

## Cooperative Marketing Program Grants Summary 2010

The Cooperative Marketing Program (CMP) began in 2000. The Cooperative Marketing Program funds come directly from our state marketing budget, in an effort to support our Alaska Grown producers, to encourage the public to purchase Alaska Grown products, and to promote the agricultural industry. The CMP is intended to promote industry, not solely benefit an individual. The CMP is a great way to promote the Ag industry, and it is not limited to any specific area, but open to anyone involved in the agricultural community, granting they are an approved Alaska Grown user. The CMP is a match grant. For every dollar received, a dollar must be spent. In-kind match funds are acceptable. This allows marketing funds to be maximized.

### Overview

\$32,500 awarded by 2010 CMP grants.

Contracts Awarded:

Title	Company	Amount Granted	Project Completed
Agriculture in the Classroom Workshop for Teachers	Alaska Agriculture in the Classroom	\$2,000	Yes
Website Development	Alaska Community Agriculture Association	\$2,000	Yes
Supporting Alaska Grown through new and social media	Alaska Farmland Trust	\$1,500*	N/A
Advertising Campaign for Red Meat	Alaska Meat Company	\$3,000	Yes
Barn Safari	Alaska State Fair	\$3,000	Yes
Matti's Farm: A Children's Exhibit	Kenai Peninsula Fair	\$3,000	Yes
Support Local Farmers	Central Peninsula Farmers Market	\$3,000	Yes
Alaska Grown Events Promote Alaska Agriculture	Fairbanks SWCD	\$3,000	Yes
Garden Snaps Map	Garden Snaps LLC	\$1,500^	N/A
Advertising Campaign	Haines Farmers Market	\$2,000	Yes
Growing the Juneau FM	Juneau Farmers Market	\$2,500	Yes
Vegetable Information Signs	Pyrah's Pioneer Peak Farm	\$3,000	Yes
Tour of Greenhouses	Fairbanks North Star Borough	\$3,000	Yes

\* Project unable to be completed. Originally granted \$3,000; only received \$1,500.

^ Project completed but didn't need remaining funds. Originally granted \$3,000; only received \$1,500.

## **Project Overviews**

**Grant:** Agriculture in the Classroom Workshop for Teachers

**Organization:** Agriculture in the Classroom

**Agriculture Industry Promoted:** Agriculture Education

**Alaska Grown Product Sold/Impacted:** N/A

In an ongoing effort to increase agricultural literacy among Alaska's K-12 students, Alaska Agriculture in the Classroom is seeking matching funds to repeat and improve its Alaska Agriculture in the Classroom Educator Institute in Fairbanks, tentatively scheduled for June 8-10, and to add a follow-up session for teachers interested in writing additional curriculum. The Fairbanks workshop will be the second such workshop held in Fairbanks by Alaska Agriculture in the Classroom. This second effort will include new tours and an expanded curriculum. The follow-up seminar will be held interactively from the new Matanuska Experiment Station cyber classroom, and give participants from both the Fairbanks training and the Palmer training in August another opportunity to earn credit. Conceived by the teachers at the Palmer training in 2009, a fall workshop will bring teachers together in person or via interactive television to design and develop new Alaska-agriculture-related lessons in areas where they see specific needs. This will allow Alaska AITC to put more new and targeted lesson plans in the hands of teachers, and keep the teachers who trained during the summer on target with agricultural literacy education. Both the institute and follow-up session are for-credit opportunities for teachers. Lesson plans created at the follow-up would be added to those required of teachers taking the institute for credit.

### **Goals:**

1. Train 15-20 teachers at a three-day workshop in Fairbanks.
2. Engage 8-12 teachers in a one-day lesson-writing seminar in the fall.

### **Results:**

The Fairbanks class, in June, had eight participants, which was well short of our target goal. It was a disappointing number but the enthusiasm of those who did participate helped counteract that disappointment. It was a lively, fun group that clearly enjoyed and learned from the course.

Because of my commitments with the Frontiersman, we didn't hold the follow-up class until Nov. 6. The course was the brainchild of participants in a prior year, and two of them were among the six who were able to participate. Again, this was below projections. While I will be gleaning the fruits of that effort for some time, the work done by the teachers set the groundwork for some important reorganization of the lesson plans. The lesson plans on the existing Alaska AITC CD are too broadly categorized. The teachers pointed out that teaching guidelines in each school district and state requirements by grade levels make targeted lessons much more desirable for teachers. Through their work, the lessons will be reclassified according to best targeted grades/subject areas. They will also be cross referenced for additional uses, and indexes will be developed with the large school districts' curriculum requirements in mind.

