & Debbie
797 Knox Rd 1400E
Gilson, IL
309-875-3051
kwalk76@yahoo.com

Frog Pond Farm
Julie and Robert Haughland (Vintages)
1612 E Knox Rd 1550 N
Dahinda, Illinois
61428
309-335-2744

Pure Prairie Produce
Kilgore, David, & Talia
Rio, IL
pureprairieproduce@yahoo.com

Heartland "Criations" Alpacas
2512 Knox Rd 500 E
Rio, IL 61472-9784
Phone: (309) 483-3534
FAX: (309) 483-3534

VALUE ADDED PRODUCERS AND LOCAL CONSUMERS:

Growing Together Community Farm (Producer)
Peter Schwartzman and Matt Wallen
820 E 5th St.
Galesburg, IL 61401

Local Growers Network (Consumer)
215 E. Main Street
Galesburg, IL
61401
(309) 335-2744

Knox College (Producer and Consumer):

- *Golden Beet Award winner*
- *Community garden*
- *Fair Trade coffee*
- *Produce from local farmers*
- *Bread and coffee from Galesburg businesses*
- *Food for Thought club*

Carl Sandburg Collage (Producer and Consumer)

- *Community garden*

Monmouth College:

- *Monmouth College Educational Garden*
- *Courses with emphasis on sustainable food practices*
- *Garden House: All residents grow, make, and eat their own food*

Cottage Hospital (Consumer and Producer)

- *Community garden*

Baked Pizza (Consumer)
57 S. Seminary Street
Galesburg, IL 61401
(309) 297-4267

Landmark Café & Creperie (Consumer)
62 S. Seminary
Galesburg, IL 61401
(309) 343-5376

Hacienda Mexican Restaurant (Consumer)
2105 E. Main Street
Galesburg, IL 61401
(309) 344-2957

Steak n' Shake (Consumer)
1066 N. Henderson Street
Galesburg, IL 61401
(309) 343-0844

The Cellar (Consumer)
51 N. Prairie Street
Galesburg, IL 61401
(309) 341-3447

Budde's Pizza (Consumer)
425 E. Main Street
Galesburg, IL 61401
(309) 343-3502

Grandview (Consumer)
2221 Grand Ave
Galesburg, IL 61401
(309) 342-6800

The Packinghouse (Consumer)
441 Mulberry Street
Galesburg, IL 61401
(309) 342-6868

Chez Willy's (Consumer)
41 S. Seminary
Galesburg, IL 61401
(309) 341-4141

C & R's Smokehouse BBQ (Consumer)
161 N. Cherry Street
Galesburg, IL 61401
(309) 344-7427

En Season Café and the Sustainable Business Center (Producer and Consumer)
2900 W. Main Street
Galesburg, IL 61401
(309) 343-1208

Q's Café (Consumer)
319 E. Main Street
Galesburg, IL 61401
(309) 341-4525

Cornucopia
89 S. Seminary
Galesburg, IL 61401
(309) 342-3111

Uncle Billy's (Consumer and Producer)
83 S. Seminary
Galesburg, IL 61401
(309) 342-6111

Hilltop Heirlooms
Tom & Ann Collopy
Dahinda, IL

MERCER

Nan Toohey
Produce
2473 95th Ave
Viola, IL 61486

Nature's Way
Cordy and Charles Kaylegian
Bread, Herbs, Produce
3250 1st ave North Henderson IL
309-464-1035

Sloan's Market
1094 45th St.
New Boston, IL
563-260-8389
sloanr@frontiernet.net

Toohey Achers
Home Grown Market
2473 95th Ave.
Viola, IL 61486

Wheeler Produce
Andy Wheeler
610 3rd St.
Seaton, IL 61476
309-371-5746

Grandma's Farm Fresh Eggs
42 W 352 Prairie St.
Sugar Grove, IL
630-446-4616

Naden's Naturals
630-546-0771
Sugar Grove, IL

Pleasant Pasture Farms
Blick, Aaron, & Debbie
Gilson, IL
309-337-2534
pleasantpasture@gmail.com

Simply Native Nursery
681 State Hwy 135
Alexis, IL 61412
309-371-9598

Pleasant Pasture Farms
Blick, Aaron, & Debbie
Gilson, IL
309-337-2534
pleasantpasture@gmail.com

Davison Farms
600 5th Ave S
herrard, IL 61281
(309) 593-4471

Slagel Farm Market
Melons, tomatoes, gourds, pumpkins, sweet corn, green beans
Doug Slagel
RR 1
Keithburg 61442
(309) 374-2230

HENRY

Alpha Village Gardeners
Ray and Loretta Burns
Corner of West F & South 2nd St.
309-5292251

Brazy Creek Farm
Brad and Suzy Muesing
Genesco, IL
brazycreekfarm@yahoo.com
309-738-6147

Wolf Ridge Gardens
Scott Simth
9568 Wolf Road
Genesco, IL 61254

Country Corner
5333 U.S. 150 Alpha, IL 61413
(309) 629-2359

Lavender Crest Winery
5401 high way 6 Colona, IL 61241
(309) 949-2565

24 We Adore
101 Ferry Rd.
Geneseo, IL 61254
309.658.9089

Black Hawk Organics
Black Hawk College
East Campus, 26230 Black Hawk Road
Galva, IL 61434

Camp Creek Farm & Orchard
3753 N. 1100 Avenue
Lynn Center, IL 61262-9538
Phone: 309/476-8796

Hope Farm Produce
Beth and Myra Roelens.
13227 IL Hwy 92.
Geneseo IL 61254.
309-944-8124

Knudtson Potato Farm
1998 N 2700 Ave Geneseo, IL 61254
(309) 944-3075

Let Us Farm
16271 N 2120 Ave
Genesco, IL
309-945-6210
letusf@yahoo.com

Produce Grower
3600 N 1700 Ave
Orion, IL
309-230-6902
4jackson@frontiernet.net

Teresa's Tasty Produce
Atkinson, IL
12420 County Highway 5
Atkinson, IL 61235
(309) 936-7792

Wolf Ridge Gardens
9568 E Wolf Rd
Geneseo, IL 61254
(309) 441-6313

STARK

Hartz Produce
Lyndon Hartz
RR2 Box158
Wyoming, Illinois USA
309-238-0966

Indian Creek Vineyard,
9669 Vineyard Rd
Toulon, IL 61483
(309) 286-5302

Rumbold Valley Seed
RR 1
Wyoming, IL 61491
(309) 695-4700

Foglesong Farms,
1006 W Jersey Rd
Toulon, IL 61483
(309) 995-3396

Spoon River Valley Farms
303 Wheatley St
Toulon, IL 61483
(309) 286-6931

Gray Brothers
RR 1 Wyoming, IL 61491
(309) 695-2169

Broad Branch Farm
Brian & Anita
15848 Twp Road 500 N
Wyonming, IL

Tanner's Orchard
740 Illinois 40 speer, IL 61479
(309) 493-5442

(Warren)
Darnell's Apiary
Donnie Darnell
Honey, Produce
425 East Walnut St. Kirkwood, IL 16447

(McDonough)
Good Hope Gardens
MaryJo & Grover DeCounter
(Produce, canned goods, lamb)
445 East main Good Hope, IL 61438
moores4@winco.net

(Hancock)
Mary Lou & Mark Matthews
Flowers, produce
P.O.Box 487
La Harpe, IL 61450

Other sources:
http://www.localharvest.org/
familyfarmed.org
growinggalesburg.com

Featured Local Farmer

Meet Donnie Darnell

Donnie Darnell operates an apiary in Kirkwood, IL. For the Warren County native, beekeeping is both a hobby and an occupation—an art and a trade. He has been a beekeeper for over 30 years, learning a lot in the process by trial and error, by doing. He also maintains a large garden near his hives, where he grows various peppers, tomatoes, squashes, and salad crops. He understands the two operations as being in a kind of symbiotic relationship. when the vegetables are doing well, the bees are too. The converse is true as well. But typically, the two enhance each other, with the bees pollinating Donnie's flowering plants and the flower's pollen providing raw sustenance for his bees.

During a good season, Donnie's colonies yield hundreds of pounds of honey, which he then brings to market. In the summer, he can be found every Saturday at the Galesburg Farmer's Market. Smiling behind a booth brimming with bottles of golden honey and fresh produce, Donnie is a proud craftsman with a fine product that the community is happy to have. He is known affectionately by some market-goers as "The Honey Man."

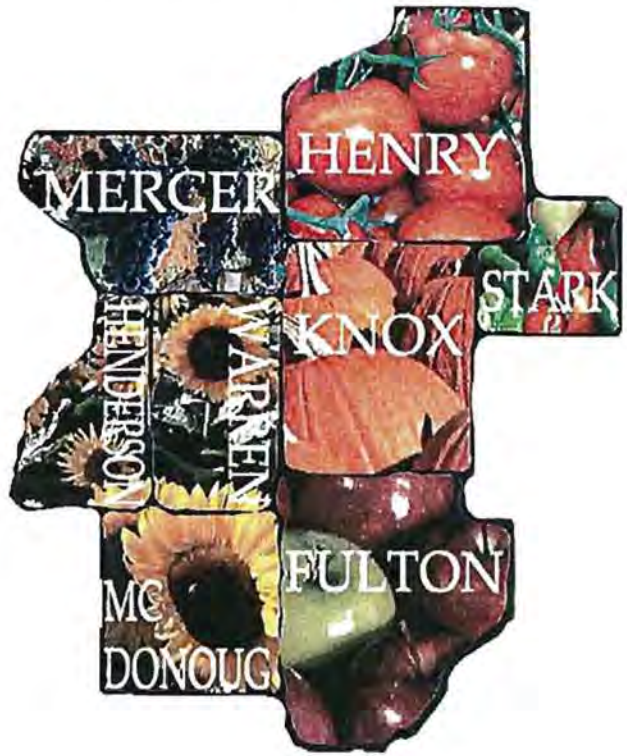
GREDA

For more information contact:
Derek Shugart
185 S. Kellogg Street
P.O. Box 749
Galesburg, IL 61402-0749
309 - 343 - 1194

GREDA

303111194-1194

Agricultural Roots, Growing Opportunity in Specialty Crops



Connecting you with Western Illinois

Success Starts Here

These eight counties in Western Illinois are unified under their rich soil and high quality of expansive farmland. Agriculture and agro-tourism are two of the area's best economic and cultural assets. It is a region of agricultural abundance where producers are able to supply their local community's increasing demand for fresh, local food as well as share the harvest elsewhere. Agricultural production includes, but is not limited to, specialty crops such as tomatoes, apples, and pumpkins.

The City of Galesburg is the central location. It is located mid-way between Minneapolis on the north, St. Louis on the south, Indianapolis on the east and Kansas City on the west. The area's 300-mile radius encompasses nearly 34 million people, 15% of the nation's population. It is the largest 300-mile market west of Chicago, and is adjacent to one of the 15 Top Logistics Centers in the Midwest: the Quad Cities.

Innovation & Enterprise

Educational opportunities in specialty crops are available through four major colleges in the area. Western Illinois University in Macomb boasts one of the nation's finest agricultural science and agronomy programs in the country. Monmouth College environmental studies program features a farming component, including shared information on topics such as season extension. Galesburg's Knox College and Carl Sandburg College provide students with opportunity to gain first-hand experience via community gardens and vocational training. All these institutions foster support for local organic produce, for example through farmers' markets.

VIBRANT COMMUNITY

Consumers in the region are directly connected to their local producers through farmers' markets and CSA (community-supported agriculture) programs including Barefoot Gardens Pick-Your-Own CSA in Macomb and Spurgeon Veggies in East Galesburg. Local restaurants like Baked Pizza, (Galesburg) and Hy-Vee (Galesburg) make a point of supporting local producers. The best is yet to come: initiative exist to create a farming incubator in the region, providing guidance and resources for new growers. Educators, producers, consumer and buyers in the area are interested in exploring new ways of farming, organics, aquaponics, and urban farming. Additionally, organizations are making strides in solar and wind-power, agricultural technology, and green technology.

LOCAL FOOD ENTREPENEURS

The Sustainable Business Center (SBC), located in Galesburg, IL, is a business incubator designed to accelerate the successful development of green, innovative companies through an array of business support resources and services offered both in the incubator through its network of contacts. One of the SBC's most valuable resources is En Season Cafe, a kitchen incubator and farm-to-fork eatery. En Season provides producers a commercial kitchen that is fully stocked with equipment necessary to prepare local agriculture for consumption and staff members knowledgeable on local crop production and distribution.

SC-11-42

Project Title
Geneva Green Market, NFP Final Report

Project Summary
The Geneva Green Market, NFP was established in 2006. The Winter market was established in the same year with 3 vendors. The Winter market was housed in a room located at 11 N. 5th Geneva, Il. After three years, the Winter market has expanded to 14 vendors. The Winter market is currently housed at 27 N. Bennett st., Geneva, IL. The market is a volunteer organization.

The goal of the Geneva Green Market was to reach a customer base of 300 people each week. The weekly average has reached 307 people weekly. We attribute this to print advertising, bi-weekly social media blasts and community networking. A more localized print ad campaign was originally planned but as the seasons progressed, social media, website updating, and educational programs became the voice of the Winter Geneva Green Market.

The need for this grant to promote specialty crops at the Winter market was based on customer request for a year round market. The timeliness is based solely on the promotion and abundance of specialty crops that extend far beyond the Summer season. This was a two year grant. The enthusiasm for the Winter market season continues among customers as well as vendors anxious to continue the relationships they have established over the Summer months.

Project Approach
The approach to the grant funding was to utilize print advertising, social media, and educational classes to increase attendance at the Winter Farmers market and highlight seasonal specialty crops. The activities supported by this grant were designed to increase public trust, acceptance, understanding, food safety, and use of locally grown specialty grown crops. Each of these activities is informed by the results attained from similar activities completed in 2008 through 2010.

We have held "Ask the Farmer" talks. Bill Scheffler, a U. of I., Horticultural graduate, hosted these talks. These talks focus on groups. The groups are categorized by fruit or vegetables. The talks begin with the history of the crop. Then the subject switches to propagation and maintenance of the crop. The talks were well attended and subjects covered were fruits and specialty vegetables. Attendance averaged 15 people per talk. The talks were held in February, March, and April of 2011, 2012, and 2013.

Cooking demonstrations are part of the program, as well as preservation techniques. The market partnered with Inglenook Pantry, Inc. to present demonstrations. The cooking demos were held two times a month, and attendance averaged 10 people per demo. These demos were held in 2011, 2012, and 2013.

Izabella Kowalski continues to work on the website social media advertising, Facebook and Twitter. This media advertising updates customers on availability of specialty crops at the market, and schedule of events.
Lindsay Poompa designed and set up a new website. This allowed farmers to contribute information on the availability of specialty crops through out the year. Many of the farmers grow in cold frames and green houses over the Winter months.

The Winter market was promoted through print media also. Local papers were targeted based on customer surveys regarding demographic information collected from program registration. 85% of customers were from a 20 mile radius. We used social media to reach farther. Facebook, Local Harvest, and website links were used to further extend awareness of the Winter market.

Goals and Outcomes Achieved

The goal of this grant was to promote specialty crops and their importance year round and boost attendance to the Winter market. Baseline data had to begin new in 2011 because of a change in location of the Winter market. The average attendance at the old location was 150 people per week. The goal to reach 300 customers per week by 2013 was based on a larger space and the increasing customer base from its inception in 2006. The outcome of an average of 230 customers realized in 2012, generated the belief that the markets' goal of 300 was very attainable. The customer count for January 2013 through May 2013 exceeded 300 people per week by 7 people average. We feel that this goal was accomplished by timely ads and social media blasts that would target specialty crops in groups. These groups would include squash, potatoes, greens, and herbs. These crops were promoted in conjunction with "Ask the Farmer" talks, and cooking demos.

The data collected over the life of the grant include a survey of the Farmers sales of specialty crops and how specialty crops have affected their relationship with the consumer. We have 3-4 Farmers selling specialty crops at the Winter market. All have reported an increase of specialty crops of between 15-20% over the years 2011-2013. The Farmers also state that the consumer is very engaged in the uses and farming procedures of the specialty crops.

Another survey included the amount of time that the consumer would spend in the town of Geneva before or after shopping the market. Based on answered surveys, the typical consumer came from the surrounding tri-cities. 60% of the consumers answered that they stayed in town to complete their business and shopping.

Beneficiaries

Clearly the benefits from this grant are long term and far reaching.
The customer benefits are on going. The customers enjoy the benefits of eating seasonally and having the availability of specialty crops year round. The farmers enjoy their increased revenue and the year round relationship with customers. The community as a whole benefits from having one of the first yearlong markets in the area that is being used as a model for markets in neighboring communities.

Lessons Learned

Working on this 2 year grant was enjoyable experience for all involved. We feel as a group, our work to educate our customers about specialty crops was successful. Holding educational classes and demonstrations helped to build a sense of community between the Farmers and the consumers.

We do not feel there have been any setbacks. The goal to reach 300 customers per week was achieved. The goal to educate the consumer and provide information about locally grown food, wise food choices, biodiversity in our food, and conservation practices were achieved.

Contact Person

Connie Weaver
President, Geneva Green Market, NFP
108 Nebraska St.
Geneva, IL 60134
847.501.0430
genevagreenmarket@gmail.com

SC-11-43 - Illinois Stewardship Alliance
Final Report

Project Title:

Enhancing Specialty Crops through Growing the Buy Fresh Buy Local Movement

Project Summary:

This project aimed to expand a marketing campaign to increase sales and consumption of central Illinois specialty crops and enhance the competitiveness of specialty crops by providing product differentiation and product identification. The project involved a marketing campaign highlighting specialty crop products in Central Illinois including an educational directory of producers, point-of-sale identification of local products, farmer profiles and a series of events providing increased marketing opportunities for specialty crop producers. The main project objectives were to increase consumption of specialty crops, provide product differentiation, increase markets for specialty crops and increase consumer awareness.

We formed a committee representing farmers, non-profits, graphic designers, chefs and others to discuss program plans for the year. The Buy Fresh Buy Local Central Illinois chapter developed membership materials, formed a partnership with the Central Illinois Sustainable Farming Network and conducted outreach throughout the region.

The motivation for this project came from the farmer demand. Illinois Stewardship Alliance is a grassroots organization and conducts a good deal of farmer outreach including holding in-person meetings, surveys, visits to the farmers market and more. This project was designed to meet regional farmers desire to create greater awareness about the availability of locally produced foods and assistance with outreach and marketing.

Project Approach:

7,500 Buy Fresh Buy Local Central Illinois directories were printed and distributed to chefs and consumers throughout the region listing 80 specialty crop producers. The directories provided contact information including where to locate products and a brief description about the farming operation. Through 18 outreach events we directly reached an estimated 13,000 people encouraging the consumption of specialty crops and

We coordinated a total of 11 lunches and 18 dinners through the “Local Flavors” farm-to-restaurant program which provided additional marketing opportunities for specialty crop producers. The series consisted of 10 lunches and 12 dinners in Springfield, Illinois which were held approximately twice a month June – November. A statewide “Local Flavors” event was held in September at 7 locations. Participating restaurants prepared specials highlighting fresh, seasonal produce from local specialty crop producers. A survey of 80 specialty crop producers indicated that 40% (32) of specialty crop producers perceived that the “Local Flavors” events added to their bottom line.

