FY 12 FSMIP Projects

Total Funding: $1,198,000
Average Grant: $54,455
22 projects in 18 States and District of Columbia

District of Columbia - $34,500 to the University of the District of Columbia to assess consumer and restaurant demand for traditional African crops grown by local farmers/producers.

Hawaii - $28,100 to the University of Hawaii to develop a strategy for marketing three unique varieties of Hawaiian vegetables to U.S. mainland retailers, and to determine the optimum packing methods for preserving quality and nutritional content over long distances.

Illinois - $97,982 to Western Illinois University to survey consumers about the value they place on biomass heating fuels and appliances for residential heating, determine which consumer segments have the highest interest and sales potential, and disseminate the results to producers and biomass heating appliance manufacturers and dealers.

Kentucky - $69,230 to the University of Kentucky Research Foundation to assist in the development of frozen and value-added Kentucky grown blueberry food products, and evaluate demand for these products in direct, institutional, and retail markets.

Massachusetts - $21,500 to the Massachusetts Department of Agricultural Resources, in cooperation with the Massachusetts Flower Growers' Association and the Massachusetts Nursery and Landscape Association, to create a consumer-oriented website that will support the *Plant Something* campaign to promote the state's horticulture industry.

Massachusetts - $32,060 to the Massachusetts Department of Agricultural Resources, in cooperation with Community Involved in Sustaining Agriculture, to research the benefits, costs, regulatory requirements and options for meat cutting and processing businesses that serve local meat producers in Massachusetts in order to expand the sector to meet the growing consumer demand for high-value meat products.

Mississippi - $52,920 to the Mississippi Department of Agriculture and Commerce, in cooperation with Alcorn State University's Mississippi Small Farm Development Center, to provide training to vegetable producers about the food safety and quality standards required by major retailers, strengthen the capacity of producers to respond effectively to the demand for local, sustainably-produced food, and inform producers about the benefits of participating in the *Make Mine Mississippi* program.

Missouri - $59,678 to the University of Missouri to study the economics of producing high-quality cattle, and develop a marketing strategy for premium beef that facilitates producer cooperation and coordination of supply.

Montana - $39,115 to the Montana Department of Agriculture, in cooperation with Lake County Community Development Corporation, Western Montana Growers Cooperative, National Center for Appropriate Technology and three Montana school districts, to expand market opportunities for Montana farmers by determining the best methods for processing and preparing fruits and vegetables to make them available year-round to supply the state's K-12 schools.

Nevada - $45,747 to the Nevada Department of Agriculture, in cooperation with Hungry Mother Organics, to assess demand for locally grown fruits and vegetables in the Hispanic community of northern Nevada, and provide insights to Nevada growers seeking to improve their effectiveness in marketing to diverse consumers.

New Jersey - $62,713 to the New Jersey Department of Agriculture, in cooperation with Rutgers University, to continue work begun under a previous FSMIP project to develop and launch New Jersey grown and processed value-added products that meet the nutritional and cost requirements of the National School lunch program.

New Mexico - $43,000 to New Mexico State University, in cooperation with the New Mexico Department of Agriculture, New Mexico Beef Council, New Mexico State University Cooperative Extension Service, New Mexico Cattle Growers' Association and New Mexico Economic Development Department, to document the diversity of the New Mexico cattle sector in terms of size and demographics, assess prices and other relevant factors in the various marketing channels, and conduct workshops and training sessions for New Mexico ranchers that will enable them to optimize their production and marketing strategies.

North Carolina - $30,000 to the North Carolina Department of Agriculture and Consumer Services, in cooperation with the North Carolina Agricultural and Technical State University, to provide direct marketing training to small-scale growers to enable them to access new markets.

Pennsylvania - $94,947 to Pennsylvania State University, in cooperation with Cornell University, Rutgers University, and New York University, to document baseline consumer wine purchase and consumption patterns, and examine the impact on consumer demand for wine produced in the mid-Atlantic region in response to different promotion and marketing approaches.

South Dakota - $31,725 to South Dakota State University, in cooperation with Inter Tribal Buffalo Council, to assess factors that influence consumer preferences for and purchases of bison meat to assist bison producers better target their promotions and devise appropriate pricing strategies.

Tennessee - $90,000 to the University of Tennessee, in cooperation with the Tennessee Department of Agriculture, the University of Tennessee Institute of Agriculture and the University of Tennessee Extension Service, to survey consumers about their preferences and buying patterns for locally raised beef, conduct consumer focus groups to determine preferences for product labeling and packaging, complete an economic analysis of farm-based beef production systems, and incorporate findings into producer outreach and educational venues.

Vermont - $47,250 to the Vermont Agency of Agriculture, Food and Markets in cooperation with the Massachusetts Department of Agricultural Resources, the New Hampshire Department of Agriculture, and the Northeast Organic Farming Association of Vermont, to facilitate development of a branded, value-added meat sector in New England through technical assistance, marketing support and encouragement of profitable producer-processor partnerships.

Virginia - $87,130 to Virginia Polytechnic Institute and State University, in cooperation with Kentucky State University, Auburn University, and Blue Ridge Aquaculture/Virginia Shrimp Farms, to determine the requirements for selling live shrimp to distributors, develop and improve handling protocols and packing methods for waterless shipping, and conduct field tests to assess the effectiveness of these handling methods.

Virginia - $20,909 to Virginia Polytechnic Institute and State University, in cooperation with the Virginia Department of Agriculture and Consumer Services and the Virginia Seafood Agricultural Research and Extension Center, to conduct a pilot project at selected grocery stores to evaluate consumer acceptance of locally-produced freshwater shrimp, and train producers on food safety and handling requirements to sell freshwater shrimp in retail markets.

Washington - $47,333 to the Washington State Department of Agriculture to identify and survey Washington food companies that currently do not export their products to assess barriers to exporting, determine what types of assistance programs are needed to overcome export barriers, and inform food companies about export assistance available the local state department of agriculture.

Washington - $96,636 to the University of Washington to analyze the impact of legal policies on the competitiveness of U.S. forest products to assist industry managers develop strategic marketing plans, and to conduct market research aimed at identifying new and emerging markets for value-added U.S. wood products in China, Vietnam and Thailand.

Wisconsin - $65,525 to the Wisconsin Department of Agriculture, Trade and Consumer Protection, in cooperation with the Wisconsin Department of Natural Resource, to develop international markets for value added hardwood lumber products from Wisconsin and other lake states.

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