**Grant:** Website Development

**Organization:** Alaska Community Agriculture Association

**Agriculture Industry Promoted:** Community Supported Agriculture (CSA operations)

**Alaska Grown Product Sold/Impacted:** N/A

In order to achieve its goals of serving as a resource for both growers and consumers, the Alaska Community Agriculture Association (ACAA) has determined that it needs to develop a professional-quality website. Such a website would provide the opportunity for far-flung producers to communicate with each other and share information, put together group orders, and further develop this important component of Alaskan agriculture. A website would also allow the ACAA to easily reach consumers seeking Alaska Grown products, and educate them on the importance of supporting their local agricultural communities. As the local food movement has grown in recent years, many producers have heard repeated complaints from consumers regarding the difficulty of sourcing Alaska Grown products. In developing this website, one of our goals is to serve as an easily accessible centralized clearing house for local agricultural products. It is

furthermore the hope of the grower-members that such a website could serve to encourage and support new farmers wishing to grow food in Alaska.

Result:

In the past year the ACAA has developed and launched a website as per our original contract – please see [www.alaskacommunityag.org](http://www.alaskacommunityag.org). This has proven to be a challenging but rewarding endeavor, and with the website completed for the start of the 2011 growing season, we are ready to generate data to evaluate the efficacy of the project.

Many of the early challenges with this project had to do with finding and retaining qualified web designers for the funds available – our original choice was temporarily unavailable and we had to approach several other designers before returning to the original one. When work began in earnest in Fall 2010, this designer agreed to act as a consultant for a reduced fee so that we could use the remaining funds to: pay for hosting our existing social networking site ([www.akcommunityag.mimg.com](http://www.akcommunityag.mimg.com)) until the website was completed; pay for the domain name of the website for three years, and; pay for hosting the website for the next three years. This left most of the website development work to be done by an inexperienced volunteer, so the project ended up taking more time than was originally planned.

The website today is completed to the degree that we had envisioned, though there are a few smaller details that still need to be cleaned up.

**Grant:** Supporting Alaska Grown through new and social media

**Organization:** Alaska Farmland Trust

**Agriculture Industry Promoted:** N/A

**Alaska Grown Product Sold/Impacted:** N/A

PROJECT UNABLE TO BE COMPLETED

This is a summary of the project proposal that was granted funds.

Proposal:

Alaska Grown has been a highly successful branding program that has connected Alaskans with their sense of pride of place, as well as connecting Alaskans with agricultural products in the store. To take Alaska Grown to the next level in branding, a face needs to be given to Alaska Grown. This face is of the men and women directly involved in agriculture – the farmers. Alaska Farmland Trust proposes to give this face to farmers through development of new and social media. This will happen through three phases:

Phase 1 will develop media including two-video shorts about Alaska's agriculture and stock photography of Alaska's Agriculture. The videos will highlight four Alaskan farms from four different sectors: greenhouse production, organic vegetable production, commercial vegetable production, and livestock production. Four Alaskan farms were chosen from four sectors because the project is limited by budget. The two videos will create a montage on Alaska's diverse agricultural products and the people behind the products. This media will provide a baseline for future new and social media efforts.

Phase 2 will create social media support for Alaska Grown products. Development of a Facebook Alaska Grown business page as well as marketing this page through Facebook Ads using the media developed in phase 1 will draw fans to the page. This will raise awareness about the connection between Alaska Grown and the Farmers who produce the products through an engaging social media page. Events listings, videos, pictures, and wall-blogging will be included in this phase.

In Phase 3 Alaska Farmland Trust Corporation will develop an easy to navigate website to create better connections between Alaskan farmers and agricultural entities throughout the state to market their products and services directly to consumers. The focus of this website will be to build demand for local food and farm products, support farmers, and promote a healthy community.

**Grant:** Advertising Campaign for Red Meat

**Organization:** Alaska Meat Company

**Agriculture Industry Promoted:** Red Meat Industry

**Alaska Grown Product Sold/Impacted:** Alaska Grown Red Meat in Kodiak

Alaska supports numerous livestock ranches around our large state. One area that has been historically used for red meat production and is showing growth in recent years is Kodiak and its surrounding islands. Many of the local people are not aware of new red meat products now produced and available in Kodiak. Some of the newer red meat products are tailored to the needs of the active lifestyle of Kodiak residents, and we would like to spread the word through advertising to create a greater awareness of Alaska Grown red meat in our state.

