



United States
Department of
Agriculture

Transportation and Marketing
Federal-State Marketing Improvement Program

Fiscal Year 2020 Description of Funded Projects

Number of Grants Awarded: 6
Amount of Funds Awarded: \$1,109,442.80

For more information, please visit the grant program's website: <https://www.ams.usda.gov/fsmip>

NOTE: The below project descriptions were provided by the grant recipients.

Georgia

Recipient: University of Georgia Research Foundation, Inc, Athens, GA

Project Type: Market Development

Award Amount: \$248,686.00

Match Amount: \$250,113.00

Total Project Amount: \$498,799.00

Hemp Marketing: Measuring Stated Demand and Preferences in an Emerging Market

The University of Georgia is partnering with the University of Kentucky, University of Delaware, and Auburn University to lead a new project to conduct a multi-state consumer survey (The Hemp Demand Survey) to study and identify consumer attitudes, preferences, and sentiments for hemp-derived products. The objectives of the project are to 1) Establish a cross-sectional, time series dataset that measures attitudes and preferences for value-added hemp products; 2) Determine consumer attitudes and preferences for hemp-derived products; 3) Assess changes in consumer attitudes and preferences for hemp-derived products over time; 4) Determine the importance of information (e.g., labels) that decreases uncertainty in quality of hemp-derived products; and 5) Determine the amount of consumer demand in order to assess the amount of production needed. The research team plans to share the results with the hemp producers and other stakeholder to provide short-term and long-term benefits to all supply chain partners throughout the U.S. hemp industry.

Kansas

Recipient: Kansas State University, Manhattan, KS

Project Type: Market Development

Award Amount: \$242,714.00

Match Amount: \$242,715.00

Total Project Amount: \$485,429.00

*Designing, Developing, Implementing, and Evaluating Supply Chain Information Systems:
Enhancing Beef Cattle Production and Market Development*

Kansas State University is partnering with Kansas Livestock Association, Beef Cattle Institute, Tiffany Cattle Co., Inc., and other local stakeholders to lead a new project to design, build, implement, and evaluate an easy to use electronic cattle production and marketing tool (referred to as the “Calf-App”) that will greatly facilitate transferring important information vertically in the beef supply chain. The research team will identify and determine highest-priority information that would add the most value to cow-calf producers, along with the highest-priority information that would benefit feedlots. The result would be transformed into an easy to-use electronic data recording tool for cow-calf producers to implement in the field to collect key production data and share with downstream supply chain customers. The research team will also publish and disseminate the study results through different outlets and create an on-line data system (“Calf-App”) for producers to utilize without fees.

Minnesota

Recipient: Minnesota Department of Agriculture, St. Paul, MN

Project Type: Market Development

Award Amount: \$235,169.00

Match Amount: \$239,222.14

Total Project Amount: \$474,391.14

Regulation, Promotion, Data: Statewide Cooperative Partnership for Improved Opportunities and Performance in Local and Regional Markets

Minnesota Department of Agriculture is partnering with Regents of the University of Minnesota, Minnesota Institute for Sustainable Agriculture, Center for Farm Financial Management, Minnesota Farmers Market Association, Regional Sustainable Development Partnership, and other stakeholders to lead a new project to bolster support for local and regional markets develop through the statewide cooperative partnership, consisting of engagement, evaluation, and envisioning phases, with a focus on the following three primary areas: (1) Regulation, (2) Promotion, and (3) Market Data. The project team will actively engage farmers and supply chain businesses in evaluation and envisioning activities, which will yield a baseline understanding of local and regional marketing opportunities for the state. This project also will create a state-level holistic framework and roadmap for enhancing local and regional market regulation, promotion, and data collection. The study result will benefit local producers, supply chain partners, and decision makers and strengthen partnerships across market participants and supporters in Minnesota.

New Jersey

Recipient: Rutgers, The State University of New Jersey, Piscataway, NJ

Project Type: Market Development

Award Amount: \$98,487.00

Match Amount: \$98,488.00

Total Project Amount: \$196,975.00

Local Food, Direct Marketing and Agritourism Activities as Value-Added Opportunities for Small Farmers in the Mid- Atlantic United States

Rutgers University is partnering with New Jersey Department of Agriculture, the Pennsylvania State University, Farmer Direct Marketing Association, and other local stakeholders to lead a new project to expand value-added marketing opportunities for small farmers in the Mid-Atlantic United States. The goals of this project are 1) Survey and document the characteristics of consumers who do and do not patronize local food, direct marketing, and agritourism operations, as well as what product attributes are offered at direct marketing outlets; 2) Estimate the market size of local food, direct marketing, and the agritourism industries in the study region; 3) Develop forecasting models to predict key marketing information (i.e., willingness to pay, patronage rates, and spending behavior) to assist farmers to target specific population segments for profitability; and 4) Form a coalition of partners to promote direct marketing and agritourism in the region and share experiences to other stakeholders.

New Mexico

Recipient: The Regents of New Mexico State University, Las Cruces, NM

Project Type: Market Development

Award Amount: \$135,342.80

Match Amount: \$136,443.00

Total Project Amount: \$271,785.80

Federal-State Marketing Improvement Program Proposal NMSU/NMDA Farm to Table

The New Mexico State University is partnering with New Mexico Department of Agriculture, New Mexico Department of Health, Farm to Table New Mexico, the New Mexico Aging and Long-Term Services, and other local partners to lead a new project to establish the New Mexico Grown Fruits and Vegetables for Senior Meals and Nutrition Programs, based on the successes of implementing the New Mexico Grown Program for school meals. The goal of this project is to expand the New Mexico Grown Program to senior meal and nutrition programs by providing new market and economic opportunities for producers while providing senior services with fresh locally/regionally grown produce. Additionally, this project will focus on researching best methods of establishing buyer/seller relationships, regulatory requirements, and intergenerational meal options. The research team would also provide farmers with critical food safety, regulation, packaging, and logistic coordination training.

Oregon

Recipient: Oregon State Department of Agriculture, Salem, OR

Project Type: Market Development

Award Amount: \$149,044.00

Match Amount: \$149,048.00

Total Project Amount: \$298,092.00

Determining and implementing best practices for craft beverage direct to consumer marketing during and after the COVID- 19 Pandemic: A case study of Northwest hard cider

Oregon State Department of Agriculture is partnering with the Northwest Cider Association to lead a new project to (1) conduct, analyze and disseminate findings from market research to improve direct to consumer sales; (2) collaborate on a promotional campaign, and (3) collect and disseminate marketing information based on campaign that improves consumers' access to and awareness of hard cider in the new and changing regulatory landscape. Using hard cider made in the Pacific Northwest as a case study, this project directly responds to the impacts and challenges of the COVID-19 pandemic by expanding opportunities in the marketing, transportation and direct distribution of craft beverages to consumers. The project will establish an advisory board and a series of marketing efforts to foster new and expand domestic markets for hard cider, identify industry needs, and quickly respond by curating and creating new resources, sharing information on safe manufacturing, and conducting market research needed to help cideries move forward. The research team will also share the study results to local farmers, producers, and other stakeholders.