We placed four ads, participated in three radio programs and were on two local featured television programs.

We organized 2 farmers markets to extend the marketing season for specialty crop producers with 17 specialty crop producers participating in a November market and 15 specialty crop producers in a December market.

In order to ensure that funds were used solely to increase the competitiveness of specialty crops, matching funds of approximately 50% of the project were used to cover the cost of the project.

Goals and Outcomes Achieved:

The goal to increase sales and consumption of specialty crops by organizing 10 dinners across the state (goal 1a.) was exceeded with 18 dinners and 11 lunches facilitating the sales of specialty crop products.

The goal to reach engage restaurants in making a pledge to purchase 10% of their food choices from local sources (goal 1b.) was not realized due to a mid-course realization that we did not have adequate resources to ensure successful implementation of this portion of the program. While no restaurants were reached through a pledge campaign, a logo was developed and we plan to pursue this effort in the future with additional resources. An additional accomplishment that helped to facilitate the sales of specialty crop products was the organization of two winter farmers markets to meet the needs of 20 specialty crop producers who rely on direct market opportunities.

The goal to spotlight our local treasurers and specialty crop products was reached through extensive outreach and education and the distribution of 7,500 "Buy Fresh Buy Local" directories featuring 80 specialty crop producers throughout central Illinois. Specialty crop producers were also highlighted through social media on the Buy Fresh Buy Local Central Illinois Facebook page. Additionally, a "What's Grown in Illinois" game was utilized at the Illinois State Fair and other public events to raise awareness about the diverse specialty crops that are grown in the state.

The target to organized 10 dinners with a target sales of $250 per dinner came very close with a total of $4,675 in specialty crop purchases reported in 18 of the "Local Flavors" events averaging $259/per event. We did not receive financial data from the remaining 11 dinners. Additionally, 8 restaurants indicated increasing their specialty crop purchases on a regular basis outside of the "Local Flavors" events.

The target for goal 2 was nearly reached with 27 farmer profiles out of an anticipated 30 farmer profiles written. 12 profiles were formatted with graphic design, printed and distributed. The profiles reached over 1,600 people through e-promotions which was 600 more than our target number.

Beneficiaries:

The beneficiaries of this project were primarily Specialty Crop producers in central Illinois. The producers grew a wide variety of fruits, vegetables and herbs that were sold through both wholesale to

restaurants and other outlets and direct farm marketing. We estimate that over 125 specialty crop farmers from throughout the region were direct beneficiaries from this project.

Lessons Learned:

One of the most positive lessons learned was that assisting restaurants in sourcing local specialty crop products for a one-time event not only encouraged them to source local food for that one event but also led to an on-going practice of sourcing locally produced food throughout the growing season. Chefs that valued the quality of the locally grown food were more likely to make those purchases. The top two reasons cited of why chefs didn't purchase more locally grown foods was the cost and lack of convenience.

There weren't any significant unexpected outcomes.

The biggest impediment to the project was having adequate resources to successfully complete the 10% pledge campaign intended to encourage restaurants to purchase from Illinois-based specialty crop producers. The development of a professional and effective website, broad outreach to Illinois' 30,000+ restaurants and the corresponding outreach materials was more resource-intensive than was originally anticipated and matching funds did not come through. The campaign is still going to be launched after additional resources are secured.

One lesson learned was to further research potential program costs. We sought additional funding for the restaurant project (in addition to other matching funds) and did not secure those funds. When researching other similar campaigns, it was discovered that a statewide campaign in North Carolina received grant funding of more than $250,000 in order to launch their campaign. While, it is our belief that a successful campaign can run on far less funding, we do need a larger project budget in order to be successful. We are looking forward to launching this campaign in 2013.

Contact Person for the Project:

Lindsay Record
Program Director
Illinois Stewardship Alliance
(217) 528-1563
lindsay@ilstewards.org

SC-11-44

Specialty Crop Grant Final Report

Stars of the Shawnee Hills

Project Summary

Winegrapes have been known for centuries as one of the most sustainable cash crops. This grant submitted by Southern Sisters Spirits, in collaboration with the Shawnee Hills Grape-Wine Association, sought to promote the economic viability, competitiveness and sustainability of winegrapes in the Shawnee Hills American Viticulture Area through events designed to define and promote the region's grapes best suited for marketing versatility and consumption.

Called "Stars of the Shawnee Hills," this project promoted seven grapes identified to thrive in deep southern Illinois. The work included defining quality traits into promotions for two groups: producers (growers, winemakers, distillers, cottage industries) and consumers who would purchase the grape products. Purpose of these promotions was to share as many sales opportunities for winegrapes. While a producer's workshop was originally planned it did not come to fruition because for a variety of reasons and a "Stars of the Shawnee Hills" public education and promotions campaign aimed at the public, was hosted.

Leading the rural renaissance in deep southern Illinois are winegrapes. With the crop's unique viability and the uniqueness of this region's winemaking capabilities, the region has earned a federal certification as the Shawnee Hills American Viticulture Area, granted in 2006. No other wine appellation in the world

can grow grapes, or make products from these grapes, in the same manner as found in the Shawnee Hills AVA. This certification grants a unique platform for our grapes to compete in the free market. Yet, as this region's new winegrape industry matures, grape-related agribusinesses are now confronted with challenges from the current economic conditions, competition and Mother Nature's seasonal cycles.

The purpose of this proposal is to two tiered:

1. Define those grapes which are the "Stars of the Shawnee Hills" for growers, winemakers, distillers, food manufacturers and others and,
2. Develop in concert with them through the Shawnee Hills Grape-Wine Association a public education campaign showing how these grapes are local, sustainable, value-added and rewarding economically and culturally.

This proposal focuses on researching, educating and demonstrating the production of winegrapes into a full variety of quality products from appellation grapes, and bolstering the competiveness of Shawnee Hills grapes. It is believed that this program could be extended to build a statewide template in collaboration with the Illinois Grape Growers and Vintners Association and University of Illinois Extension field specialists.

Project Approach

1.) Stars of the Shawnee Hills Public Education Campaign included several subprojects:

a. A website was created May 2011 to share identity, traits and economic use information about the most economically successful grapes with support from the grant. The site

was built and visited by 823 unique visitors. The website was dismantled in October 2012 for a lack of funding.

b. A tasting event was hosted on Sept. 4, 2011, with major support from the grant. Seven wines from seven wines and sample brandy was served at the event, which attract 57 participants. This campaign also included 8 press releases to local media, which resulted in 4 known print articles and 2 radio reports.

2.) Stars of the Shawnee Hills Producer's Workshop

a. Collaboration with representatives of the Shawnee Hills WineGrape Association to collaborate and plan approaches to share identity traits and marketing opportunities for area grape growers and winemakers.

b. A laptop computer was purchased to facilitate a grape inventory of the 90 grapegrowers in the Shawnee Hills AVA.

c. A list of grapegrowers and wineries to survey was started to be compiled.

Producer's workshop - The workshop was conducted September 24 for 1.5 hours for only two producers. Despite promotions by email, facebook and associated websites, scheduling conflicts with harvest occurred. However, robust discussion occurred on topics which included grape varieties which grow best in the immediate region, which varieties do not grow well, and which ones would likely be good candidates for distillate products.

Promotional campaign - Notices were shared through affiliated organizations such as the Shawnee Hills Wine Trail Marketing Board and the Shawnee Hills American Viticultural Area Board as well as three local newspapers promoting the "Among the Stars" event.

A website specifically for the AVA was built and the event was prominently promoted there as well as hosted event ticket sales. Roughly 100 posters will also circulated throughout the region.

The design firm produced a logo for “Southern Stars” and produced an event poster and a regional map for our event use as well as for the website and in press releases, presentation folders and such.

Strengths and weaknesses -

Despite plenty of planning, follow through by volunteers to help execute the plans was highly unreliable. Most of the responsibility ended up falling on one person and their family members who volunteered to help.

Goals and Outcomes Achieved

The Stars of the Shawnee Hills tasting was viewed as a success as a first-time event, and provided a model for future consumer events. It was hosted on one of the hottest and most humid days of the year, a factor which greatly affected attendance, and it was urged during critique to consider it for a difference time of year.

The Stars website, although no longer online, had its information archived and reshared through association media.

The producer’s workshop was a concept welcomed by all industry contacts. However, scheduling of a workshop speaker at an opportune time for grapegrowers and winemakers was problematic, and required 6-9 months advance booking, which did not fit the scope of work calendar.

Traits and characteristics of the this region’s top economic grapes was shared with the direct industry

through the website, collaborative meetings, the tasting, press releases and the AVA annual meeting. This information is believed to remain viable for the next five years by area association leadership.

As a result, all goals were achieved except the hosting of the producer's workshop

Unexpected outcomes included timing issues for speakers, weather impact on outdoor events and lack of interest to seek additional funding to carry forward this project beyond the grant funding.

The project proposal indicated that the ideal result from this project would drive retails sales of winegrape products showcased at a harvest festival targeting consumers. Was there an increase in the sales of winegrape products showcased at a harvest festival? Is so, could you provide the approximate amount of the increase?

It was not discernible whether the event drove sales. Unfortunately, a mechanism was not in place to measure this at the wineries.

Beneficiaries

Groups which benefitted from this effort include area grape growers, wineries and the Shawnee Hills WineGrape Association. Approximately 20 2wineries and more than 24 grape growers, that is membership of the Shawnee Hills WineGrape Association, benefitted from the program by learning there exists a public interest in learning more about specific wine varieties and more wine education.

Lessons Learned

Consumers are starved for more information about local products. Questions asked and turn out to events proofed that there is a growing interest in learning more details about how and where local

products are made.

Seasonality is critical to planning consumer events. While the event scheduling may be interesting and timely for consumers that does not necessarily mean it's the best time for producers. Greater care will be made in the future to ensure all interests are addressed in scheduling.

Regarding grant administration, interest and promised help from partners waned significantly when it was learned that a second year grant application was not approved. A written agreement will be sought in future agreements.

Contact Person

Karen Binder

Karenbinder4@frontier.com

618-534-0614

Central Illinois Agricultural Research Farms, Inc.

Illinois Specialty Crop Grant Program – SC-11-45 Final Report

Project Title

Developing a Sustainable and Organic Vegetable Production System

Project Summary

This project attempted to develop and refine a vegetable production system that is sustainable and organic. The demand for locally grown organic foods is increasing yearly, but the local supply has not kept up with the pace. With an estimated 90 to 95% of all fruits and vegetables coming from out of state, there is a huge market share for local producers to capture. Additionally, the Illinois Local Food, Farm, and Jobs Act of 2009 sets a goal that by 2020, 20% of all food and food products purchased by State agencies and State-owned facilities be local farm or food products. There is an urgency to develop vegetable production systems that are sustainable and that meet the food demand. Many potential growers are not well acquainted with organic production methods or are unsure of the labor requirements. This project is important and timely for the growers wanting to enter the locally grown market, especially the organically-grown market. They are holding back due to uncertainty and fear of the unknown.

This project brought together several innovative labor saving techniques, a mulch and tarp system for controlling weeds and conserving moisture, drip irrigation on timers to regulate water efficiency and needs, and a trellis system to optimize space and sunlight usage all within USDA organic production guidelines. Plant health was optimized with soil testing and tissue testing. A local soil testing lab with the state-of-the-art technology was used for the soil tests. A tissue test was used to diagnose the efficiency of the system and used to remediate any potential nutrient problems. By optimizing the plant health with nutrient balancing, plant diseases and insect problems are less likely to occur. By eliminating as many stresses as possible, the plant's ability to resist feeding insects and diseases will come into play. The tomatoes are grown on the slanted trellis in order to keep the vines off the soil and reduce potential rotting and/or slug damage. There is also a desire to reduce the amount of "stoop labor" connected with tomato harvesting. It is much easier to identify ripe tomatoes and to pick tomatoes off of a trellis system versus tomatoes sprawled out on the garden surface. To compliment the system, a hot-composting system was employed to safely recycle and eliminate garden waste and to utilize the beneficial advantages of the naturally occurring vegetation (a.k.a. weeds). When and where feasible, companion crops were interspersed with the vegetable crops. Different aspects of this project have been used successfully for the last 5 years. This project served to document those successes.

Project Approach

A tomato trellis system was built over a two-year period. This system consisted of 5 rows, each 128 feet long and 8 feet high. Nine steel poles were used to support the length of the woven wire fencing in each row. The fencing was angled two feet away from the support poles to create a slight incline for the tomato vines. Irrigation drip tape was installed for each row and connected to a timer on a well water spigot for periodic watering four times each day. Red plastic 12-inch tarp strips were laid down after the tomato seedlings were transplanted in each row. On the back side of one of the trellis rows, 2-foot cardboard sheets were put down and wood mulch was placed over the top. 320 tomato seedlings were transplanted representing 40 different heirloom tomato varieties.

As the tomato vines grew, they were clipped to the woven wire fencing with 6-inch Ag-Lok strips. Tomato vines were pruned to three main producing stems. Suckers were removed weekly. When the tomatoes were harvested, only marketable tomatoes from each variety were weighed. The cracked or split tomatoes were discarded. The top ten heirloom varieties, their weights per plant, and their descriptions are listed in Table 1.

Table 1. The 2012 top ten heirloom varieties with their tomato weights and descriptions

Heirloom Variety	Pounds per plant	Tomato Description
Black Cherry	5.11	reddish brown cherry
Sprite	4.82	red grape
Debarroa Black Plum	4.28	reddish brown plum
Stupice	4.02	medium red
Aussie	3.34	red beefsteak
Purple Calabash	3.19	ruffled reddish brown
Lollipop	2.01	yellow cherry
Black Krim	1.96	reddish brown beefsteak
Italian Heirloom	1.82	red beefsteak
Sasha Altai	1.78	medium red
Average	3.23	

During the growing season, the alleyways between the rows were mowed and the clippings were collected with the mower bag for composting on the same day. These clippings provided the “green” portion of the compost pile. When the mower bag was full, it was dumped into a wheel barrow for transport to the compost site. Old tomato stems and natural vegetation from spring growth were passed through a chipper/shredder and were used for the “brown” portion. A ratio of 2 green to 1 brown was used to create the compost pile along with ample well water for approximately 50% moisture. The compost piles heated up to over 131 degrees Fahrenheit and remained there for at least three days. This successfully “cooked” the contents. The top 3 to 4 inches of each pile was raked off and the interior was collected, dried, and passed through the chipper/shredder. The final product was used as organic fertilizer for each tomato plant.

Goals and Outcomes Achieved

This project successfully demonstrated how to use a trellis system for growing tomatoes. The trellis was designed and built to last at least 30 years. The project was also designed to determine the best heirloom tomatoes for Central Illinois growers. From the results presented in Table 1, there is a good selection of different tomato types to bring to the market. While the final weights were less than expected, these top 10 varieties did remarkably well considering the heat and drought of the summer of 2012.

The goal for this reporting period was to finish constructing the trellis system. That was done. Another goal was to grow and weigh the different heirloom tomatoes to determine the best for Central Illinois growers. That was done.

Dr. Bill Becker of Agrosystems Management, Inc. designed and built the tomato trellis system. He also was responsible for all the planting, pruning, harvesting, and weighing of the different tomato varieties. Additionally, he did the alley mowing and composting.

One of the goals of the project was to estimate the costs involved with this system. In regards to the tomato seedlings, it took approximately one quarter hour of time to produce each transplant. This included the soil mix preparation, seeding the tomatoes in

germination trays, watering, and transplanting the seedlings into 2 x 2 peat pots. At $10 per hour labor costs, each tomato seedling was produced for approximately $2.50.

The peat pots with the tomato seedlings were planted into holes created with a soil auger mounted on a portable 19.2-volt drill. By planting the whole undisturbed peat pot with the tomato seedling, there was very little root damage. The tomato roots were able to grow through the peat pots and into the surrounding soil. Prior to placing the tomato seedling into the transplant hole, one tablespoon of mycorrhizal fungal spore mix (spores plus clay carrier) plus one tablespoon of kelp meal were added to the bottom of the hole. This combination is known to enhance mycorrhizal infections and stimulate root growth. The approximate cost for the two is $0.25 per plant.

The cost of the trellis system (materials and labor for 640 feet) was a total of $8944.53 or approximately $14.00 per foot of trellis. If each tomato plant occupies 2 running feet of trellis length, then the up-front cost per tomato plant would be $28.00. If one were to borrow the money for the trellis system and intend to pay back the loan over a 5-year period, the simple interest (at 16%) plus principle would amount to $6.50 per year per tomato plant. The total cost of producing tomatoes per year would be $9.25 ($2.50 + 0.25 + 6.50). If the grower could market the tomatoes at $2.50 per pound, then the grower would need to produce a little over 4 pounds of tomatoes per plant to break even. At $3.00 per pound, the need drops to a little over 3 pounds per plant. Once the trellis system is paid off, then the grower would only need to produce a little over one pound of tomatoes per plant to break even. By selecting the right varieties of tomatoes and the ones that the marketplace desires, a grower can expect to make a profit every year. Many varieties have the potential to produce over 10 pounds of tomatoes per plant per year. When the grower knows the cost of production and can expect a reasonable yield, then marketing strategies can be developed.

Since there is some concern by growers of planting tomatoes after tomatoes from one year to the next, a “rotation of location” was employed. The woven-wire fencing has vertical wires spaced at one-foot intervals. In an even-numbered year such as 2012, the tomatoes were planted at 0, 2, 4, 6….and 128 foot locations. In an odd-numbered year, the locations would be 1, 3, 5, 7, etc. It is known that plants in the carrot family deter tomato insects. Carrot or parsnip seedlings were planted between the tomato plants. No major insect problems were observed during most of the growing season. A few tomato hornworms were found on some varieties in August, and quickly eliminated. Towards the end of the growing season, some stink bugs showed up. Tomato plants were “dusted” with diatomaceous earth for control.

In 2012, a total of 310 pounds of tomatoes were produced. It took 188 hours of labor to produce that much. Besides pruning and clipping the tomato vines, time was spent producing the tomato compost. Many varieties did not produce in the heat of the summer of 2012. This emphasizes the need to pick the right varieties for the location. In Central Illinois, hot weather in August can be expected with or without rain. When temperatures climb up over 90 degrees Fahrenheit and night-time temperature stay above 85 degrees, blossom abortion occurs in many varieties. If this happens, it takes the tomato plant about three weeks to re-flower, set fruit, and produce mature tomatoes. Unfortunately, this can happen at peak production periods. On the other hand, when heat-tolerant varieties are grown, while the production may slow down, tomatoes continue to develop and ripen. The top 4 tomato varieties in Table 1 did remarkably well during August and continued well into September and October. Several local tomato growers reported total loss of tomato plants during the last half of the growing season. However, with this trellis system, no tomato plants were lost as a result of late-occurring stem or root diseases.