**Goals:** Advertise Alaska Grown Red Meat

1. The KMXT Radio and KDM & ADN newspapers will be used to reach every area of the state, especially Kodiak, to increase awareness of the availability of the existing and new products.
2. We will have Kodiak Print Masters design and print information post cards and rack cards for mailings and handing out to promote Alaska Grown products available and where they can be purchased. Will also create a large banner and flag for advertising purposes at shows.
3. We will host a table at Comfish Alaska and a booth at Crabfest. We will promote these events ahead of time with flyers prior to the event. These events are anticipated to be greatly instrumental in reaching the commercial fishing fleet of Kodiak (largest in the Nations) as well as lodges, sport fishing boats, locals, and USCG people (Kodiak also is home to the largest Coast Guard base in the Nation). We will purchase a booth, repaint it, and purchase supplies to hold this booth. It has a good likelihood of being the new featured booth during the event. The anticipated number of people attending is around 15,000 people including those from the 5 surrounding Alaska Native Villages and other communities.

**Results:**

Together with many other producers and local entities, we advertised the availability of Alaska Grown red meat in Alaska, specifically in Kodiak. We held a booth at the Kodiak Comfish Alaska tradeshow event and also at the Kodiak Crab Festival (largest community event in town). We also did radio and newspaper advertising, and printed and mailed informational rack cards. Comfish and Crabfest were both used as tasting events and allowed producers to promote their products as well as disseminate educational information from related local agencies such as the Farm Bureau and the Conservation District.

The biggest challenge we faced was getting the Agriculture Producers to participate in the project. Some showed interested in our CMP project, but when it came down to it they did not help operate either booth or volunteer any information about products they had available.

The customer count at Comfish totaled approximately 2,400 people. The customers at Crabfest were about 5,000. Both events proved to provide excellent exposure. The income from meat sales exceeded the costs of the booths which allows this project to be sustainable for future years.

**Grant:** Barn Safari

**Organization:** Alaska State Fair

**Agriculture Industry Promoted:** Agriculture Education

**Alaska Grown Product Sold/Impacted:** N/A

Barn Safari is an educational field trip project coordinated by the Alaska State Fair. The program is geared to kindergarten through 2<sup>nd</sup> grade students and offered to students in the Matanuska Borough School District. Registration began in May. Again the demand for the program was great. Most of the slots were filled in the first week of registration. We were able to accommodate 125 students a day. The Alaska State Fair coordinated transportation to and from schools, provided "farmers" to educate students while touring the barn, and arranged examples of Alaska Grown products for the students. The Alaska Grown products the students sampled were VanderWeele carrots, Alaska Harvest birch candy, and Matanuska Creamery ice cream.

Our goal this year was to help the kids identify the connection between what they were seeing in the barn and what they eat. We achieved this by leading groups of students through the barn and explaining how what they were seeing became different foods and where they can find these food products locally. The students had five stops in the barn: the milking parlor, large livestock, fowl and small livestock, crops, bees, and the petting zoo. At each station, except the petting zoo, the “farmers” shared the connection between the exhibit and Alaska Grown products. Another goal was recognition of the Alaska Grown logo. Reading the teacher comments from the survey, I think that goal was met.

**Grant:** Matti’s Farm: A Children’s Exhibit

**Organization:** Kenai Peninsula Fair

**Agriculture Industry Promoted:** Agriculture Education

**Alaska Grown Product Sold/Impacted:** N/A

New this year at the Kenai Peninsula State Fair will be “Matti’s Farm,” a children’s exhibit designed specifically to teach kids about locally-grown agricultural products. Learning stations in the exhibit will include cow milking, farm-themed coloring murals, harvesting of vegetable gardens, hatching and gathering of chicken eggs, life-sized examples of market animals, a miniature pig barn with viewing area, a corn play box and many different forms of educational signage.

The projects primary objective is to create a plethora of learning stations available for display at Matti’s Farm on the fairgrounds. The secondary goal is to create an educational resource pool of items to use in a traveling exhibit for display at schools, 4-H functions, and other local children’s groups for many years to come. As a tribute to Matti Martin, a ten year old boy who lost his life in a farm-related accident at our fair in 2009, we also hope this project will become a beautiful memorial in his remembrance.

