

2014 FSMIP Proposals
Total Funding: \$1,128,000
Average Grant: \$66,353
17 projects in 13 States

Arkansas - \$53,300

Arkansas Agriculture Department, in partnership with the Natural Soybean and Grain Alliance, and University of Arkansas Extension personnel, to evaluate the potential of developing an aromatic rice industry in the Arkansas River Valley.

Connecticut - \$47,807

University of Connecticut to profile and quantify consumer segments likely to buy local-brand milk; identify price premiums associated with locally labeled milk; and assess the effectiveness of alternative marketing practices to expand consumption of local brands of fluid milk in New England.

Florida - \$43,700

University of Florida to study the impact of orange juice attributes on consumer purchases and identify the most important attributes for the citrus industry to emphasize in their market strategies, giving special attention to demand for less than 100%, not-from-concentrate, orange juice.

Hawaii - \$80,437

University of Hawaii, in partnership with the Hawaii Department of Agriculture, to complete sensory and compositional analyses and develop grading standards, packaging and labeling to improve the quality and marketability of turmeric in international markets.

Iowa - \$40,258

Iowa State University, in partnership with Leopold Center for Sustainable Agriculture, to develop a decision-making guide for growers to identify and lightly process blueberries, raspberries, strawberries, and aronia berries infested with an invasive fruit fly into marketable products that meet state and federal regulatory requirements.

Kansas - \$124,577

Kansas State University to determine the profit potential for industry to produce and market omega-3 enhanced beef and assess consumer acceptance, demand and willingness to pay for omega-3 steak and ground beef.

Maryland - \$35,610

Maryland Department of Agriculture, in partnership with the University of Maryland and the Maryland Farm Bureau, to determine the best potential contractual arrangements for farmers using a Community Supported Agriculture (CSA) business model; and examine the potential for

a certification and/or regulatory structure for the state of Maryland to address consumer confidence and allow the continued successful growth of CSAs in the state.

Missouri - \$66,261

The Curators of the University of Missouri to evaluate sampling as a promotional tactic for Missouri farmers market vendors and make recommendations for integrating sampling into a vendor's promotional mix, and to capture pricing data that guide vendors to establishing prices that are fair for consumers, neighboring vendors and their markets.

Nevada - \$35,450

Nevada Department of Agriculture, in partnership with Lincoln Communities Action Team and the University of Nevada Cooperative Extension Service, to research new markets for value-added foods and conduct workshops for new entrepreneurs on Nevada regulations, food safety practices, market research and additional essential business concepts that must be addressed to create a value-added business.

North Carolina - \$105,788

North Carolina State University to assess the use of cover crops such as sunn hemp, buckwheat and brown millet to reduce the microbial load and potential presence of human pathogens on the surface of melons as an alternative to post-harvest washing; determine economic impact to producers; and evaluate retailer reaction to and acceptance of this practice.

Vermont - \$75,380

University of Vermont and State Agricultural College to quantify production costs and identify fruit quality and yield characteristics for apples managed specifically for hard cider production; assist in the development of more efficient and orderly marketing methods, practices and facilities for cider apples; reduce the price spread between growers and ciders; and quantify the economic impact of hard cider and cider apple production on rural Vermont economies.

Virginia - \$87,740

Virginia Polytechnic Institute and State University, in partnership with Texas A&M Dept. of Wildlife and Fisheries Science, and AquaMaof Aquaculture Technologies, Ltd. to expand domestic aquaculture production, increase the value and quality of tilapia fillets and by-product muscle, and investigate potential new uses and consumer acceptance of valued-added by-products.

Virginia - \$42,002

Virginia Polytechnic Institute and State University, in partnership with the Virginia Department of Agriculture and Consumer Services, and Local Food Hub, to conduct a statewide assessment in 6 target market sectors (farmers markets, K-12 schools, restaurants, retailers, other institutions such as hospitals, universities and distributors) regarding food safety perceptions, expectations, needs, knowledge and policies in preparation for the implementation of the Food Safety Modernization Act; and assist producers in addressing market barriers through improved alignment of food safety training and resources.

Virginia - \$71,680

Virginia Polytechnic Institute and State University to identify impediments to using modular homes in Latin America; develop plans to address these issues; and foster increased employment in the U.S. modular home industry sector, the pine lumber sector, and the wood composite industry through increased exports of modular homes to Latin America.

Washington - \$89,058

University of Washington, in partnership with Native American tribes in the Pacific Northwest, to develop strategies for marketing agricultural products in tribal wooden gift boxes produced from sustainably managed timber for the Japanese market.

Washington - \$80,444

Washington State University, in partnership with North West Agriculture Business Center, to enhance the marketing of U.S.-grown quinoa by addressing post-harvest infrastructural needs, processing challenges, and new product development, and by studying U.S. and world supply and demand trends.

Washington - \$48,508

Washington State University (WSU), in partnership with WSU Extension Service, to Conduct a pilot project to obtain market information related to cider production that will help both apple growers and cider makers in Washington maintain or augment their income; and identify factors that could contribute to the growth of the U.S. cider industry and increase the economic viability of apple growers and cider makers.