In 2012, the organically-produced tomatoes were selling for $3.00 per pound. The top 10 tomato varieties averaged $9.69 per plant. This left very little profit. When only the top 5 tomato varieties are considered, the dollar amount goes up to $12.93 per plant. If one estimates the cost of production at $9.25, then the profit becomes $3.68 per plant. Without the interest cost of the trellis system the profit would be $7.33 per plant. Without the cost of the trellis system the profit would be $10.18 per plant. Table 2 summarizes

these costs and figures for production with a loan for the trellis system. Table 3 summarizes these costs and figures without a loan for the trellis system.

Table 2. The projected years, costs of production, break even yields at different market values, and profits when a 5-year loan for the trellis system is factored in.

Year	Cost of Production in $ per plant	Break-even yield @ $2.50 per pound	Profit at 10 pounds per plant		Break-even yield @ $3.00 per pound	Profit at 10 pounds per plant
1-5	9.25	3.7	15.75		3.1	20.75
6	2.75	1.1	22.25		0.9	27.25

Table 3. The projected years, costs of production, break even yields at different market values, and profits without a 5-year loan for the trellis system and the cost of the trellis system is absorbed in the first year.

Year	Cost of Production	Break-even yield @ $2.50 per pound	Profit at 10 pounds per plant		Break-even yield @ $3.00 per pound	Profit at 10 pounds per plant
1	30.75	12.3	-5.75		10.2	-0.75
2-6	2.75	1.1	22.25		0.9	27.25

It took 192 labor hours to tend for 320 plants or an average of 0.6 hours per plant. In Table 4, this average time is extrapolated for 22 weeks of the tomato season and for different hours per week during the season. The number of potential plants is estimated based on these hours. The maximum profit is also estimated for those plants producing 10 pounds per year and selling at $3.00 per pound.

Table 4. Estimated profits for different labor hours per 22 weeks at the maximum profit shown in above tables.

Hours per week	Total hours per season	Potential number of plants for production		Profit at 10 pounds per plant and $3.00 per pound
20	440	733		$19,974
30	660	1100		$29,975
40	880	1467		$39,976

Beneficiaries

Any tomato grower can benefit from the completion of this project's accomplishments. By using the data presented in the tables above, the grower can work on a business model with both worst-case and best-case scenarios. Depending upon the number of hours to be devoted to tomato production and the desired income, different size systems can be planned and operated. It would be feasible for an enterprising grower to hire additional seasonal labor in order to expand the system beyond the limits presented. For

the best-case profit scenario, the profit per hour of labor averages $45.42 per hour. With the data presented, a grower can start with any size system and expand it in the future.

A summary report of this project will be submitted to the Illinois Specialty Growers Association for publishing in their quarterly newsletter. There are approximately 250 members of the association. Additionally, the full report will be made available on the ISGA website.

A new market for tomatoes is developing…tomato wine. In 2012, a wine maker in east central Illinois successfully made and sold tomato wine. The need for quality tomatoes in good quantities will give growers a new niche market. Having the tomatoes grow on a trellis system (somewhat akin to grape production), will assure the wine maker of a clean tomato crop.

Lessons Learned

When growing tomatoes on a trellis system, it is important not to have too much foliage. The extra leaves and stems hide the mature fruits or make them difficult to harvest. A healthy tomato stem will set fruit at every node. For the two horizontal feet allowed per plant, three or four main tomato stems are optimum for the space on the trellis.

It is recommended that the trellis system be completely ready at transplant time. The drip irrigation tape should be clipped to the first vertical wire on the trellis. This will avoid rodent damage during the winter months or accidental damage from hand hoes. The cardboard and wood mulch should also be in place behind the trellis to control any weeds from that side. A good supply of Ag-Lok strips should be on hand when needed. It is very important to protect the young transplanted tomatoes from rabbits, robins, and deer.

Tomato seedling removal by deer, rabbits, and robins caused unexpected delays in establishing a “full stand” of tomato varieties. 450 feet of rabbit-guard fencing was installed around the perimeter of the garden to keep the rabbits out. As each section of the trellis system was completed, a wire-mesh 8-foot panel was installed on both ends of the row to “cage in” the tomatoes. Sections of the rabbit-guard fencing were temporarily installed behind and in front of the transplanted seedlings. Some of the robins still managed to find a way to the tomato seedlings and damage continued. Some of the varieties were transplanted three times. These delays set some of the varieties back and consequently had a negative effect on the production. It might warrant the use of bird netting in the early part of the season. Later in the season, rabbits, squirrels, and wild turkeys pose a problem. Again some measures of avoidance are needed.

It helps to know that the woven wire fencing comes in 320-foot rolls. To simplify the construction of the rows, a limit of 300 feet is justifiable.

It is desirable to have the tomatoes marketed prior to harvest. Have the agreements in hand during the off-season. Establish delivery schedules and payment agreements. When dealing with restaurants, some kind of shuttle system with reusable containers would be helpful. These containers should be easily washed and disinfected as necessary.

Working with tomatoes during the hot summer days is difficult and tiring. It is advisable to begin early in the day and try to finish the day’s chores by early afternoon. Wearing latex gloves is recommended when one is pruning or harvesting tomatoes. Tomatoes will readily stain your hands a dark shade of green if you don’t wear the gloves.

The mowing and composting operations are low tech, but time consuming. These chores could be subcontracted out to seasonal laborers (students?) and free-up the owner-operator for more skillful jobs.

The recent advance of hoop houses for season extensions have the potential to increase the profits outlined above. As with the trellis system, there would be the initial cost of the structure. However, by gaining an extra month of growth and production, the profits could easily pay for the hoop house with or without a loan.

Contact Person

Dr. Bill Becker, home phone: 217-787-6823, cell phone: 217-622-5322, email: cropdoctor@sbcglobal.net

Additional Information

Photo 1. Beginning section of the trellis consisting of two vertical poles and stabilized with two horizontal bars

Photo 2. Young tomato plant next to trellis. Drip tape is behind the tomato stem and the red plastic tarp is in the foreground.

- **SC-11-46**
- **Project Title**

  Lan-Oak Park District Farmer's Market Advertising Project

- **Project Summary**

  The Lan-Oak Park District located in Lansing Illinois is among the leading Illinois Park and Recreation agencies, providing successful and innovative recreation programs and services for all ages. The Lan-Oak Park District's Open Air Farmer's Market, is one of our newest program endeavors heading into our second year. We are respectfully asking the Illinois Department of Agriculture to consider grant funding in the amount of $10,000.00 to support the growth of our market by assisting with advertising and promotion cost. Any funds received will be used to solely promote our Farmer's Market Illinois specialty crops and Illinois specialty crop vendors available at our market through a variety of advertising avenues. With an increase of advertisement we hope to create an awareness of Illinois specialty crops available to our community at our local Farmer's Market. We also hope that the increase in crops sold will lead to an increase in the number of Illinois specialty crop vendors at the Lan-Oak Park District Farmer's Market.

- **Project Approach/Activities Performed**

  Print ads were produced to recruit vendors for the farmer's market and to advertise the farmer's market season. Farmer's market reusable shopping bags were printed and distributed at the farmer's market to shoppers – free of charge. The shopping bags were a huge success. Banners & signs were printed. Banners were designed to advertise the market throughout the town of Lansing every spring/summer to advertise our Farmer's Market. Signs were designed & printed to advertise the farmer's market in busy/high traffic areas of Lansing (such as various park properties and business in downtown Lansing areas).

To solely promote specialty crops the print ads included photos of Illinois Specialty Crops. Banners and signs were designed with only market details (i.e. date, time, location) and photos of specialty crops were the only photos added to the design. The farmer's market reusable bags were printed with basic market information, market logo, and each bag distributed included a note explaining that the market bags were purchased with Illinois Department of Agriculture Specialty Crop Grant Funds and market details were again stated (i.e. date, time, location).

- **Goals and Outcomes Achieved**

The goals of the advertisement project were to increase the amount of market patrons/shoppers and to increase the number of Illinois specialty crop vendors at the Lan-Oak Park District Farmer's Market.

The activities performed successfully allowed the Lan-Oak Park District Farmer's Market to increase our market attendance by 75%. We increased from an average of 175-200 shoppers a week to 600-700 shoppers a week in the first two months of the season. This was a huge accomplishment and we were elated – however, this increase only last the first two months of the market (June-July). In August participation dropped to around 200-300 a week and by September we barely averaged 90-150 shoppers a week with barely any shoppers during the last hour of the market (7:00pm-8:00pm).

The activities performed also created an increase among our specialty crop vendors. We tripled the number of specialty crops and market vendors in comparison with 2010 however this increase lasted as long as the increase of shoppers. As the shoppers began to lower in numbers so did our vendors. Vendor attendance became low throughout the month of August (vendor participation dropped by about 25%) and by early September I had a couple of vendors exit the market and choose not to participate for the remainder of the season due to lack of shoppers. The vendors that chose to exit

the market early expressed that they planned to return for the 2012 market season but only for the first half of the season.

After speaking with market vendors and noting the drop in attendance of shoppers and vendors throughout the months of August and September we have decided to slightly decrease our market vendor fees and there has been a change in future market dates/hours. Future farmer's market seasons will run June-August; 4:00pm-7:00pm.

With the anticipated changes we hope to meet continued success with our farmer's market as we did June 2011 and July 2011 and we hope to maintain that success throughout our entire market season annually.

After observing the success of June and July we are pleased that overall the advertising project was successful - it assisted in publicizing our market to the community (as we increase participation by 75%) and we were able to heighten the awareness of Illinois Specialty Crops (as our Specialty Crop vendors doubled in comparison to last year).

- **Beneficiaries**

The Lansing community, the local Illinois Specialty Crop vendors, and the Illinois Specialty Crop industry all benefited from the success of this project. The community benefited from an increased supply of fresh healthy local Illinois Specialty Crop items available for sale at the market. The community also benefited from the use of the reusable shopping bags (which shoppers bring weekly to the market to carry purchased produced).

Due to the success of the marketing campaign we obtained two new/additional Illinois Specialty Crop Vendors. Our Illinois Specialty Crop vendors all benefited from the marketing campaign primarily because of the increase in market shoppers, which provided an increase in vendor sales. Although our produce vendors would not provide

any quotes in regards to their revenue at our market, they did state that their sales had increased and they proceeded to increase the quantity/variety of Illinois Specialty Crops they typically brought to the market.

The increase in sales provided a positive economic impact on the Illinois Specialty Crop industry by providing increased income to local Illinois Specialty Crop growers. The vendors sold a variety of crops such as berries, asparagus, and a variety of bell peppers, a variety of tomatoes, corn, eggplant, cucumbers, melons, beans, onions, potatoes, rhubarb and squash.

The Illinois Specialty Crop industry and the community combined also benefited from an increased awareness of Illinois Specialty Crops. The community began to learn about Illinois Specialty Crops, they began to purchase fresh local produce frequently, and they also learned what it means to eat seasonally. Periodically shoppers would stop by the information booth and review the *Illinois...What's in Season* produce chart to see when their requested items would be in season and available for purchase.

Lessons Learned

There were two major issues (lessons learned) which caused delays in the project.

1) The printing of the Farmer's Market reusable shopping bags: this was an issue because the run/print time advertised by the company chosen to design & print the bags was incorrect. The time listed was 7-10 business days and in fact, the time was 4-6 weeks! The business explained that the design process alone toe 2-3 weeks which was difficult for me to understand because I created the design it just needed to be pressed for print – however the company maintained that every print job takes 4-5 weeks. Even though all print jobs are different and that is not how they advertised! I expressed my concerns and my complaints and moved on to find a new company, which pushed my timeline back slightly, however I moved quickly to find a new company. I discovered a very trusted

company (previously used for t-shirt printing with the park district) would be able to print my design on the reusable shopping bags and we were able to make our target date (Opening Day) to distribute the bags.

2) The banners and signs. This was a far more lengthy process than imagined. There were issues with the original company chosen to print the banners. They underestimated the size of the banners which meant they had to outsource the actual printing. After overcoming this obstacle there was a slight issue with material used. Seeing that my banner design was bright there was a noticeable bleed through of the ink from one side of the banner to the other so the owner had to find a heavier material but this process did not take too long and the owner was really reasonable regarding pricing in an attempt to stay within my budget. This issue set my timeline back greatly.

- **Contact Person**

Name: Oralethea Davenport, CPRP

Telephone Number: 708-474-8552

Email Address: odavenport@lanoakparkdistrict.org

SC-11-47
Final Report

Annie's Project—Education for Farm Women: Specialty Crop Emphasis

Project Summary

This proposal began with the assumption that women are involved in or are a part of the vast majority of the 76,860 farm operations in the state of Illinois. The 2007 Census of Agriculture revealed a growing audience of farm women as principle farm operators. In Illinois, 7,664 women as principle operators increased in numbers by 45% from the 2002 Census of Agriculture. Most of the increase occurred in the two categories of farm size of 1 to 9 acres and 10 to 49 acres. Sixty percent of women as principle operators can be found in two farm size categories of 1 to 9 acres and 10 to 49 acres. Women who own or have inherited small acres are looking for ways to increase their satisfaction of being a landowner as well as practice their beliefs about stewardship and conservation. Improving economic well-being is also becoming a priority with more farm women as they find educational programs designed to meet their specific needs, accommodate their unique learning styles and empower them to make decisions.
This assumption remains unchanged with this report.

Hambleton managed funding from two sources in order to provide an actual value added field demonstration/laboratory (funded by SC-11-47 Illinois Department of Agriculture grant for $10,000) with the traditional classroom experience for two locations (funded by RMA **Annie's Project--Education for Farm Women; Risk Management Strategies for Small Acre, Nontraditional, and Value Added Operations**.)

State funding was used to establish two locations in Knox and Piatt Counties in cooperation with two women landowners. The project started in the spring of 2011.
The summer of 2011 turned record hot in July as the project documented the planning, implementation and hardships. Anticipating a more normal 2012 season, Hambleton delayed the classroom side of the project until both farms could experience improved growing conditions for their young plants. The growing season for 2012 turned into a record drought year. Hambleton continues the dialog with both women as they experience the weather and how this impacts on their efforts to develop small acreages.

Project Approach

$10,000 was used to assist two women pay production expenses in 2011 so their farms could serve as specialty crop demonstration fields for future Annie's Project classes designed for women with small acre, nontraditional, value added operations.

Program goal: to help farm women utilize small acre resources by adding or expanding specialty crops to their production and marketing practices.

Target audience: Farm women/ landowners, small acre, nontraditional, valued added operations.

Objectives for this project were:

1. Develop two demonstration farms, (Knox County and Piatt County) to complement class room education/discussion for women wanting to utilize small acre resources for specialty crops. (Work in progress)

2. Develop a network of women with specific interest in specialty crops through a program called Annie's Project—Education for Farm Women. (Annie's Project Value Added Classes postponed due to difficult planting and growing season in 2012.)

Problems and Delays

Weather conditions delayed this program. In 2011 (start of the women putting out their plants and seeds) a wet spring delayed planting followed by record heat in July and August. The program documented the difficulty women had getting water to their plants only to have plants not withstand the blasting heat. Weather being what it is, the plan was to look to the next season for a better start. In fact, 2012 was record drought year with long dry hot spells; extremely hard on young plants and seeds. Plant providers were good about replacing young stock that did not survive drought conditions. Since the classroom was meant to benefit from the experiences of the two women, Hambleton opted to delay the Annie's Project classes until better times for both women.

Goals and Outcomes Achieved

Conclusions concerning setting up two demonstration farms are:

- value added production for small acre farms is weather dependent and our two farms demonstrated the importance of a production risk management plan for watering and replacing plants.
- While wanting to demonstrate a level of success, to this point we have demonstrated failure in the Knox County location and moderate success in the Piatt County location.

The following selected points of evaluation are standard goals of the classroom experience for Annie's Project Participants. ***The classroom portion of this project is being planned for winter of 2013.***

All measurable outcomes remain the same with one modification of anticipating 20% of participants will begin production in 2014 instead of the 50% originally estimated.

- 16 to 20 women enroll in two classes. Measured when classes begin in Winter of 2013. Women (from classroom experience) begin specialty crop production by 2014. 20% of women will begin production-- Enrolled women will be surveyed by phone in Spring of 2014 to see how many intend to plant a specialty crop in 2014 and again in June of 2014 for follow through.
- Women will be able to:
    - Construct and interpret financial information from their consolidated balance sheets. 80% of women--measured at end of class.
- Women will be trained to:
    - 25% Complete an on-line business plan suitable for inclusion in a loan package or to share with family or business partners.
- Women will meet and know professionals:
    - Who can help them with risk management choices about insurance and marketing. 95% of women
- Women will find support:
    - In their newly formed network that extends to every woman who has shared an Annie's Project experience. 95% of women

Adjusted timeline:

- Winter 2013--16 to 20 women enroll in two classes Knox and Piatt/Champaign counties.
- Women (from classroom experience) begin specialty crop production by 2014. 20% of women will begin production in 2014. (Reduced from an original estimate of 50%)

Beneficiaries

Both women reported significant learning experiences particularly with production and marketing risks. They will be great classroom resources when it comes time for them to share their real time experiences.

Lessons Learned and Future Project Plans

The program is only delayed due to weather events. Annie’s Project and Hambleton remain dedicated to the delivery of two classes devoted to education designed to help women develop small acreage utilizing value added concepts. The demonstration farm was a nice touch but difficult to deliver effectively. Part of the experience is to document the processes both women are going through in their quest to develop small acreages for profit.

Contact Information

Ruth Hambleton
618 237 6441
ruthhambleton@Wildblue.net

SC – 11 – 48

Illinois Specialty Crop Grant Program - Final Report

PROJECT TITLE
Developing Vine Balance Strategies to Improve Sustainability and Market Advantage for Illinois Wine Grapes

PROJECT SUMMARY
Background.
Production of wine grapes locally provides an important marketing advantage for Illinois wineries. Viability of Illinois vineyard operations is strongly influenced by quality and consistency of crop produced and sustainability of production practices. Prior to project inception the PI had witnessed numerous examples of serious problems (erosion and surface crusting caused by intensive application of pre-emergent herbicide and subsequent repeated use of contact herbicides under vine canopy drip-line) with vineyard floor management strategies in common use across the state. Also, growers were experiencing difficulty in managing vine vigor to achieve optimum vine balance and health. Weak vines were often over-cropped and vigorous vines over-shaded.

Motivation for project.
The marketing and value-added edge that Illinois wine grape production ($1.56 million farm-gate and $12.9 million base retail value) provides to the Illinois wine industry ($319 million full economic impact) is likely to significantly decline (at least 20%) if efficient vineyard strategies for decreasing costs, improving yield, fruit quality and vine health are not discovered and developed for practical application to local vineyards.

This project was initiated to improve grower adoption of sustainable methods to
1. improve vineyard floor management practices
2. manage excessive vine vigor
3. improve vine balance.