**Results:**

It was a great success. Our goal was to take a tragedy and turn it into a positive. By remembering Matti Martin in this way, we were able to share his love for farming with every child that opened up a passport. We gave out over 1,500 learning passports in three days. With these passports we provided surveys. We received 100 surveys back. This was a disappointing total, but we did get some great feedback. Long time fair goers commented that they had seen parts of the fair this year that they had never seen before. Children were seen running all over the fairgrounds looking for all the different stamping locations. Several teachers have contacted the fair about taking field trips to the fairgrounds this spring to let the kids try all the different exhibits. We feel this was a very successful project. We believe Matti’s Farm will grow into a great attraction here at the fair.

**Grant:** Support Local Farmers

**Organization:** Central Peninsula Farmers Market

**Agriculture Industry Promoted:** Small Farmers

**Alaska Grown Product Sold/Impacted:** Products of small farmers

**Highlights:**

1. Advertising

- a. This year we advertised our market through both the Redoubt Reporter and the Peninsula Clarion. We utilized both papers by having them write an article (at no cost) and publishing it in the daily paper. Also you will notice that we did further advertising in the Peninsula Clarion, both in print and online and the Redoubt Reporter.
- b. Having a great location on K-Beach we decided to put up a 4’x16’ sign. The sign is a colorful work of art that proudly displays the Alaska Grown logo. We receive numerous complements on the sign from customers.
- c. Due to right of way issues we did not proceed with the sandwich boards.
- d. Merrill Sikorski ran a Radio spot for 2 weeks on KSRM. A show called people going places and doing things on the peninsula. He promoted the market.
- e. The market donated a 12 x 24 greenhouse at the Midnight Sun Festival. Over 1,800 attendees. The Midnight Sun Festival is held at Diamond M Ranch and attracts would be ranchers, farmers, and other locals that are interested.

## 2. Producer

- a. Ridgeway Farms worked with us as one of our producers this year. Our partnership allowed for Ridgeway Farms to completely sell out of vegetables, starts, and flowers for the first time.
- b. We did have a total of 5 producers lined up but due to the extremely poor weather we had, only Ridgeway Farms could supply us.

## 3. Public Events

- a. We held two classes on growing upside down tomato plants at our store for the Garden Club. We donated 20 pots and the soil to those attending the class.
- b. We worked with 3<sup>rd</sup> grade elementary students from C.I.A. there were 32 students in attendance that learned about caring for and transferring flowers into pots. The students then gave the potted flowers as Mother's Day gifts.
- c. The local college KPC had Earth Day where we were a guest speaker for August on the peninsula. There were several hundred people in attendance.
- d. Kenai Peninsula Garden Club presentation on tomato growing.

**Grant:** Alaska Grown Events Promote Alaska Agriculture

**Organization:** Fairbanks Soil and Water Conservation District

**Agriculture Industry Promoted:** Alaska Grown

**Alaska Grown Product Sold/Impacted:** All Alaska Grown Products

The Alaska Agriculture Day events took place during May 2010 in celebration of Alaska Agriculture Day. The Chamber Luncheon was held on June 15 due to scheduling constraints. The classroom activities and Taste of Alaska Grown event were extremely successful this year. Sixty-six classrooms participated in Alaska Agriculture Day activities. Presenters included FSWCD staff and many volunteers from UAF and the community. Alaska Agriculture Day included farm tours, germination and plant science lessons, composting, and a special "where does it grow in Alaska" lesson. Grades K-3 received a complimentary book on agriculture. Approximately 2,055 students and adults in Fairbanks and Nenana learned about agriculture in Alaska.

The Chamber of Commerce Luncheon featured Bryce Wrigley from the Alaska Farm Bureau. His speech focused on food security and what Alaskans can do to make their food supply more secure. Joni Scharfenberg of FSWCD introduced the speaker. A short presentation was also given by a member of the North Pole 4-H club about their upcoming livestock auction. The North Pole 4-H Club brought their petting zoo to the event and greeted attendees, passing out Alaska Grown key chains, stickers, and pens. Chena Hot Springs Resort donated lettuce and tomato displays which were sold to raise money for the Fairbanks Community Food Bank. Jeff Werner, from UAF, created Alaska Grown placemats which were placed around each table, providing information and pictures about Alaska Grown produce. A slideshow with pictures of Alaskan farms was displayed in the background during the presentation.

To promote restaurants that serve food containing Alaska Grown ingredients, FSWCD put a color ad in the Fairbanks Daily News Miner on Tuesday May 4, Alaska Agriculture Day. This ad featured 25 restaurants who serve Alaska Grown ingredients. There was also a short article by Dermot Cole wishing the community a happy Alaska Agriculture Day.