Previously funded work.
This project was not previously funded by SCBGP or SCBGP-FB projects.

PROJECT APPROACH
Activities performed.
Objective 1. Vineyard weed control and ground cover management. *Sangamon Co. - Lindquist Vineyard*
Experiment was established in a commercial wine grape vineyard in Central Illinois in spring 2011. At project initiation, the vine capacity (vine size) for growth and fruiting was ~3.7 lb./vine, or in other words about 30% more vigorous than optimum for efficient canopy management. In late March cover crop treatments were applied:

a.) Grower standard glyphosate burn-down was applied to the dripline (4' centered along vine row).

b.) Mustard was seeded in a shallowly tilled dripline strip @ 12lb/a.
c.) Spring oats were seeded in a shallowly tilled dripline strip @ 300lb/a.

In late April a pre-emergent herbicide, Surflan, was applied over dripline of all three cover crop treatments at low (2 qt/a) or high (4 qt/a) rate as a split-plot treatment. Glyphosate was added to the grower control treatment for burn-down. Standard canopy management was performed in a timely manner. In late-June crop level of each vine was adjusted to achieve either a high crop level (Ravaz index of 10) or a low crop level (Ravaz index of 5). The vines were combed again and lateral shoots were removed. Cover crop establishment and presence of weeds was measured in each of the 60 experimental plots 3 times during late spring and summer. Fruit harvest was conducted in early September. Yield, yield components and fruit composition was measured. In the second year (2012) the treatment protocol of 2011 was repeated. Fruit were harvested in August at similar stage of maturity as 2011 based on sugar and sensory characteristic development, but two weeks earlier because of the extremely hot season.

In 2012 the most significant shoot growth response was the large net change in vine size from 2011 to 2012 caused by the historic drought of 2012. The cover crop treatments did not appreciably affect vine size in either year of the experiment (Table 1), but the severe drought dramatically reduced vine size (- 60%) in 2012. In 2011, a year of normal rainfall, the spring oats cover crop reduced shoot growth in the dormant season (vine size) by 15%, but the mustard cover crop did not affect vine size compared to the herbicide bare grower standard.

Crop size was not affected by cover crop treatment in 2011. However the mustard and oat cover crops reduced crop size respectively by 9% and 17% compared to the herbicide bare grower standard. The reduction in yield caused by the cover crop treatments is small compared to the uniform reduction (27% to 22% across treatments) in yield from 2011 to 2012 caused by a late spring frost. In an effort to speed the results of the experiment for a presentation to growers at the Annual Illinois Grape Growers and Vintners Association Meeting in February 2012, the PI pruned the experimental vines in January in order to collect vine size data. The timing of pruning in mid-winter subsequently hastened spring bud burst and increased the risk of late spring freeze damage which contributed to reduced fruit cluster numbers resulting in 30% reduction in yield from 2011 levels. It is also interesting that vine balance (measured by the Ravaz index, crop size /vine size) fluctuated less on vines grown with the oats and mustard cover crops. Moderating swings in crop yield and vine balance is critical to improving wine quality from grapes growing in a highly variable climate.

The cover crop treatments had no appreciable effect on the quality of fruit produced. These results are important because growers are penalized in price and market outlet opportunity if fruit quality is reduced.

Table 1. Response of dormant pruning weight (vine size per vine) and yield (crop size per vine) and vine balance (Ravaz index) of mature Traminette vines to cover crop treatment.

Dripline	Vine size (lb)			Crop size (lb)		Ravaz Index (crop size/vine size)	
Cover Crop	2011	2012	Net change	2011	2012	2011	2012
Herbicide Bare (Grower Standard)	3.36	1.34	-2.01	23.9	17.5	7.3	13.6
Mustard	3.11	1.33	-1.78	23.6	15.9	8.0	12.4
Oats	2.86	1.24	-1.62	21.7	14.5	7.7	12.1
P of F	0.12	0.60	0.06	0.43	0.10	0.59	0.17

The impact of the spring oats and mustard cover crops on protecting soil surface with ground cover was dramatic (Table 2). The mustard produced 90% to 100% total ground cover under the vine dripline in mid-May (see photos in the Additional Information section below), thus protecting the soil surface from soil erosion and loss of surface soil structure (puddling) caused by heavy precipitation that predominantly falls from thunderstorms in the Midwest during the growing season. The impact of cover crop on protecting the soil surface had a significant impact on the cooperating grower's perception of the value of cover crop use. The positive grower perception greatly overcomes traditional reluctance to solve the soil erosion/puddling problem with adoption of new cover cropping practices (see photos of problem and cover crop response under Additional Information).

Table 2. The impact of cover crop treatment under mature Traminette grape vines in Central Illinois on ground cover during the 2011 growing season.

Dripline	Percent ground cover	
Cover Crop	May	July
Herbicide Bare (Grower Standard)	0	0
Mustard	100	28
Oats	76	51

Objective 2. On-farm canopy management. *Union Co. - Blue Sky Vineyard*

A. Cabernet Franc response to training system (divided canopies), crop level and N-fertilization.

The results from the response to treatment in 2009 and 2010 have been analyzed and interpreted and published as a thesis in 2012. *The most significant findings are contained the abstract that follows.*

AN ABSTRACT OF THE THESIS OF

Alexandra L. Ray, for the Master of Science degree in Plant Soil and Agricultural Systems, presented on April 13, 2012 at Southern Illinois University Carbondale.

TITLE: DEFINING SUSTAINABLE VINE BALANCE FOR CABERNET FRANC IN SOUTHERN ILLINOIS

MAJOR PROFESSOR: Dr. Bradley Taylor

The study goal was to identify sustainable levels of crop load and nitrogen (N) fertilization rate for the vigorous variety, Cabernet Franc, grown in the warm, humid climate and fertile soil of Union County, Ill. The experimental vines, planted in 2003 were originally used in a clone trial and trained in a mid-bilateral cordon with vertical shoot positioning (VSP), were established in a training system experiment in 2006 where the Smart-Dyson Ballerina system was compared to the VSP. In 2009 & 2010, the experimental block was modified to a split (training system) – split (nitrogen fertilizer rate)–split (crop level and clone) –plot design with 5 replications. The crop levels low (14.0 clusters/m canopy section), medium (18.7 clusters/m canopy section) and high (23.4 clusters/m canopy section) and two N fertilization rates, 0 kg of N/ha or 33.6 kg of N/ha were used for the split treatments. Smart-Dyson Ballerina training system produced a Ravaz index that was 89% and 28% bigger compared to the VSP training system respectively in 2009 and 2010. In 2009, the Smart-Dyson Ballerina training system produced a 80% bigger yield compared to the VSP training system and in 2010 yield was also larger, but influenced by both training system and crop level. In the first year of the study there was no difference in vine size, but in the second year of the study Smart-Dyson Ballerina produced a 15% bigger vine size compared to the VSP training system. Application of N had no effect on Ravaz index in both years nor yield or vine size in 2009, but in 2010 it caused an 8% increase in yield and an 11% increase in vine size. In 2009, the low crop level produced a 31% smaller Ravaz index compared to the average of the medium and high crop level, that were similar, and in 2010 the low crop level produced a 32% smaller Ravaz index compared to the high crop level. In 2009, the low crop level produced respectively a 10% and 38% smaller yield compared to the medium and high crop level, and in 2010 the low crop level produced respectively an 11% and 30% smaller yield compared to the medium and high crop level. In 2009, the low crop level produced a 10% bigger vine size compared to the medium crop level, and the highest crop level produced an intermediate vine size. In 2010, crop level did not affect vine size because of plentiful rainfall in the season. In 2009, Cabernet Franc 4 produced a 16% bigger Ravaz index than Cabernet Franc 214, but there was no difference in Ravaz index between the four clones in 2010. In 2009, all four clones produced a yield that was similar, but in 2010 the average of the yield that Cabernet Franc 1 and 4 produced was 9% bigger compared to the average yield of Cabernet Fran 8 and 214. In 2009, Cabernet Franc 214 produced a 16% bigger vine size compared to Cabernet Franc 8, but in 2010 there was no difference in vine size between the four clones in a year with more plentiful rainfall. The canopy sections were measured separately: VSP canopy section, top canopy section of the Smart-Dyson Ballerina, bottom north canopy section of Smart-Dyson Ballerina and bottom south canopy section of the Smart-Dyson Ballerina to obtain a deeper understanding of how the grape vine responded to treatments. In 2009, the bottom south canopy section of the Smart-Dyson Ballerina produced a 140% bigger Ravaz index compared to the average of the VSP and the top canopy section of the Smart-Dyson Ballerina across fertilization rates, and in 2010 the bottom north canopy section produced a 118% bigger Ravaz index compared to the average of the VSP and the top canopy section of the Smart-Dyson Ballerina canopy section across clones. In 2009, the VSP canopy section produced an 87% bigger yield

compared to the bottom north canopy section of the Smart-Dyson Ballerina canopy section across fertilization rates, and in 2010 the VSP canopy section produced a 105% bigger yield compared to the average of all three canopy sections of the Smart-Dyson Ballerina across clones. In 2009, the VSP canopy section produced a 325% bigger vine size compared to the average of the bottom north and south canopy sections of the Smart-Dyson Ballerina and in 2010 it produced a 265% bigger vine size across fertilization rate. In 2009, Ravaz index was influenced by fertilization rates and canopy section and also by Cabernet Franc clone and canopy section and in 2010 it was influenced by crop level and canopy section and crop level by Cabernet Franc clone. In 2009, yield was influenced by fertilization rate and canopy section and also by crop level and canopy section and in 2010 by Cabernet Franc clone canopy section. In both 2009 and 2010 vine size was influenced by fertilization rate by crop level by Cabernet Franc clone. Maintaining a balanced vineyard can increase profit for the grower by up to $2,573.63 per acre, by using a divided canopy system that carries the high crop load.

Declining vine size and yield over the last two years has demonstrated the need for two small follow-up experiments to identify the treatment levels needed to sustain vine size and productivity. These projects will address a problem that growers frequently encounter in our stressful and wet (early spring) growing environment. Growers will typically withhold N fertilizer in an effort to reduce summer canopy management costs (combing, shoot thinning, hedging and positioning), but our hot, often dry July and August and frequently low soil water holding capacity found on our best, frost-free sites on hilltops, causes reduction in vine size to the point of reducing cropping potential for future years. To provide a solution to the problem an experiment was laid out in May to apply N-fertilizer earlier than the June application timing of the original experiment and use a higher rate (60 lb N/acre vs. 30 lb N/acre in the previous experiment).

B. Noiret response to cover crop and training system.

In 2012 the initiation of a demonstration research project in the Noiret vineyard (planted in 2004) solved a problem of declining yield that occurred in 2011 and 2012. Yields in the commercial vineyard block in Union County declined from an average of 2.55 tons/acre from 2008 through 2010 to 0.49 tons/acre and 0.97 tons/acre in 2011 and 2012, respectively.

In 2012 we imposed a canopy division experiment on a small fraction of the vines in the block. We sought to reduce excessive shading of the 2012 shoots by creating a Smart-Dyson divided canopy similar to the treatment imposed in the Cabernet Franc block described in Objective 2 Section A above. The 2012 canopy division treatment increased the fruitfulness of canes that translated to an increase in the 2013 yield.

An opportunity to test the impact of ground cover and training system on Noiret grapevines was also laid out as an experiment in Union county at Blue Sky Vineyard. The grower has had serious problems with excess vigor and low cropping (less than 2 tons/acre) for the life of the vineyard. Therefore a ground cover (spring oats) was drilled into plots and two training systems were imposed (vertical shoot position and Smart-Dyson Ballerina). In 2013 project objectives for this experiment will be accomplished with support provided under the project SC-12-33.

Objective 3. Crop load balance in new grape varieties. *Jackson Co. - Horticulture Research and Demonstration Vineyard, Carbondale*
The project was initiated by dormant pruning in early April 2011. The crop level was adjusted to two crop index levels (8 and 10) for medium and high cropping treatments. In 2012 the crop load levels were continued as initiated in 2011. Although crop level and treatment were imposed, severe bird depredation in 2011 and 2012 prevented yield data collection. Therefore activities on Objective 3 focused on outreach to train growers how to manage vine balance in their operations.

Contributions of project partners.
The Illinois Grape Growers and Vintners Association (IGGVA), the state-wide industry trade association, provided a venue for research results presentations at their annual meeting. The IGGVA regional affiliates also provided the workshop venues and publicity for the on-site grower workshops. The cooperating growers also supported the project by providing basic pest control and vineyard maintenance.

GOALS AND OUTCOMES ACHIEVED

Activities to achieve goals and outcomes.

Objective 1. Vineyard weed control and ground cover management. *Sangamon Co. - Lindquist Vineyard*
The value of cover crop establishment under the dripline of grapevine canopies was demonstrated to growers through

A. On-site workshops by the PI:
   1) May 2011
   2) May 2012
B. Presentations of research results at grower meetings:
   1) State wide – "Dripline Cover Crops under Traminette [grapevines] in Central Illinois", Feb. 4, 2012
   2) South-central IGGVA Regional Spring Meeting – "Cover Crop Workshop", May 11, 2013

Growers initially managed vegetation under the dripline of the grapevine canopy with tactics that were highly recommended and useful for establishing newly transplanted nursery stock. Unfortunately, the application

Objective 2. On-farm canopy management.

B. Because of our focus on the Noiret block and success with canopy division in the Cabernet Franc experiment, the grower adopted our canopy division treatment on the rest of the commercial block. Grower adoption was catalyzed by presence of PI and graduate students as they set up our experiment in the commercial block (see Additional Information section below). Our activities induced a significant increase in farm-gate vineyard returns (Table 3).

Table 3. Overall vineyard yield and farm-gate returns from commercial block of mature Noiret grape vines in Southern Illinois (Makanda).

Year	2010	2011	2012	2013
Yield (t/acre)	2.28	0.49	0.97	3.22
Farm-gate returns ($/acre)	2052	441	873	2898

Objective 3. Crop load balance in new grape varieties.
Presentations and workshops:

Taylor, B. Canopy Management in the Shawnee Hills. May 8, 2011. Southern IGGVA Region Spring Workshop.

Taylor, B. Canopy Management. May 14, 2011. South-central IGGVA Region Spring Workshop, Mechanicsburg, IL.

Taylor, B. Canopy Management on the Prairie … Not for the Faint of Heart! *Part I: The Basics.* Feb. 26, 2011. IGGVA Annual Conference, Springfield, IL.

Taylor, B. Canopy Management on the Prairie … Not for the Faint of Heart! *Part II: Advanced Strategies.* Feb. 26, 2011. IGGVA Annual Conference, Springfield, IL.

Taylor, B. Grower Round-table Discussion (Moderator). Feb. 26, 2011. IGGVA Annual Conference, Springfield, IL.

Becker, D. and B. Taylor. Canopy management. Feb. 4, 2012. IGGVA Annual Conference, Springfield, IL.

Taylor, B. Managing Drought Stressed Vines. Mar. 20, 2013. Southern Illinois Grape Growers Workshop. Von Jacob Winery, Alto Pass, IL.

Becker, D. and B. Taylor. Pruning and Vine Management Workshop. Mar. 10, 2012. Quincy, IL.

Taylor, B. Canopy Management Workshop. May 5, 2012. LazyL Vineyard, Mechanicsburg, IL.

Progress towards outcome achievement.
Objective 1. Vineyard weed control and ground cover management.
Initially in 2011 the grower cooperator observed our cover crop treatments, but did not adopt them. In 2012 the grower/cooperator expressed strong interest in the full ground cover provided by the cover crops and the 15% moderation in shoot growth caused by the spring oats in 2011. To increase the ease of technology transfer, the PI began stressing simple modifications to vineyard floor management systems in May 2012 and 2013 because the very high rainfall in April and May of both years had the potential to produce excessive shoot growth that would decrease grape quality and increase bunch rot at harvest. The data presented from the experiment

in 2011, helped convince growers of the value of adding competition from cover crops which results in reducing excessive vigor. Inspection of vineyards in June 2013 revealed that at least four key growers in South-central and Southern Illinois were adopting the practice of delaying dripline herbicide application and not mowing sod aisles in June and early July to suppress vine growth. [See photos and narrative in Additional information below]

Objective 2. On-farm canopy management.
Grower cooperator was convinced to convert the entire commercial block of Cabernet Franc vines to a vertically divided canopy by the increased cropping observed in the Smart-Dyson ballerina experimental treatment. A neighboring (Pomona) grower of Cabernet Franc was convinced to convert his vines to a vertically divided canopy as well.

Objective 3. Crop load balance in new grape varieties.
The nine grower presentations on vine balance supported by this project have educated growers about setting vine size and crop size targets that maintain consistent and productive yields, high quality fruit and healthy vines. Growers recognize the terminology and tactics, but unfortunately have been reluctant to measure vine size and crop yield on sample vines distributed randomly across each vineyard block. Perceived difficulty in collecting data and insufficient time for sampling have been cited as the reason for not collecting vine size and crop size data to calculate vine balance ratios. However two early adopters have been convinced to collect vine balance data in Northern Illinois (Utica) and Southern Illinois (Makanda) in addition to the only grower in Illinois (South-central, Centralia) to have collected vine balance data prior to initiation of this project.

<u>Comparison of actual accomplishment with goals.</u>
Objective 1. Vineyard weed control and ground cover management.
Goal for Objective 1: Grape growers will reduce the use of nonspecific pre-emergent herbicides in mature vineyards. Vineyard soil will be stabilized by improving ground cover on previously bare soil during the winter months. Pathogenic nematode populations may be reduced. Excessive vine vigor on vigorous sites may be moderated.
Actual accomplishment: Four early adopters distributed uniformly across the state (Northern, South-Central and Southern Illinois) adopted delayed herbicide burn down and delayed aisle mowing tactics in spring (May - June) 2013. Each of these growers had attended February 4, 2012 state wide presentation and the May 11, 2013 vineyard floor management workshop.

Objective 2. On-farm canopy management.
Goal for Objective 2: Growers of Cabernet Franc and related vinifera varieties will increase both yield and fruit quality achieved by maintaining proper nitrogen fertilization and vine balance between fruit and shoot growth.
Actual accomplishment: The grower cooperator at the experimental site and a neighboring Cabernet Franc grower have adopted the vertically divided canopy to manage excess vigor and increase yield. These growers will provide a template for management of increasing acreage of vigorous vinifera vines.

Objective 3. Crop load balance in new grape varieties.
Goal for Objective 3: Growers of a wide range of grape varieties adapted to a wide range of environmental conditions across the state will improve yield, fruit quality and marketability of the vineyard product by using proper fruit thinning levels.
Actual accomplishment: The three early adopters that have been convinced to collect and use vine balance data for their commercial vineyard blocks are serving as examples for mainstream growers in the coming season.

Outcomes and progress towards targets.
Achievement of outcomes with the objectives of the project was determined by the adoption of practices indicated from the results of project activities by early adopters. Evidence of adoption of improved practices was provided in the previous section ("Comparison of actual accomplishment with goals"). Previous to this project adoption of recommended vineyard floor and vine-balance-informed canopy management practices was minimal. Providing demonstration research plots in grower vineyards coupled with on-site workshops scheduled to immediately prior to appropriate timing for application of recommended activities, increased grower willingness to apply these treatments in their vineyards.

BENEFICIARIES
Groups and operations benefiting from project accomplishments.
The results of this project were used to inform growers of improved vine balance strategies that will improve yield and consistency of yield and crop quality and reduce labor and material inputs. During the project period approximately 350 people attended presentations and participated in workshops supported by the project. There are 312 Illinois grape growers cultivating 1107 acres of vineyard in the state (D. Ward. 2012. The Illinois Grape and Wine Industry – its current size, 2011 production and growth. USDA, NASS. Springfield.). Grape growers and winemakers belonging to the IGGVA may benefit the most from the project because of the accessibility provided by venues they sponsor. These growers and the winemakers they supply are the beneficiaries of project product. Ultimately Illinois communities and consumers benefit from increased sustainability provided by increased economic activity and consumption of local wine products.

Potential economic impact.
The Illinois grape and wine industry has a $320 million impact on our economy (THE ECONOMIC IMPACT OF WINE AND WINEGRAPES ON THE STATE OF ILLINOIS 2007 – Updated in 2009, MKF Research LLC Report. St. Helena, Calif.). About $141 million of the total economic impact is based on grape production from Illinois vineyards.

Increasing efficiency and quality of grape production with adoption of improved vine balance practices has the potential to significantly increase the economic impact of grape growing in the state. This is critical given current trends in production. In 2006, from a total of 451,416 gallons of Illinois produced wine, 80% was produced from Illinois grown grapes. Despite a 16% in Illinois wine production from 2006 (564,270 gallons, W. Shoemaker and G. Campbell.2007 The Illinois Grape and Wine Industry – its current size, 2006 production and growth. Dept. Nat. Resources, Environ. Sci., UIU-C.) to 2011 (651,800 gallons, D. Ward. 2012. The Illinois Grape and Wine Industry – its current size, 2011 production and growth. USDA, NASS. Springfield.),

the proportion of wine made from Illinois grapes fell to 44%. Reduction of Illinois grape product in Illinois wine represents a serious loss in brand identification for local product. Local brand identification is a very important potential advantage for local wine producers, who must compete with the lower prices and ease of distribution for imported wines created by the economies of scale in wineries producing wine in distant regions (California, Australia, etc.).

LESSONS LEARNED

Insights learned in the completion of the project.

Encouraging adoption of improved vine balance management practices by Illinois vineyard operators remains a challenge. In 2011 when operators were asked which vineyard operations they found most challenging, only 8% of respondents said canopy management or weed control were challenging (D. Ward. 2012. The Illinois Grape and Wine Industry – its current size, 2011 production and growth. USDA, NASS. Springfield). In contrast viticulture specialists estimate ~80% of growers are not aware of the advantages of adopting new sustainable practices for vineyard floor and vine balance strategies.

On-farm demonstration research can overcome grower reluctance to adopt new tactics. As an example, the grower cooperator at the central Illinois site was very reluctant to allow any cover under his vines before our project was initiated in his vineyard. At the conclusion of the project he indicated, "After several years observing the cover crops planted it became apparent that under vine growth of cover crops and even weed growth helped reduce vine vigor to more manageable levels. Erosion in the treated rows has been stopped. Fuel usage has been reduced as well. Cover crops can promote a neat and clean appearance. The mat of residual cover crop has reduced late season weed emergence which I believe can only help reduce herbicide use and resistance in the future." He plans to adopt cover crop use in the future: "I intend to continue and expand the use of cover crops to manage my vineyard floor."

On-farm workshops (Figure 2 below) were critical to convincing growers to consider changing management practices. But growers needed to be convinced that changing practices would not expose them to additional risks.

We learned that convincing growers to adopt changes in vineyard floor management and vine balance management strategies is very difficult. We perceive that the difficulty arises for two basic reasons:

1.) These strategies involve management of complex systems, where a change in one tactic can strongly change the response of many variables in the system, i.e., delaying herbicide burn down could adversely increase competition with the grapevine, increase next year's weed pressure, increase disease pressure, etc. Similarly increasing crop levels could delay fruit maturity, increase disease pressure, reduce next year's crop potential, increase winter injury, etc.
2.) When faced with managing these complex systems growers tend to cling to practices that they perceive have "worked" for them in the past, regardless of new tactics that specialists may advocate.

We learned that convincing growers to adopt improved vine balance management practices was more difficult than for vineyard floor management because measuring vine response to treatment is more difficult to perceive and interpret.

Unexpected outcomes.

The adoption of reduced mowing of vineyard aisles and delayed application of herbicide burn down treatments under the vine dripline in spring 2013 by a series of early adopters across the state in response to the extremely high rainfall to slow excess vegetative vine growth was unexpected. The uniform adoption of these tactics was likely because of workshop presentations in early May where we adamantly demonstrated:

1.) vine vigor could be reduced by allowing increased competition from ground cover.
2.) a method of stopping ground cover competition was readily available.
3.) even if a grower were not able to use cover crops, resident vegetation could be used to impose competition with vigorous vines (Figure 10, below).

Expediting problem solving for future projects.

Breaking down vine balance research and outreach education into simple component variables will help overcome grower reluctance to adopt difficult to measure and interpret tactics. Demonstrating these measures must be done immediately before the operations are to be applied in the vineyard.

CONTACT PERSON

Contact Person for Project: Brad Taylor

Telephone Number: 618-453-2496

Email Address: hbtaylor@siu.edu

ADDITIONAL INFORMATION

Narratives and photographs. Grower response to research results was increased by on-site workshops held at critical times in the growing season when growers could see results at the research site and adopt tactics or applicable portions thereof in their own operations thereafter. The vineyard floor management problems commonly seen in vineyards across the state prior to project initiation, are demonstrated below (Figure 1.). The project established on-farm research plots and then invited growers to spring workshops where the experimental treatment tactics were demonstrated and explained (Figure 2).

Figure 1. Dripline area under grapevine rows in two vineyards, maintained with traditional herbicide bare strip tactics after heavy rains in a central Illinois. Note the depression in the bare area indicates the amount of surface erosion from the bare area – even on a very gentle slope. The depression then allows pooling of surface water near vine crowns.

Figure 2. Vineyard floor management workshop held at the Mechanicsburg research site in May 2012.

Growing cover crops for two years in the dripline of the vine row (Figure 3) greatly improved soil surface structure and ground cover and provide a stark contrast with the traditional grower standard control. The living cover crop as well as residue from the previous season protected the soil surface during the critical period before grapevine canopy closure during a time in spring when rainfall patterns pose an extreme threat for soil surface erosion and glazing (puddling).

In early May 2013, two weeks after planting the cover crops the increased soil protection from residue and emerging seedlings was obvious (Figure 4) compared to the standard grower control (Figure 5). Furthermore the response of vine shoot growth to the high levels of rainfall in that period was moderated by the strong response (growth) of the dripline cover crop (Figures 6 and 7).

A portion of growers who attended the May workshop in 2013 from across the state (Figures 8 and 9) adopted reduced mowing of vineyard aisles and delayed application of burn down herbicides in the dripline as a result of PI presentation of vine response data and practical ideas to adapt resident ground cover as a vine competitor. It was also important to demonstrate how the cover competition could be stopped quickly (Figure 10) once the excessive rains stopped.

Figure 3. Establishment of the cover crop experiment treatments comparing traditional herbicide bare control (upper left) to prevent bare soil and resulting erosion as well as excessively vigorous vines (upper right) with mustard (bottom left) and spring oats (bottom right).

Figure 4. Soil surface in dripline area under grapevine row maintained as an experiment at the Lazy L Vineyard in central Illinois in 2011 and 2012 with spring sown cover crops: spring oats (foreground) and mustard (background) after a heavy downpour on May 4, 2013. Note the improved soil residue and ground cover and absence of soilsurface glazing and water pooling in the dripline as compared to the bare dripline area shown in Figure 5.

Figure 5. Soil surface in dripline area under grapevine row maintained as an experiment with traditional herbicide bare strip tactics (grower standard control) at the Lazy L Vineyard in central Illinois in 2011after a heavy downpour on May 4, 2013. Note the absence of soil residue and ground cover and the severe soilsurface glazing and water pooling as compared to the dripline area shown in Figure 4.

Figure 6. Soil surface covered with mustard in dripline area under grapevines in the experiment at the Lazy L Vineyard in central Illinois in 2011 and 2012 on June 14, 2013. Note the outstanding cover but yet sufficiently vigorous growth evidenced by the expanding shoot tips and tendrils.

Figure 7. Soil surface covered with spring oats in dripline area under grapevines in the experiment at the Lazy L Vineyard in central Illinois in 2011 and 2012 on June 14, 2013. Note the outstanding cover – almost 2X the height of stake in foreground (10”).

Figure 8. Grower adoption in commercial vineyard blocks, above left, in Northern Illinois (Utica) and, above right, in Central Illilnois (Mechanicsburg) of delayed aisle mowing and dripline herbicide burndown June 14, 2013. Note the long tendrils and rapidly expanding shoot tips induced by the above average spring rainfall.

Figure 9. Grower adoption in commercial vineyard blocks, above left, in South-central Illinois (Centralia) and, above right, in Southern Illilnois (Makanda) of delayed aisle mowing and dripline herbicide burndown June 15, 2013.

Figure 10. Intervention tactics (glufosinate spray to dripline and aisle mowing of fescue sod) to stop vineyard floor cover crop competition with grapevines when soil moisture becomes limiting advocated at May and June workshops in Illinois by the project PI.

2011 Illinois Specialty Crop Grant Program

SC-11-49

"Consumer Education at the Land of Goshen Community Market"

PROJECT SUMMARY

The Land of Goshen Community Market implemented a "Market Sprouts" program in 2011 to directly expose children, and through them, adults, to fresh, ripe locally grown specialty crops. The program increased consumers' knowledge about incorporating these fresh foods into their diet, as well as the teaching them benefits of buying from local growers, especially those participating in the Land of Goshen Community Market.

The general public lacks knowledge on incorporating specialty crops sold at farmers' market into their diet. They are unaware of the improved flavor and freshness resulting from buying direct from the grower, as well as the health benefits of specialty crops.

PROJECT APPROACH

Two Market Sprouts Coordinators were hired to plan the program and to manage it on a weekly basis. The program initially was planned for thirteen Saturdays (June 4th through August 27th) during the 2011 season. Because of consumer demand, it was extended to include the four Saturdays in September. The success of the first year encouraged a return of the program again in 2012 for a total of 18 weeks (June 2 through September 29).

- Two Coordinators were hired to directly interact with the participants in the Market Sprouts program. They also had responsibility for all planning, coordination with the vendors, and maintenance of all appropriate records.
- During 2012, two Market Sprouts Assistants were hired to help during the active program weeks.
- A preliminary program outline was developed, with weekly specialty crops identified, dependent on growing conditions.
- A way of assessing customer knowledge on a weekly basis was determined for use in 2011. This was modified for use in 2012.
- The market vendors were surveyed to determine sales levels prior to the start of the Sprouts program.

- Initial supplies were purchased, with additional supplies purchased as needed. Most specialty crop products were donated by the grower/vendor.
- The large 13'x13' octagonal orange HUB tent was purchased to serve as a base of operation in the grass field. This served as a great program identifier.
- On a weekly basis from June through September, at least one in-season specialty crop was presented to the children to taste, touch, and/or smell. Recipes and storage guidelines were provided, as well as the names of vendors within the Market selling that specialty crop.
- Samples were prepared by a vendor with an inspected kitchen the day before the Market. (Parents were encouraged to taste along with their children.)
- In 2011, level of knowledge was formally assessed at the conclusion of each child's visit to the Sprouts tent, and weekly results were compiled. Each child was asked the following three questions: "Did you touch it? Did you smell it? Did you taste it?" Answers were recorded on a flipchart. The children were also asked follow-up questions regarding the specialty crop to ensure that they were gaining insight into each specialty crop.
- In 2012, the children still touched, smelled, and tasted the specialty crop, but the survey process was modified in order to increase knowledge and consumer purchases. Each child received a small notebook. On each Saturday a sticker with an educational/informational "Ask the Farmer" question of the day was placed in it. The child and parent then went to find the vendor (the Farmer) and determine the answer. The child gained knowledge about the specialty crop through learning the answer and increased awareness by seeing the specialty crop and hearing the farmer and staff discuss it. In many cases, the parents bought the specialty crop, thus increasing consumer purchases. The child then returned to the Sprouts tent and discussed what they had learned with the Coordinators and/or Assistants.
- Attendance was tracked for children individually.
- Print advertisements included promotion of the Market Sprouts program.
- The market vendors were surveyed to determine sales levels after the completion of the Sprouts program.
- Final survey results were compiled.

The project staff strictly featured specialty crops for all 35 weeks of both seasons of the program. Any materials purchased for the program were analyzed in advance as to whether or not they would enhance the program's goals. A few materials used that did not pertain directly to specialty crops (for example, paint and clay necklaces for an activity to increase attendance) were donated by various vendors and not purchased with grant funds. Personnel paid using grant funds worked only on this project.

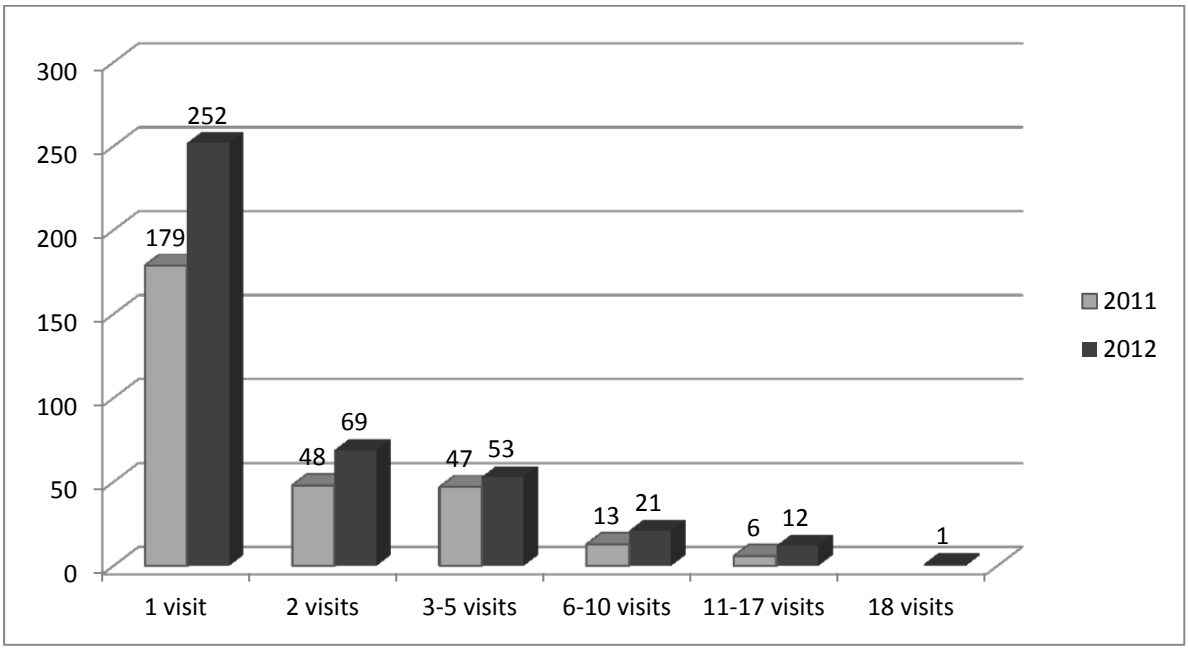
GOALS AND OUTCOMES ACHIEVED

2011 Season

A total of 293 different children participated in the program during the 17 program weeks, for 634 child visits, with an average of 37 visits per week. Parents participated in the taste testing as well. Feedback from parents about the program was positive. Vendors received direct contact from program participants inquiring about their specialty crops. Seventeen specialty crops, provided by market vendors, were sampled over the program period.

2012 Season

A total of 408 different children participated in the program during the 18 program weeks, for 896 child visits. This average of 50 children per week is a 33.5% increase over the previous year's level. There was one extra program Saturday in 2012, but that does not account for the 115 additional children reached this year, or the 262 additional visits. While 248 children visited only once, that number is almost equal to the total number of children visiting in 2011. A two year high was reached on the final day of the program, with 74 children attending. One child attended all 18 Saturdays of the program this year.



Frequency of child visits to the Market Sprouts program in 2012.

The first program goal was to increase child and adult awareness of specialty crops products available at the Goshen Market. In 2011, all children were surveyed at the end of each visit to Market Sprouts (293 children, 634 child visits) to see if they had touched, smelled, and tasted the specialty crop. Since all children were willing to touch and smell the crop, it was determined that the knowledge increase was valued at least at 66%. In addition, the majority of children tasted the crop, driving the knowledge increase of specialty crops of those children on that day to

100%. Thus, the weekly surveys of the participants in the 2011 Goshen Sprouts program determined that their knowledge increase consistently surpassed the 60% (TARGET).

The program was modified for 2012. Each child kept a small notebook at the Market, and received a question to go ask the farmer supplying the specialty crop that week. This increased the children's interaction with the farmers, increased the child's knowledge by getting the question answered, and often resulted in purchase of the specialty crop. Each child took their notebook home at the conclusion of the program.

The second program goal was to increase consumer purchases of specialty crops products available at the Goshen Market. The 2011 specialty crops vendors participating in the Goshen Market on a full season basis were surveyed at the beginning of the Market Sprouts program so that it could be determined if sales had increased by 10% from that level at the completion of the program. Comparisons were also to be made to 2010 sales levels for those vendors participating both years to determine if sales increased by 20% compared to the prior year. Unfortunately, the weather was not cooperative for either of the last two Market seasons. In 2011, it rained in some fashion on 13 of the first 14 Saturdays of the season, followed by weeks of extreme heat. In 2012, the drought conditions negatively affected the number of participating vendors, the amount and type of produce available, and the number of customers. With so many variables affected the vendors' sales during each Sprouts program season, the data is not useful.

Specialty crops vendors were pleased with the "Ask the Farmer" question of the day. Each Sprout visited the farmer who provided that Saturday's specialty crop and asked him/her a predetermined question. This gave more exposure to the farmers and allowed them more of an opportunity to sell that particular specialty crop. Vendors were much more receptive to the idea during the second season, and began approaching the Coordinators to provide future specialty crops.

BENEFICIARIES

Both the public and the specialty crop industry benefited from this project. Children and adults participating in the Market Sprouts program received education on the benefits of adding specialty crops to their diet. While it is difficult to do, requiring a dedicated person, two counts of the customers in attendance at the Market have been made. The results were 1240 customers (September 12, 2009) and 1588 customers (June 26, 2010) between the opening and closing bells. The Sprouts program can be estimated at reaching about 10% of the customers (parents and children) attending the Market.