The Taste of Alaska Grown meal was highly successful this year. There were about 400 walkers at the Alaska Visitor's Industry Walk for Charity and most of these participants sampled Alaska Grown products. 83 individuals filled out a short survey regarding Alaska Grown products, the virtues of eating locally, and where to find such products in Fairbanks. Donations, including food, flowers, and other supplies, were provided by: Chena Hot Springs, Interior Alaska Fish Processors, Honey Bakery, Marty's Bake Shop, Moosetard, Matanuska Creamery, Calypso Farm, Hot Licks Homemade Ice Cream, Basically Basil, Homegrown Market, Delta Meat and Sausage, North Pole FFA, and Far Above Rubies.

**Grant:** Garden Snaps Map  
**Organization:** Garden Snaps LLC  
**Agriculture Industry Promoted:** N/A  
**Alaska Grown Product Sold/Impacted:** N/A

Summary of Project:

Our project was to produce 20,000 double sided, full color maps detailing the location and/or information for locally owned Greenhouses, Nurseries, Garden Centers, Farmers' Markets, CSAs, Resources, and Public Gardens in South-central Alaska and on the rail belt up to Fairbanks. The cost of the map would be generated by charging for participation on the map and from grant funds. Farmers' Markets would be listed free due to the CMP Grant. Alaska Grown would be displayed prominently on the map and our website.

The purpose of the map was two-fold. The first goal was to make people aware of Alaskan owned sources of gardening supplies, food products and educational opportunities thereby influencing their buying and eating habits. The second goal was to increase revenue to local producers and in particular Alaska Grown members.

A supply of maps would be given to each company on the map to either give out free or to sell to gain additional revenue. Maps would be distributed through various agencies such as Cooperative Extension offices, and through our participation in garden fairs and conferences. We would also try and sell the maps through retail outlets.

**Grant:** Advertising Campaign  
**Organization:** Haines Farmers Market  
**Agriculture Industry Promoted:** Farmers Markets  
**Alaska Grown Product Sold/Impacted:** Haines Farmers Market

Goals:

1. Use radio advertisements to increase awareness of the opportunity for growers to participate in the Haines Farmers Market and Alaska Grown as well as to generate customers for the actual market dates and Alaska Grown products.
2. Do print ads in the Chilkat Valley News and their yearly tourist guide with seasonal emphasis.
3. Create a permanent laminated color poster for the season with space for specifics for each market to be added. The Alaska Grown logo will be prominently featured.
4. We will maintain our website [www.hainesfarmersmarket.org](http://www.hainesfarmersmarket.org). The website provides information about the Haines Farmers Market and Alaska Grown, vendor registration forms, access to DEC information, vendor surveys, etc... We will also advertise on our local community website.

Results:

The Haines Farmers Market held 6 very successful markets this year serving 39 vendors and approximately 1,200 customers (both locals and visitors). The grant money helped attract our best showings of customers since the Haines Farmers Market started 5 years ago. For the first year ever, we were able to hire a Market Manager. We had great local radio, newspaper and visitor guide coverage. We created a colorful poster and maintained an informative and attractive website with digital pictures ([www.hainesfarmersmarket.org](http://www.hainesfarmersmarket.org)). We did vendor and customer surveys and we showed a profit for the year.

**Grant:** Growing the Juneau FM  
**Organization:** Juneau Farmers Market  
**Agriculture Industry Promoted:** Farmers Markets  
**Alaska Grown Product Sold/Impacted:** Juneau Farmers Market Products

The weekly Juneau Farmers Market (JFM), originally advertised to run Saturday from 10am to noon for 10 weeks, from June 12 through August 14, proved so popular with customers and vendors that, by the 4<sup>th</sup> week, its hours were extended until 2pm, and the ending date was extended through September 18. We recruited vendors through print ads, posters, information tables at community events in early spring, and word of mouth. The number of vendors that we were able to register each week for a table ranged from a low of three to a high of 11, with most weekends having

approximately 6. We had a good distribution of products that included produce, baked goods, jams and jellies, plants, rainforest botanicals, and composting materials. Although our original intent was to provide a farmers market table at the summer Artists Market, most weeks the farm vendors outnumbered the artists, and the majority of shoppers came to buy the fresh and local food and plants. On particularly nice days (i.e. no precipitation) we had over 300 shoppers, with average attendance at about 215. With the Juneau community so very supportive, the farmers market became a popular summer event and will be held weekly again next year as a service to the community, and as long as funding is available.