The following comments were collected from participants during the October 2012 follow-up period of the program:

- *This is always great, thank you for doing it.*
- *Great addition to the market! Kids love it! Missy M.*
- *This is a great program for kids! Keep up the great work! Jodi C.*
- *Face painting, I liked painting necklace and eating food and stickers. Annica M.*
- *As a registered dietitian, I am so glad to see such a great, fun and informative introduction to fruits and veggies as Market Sprouts has provided. Cindy H.*
- *Love the mkt! Thank you so much! Kay J.*
- *Fun for children, great activity*
- *My daughter is 10 – she loves Market Sprouts! We have been coming to the Goshen Market since it opened. We love the Market and the Sprouts. We have enjoyed trying the crops and have tried many of the recipes. I think the Market Sprouts should become a permanent fixture!! We love the Sprouts! Paula M.*
- *Great program. Zoe loves it. The tasting part is great. She eats the new foods at home too after trying them.*
- *Thanks for a great season! Market Sprouts and desire for local produce. Would love to see t-shirts for sale! (v-necks) Stacy M.*
- *We love the Market Sprouts for our daughter Laura. Myriam L.*
- *Cute program – kids like it. Produce and eggs. Jamie G.*
- *My kids love Market Sprouts. They look forward to coming each week and trying something new.*
- *They are doing wonderful work. I saw the notebooks and that the kids talk to the farmer. I come to the market for the wide variety of produce and products. (Honey is local and great for my allergies.) Laura G.*
- *Excellent program. Needs expansion to teach gardening to kids and parents. Caroline G.*
- *We love Market Sprouts! We love when the kids get to plant their own seeds and grow things. Our daughter loves the stickers. ☺ Cassandra M.*
- *Ben had a good time – we grew our little sprout.*
- *We loved it!*
- *She liked it – she always wanted to come to the orange tent.*

This is a successful program that is growing in popularity with the customers and their children.

	Children	Visits
2011	293	634
2012	408	896

It is estimated that the number of specialty crop growers participating in the Market on average is about 50. Specialty crops represented include, but are not limited to: Fruits and Tree Nuts (apples, blackberries, blueberries, peaches, pears, plums, raspberries, strawberries, walnuts), Vegetables (beans, beets, broccoli, cabbage, cumbers, kohlrabi, melons, onions, potatoes, pumpkins, rhubarb, spinach, squash, sweet corn, Swiss chard, watermelon), Culinary Herbs and Spices (basil, chamomile, cilantro, fennel, lavender, mint, thyme).

LESSONS LEARNED

Advertising has been a challenge. The planned 2011 campaign was delayed because of the excessively wet spring followed by an exceptionally hot summer. It did not make sense to heavily promote a market that would not provide a satisfactory experience to a first time customer, especially as vendor attendance dropped due to the weather. The Market Sprouts program was extended into September because of positive attendee feedback, and the advertising focused on the last two months. With the delay of the advertising campaign, all allocated funds were not expended in 2011. It was decided to continue the program into 2012, using those advertising funds, and add additional monies from Market funds to pay the other expenses.

Also because the negative weather conditions, it has been difficult to determine if consumer purchases of specialty crops at vendor stalls increased by the desired 10% from the level before the program started. It is believed that more customers purchased the featured specialty crop, but that overall sales were depressed due to lower customer attendance in general caused by the rain and hot weather. This was true in 2012 as well, but due to serious drought conditions. A different measure of quantifying the success of this popular program should be determined.

CONTACT PERSON

Sherry Chase
618-887-9228
sherry@millsapplefarm.com

Olde Schaumburg Centre Farmers Market – SC 11-50

Project Summary

Due to significant general revenue declines for the past 4 years, Schaumburg was in need of funding to supplement the village's advertising campaign for the Olde Schaumburg Centre Farmers Market. Schaumburg has fully funded a robust advertising campaign and lively entertainment to draw additional patrons to the market for many years.

The advertising allocation for the farmers market remained significantly reduced at $4,000 in the village's 2011/2012 fiscal year budget. This created a dire need for outside funding to maintain the market advertising campaign at its current level.

The result of receiving funding from the IL Dept. of Agriculture Advertising Grant was a full advertising campaign and the ability to maintain the entertainment which draws additional patrons to the market.

The Illinois Farmers Market Advertising Grant provided funding for Schaumburg's advertising campaign when it was sorely needed. Without the grant funding, there would have been a very minimal advertising campaign consisting of 1 ad every 2 weeks. Additionally, the village would not have been able to continue the strong entertainment component of the market which draws a significant number of additional patrons.

This project was not previously funded with SCBGP OR SCBGP-FB funds.

Project Approach

Schaumburg staff created graphics and layout for the newspaper advertising campaign. This consisted of 4 ad types which are attached at the end of this report. The “Illinois...Where Fresh Is” logo was included on all advertising and was also included on the Village of Schaumburg webpage for the market.

One unusual and unexpected development was the success of using social media to promote the market. Several patrons stopped by Schaumburg’s booth to let staff know that they had received a message through Facebook or Twitter reminding them of the event that day. The newsprint advertising campaign was extended to include the additional weeks at the end of October which increased attendance. Schaumburg also promoted the extended market season using Schaumburg’s website, marquee signage at municipal buildings, and through press releases.

An article announcing the farmers market was included in the summer 2011 issue (published in mid May) of the Cracker Barrel that is sent out to 40,000 addresses in Schaumburg.

A student intern staffed the market for 10 weeks of the market season. During that time, the intern spoke with market attendees to determine if the advertising campaign made an impact on the number of attendees at the market.

The village provided $5,930.00 in matching funds and in-kind contributions to promote ineligible commodities.

There were no project partners in the project.

Goals and Outcomes Achieved

Schaumburg staff created a full color informative print ad program to draw patrons to the market. Additionally, staff provided information on the village’s website, on the local cable channel, Schaumburg’s weekly electronic newsletter, weekly notifications using Facebook and Twitter, and in the quarterly newsletter provided by the village.

The village was able to staff the market with a student intern for 10 weeks of the market season. The intern was responsible for making sure the vendors were in their assigned booth spaces, answering questions about village programs and services, managing the entertainment, talking to patrons and vendors about the advertising campaign, and to ensure the safety and welfare of the patrons and vendors at the market.

At the end of the regular season, staff from the village asked the vendors about sales figures for 2011. Many of the vendors said that their sales dollars were similar to last year, but were reluctant to give exact dollar amounts. Staff considers this to be a positive comment as the economy was suffering and the growing season had been negatively affected by a very wet market season.

Schaumburg's goals were:

- Increase consumer awareness of specialty crops: achieved; vendors indicated an increase in patrons during weeks when ads appeared in the paper.
- Increase the number of market customers: difficult to verify because accurate counts were not conducted regularly.
- Increase vendor sales: vendors indicated that sales were similar to 2010 but that they had many new customers. It should be noted the region experienced an increase in the number and intensity of storm events. The market had to be closed on one occasion due to weather.

Schaumburg's "Expected Outcomes" were set up to create a baseline for measurement of change in future years. Unfortunately the village could not provide staffing to complete the measurements.

- Number of vendors: there were 31 full season vendors
- Number of market patrons: this number varied week by week and was impacted by weather, entertainment, and holidays. Approximately 800 patrons attended daily on average.
- Number of vendors that saw advertising: approximately 40% of the vendors mentioned that they had seen the ad campaign.
- Number of patrons that attended because they saw the advertising: this is difficult to say because staff was busy answering residents questions about picking up debris from storm damage and roadway construction projects in various neighborhoods. Additionally, vendors indicated that they didn't have time to ask patrons about the advertising because they were too busy with customers. A new development was that several people stopped by the village's booth to indicate they had been reminded about the market via Facebook or Twitter.
- Percentage increase in vendor sales: vendors reported stable sales.
- Percentage increase in number of full season vendors: No space for additional vendors.

Beneficiaries

Most importantly, the residents of Schaumburg and surrounding communities benefited from the advertising by increasing their awareness of locally grown specialty crops. The theme of locally grown produce is gaining a lot of momentum in the area. This is a hugely popular community

event that has been in place since 1980. With revenues continuing to decline, the promotion of this event is crucial.

Varied product selection is very important to the success of our market; new products for 2011 included Michigan Cherry Products and locally made cheeses. The specialty crop stakeholders included vendors selling fresh fruits and vegetables, jams, fresh cut flowers, pickles, olives, cheese, herb blends, honey, locally made salsa, and locally produced meats. 17 of the 31 vendors sold products that are specialty crops or use specialty crops as a major ingredient such as the home made salsa. Throughout the year, comments are made about the great selection of products and the high quality of the products.

Lessoned Learned

As in the past, vendors seemed to notice the "Post-It Note" that was part of the ad campaign most likely because it was located on the front page of the newspaper. Although it appeared only once, many of the vendors commented on it and said that many patrons saw it as well.

In asking patrons about the newsprint advertising campaign, staff was surprised to find that promotion of the event through social media was also very effective. Twenty one vendors stayed on for the extended the season again this year.

Once again, full season staffing of the market would be very helpful, but it is dependent upon funding. Because village staff is inundated with questions related to village services it is difficult to find time to speak with patrons about the advertising or to count the number of attendees. Additionally, the vendors are busy selling their products and are not appreciative of staff asking

them questions about the advertising during market hours. After the market closes they are busy packing up their vehicles so they can get to the next market. One way to measure performance would be to submit a questionnaire to the vendors at the end of the season with questions related to their sales figures for the entire market season with comparisons to other seasons. Staff could also schedule cooking demonstrations using seasonal specialty crops to promote locally grown specialty crops.

Contact Information

Martha Dooley
Landscape and Sustainability Planner
Village of Schaumburg
847-923-3855
mdooley@ci.schaumburg.il.us

SC-11-51

Chicago Defender Charities, Inc.

GRANT FINAL REPORT

Project Title- The Neighborhood Heritage Garden Project

Project Summary

- The Englewood Community has experienced a significant decline in resources related to unemployment that has significantly impacted access to healthy food and a commitment to civic learning and responsibility since the early 1980's. The gap created when the major food chains left the area producing food desserts, loss of jobs and increases in health disparities. The objective of this project was to assist in the increase of consumption of specialty food crops throughout the Englewood and neighboring communities, and also to educate the youth in the Englewood community by utilizing the Neighborhood Heritage Garden to produce vegetables.

- Due to the gap created in concerns for the decline in resources when the major food chains left the area producing food desserts, loss of jobs and increases in health disparities, Chicago Defender Charities, Inc. felt the need to expand our efforts to train residents of underserved neighborhoods in appropriate emerging sector possibilities and opportunities.

Project Approach

The Chicago Defender Charities' Bud Billiken Green Team project strategically targeted the following three areas which were all achieved:

- **Economic Strategy**: Taught youth in the Englewood community to develop skills that will allow them to become knowledgeable and competitive in the agri- business industry. The Bud Billiken Green Team developed a unique set of skills, and talents, while staked in their own neighborhoods via the Heritage Garden which reflected the diet of their heritage, such as okra, onions, greens and tomatoes.

- **Health Nutrition and Fitness Strategy**: The Chicago Defender Charities' Bud Billiken Green Team informed residents on the importance of nutrition and healthy eating habits through meal planning that was inclusive of vegetables in their daily diet, physical activity, and disseminated information regarding the befits of embracing the green concepts of reduce, reuse and recycle, and eating locally grown produce.

- **The Culture, Civic, and Citizenship Strategy**: Published the Green News Report to inform residents about the importance of embracing the green concepts and benefits of eating locally grown specialty crops and other produce, while demonstrating the methods of conservation and recycling. The Green News Report was distributed throughout the Englewood Community and was published quarterly. Identified Bud Billiken Green Team members, were given assignments related to the Green News Report guidance and deadlines for identified project milestones. The Green News Report media was free to the Englewood residents but related businesses and others were able to place ads or buy bulk copies. Also, the production of the DVD educated and entertained local residents, while promoting the benefits of embracing "green."

- The Chicago Defender Charities, Inc. is currently under the leadership of Colonel Eugene F. Scott USA Ret. former publisher of the Chicago Daily Defender Newspaper. He is a catalyst in uplifting people and communities in Chicago's South and Westside. Colonel Scott managed the editorial content and production of the Green News Report. Former Chicago Defender Newspaper Assistant City Editor, Beverly Reed-Scott was the Green program manager for the Neighborhood Heritage Garden Project, and also served as Managing Editor.

Goals and Outcomes Achieved

- The Bud Billiken Green Team met 3-5 days a week for seminars, workshops, field trips and job readiness tasks. Classes were held at our office (housed in Northeastern Illinois University, Center for Inner City Studies), and featured lectures and films related to healthy eating. The Bud Billiken Green Team members completed eight-sessions that introduced them to conservation and recycling. Also performed 20 hours of community service in the Englewood community. The participants produced a video promoting the Neighborhood Garden Project, which is currently being shown on the internet through YoutTube. The project started on June 1, 2010 and continued until October 15, 2010.

- Through this effort we were able to guide four of the Bud Billiken Green Team members towards sustainable training careers. We found that there were no programs in the targeted area that specifically addresses urban agri-business, sustainable lifestyles and available resources. Access to health and nutrition information, available resources and affordable produce was also limited. In conclusion, our presence in the area led to the stocking of produce in the two stores that serviced area.

- As SCBGP 2011 recipients, we engaged community residents directly, involved the residents in our block club party, and through dissemination of information at the Bud Billiken Parade and Picnic.

- While increasing the knowledge of the local Englewood community concerning the importance and need of specialty crops' association with healthy living, The Bud Billken

Green Team was able to greatly influence the local grocery store to decrease the sales of chips with processed cheese and meat, while installing a cooler in order to provide specialty crops to the local residents. As a result, The Bud Billiken Green Team educated communities through the Green News Report, involved in their projects to focus on policy and community change that will influenced individual outcomes.

Beneficiaries

- According to Census 2000 data, of the 47,514 residents in the 60621 zip code demographic 30,600 are ages 18-65 with a median household income of 19,718. Much has changed for the Englewood community since this census was executed ten-years ago. The current demographics are sure to reveal the further devastating impact on the current economic crisis, which has wreak on this once proud and prosperous community. With knowing this vital piece of information, the Chicago Defender Charities, Inc. Bud Billiken Green Team Neighborhood Heritage Garden Project, assisted in the restoring, rebuilding, and renewing of the Englewood community through strategic sufficient planning as stated directly above under the Project Approach.

- The project staff continued to increase the knowledge and understanding of Specialty Crops Association with healthy living, with the implementation of workshops, and the Green News Report. This increase in knowledge, as a result of the Green News Report, was assessed through a self- administered survey that will be distributed to the readers' to comprehension and participation.

Lessons Learned

- In this project, Bud Billiken Green Team members learned some of the many ways in adopting new "green" technologies, behaviors, and policies to reduce environmental impact, increase energy competency, and encourage a more sustainable economy.

Contact Person

Beverley Reed-Scott
773-536-3710
chicagodefendercharities@yahoo.com

SC-11-54
Illinois Specialty Crops, Agritourism, and Organic Conference
Block Grant Final Report

Project Title: Illinois Specialty Crops, Agritourism, and Organic Conference – January 2013

Project Summary

Provide a background for the initial purpose of the project, which includes the specific issue, problem, or need that was addressed by this project.

The Illinois Specialty Crops, Agritourism, and Organic Conference provides educational sessions at their January conference which have an impact on the entire specialty crop industry - from growing fruits, vegetables, and herbs both conventionally and organically and providing value-added opportunities by incorporating agritourism activities into the producer's operation. Not only do producers have the opportunity to learn production and marketing techniques but they have an opportunity to learn how to sell an "experience" at their farm market by incorporating agritourism activities.

The program also addresses various aspects related to entering and competing in the wholesale market arena. Issues to be investigated include invoicing, pricing, marketing, packaging, supply, labeling, delivery, insurance, quality assurance, certification and audits. This portion of the educational agenda has a good fit as wholesale markets search to satisfy demand for local produce and producers search for additional marketing opportunities.

A trade show featuring cutting-edge technology gives producers an opportunity to view equipment, crop protection products, new fertilizers, new seed varieties, packaging supplies, new marketing opportunities through MarketMaker, greenhouse infrastructure products, food products available for resale in a roadside market (i.e. bakery items, jams and jellies, etc.), crop insurance products available to producers which enable them to manage risk, and exhibits geared to producing produce organically and how to comply with the National Organic Standards.

This conference benefits the specialty crop industry by incorporating both conventional and organic production practices and provides opportunities for producers to market their production through retail and/or wholesale outlets. It also provides information to roadside marketers on how to incorporate agritourism activities which will provide a value-added opportunity to their operation.

Establish the motivation for this project by presenting the importance and timeliness of the project.

Because of the huge interest in local food, organic and value-added, this conference was the ideal opportunity for producers to start the learning process in these areas or become further educated if already in the business. We had a lot of interest from new and beginning farmers and saw a lot of new and younger faces than in previous years. This goes to show the popularity of the local food movement and the interest generated in farming as a result.

If the project built on a previously funded project with the SCBGP or SCBGP-FB describe how this project complimented and enhanced previously completed work.

This is a different and stand-alone conference each year, but we do build on previous workshops and subject matter as we plan each year for the next conference.

Project Approach

Briefly summarize activities performed and tasks performed during the grant period. Whenever possible, describe the work accomplished in both quantitative and qualitative terms. Include the significant results, accomplishments, conclusions and recommendations. Include favorable or unusual developments.

Conference planning begins in early June with a team of around ten individuals with the goal of having all programming in place by September 1 so that our graphic artist has ample time to prepare the pre-conference brochure. We send out the Exhibitor Prospectus in late August soliciting trade show vendors and then follow up in November with past exhibitors that have not yet committed for the coming year. After the pre-conference brochure is prepared, we put together a press release that is sent to various outlets (see i. Conference Promotion below). The pre-conference brochure is mailed mid-November, and speaker confirmation letters are also sent in mid-November. Exhibitor confirmation packets are mailed in early December. Conference registrations begin to arrive from early December up until the time of the conference in early January. In mid-December, the graphic artist prepares the conference signage and the on-site brochure (which is different from the pre-conference brochure). We then begin assembling attendee packets which include the on-site program, speaker listing, exhibitor listing, evaluation, membership brochure, and dues form. In early January, registration is cut off and name badges are prepared. A team of five staff work the registration desk throughout the three-day event and two AV technicians assist the speakers in the seven breakout sessions with loading their PowerPoint presentations and trouble-shooting difficulties that may arise electronically.

All aspects of conference preparation went extremely well. Our biggest challenge continues to be attendees who wish to register after the deadline in order to avoid the higher on-site registration fee. We moved our registration deadline up earlier from the year before, but we still have last minute registrations mailed or faxed that we either must process or defer to on site. For the second consecutive year, we provided lunch to all attendees on Thursday and Friday as part of their registration fee. This continues to be popular with the attendees so that they don't have to bother with paying cash in the lunch line and just present a ticket instead. We slightly raised the registration fees to offset some of these expenses. This will continue to be incorporated into our program going forward.