The one day JFM and Local Food Festival held in 2008 and 2009 returned this year as the Juneau Local Food Festival. It became a separate community event from the weekly farmers market. A large, enthusiastic crowd of over 1,600 shoppers enjoyed the 3<sup>rd</sup> Annual Local Food Festival at the Juneau Arts and Culture Center on Saturday, August 28. In addition to the bountiful harvests of local produce and flowers, about 35 booths offered a wide variety of other locally grown and made goods for sale: artisan breads, soil amendments, handmade pottery, bulbs for fall planting, jams and jellies, catnip, pies and pastries, mushrooms, salmon caviar, granola, "Alaska Grown" clothing, locally made dog treats, all-Alaska wild crafted salves and teas, walking sticks and rugs. Other booths simply dispensed information about community organizations, including the Juneau Commission on Sustainability, Slow Food Southeast Alaska, the Juneau and Douglas Community Gardens, and the Southeast Alaska Conservation Council. New this year, the UAF Cooperative Extension Service organized an "Ask an Expert" area at the Festival where they, along with the Juneau Garden Club, the Southeast Alaska Master Gardeners and others, answered questions on gardening and food harvesting, production and preservation.

The workshop scheduled for this year covered the following topics:

- Growing Organic fruits and vegetables in Southeast
- Home brewing
- Composting with worms
- Preparing your garden for winter
- Jams, Jellies, preserves from Southeast abundance
- The happiest henhouse on the block
- Filleting demonstration and tips on smoking and preserving fish

**Grant:** Vegetable Information Signs

**Organization:** Pyrah's Pioneer Peak Farm

**Agriculture Industry Promoted:** Vegetable Industry

**Alaska Grown Product Sold/Impacted:** Alaska Grown Vegetables

**Goal:** Create signs to help educate the public about the health benefits of using vegetables.

Various signs were tested and feedback from customers was used to choose the information that was most helpful in informing the consumer as well as creating an attention-getting design that drew their eye. The signs that were ultimately constructed turned out well. The vinyl ordered matched the budget and was made out of weather and UV proof material that is supposed to last for up to 10 years without wearing down. Information on the sign was to include Alaska Grown labels and a map showing consumers where other producers and Alaska Grown products could be found. Each farm is outlined with a yellow border dictating the confines of the property. This map has its pros and cons. On the positive, most people appreciate the amazing photography of the map and the clear delineation of the farms. However, it is kind of hard to get your bearings when looking at the map to figure out point of reference so we are going to have to revamp/relabel the map somehow.

We feel that the project as a whole was very successful and will aid in forwarding the marketing objectives of educating the public about the health benefits and usages of vegetables as well as increasing recognition of the Alaska Grown program and label.



**Grant:** Tour of Greenhouses

**Organization:** Fairbanks North Star Borough

**Agriculture Industry Promoted:** Greenhouses

**Alaska Grown Product Sold/Impacted:** Greenhouse Products

The Second Annual Tour of Greenhouses in the Fairbanks North Star borough was hosted by six greenhouses on the weekend of April 30 – May 2, 2010. The six greenhouses that participated this year were: Ann's Greenhouses, Holm Town Nursery, Hawks Greenhouse, Risse Greenhouse, The Plant Kingdom, and The Flower Pot. This tour offers borough residents a chance to get out before the growing season to see what the local greenhouses have to offer. Ads leading up to the event and maps on the tour weekend were published in the Fairbanks Daily News Miner. Additionally this year, ads and the map were published in the Polar News and Alaska Post, the two newspapers published for Eielson AFB and Ft. Wainwright. These ads and map were paid for with Cooperative Marketing Program funds. Copies of those ads and map are enclosed.

In addition to the newspaper advertising covered with CMP funds, some of the participating greenhouses advertised the tour in their regular advertising on radio and in the local newspaper.

During the three-day tour, a passport system was used to track the number of people that completed the tour. Each participant was given a paper with a survey on it. They carried it from greenhouse to greenhouse, getting a stamp at each one. At their last stop, they completed the questions on the survey and turned in their "passport". This made them eligible for one of six prizes donated by each participating greenhouse. A sample of a completed passport is enclosed.

Each of the six greenhouses was invited to participate at the level they wished. Some had refreshments. One incorporated their annual open house into the tour weekend. Some had door prizes throughout the weekend. All contributed a large prize to the winners of the drawing.