The conference does charge a fee to attend the one-day workshop and/or the two-day conference. Grant funds are used to pay for expenses associated with specialty crop speakers and topics. Registration and exhibitor income is used to pay for expenses for specialty crop speakers above the grant amount and also covers non-specialty crop topics and speaker expenses. Registration and exhibitor income also covers food-related expense, supplies, etc. After taking into account our registration/exhibitor income and grant income, any revenue generated above and beyond expenses (if any) goes toward future conferences. All income stays within our conference budget.

The nearly 100 speakers that we recruit to put on this three-day event are identified by the Program Area Coordinators primarily from the University of Illinois and identified in the next section by name. These coordinators are familiar with university personnel around the state and from other states as well as individuals from state agencies. They are also familiar with the farmers that we use for the various farmer roundtable panels.

The block grant covers all the speaker expenses with one exception. The organic sector provides two breakout sessions at the two-day conference. These two breakouts deal with specialty crop production with the exception of a two-hour time slot on organic livestock production. The IOGA (Illinois Organic Growers Association) pays for the organic livestock speaker expenses, not program funds.

The topics covered during this conference covered all aspects of the fruit, vegetable, herb, and agritourism industries, including conventional and organic farming methods. All topics were very well received and received very high ratings on our questionnaire.

Present the significant contributions and role of project partners in the project.

Diane Handley, Manager, Illinois Specialty Growers Association, serves as project leader for the Illinois Specialty Crops, Agritourism, and Organic Conference. Project partners include Illinois Department of Agriculture and University of Illinois. A project team consisting of representatives from academia assists with the development of the agenda for the conference. The team includes staff from University of Illinois and the Illinois Specialty Growers Association.

University of Illinois: Rick Weinzierl, Mosbah Kushad, Mohammad Babadoost, Chuck Voigt, John Pike, Jeff Kindhart, Deborah Cavanaugh-Grant, and Elizabeth Wahle.

Goals and Outcomes Achieved

Supply the activities that were completed in order to achieve the performance goals and measurable outcomes for the project.

Conference Promotion: Press releases were sent to *FarmWeek*, *Fruit Grower News, Vegetable Grower News, American Fruit Growers, American Vegetable Growers,* the *Packer*, the *Grower*, *Country Folks Grower, Illinois Times, Farm World,* county Farm Bureau managers, Extension service, and all Illinois newspapers with an ag section. Radio interviews were conducted with RFD Illinois three times. A pre-conference brochure was sent to all past participants.

Trade Show Promotion: Sent exhibitor prospectus to past and potential exhibitors, contacted past exhibitors who did not respond to the the initial prospectus, and sent exhibitors listing of conference attendees 30 days after conference ended.

Conference Planning: Team leaders met to discuss potential educational session topics. They then met with affiliated association committees to brainstorm topics of interest and were encouraged to confirm speakers and their topics by September 1, 2012. At that time, team leaders were requested to send to the conference coordinator the titles of sessions, presenter's name, and contact information in preparation for the pre-conference flyer mailing and the speaker confirmation packets.

Membership promotion: ISGA membership was solicited throughout the conference registration process.

Crop Insurance Session: Invited Doug Bailey, USDA Illinois Farm Agency, to deliver a crop insurance presentation at conference on AGR-Lite, NAP, and SURE.

Market Maker: Producers met with Market Maker staff in order to register their farming operation and list their products available, method of sale, and farm location.

Evaluation Form: Developed a survey to be distributed with conference registration material. Summarized evaluation forms to determine perceived quality of topics, speakers and facilities. 2013 conference planning will take into consideration suggestions gleaned from the 2012 evaluation results.

Food Safety: Instead of offering a pre-conference workshop devoted to GAP certification/food safety, we incorporated several sessions throughout the conference program to address this very timely topic. For example, a food safety session was offered in the Basics of Orchard Establishment pre-conference workshop, and several more sessions were offered in the Postharvest session geared toward fruit and vegetable producers in a combined afternoon session on Friday. Close to 200 individuals attended these various sessions.

If outcome measures were long term, summarize the progress that has been made towards achievement.

It would be difficult to state long-term success when the cycle of farming is cyclical, but we are highly optimistic that every single attendee received information that will contribute to their long-term success as a producer in the specialty crop industry. If survey results are factored in, the conference scored in the "Excellent" range consistently, so it seems messages were received.

Provide a comparison of actual accomplishments with the goals established for the reporting period.

Increase conference attendance by 10% over 2012 attendance: The number of participants who attended the conference increased by 5% over the 2011 attendance figures. In this day and age of decline in conference attendance, we are very happy with an increase in our numbers. **Attendance grew from 631 to 665, a 5% increase from the 2011 conference.**

Increase from 36 to 50 the number of specialty crop producers who are interested in meeting with market channel buyers representing grocery store chains, foodservice distributors, schools, universities and restaurants in order to expand or diversify their farming operation. Because this goal was set two years prior to when this grant was written and our agenda changed, we ended up not including an actual Meet the Buyer (MTB) event at the conference. Instead, we promoted future MTB events that will be held in February-March 2013 at locations throughout the state and will not be funded by grant money. We did, however, offer three sessions on Meet the Buyer informational topics during one of the educational tracks.

Increase ISGA membership by 10% by promoting membership at the registration desk during the conference: We signed 43 new members to the Illinois Specialty Growers Association as a result of hosting the conference and promoting membership. This was close to 25% new members.

Increase crop insurance participation by 10% by promotion of this crop insurance tool at the conference: This outcome is difficult to measure until after the deadline of the next crop insurance sign-up. Approximately 30 producers attended the crop insurance session, which is a reasonable number considering there are 7 concurrent tracks, each attracting between 25-50 participants per track.

Increase the participation of those who register or update their records with MarketMaker by 10%. measured by an increase in market registrations. Producers were encouraged to register their farming operation by listing their products available, method of sale, and farm location. Approximately 24 producers registered their farm markets compared to last years number of 16 producers.

Increase trade show attendance by 10% from the current 50, measured by an increase of exhibitors measured through our attendance comparison report. This year we sold 60 trade show booths, and were very pleased with the mix of exhibitors which was varied and covered all aspects of the specialty crop industry.

Clearly convey completion of achieving outcomes by illustrating baseline data that has been gathered to date and showing the progress toward achieving set targets.

Addressed in iii above.

Beneficiaries

Provide a description of the groups and other operations that benefited from the completion of this project's accomplishments.

This conference benefited the specialty crop industry (fruit, vegetable, and herb producers) by providing sessions for both conventional and organic production practices and providing opportunities for producers to market their product through retail and/or wholesale outlets. It also provided information to roadside marketers on how to incorporate agritourism activities which will

provide a value-added opportunity to their operation. Vendors also benefited from the opportunity to meet with current customers and showcase their products to new customers.

Clearly state the quantitative data that concerns the beneficiaries affected by the project's accomplishments and/or the potential economic impact of the project.

Hard figures for any long-term financial improvement or business growth would be impossible to obtain from the over 600 attendees. The education and benefits they received by attending this conference would hopefully be utilized for years to come.

Lessons Learned

Offer insights into the lessons learned by the project staff as a result of completing this project. This section is meant to illustrate the positive and negative results and conclusions for the project.

We learned that local food, farmers' markets, organics and niche marketing continue to be extremely popular subject matter, and we were on target in our conference offerings on these areas. We also learned that we need to continue to try new things. This year we offered a Social Media session whereby attendees could bring their laptops and learn the basics of effective web design, usability, and content, to promote a positive farm image and business. This was limited to the first 20 registrants and was included in their registration fee. We had a full class. We continue to be disappointed in the number of participants who do not take advantage of using this conference to obtain CEU credits. When we first started offering credits a couple of years ago, we thought there were would be more interest, but it is not something that seems to be of importance.

Provide unexpected outcomes or results that were an effect of implementing this project.

We offer four pre-conference workshops on the Wednesday before our Thursday-Friday conference. Of the four workshops, the one that surprised us most by extremely high attendance was "Basics of Orchard Establishment." We thought a "Basics" class might draw a few new folks but not nearly the number that we did attract. It was our highest attended workshop. The large number of trade show exhibitors for the second year in a row was a pleasant surprise and made for a very busy and bustling trade show which was enjoyed by the exhibitors and attendees equally.

If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving.

I feel that we satisfactorily met all our goals and measurable outcomes and, in some cases, the success of the conference is above and beyond what we anticipated.

Contact Person

Diane Handley, Manager of Illinois Specialty Growers Association and Conference Coordinator of the Illinois Specialty Crops, Agritourism, and Organic Conference

Name the Contact Person for the Project, Telephone Number and Email Address

Diane Handley, Manager
Illinois Specialty Growers Association
309-557-3662
dhandley@ilfb.org

Illinois Specialty Crops, Agritourism and Organic Conference

January 11-13, 2012

Crowne Plaza Hotel & Convention Center • 3000 S. Dirksen Parkway, Springfield IL

Welcome

Welcome to the 2012 Illinois Specialty Crops, Agritourism, and Organic Conference. We appreciate your participation in our annual event and hope that you find the educational program, trade show exhibits, and networking beneficial to your business and future success in the specialty crop industry.

- CEU Credits are available - inquire at registration desk

This program can be viewed on a smart phone

Go to: www.ilfb.org/meeting/
This can be viewed on most smartphones including iPhone, Android, and any phone using Webkit Browser. You must have a data plan with your service provider.

Thank You

The Illinois Specialty Crops, Agritourism and Organic Conference gratefully acknowledges its sponsors:

Gold Sponsors ($1000) – Farm Credit; Illinois Farm Bureau; and GROWMARK

Silver Sponsors ($750) – USDA Farm Service Agency

Bronze Sponsor ($500) – Office of Lt. Governor Sheila Simon, Chair of Governor's Rural Affairs Council

Associate Sponsors ($250) – Nourse Farms, Inc; Rockford Package Supply; Nestle USA, Inc.; and Great Rivers Country Regional Tourism Development Office

A special thanks to the following individuals that helped make this conference a success:

Thanks to Rick Weinzierl for coordinating the educational agenda.

Thanks to program area coordinators for their assistance with the educational agenda: Jeff Kindhart, Mosbah Kushad, John Pike, Chuck Voigt, Elizabeth Wahle, Deborah Cavanaugh-Grant, and Pat Stieren.

Thanks to Elizabeth Wahle for coordinating the annual cider contest.

Thanks to Wayne Timm and Mark Williams for coordinating and overseeing all the AV equipment in the educational sessions.

Thanks to DeLayne Reeves (IDOA) for her assistance in securing our conference grant through the USDA, AMS Specialty Crop Block Grant Program – Farm Bill.

Thanks to Gary Schnitkey (U of I) for his assistance in securing our workshop grant through the Risk Management Agency.

Thanks to our trade show exhibitors for their continued support of the conference.

www.specialtygrowers.org

Contact Information: Illinois Specialty Growers Association
1701 Towanda Avenue • Bloomington, IL 61701 • 309.557.2107, dhandley@ilfb.org

University of Illinois Extension · Illinois Department of Agriculture · RMA United States Department of Agriculture Risk Management Agency · USDA · Illinois Farm Bureau

Pre-Conference Workshops

Wednesday, January 11, 2012

Scaling Up Local Food Systems—Plaza E

10:00 **Welcome. Setting the Stage for Scaling Up.**
John Pike, University of Illinois

10:15 **Farmers' Perspective on Scaling Up Production.**
Adam DeGroot, DeGroot's Vegetable Farm, St. Anne, IL; Mike Roegge, Mill Creek Farm, Quincy, IL; Jerry Thurston, Spring Valley Farm and Vineyard, Pulaski, IL

11:15 **Building Up Supply and Reaching New Markets: Aggregation Success Stories.**
Kris and Marty Travis, Fairbury, IL, and Carol Coren, Cornerstone Ventures, Southampton, PA

Noon **Lunch**

1:00 **Overview of Local Food Processing.**
Lindsay Record, Illinois Stewardship Alliance

1:15 **Opportunities and Challenges for Local and Regional Processing Plants.**
Kevin Keener and Katherine Clayton, Purdue University

2:00 **Postharvest Handling and Wholesale Success.**
Jim Slama, FamilyFarmed.org

2:30 **Break**

3:00 **Market Ready: Understanding Opportunities in the Evolving Commercial Market.**
John Pike, University of Illinois

4:30 **Open Discussion. Adjourn to Meet the Buyers.**

Getting Started: Guidelines and Resources for New Growers—Plaza A

10:00 **Welcome.**
Mike Roegge, University of Illinois Extension

10:05 **Developing a Strategy for a Small Farm Enterprise – Goal Setting, Whole Farm Planning, and Basic Business Planning Concepts.**
Deborah Cavanaugh-Grant, University of Illinois

11:00 **Direct Marketing Opportunities.**
Steve Ayers, University of Illinois

11:30 **Understanding Commercial Marketing Options.**
John Pike, University of Illinois

Noon **Lunch**

1:00 **Pat's College Fund Farm: Lessons Learned for Success.** *(Follow Pat through her first year of farming as she discovers the intricacies of soil, plant, water and pest management as well as the complexity of raising produce for market.)* Ellen Phillips, James Theuri, and Matt Montgomery, University of Illinois

2:00 **Food Safety and Liability Issues: GAPs Introduction and Overview.**
Peter Chege, University of Illinois

2:30 **Recordkeeping, Trace-back, Recall, and Liability.**
James Theuri, University of Illinois

3:00 **Break**

3:30 **So You Want to Be a Farmer– Stories from the Field.**
Freddie Jones, Sunset Trail Ranch, Momence, IL; Annie and Zack Metzger, Samara Farm, Shelbyville, IL; Lori Murray, Murray's Orchard, Mozier, IL

4:30 **Closing Comments, Evaluations ... and Adjourn to Meet the Buyers.**

Meet the Buyers: 4:30 p.m.

The Meet the Buyer networking event is a great opportunity for those farmers who are interested in meeting Illinois buyers representing restaurant, grocery store, and wholesaler industries. The demand for fruits and vegetables continues to grow--take the initiative and share your farm story with buyers and make the connection!

Conference Trade Show: Wednesday 4:30 - 6:30 p.m.

IL Annual Status Report - 12-25-B-1066 March 2013 - Page 501

Expanding Farmers' Market Opportunities—Plaza B

10:00 **Welcome and Introductions.**
Pat Stieren, IL Farmers Market Network, Springfield

Connecting Farmers and Markets with Consumers and Businesses

10:15 **State Update on Training and Grants.**
Delayne Reeves, Illinois Dept. of Agriculture

10:45 **MarketMaker.**
Darlene Knipe, University of Illinois

11:15 **Outreach: Community Commitment.**
Lisa Bralts, Urbana Market at the Square

11:45 **Open Discussion, Questions & Answers.**

Noon **Lunch**

Creating new Partnerships and Funding Opportunities

1:00 **Introductions.**

1:05 **EBT/Link Update.**
Corey Chatman, 61st Street Farmers Market, and Sylvia Smith, Southern Illinois University, Carbondale

1:30 **Community Partnerships.**
Roxanne Jungé, Glenview Market Manager
Paul Levin and Megan Larmer, Logan Square Farmers Market
Keith Johnson, Woodstock Farmers Market

2:30 **Governor's Rural Affairs Council.**
Christina Rogers and Laura Hepp Kessel, Office of Lieutenant Governor Sheila Simon

3:00 **Break**

3:30 **Update on Farmers' Market-Related Legislation.**
Wes King, Illinois Stewardhip Alliance; Pat Stieren, Illinois Farmers Market Network

4:00 **Open Discussion. Adjourn to Meet the Buyers.**

Legal Issues for Specialty Crop Producers—Plaza D

Business Planning and Insurance

10:00 **Welcome and Introductions.**
Rick Weinzierl, University of Illinois

10:10 **Illinois Direct Farm Business Guide: A Review with Emphasis on Taxation.**
Megan Galey, University of Illinois

11:00 **Insurance Protection for Specialty Crop Producers, including AGR-Lite, NAP, and SURE.**
Roger Schnitzler, FARMCO Crop Insurance & Risk Management, Wisconsin Dells, WI, and Doug Bailey, USDA IL Farm Service Agency

Noon **Lunch**

Labor—Plaza C

1:00 **The H2A Program and the Migrant Seasonal Protection Act.**
Rosario Quesada, Migrant Seasonal Farm Workers & Foreign Labor Certification Programs

2:00 **Minimum Wage, Overtime, Child Labor, Recordkeeping, and OSHA Field Sanitation.**
Susan Herren, US Department of Labor, Wage and Hour Division

3:00 **Break**

3:30 **E-Verify and Options to the H2A Program.**
Rich Schell, Law Offices of Wagner and Schell, Des Plaines, IL

4:30 **Open Discussion. Adjourn to Meet the Buyers.**

Food Safety—Plsza D

1:00 **Understanding Microbial Contaminants, Their Occurrence on Produce, and their Potential to Cause Disease.**
Mosbah Kushad, University of Illinois

2:00 **Farm Safety Plans, GAPs Audits, Certifications, and Markets.**
Elizabeth Wahle, University of Illinois

3:00 **Break**

3:30 **The Produce Traceability Initiative: Bringing Traceability to Small and Medium-Sized Farms.**
Andrew Kennedy, FoodLogiQ, Durham, NC

4:10 **A Grower's Experience Using Bar-Code Labels for Traceability.**
Wayne Sirles, Rendleman's Orchard, Alto Pass, IL

4:30 **Open Discussion. Adjourn to Meet the Buyers.**

Conference Agenda

Thursday, January 12, 2012

Conference Trade Show: Thursday 8 a.m. - 5:30 p.m.

9:00: Opening Session—Sapphire Ballroom (2nd Floor)

Welcome. Diane Handley, Illinois Specialty Growers Association

2012 Program Overview ... for the Conference and University of Illinois Extension Update
Rick Weinzierl, University of Illinois

"Foods That Heal — How Eating Local Foods Can Lead to a Sustainable and Healthier Community."
Chef and Culinary Educator Michael McGreal, Joliet Junior College

Learn how buying locally-grown foods not only supports our local farmers but also supports our family's overall health. Join Chef Michael as he shows ways to incorporate locally-grown foods shown to reduce cancer rates and fight obesity into daily meal preparation. Use this exercise in healthy food preparation and healthful eating to improve the overall health of your family. Chef Michael has presented "Foods That Heal" cooking demonstrations for cancer survivors across the country. Find out how to take charge of your health, your life, and your future as you learn the principles of quick and healthy gourmet cooking. Supporting your local farmer is the best place to start!

Join Our Contests

Cider Contest — **Illinois Conference Room (3rd Floor)**

8:00 – 9:45 am	Registration
10:00 am	Judging
6:30 pm	Awards Presentation at Banquet

1st Annual Newsletter and Brochure Contest

Stop by the display in Plaza G to see samples of your fellow producers' newsletters and/or brochures. Judges will decide on a winner from each category and winners will be announced at the Thursday evening Banquet.

11:45-1:30 — **Lunch in the Trade Show (Plazas G, H, I)**

Agritourism—Plaza E

10:45-11:45	**Agritourism Marketing Tools & Trends: MarketMaker Updates.** Darlene Knipe, University of Illinois
1:30	**Farm to School: Developing Opportunities for Food Production and Education.** Julia Govis, National Farm to School Network
2:00	**Braeutigam Orchards: Illinois Agritourism Feature.** Tom and Pat Range, Belleville, IL
2:45	**Agritourism Roundtable.** John Pike, Moderator, University of Illinois

Fruits—Plaza A

10:45-11:45	**Apple and Peach Rootstock and Variety Review.** Mosbah Kushad, University of Illinois
1:30	**Review of the 2011 Season.** Audience Discussion, moderated by Mosbah Kushad, University of Illinois
2:00	**Managing Catfacing Insects and Internal Pests of Peaches.** Rick Weinzierl, University of Illinois
2:40	**Managing Alternate-Year Bearing in Apples.** Steve McArtney, North Carolina State University

Vegetables—Plaza B

10:45-11:45	**Drip Irrigation Delivery of Water-Soluble Insecticides: Increasing our Application Options.** Russell Groves, University of Wisconsin

Understanding the Pesticides Used in Vegetable Crops

1:30	**Using Novel Insecticides: Pest Spectrum and Delivery Options.** Russell Groves, University of Wisconsin
2:10	**Understanding and Choosing Protectant versus Systemic Fungicides.** Mohammad Babadoost, University of Illinois
2:50	**Understanding Herbicides and Choosing the Best Options.** Steve Weller, Purdue University

Herbs—Plaza C

10:45-11:45	**Herbal Question and Answer Session.** Dianne Noland, Jim Schmidt, Phil Nixon, Mohammad Babadoost, and Chuck Voigt, University of Illinois
1:30	**Mastering Facebook to Market Your Business.** Deborah Niemann-Boehle, Antiquity Oaks, Cornell, IL
2:30	**Farmers Marketing for Fun and Profit.** Caroline and Don Schertz, Green Acres Herb Farm, Lowpoint, IL

Organic—Plaza F

10:45-11:45 **What is Organic and Why Should I Care?** Jim Riddle, University of Minnesota and USDA National Organic Standards Board, Winona, MN

Spray Drift Issues for Specialty Crop and Organic Growers. Moderator: Jack Erisman, Pana, IL

1:30 **Introduction.** Jane Heim, Willow Creek Organic Farm, Paw Paw, IL
1:35 **Understanding Pesticide Drift.** Rick Weinzierl, University of Illinois
1:50 **Drift and the Illinois Pesticide Act.** Warren Goetsch, Illinois Department of Agriculture
2:10 **A Spray Drift Case Study.** Brian Poeppel, Broad Branch Farm, Wyoming, IL
2:30 **Risk Management.** Rich Schell, Wagner & Schell, LLP, Des Plaines, IL
2:45 **Recovering Damages.** Clayton Lindsey, WilliamsMcCarthy, LLP, Oregon, IL
3:00 **Panel Discussion with Spray Drift Presenters. Introductory Remarks: How Spray Drift Affects Organic Production.** Dave Engel, Oregon Tilth, Viroqua, WI

Emerging Issues & Opportunities—Governor's Conference Room (3rd Floor)

10:45-11:45 **Illinois Farm to School: Opportunities and Challenges.** Julia Govis, National Farm to School Network
1:30 **Selling to University Dining Services: Examples of Meeting the Needs of Institutional Buyers.** Chef Bill Connors, Southern Illinois University; Chris Henning and Scott Rossen, University of Illinois
2:30 **Scaling Up Local Food Systems: Studies of Food Hubs, Waste Heat Recovery and Processing.** Tim Lindsey, University of Illinois

4:00-4:45

Association Annual Meetings

Illinois Herb Association Annual Meeting—Plaza C
Illinois Vegetable Growers Association Annual Meeting—Plaza B
Illinois State Horticulture Society Annual Meeting—Plaza A
Illinois Irrigation Annual Meeting—Plaza D
Illinois Organic Growers Association Annual Meeting—Plaza F

Please support your respective association by attending your annual meeting. Learn about past and future activities and how you can be a part of enhancing our industry.

6:00-7:30: Banquet—Sapphire Ballroom (2nd Floor)

"A Lifetime of Resource Conservation on Farm and Home — Doing it the Easy Way."
by Jerry Mills, Mills Apple Farm, Marine, IL

Jerry Mills will present an an illustrated talk on his lifetime of experience on how to make orcharding, farming and housekeeping easier by using tools, modified tools, or things you can make yourself. Jerry planted his first apple trees in 1973 for a pick-your-own orchard. The first apples were sold in 1977. Jerry has been a member of the Illinois State Horticulture Society since 1975.

Feedback Needed

After feedback received from our 2011 conference evaluation forms, we are including lunch with the Thursday-Friday conference registration fee for 2012. This has resulted in an increased registration fee to accommodate the lunch charges. We will be offering different lunch scenarios this year and hope you will be pleased. Your feedback on the 2012 evaluation form will be needed as to whether this should be a permanent addition to our conference or whether you prefer not to have lunch included.

Conference Agenda

Friday, January 13, 2012

Conference Trade Show: Friday 8 a.m. - 1:30 p.m.

Agritourism—Plaza E

9:00 **Adding Food Service to Your Market: Another Avenue for Revenue.** Joy Grose, Bakery Consultant, Sparland, IL

10:00 **FREE Online Tools to Help You Reach New Customers and Market Your Business.** Stephanie Rhodes, Bloomin' Communications, and Heather Wilkins, Central Illinois Tourism Development

11:00 **Integrating the Pieces of the Marketing Puzzle.** Lisa Rigoni, Association of Illinois Electric Cooperatives

1:30 **Mills Apple Orchard: Illinois Agritourism Feature.** Sherry Chase, Marine, IL

2:15 **Boggio's Orchard and Produce: Illinois Agritourism Feature.** Justina Boggio, Granville, IL

3:00 **Food Safety, Farm Safety, and Liability Issues.** John Pike, University of Illinois

Fruits—Plaza A

9:00 **Updates on Fireblight Research and Management Options.** Mohammad Babadoost, University of Illinois

9:40 **Effective Use of Stop-Drop Chemicals in Apples.** Steve McArtney, North Carolina State University

10:20 **Production and Marketing at Kuipers' Family Farm.** Wade and Kim Kuipers, Maple Park, IL

11:00 **New Risks for Herbicide Injury in Specialty Crops: Phenoxy Herbicide-Resistant Soybeans.** Bill Shoemaker, University of Illinois

1:30 **Show Me (and Send Me) the Stink Bugs and Fruit Flies.** Rick Weinzierl, University of Illinois

1:50 **Growing Blueberries in Illinois to Meet Increasing Market Demands.** Jeff Kindhart, University of Illinois

2:50 **Adjourn**

Vegetables—Plaza B

High Tunnels

9:00: **Updates and Observations on High Tunnel Production at the Dixon Springs Agricultural Center.** Jeff Kindhart, University of Illinois

9:50 **High Tunnel Construction and Early Observations from the St. Charles Horticulture Research Center.** Bill Shoemaker, University of Illinois

10:15 **Tomato Research in High Tunnels: Varieties, Grafting, and More.** Sanjun Gu, University of Missouri

11:00 **High Tunnel Production of Organic Tomatoes and Peppers.** Brad Halbrook, Shelbyville, IL

Pumpkins

1:30 **Weed Management Strategies for Pumpkin Production.** Steve Weller, Purdue University

2:10 **Disease Management Programs for Illinois Pumpkin Growers.** Mohammad Babadoost, University of Illinois

2:50 **Insect Management in Pumpkins and Related Vine Crops.** Rick Weinzierl, University of Illinois

11:30-1:30 Lunch in Trade Show—Plazas G, H, I

11:45-12:15 ISGA Annual Meeting—Lincoln Board Room (3rd Floor)

Please attend the Annual Meeting and learn how your association is supporting our industry.

Herbs—Plaza C

9:00 **Salt: The Herb of the Rock World.** Steven Lee, The Herbmeister, Louisville, KY
9:50 **101 Uses for Herbal Vinegars.** Maggie Oster, Rose Wind Farm, Borden, IN
10:40 **Cooking Under the Influence: Herbs in Your Kitchen.** Steven Lee, The Herbmeister, Louisville, KY
1:30 **Herbal Connections, Past, Present, and Future.** Maggie Oster, Rose Wind Farm, Borden, IN
2:30 **The Year of the Rose.** David Robson, University of Illinois

Organic I—Plaza F

Organic Soil and Fertility

9:00 **Building Fertile Soil by Composting: Tips for Using Various Composting Methods.** Ellen Phillips, University of Illinois
9:40 **Capturing the Full Potential of Cover Crops.** Joel Gruver, Western Illinois University
10:20 **Weed Control: Effective Use of a Row Crop Cultivator, Rotation, and Soil Building.** Gary McDonald, Springfield, IL
11:00 **Federal and State Programs for Organic Growers (and Grant and Loan Resources Too!).** Jamie Jones-Houck, USDA NRCS, and Delayne Reeves, Illinois Department of Agriculture (Joint Session with Organic II)

Organic Vegetable and Grain Production

1:30 **Current Trends, Issues, and Best Practices in Organic Grain Production.** Jack Erisman, Goldmine Farm, Pana, IL
2:10 **Essential Equipment for the Small-Scale Diversified Vegetable Farm.** Zachary Grant, University of Illinois
2:50 **Challenges and Opportunities for Using Cover Crops in Vegetable Systems.** Matt DeJong, DeJong Brothers Farm, Lansing, IL

Organic II—Plaza D

Organic Fruit and Berry Production

9:00 **Understanding Insect Life Cycles to Improve Monitoring and Management in Fruit Crops.** Rick Weinzierl, University of Illinois
9:40 **Growing Small Fruits Organically.** Brad and Linda Hallbrook, Meadowbrook Organic Farm, Shelbyville, IL
10:20 **Conserving Pollinators and their Habitat on Farms.** Jennifer Hopwood, Xerces Society, Hickory Corners, MI
11:00 **Federal and State Programs for Organic Growers (and Grant and Loan Resources Too!).** Jamie Jones-Houck, USDA NRCS, and Delayne Reeves, Illinois Department of Agriculture (Joint Session with Organic I)

Organic Livestock Systems

1:30 **Tips and Tricks for Rotational Grazing and Active Pasture Management.** Jim Burrus, Indian Creek Farm, Jacksonville, IL, and Jody Osmund, Cedar Valley Sustainable Farm, Ottawa, IL. Moderator: Matt Bunger, USDA NRCS
2:10 **Managing Livestock Health Organically.** Jen Burton, Veterinarian, Urbana, IL
2:50 **Predator Management for Livestock: How to Keep Hawks, Coyotes, Foxes and other Predators from Dining on your Flocks and Herds.** Dave Shiley, University of Illinois

Emerging Issues & Opportunities—Governor's Conference Room (3rd Floor)

9:00 **Using Social Networks to Connect with Consumers – for Sales & Advocacy!** Michelle Damico, Michelle Damico PR & Communications, and Mary Ellen Fricke, Illinois Farm Bureau
10:30 **Your Questions and Concerns about Local Foods Issues. A Listening Session.** Rick Weinzierl, University of Illinois, and Cynthia Haskins, Illinois Farm Bureau

DUES NOTICE Illinois Specialty Growers Association

1701 Towanda Avenue • Bloomington, Illinois 61701

Please consider supporting your specialty crop industry by becoming a member of the Illinois Specialty Growers Association. Thank you for your support!

A. Please check category of membership:

- ❑ Producer (voting member, owner or operator)
- ❑ Associate (non-voting member, non-commercial person, retiree, professional, rural tourism or government employee)
- ❑ Agri-Industry (voting member, manufacturer or supplier of goods and services)
- ❑ Student (students at the high school, undergraduate, or graduate level)

B. Please check the organizations you are placing your affiliation with and determine amount to pay by circling dues payable in the appropriate column. All members are required to join ISGA **and** affiliate with **one** or **more** of the affiliated associations.

	Producer/ Primary	Associate	Agri-Industry	Student
❑ IL Specialty Growers Association	$40	$40	$80	$15
Affiliated Associations:				
❑ IL Herb Association (IHA)	10	10	10	5
❑ IL Irrigation Association (IIA)	5	5	5	5
❑ IL State Horticulture Society (ISHS)	30	30	30	5
❑ IL Vegetable Growers Association (IVGA)	10	10	10	5
Total Dues Payable *(add all circled amounts)*	$_____	$_____	$_____	$_____

C. Linking fee to ISGA web site (optional): _____ Yes _____ No **$ 30.00**
(This connects your business' web site to ISGA's web site via an active link)

Total Amount Due $_____

NOTE: Please indicate whether you would like your business/organization listed on ISGA's web site for informational purposes.
This is NOT an active link, just name, address, and phone number are listed. _____ Yes _____ No

Please print or type:

Name: _____

Organization: _____

Address: _____

City: _____ Email Address: _____

Phone: _____ Fax: _____

Web Site Address: _____

ISGA dues are not deductible as a charitable contribution for federal tax purposes but may be deductible as a business expense.
Dues are for January - December of current year.
Return this form to Illinois Specialty Growers Association at 1701 Towanda Ave., Bloomington, IL 61701.

Any questions? Phone 309/557-2107 or e-mail Diane at dhandley@ilfb.org.

SC-11-55 – National Agricultural Statistics Service, Illinois Field Office

Project Summary:

The National Agricultural Statistics Service (NASS) Illinois Field Office requested $30,000 to conduct a 2010 Specialty Crops survey during the winter of 2010/2011 of roughly 3,000 specialty crop growers. This survey was last conducted for the 2003 crop year and it was believed an update was long overdue. Empirical evidence suggests that significant growth in the specialty crops sector had occurred since that time necessitating the need for updated statistics.

As an agency, NASS publishes over 500 reports a year. Most of the data in these reports comes directly from agricultural producers via a dedicated survey mechanism such as mail, telephone and internet data collection. NASS began gathering data from farmers in 1862 when the first Census of Agriculture was conducted and over the years they have perfected their skills in this arena.

The plan for conducting the survey was to mail out survey forms to all known specialty crop producers (excluding horticulture) in Illinois, for phase 1. A second mailing or phase 2 will follow the first by about 2 weeks. Phase 3 will involve telephoning mail non-respondents and finally phase 4 was sending out field interviewers to the homes of mail/telephone non-respondents.

Survey data was planned to be edited, summarized and published in a report targeted for release on the 1st of June, 2011.

Project Approach:

The last dedicated Specialty Crops Survey was conducted in 2004 referencing the 2003 crop year. Back then we reported $136.7 million dollars in specialty crop sales coming from 117,564 acres of production. Specialty crop acreage from the 2007 Census of Agriculture came in at 101,636. This decline in acreage leads NASS to believe we are overlooking a large number of small scale specialty producers. That being said and in an effort to make this survey a success, NASS is currently in the process of updating our data bases with names from all known sources of specialty crop growers. These updated lists include Prairie Bounty as well as soliciting grower's names from farmers market managers. One of the ongoing challenges NASS faces in capturing data from this niche industry is in maintaining an accurate list of these relatively small farmers. These producers go in and out of business on a regular basis creating a constant need to update their names.

Partnering with the NASS Federal employees working on this project were 4 Illinois Department of Agriculture (IDOA) statistical assistants. By way of a Memorandum of Understanding established with IDOA in 1938, a joint venture has existed which provides for the services of these 4 individuals. Their contribution played a significant role in the processing and completion of the survey activities. Additional partners included 25 NASDA contract employees who were responsible for telephone and personal enumeration.

Goals and Outcomes Achieved:

Sampling

The Illinois Field Office of USDA – NASS maintains a database of producers' contact information and reported commodities. This database enables NASS to target growers of some commodities based on their historical production reports. In the Fall of 2010, NASS began to supplement that database with lists of growers from outside sources as well as results from internet searches. All lists were combined, duplication was removed, and questionnaires were mailed to all known producers of fruit, vegetables, horseradish, potatoes, and herbs.

Data Collection

The first mailing occurred in January 2011. A second mailing was sent out to non-respondents in early February. After the second mailing, non-respondents were contacted by telephone and by personal visit in February and March. Smaller operations, with less than 2 acres, were excluded from the telephone and personal enumeration phases in order to keep data collection costs low.

From a total sample of 3,289; 1,504 (45.7%) were returned by mail, 376 (11.4%) were completed by telephone, and 82 (2.5%) were completed by personal interview for an overall completion rate of 59.9%.

Editing, imputation and analysis

All reports were examined by statisticians and manually edited for reasonableness. In addition, computer programs were used to identify unusual data and make adjustments where appropriate.

Summarization of data

Data were tabulated and totals were adjusted to account for non-response by size group. The size groups, or strata, were defined as follows:

Less than 10 acres of specialty crops

10 to 99 acres of specialty crops

100 to 299 acres of specialty crops

300 to 999 acres of specialty crops

1000 acres of specialty crops or more

On July 27, 2011 the USDA – NASS Illinois Field office released on their website the results of the 2010 Specialty Crops survey. Highlights of the report include:

- Sales of all fresh market fruits and vegetables totaled nearly 52 million dollars.
- Processed specialty crops accounted for 75 million dollars.
- Nursery and green house sales topped 250 million.

To see the complete report goto:

http://www.nass.usda.gov/Statistics_by_State/Illinois/Publications/Special_Surveys/10psresults.pdf

Eight hundred copies of this report have been printed and disseminated. The number of people accessing it from the internet is unknown.

Lessons Learned:

Attaining a response rate in excess of 60 % will require additional funding to carry out more telephone and personal contacts.

In the organic production section of the questionnaire, many respondents were unclear as to how to answer the questions since USDA has been very vague on its definitions of organic certification. On future surveys which collect this data, it will be beneficial to include additional clarification of what "exempt" implies.

Beneficiaries:

To define why this project is important and timely to the specialty crop growers industry, you might want to take a look at the "what's in it for me" concept. When considering the pool of Federal block grant money available to all States producing specialty crops, it is very possible that Illinois is not getting their fair share. And this is likely due to outdated specialty crop value of production data. Updating this data could qualify Illinois for a larger slice of this pie and this additional money could go a long way in promoting farmers markets as well as the infrastructure in general.

The estimated economic impact of specialty crops production in Illinois most certainly runs into the millions of dollars.

Specific organizations benefitting from this survey are:

The Illinois Specialty Growers Association

Horseradish Growers of Illinois

Illinois Horticulture Producers

Illinois Fruit and Nut Growers

Illinois Vegetable Growers

Contact Person:

Brad Schwab, Director USDA-NASS IL FO

217.492.4295

brad.schwab@nass.usda.gov

Additional Information:

To see the final report released on July 27, 2011 goto:
http://www.nass.usda.gov/Statistics_by_State/Illinois/Publications/Special_Surveys/10psresults.pdf

Following is the final report in its entirety.