

Cooperative Marketing Program Grants Summary 2012

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

\$ 16,000 awarded by 2012 CMP grants.

Contracts Awarded:

Title	Company	Amount Granted	Project Completed
Food for Thought	AK Farmland Trust	\$2,000	Yes
Reaching Further Markets for AK Peonies	Polar Peonies	\$2,000	Yes
Creating a Culture that Demands AKG Products	Co-op Market	\$1,000	Yes
Promoting Local Food By Example	Homer Farmers Market	\$2,000	Yes
South Anch Farmers Market Radio Advertising	South Anch Farmers Market	\$1,500	Yes
Haines Farmers Market	Haines Farmers Market	\$1,500	Yes
AKG Programs at Fairbanks Downtown Market	Fairbanks Downtown Market	\$2,000	Yes
Alaskan Grown Peonies	Eagle Song Peony Farm	\$2,000	Yes
Alaska Grown Flour	Alaska Flour Company	\$2,000	Yes

Project Overviews

Grant: Food for Thought

Organization: AK Farmland Trust

Agriculture Industry Promoted: Alaska Grown Products

Alaska Grown Product Sold/Impacted: Alaska Grown Vegetables

In order for consumers to invest in local agricultural products they will need to overcome several barriers: 1) preference for the product, 2) access to the product, and 3) cost of product. Our project aims to address the first two of these through an education campaign at the 2012 Alaska State Fair. The Alaska Farmland Trust will host a booth space during the twelve days of the fair that will feature a single, blind taste testing booth for sixteen products comparing Alaska Grown food and out-of-state food. Participants will be asked to give preference to which sample they prefer. Participants will then be given a list of vendors at the State Fair who offer Alaska Grown products, and their general location.

1. Specific Goals/Objectives.

- 1) Increase consumer preference for Alaska Grown products.
- 2) Provide information to consumers about accessing locally grown products.
- 3) Document food qualities driving local preference and consumers' requirements for purchasing Alaska Grown products.

Results: The Alaska Grown Taste Testing was held during the 12 days of the Alaska State Fair from August 23-September 3, 2012. We taste tested five different Alaska Grown and Alaskan Flown products including celery, zucchini, carrots, radishes and cucumbers. We had intended to have 16 products, but food preparation and a late season limited the products we could find. All told, 1,660 individual taste tests were conducted over the twelve day period. Participants who chose Alaska Grown were asked why they preferred the Alaska Grown product and participants who chose the Alaska Flown product were asked why they preferred the Alaska Flown product. These choice options were based on taste, appearance and texture.

The following results were tabulated:

- Of the five products taste tested, Alaska Grown was chosen 68% (1,128) of the time while Flown-in products were chosen 32% (532) of the time.
- Taste was the dominating food quality identified as why Alaska Grown was chosen with 892 respondents identifying taste as the reason for their choice preference. The second most commonly identified food quality was texture with 238 participants describing texture as a reason for choosing Alaska Grown. The least dominating food quality, appearance, had only 85 individuals identifying appearance as a choice preference for Alaska Grown.
- This trend for food qualities was mirrored within the Flown-in vegetables. For instance, 377 individuals chose flown-here based on taste, 104 participants chose flown-here based on texture, and 18 individuals chose flown here based on appearance.

	Percentage Preference AK Grown	Percentage Preference Flown
Carrots	59%	41%
Zucchini	75%	25%
Celery	64%	36%
Cucumbers	59%	41%

Grant: Reaching Further Markets for Alaska Peonies

Organization: Polar Peonies

Agriculture Industry Promoted: Peony Industry

Alaska Grown Product Sold/Impacted: Peonies

The purpose of this project is to raise awareness of the existence, quality and quantities of Alaska Grown peonies (specifically) and cut flowers (in general), I propose to do a national ad campaign in cutflower, florist and wedding magazines. This awareness will hopefully increase sales of all peony producers, not just individual farms.

We feel this will benefit the industry more effectively and efficiently in the future. One of the main points of our 2013 ad campaign is showcasing this marketing merger of several peony producers and creating a central selling point for buyer ease, as well as the primary selling point of FRESH (not stored) Alaska Grown flowers. We strongly believe that the 2013 national ads will make a huge impact in our growing industry, not just for the Interior growers but all of Alaska as floral wholesalers, brokers, florists and retail consumers become more aware of the availability of Alaska peonies and seek out stems for the summer/early fall season. The 2013 ads will directly impact at least 15 growers in the Interior, plus referrals for other Alaska growers AND help set up demand for future growers who may just now be planting peony roots statewide.

Ad run in campaign:

Farm-Fresh Peonies in July and August?
Yeah, Alaska Has Them!
Deep reds, shocking pinks, pure whites, pale blush and so many more northern beauty peonies for all your summer needs. Just south of the Arctic Circle, Alaskan cool summer seasons combined with long daylight hours create a quality peony not found anywhere else in the world during this time of year.
So, whether you order from your favorite family-owned Alaskan farm or the newly established "Arctic Alaska Peonies" northern cooperative, we work together to send farm fresh, gorgeous peony stems your way.
Now taking 2013 preorders!

Peonies when you least expect them
glorious, fresh cut, vibrant, perfect, white &
black peonies in late June, July and August
for your wedding.

North Pole Peonies
907.488.0446
1.866.535.6459 fax
info@northpolepeonies.com
www.northpolepeonies.com

Polar Peonies, LLC
Providing quality fresh cut
Alaska peonies
early July thru mid August
www.polarpeonies.com
polarpeonies@gmail.com
907.590.1707

Alaska GROWN
Funded in part by a generous grant from the Alaska Division
of Agriculture Alaska Grown Marketing Program

Grant: Creating a Culture that Demands AKG Products

Organization: Co-op Market

Agriculture Industry Promoted: Alaska Grown Industry

Alaska Grown Product Sold/Impacted: Alaska Grown products in the Co-op Market store.

Co-op Market Grocery & Deli opened for business on March 23, 2013. We were fortunate to open with several Alaska Grown items including Alaska Flour Company barley flour and cereal, Rosie Creek Farm potatoes and onions, Ebbesson farms potatoes, Johnson Family Farms sprouts and lettuce and Alaska Sprouts tofu and sprouts.

We've used the funds along with matching funds to produce a set of materials incorporating the Alaska Grown logo. The materials include:

- 1.) A round Alaska Grown sign that has become a prominent feature in our produce department
- 2.) A membership brochure
- 3.) Two postcards announcing Co-op Market's opening
- 4.) A website and email banner incorporating the AK Grown Logo.
- 5.) Shelf talker templates that are used to identify Alaska Grown products in the store.

We will also produce a large banner to appear outside the store.

The main challenge in utilizing the grant was that the opening of our cooperative grocery store was delayed. It took some effort to work with our graphic designers schedule to complete the materials.

Now that the materials are complete we are confident that consumers will be able to easily identify Alaska Grown products.

Brochure developed:

Alaska GROWN
SUPPORTING LOCAL PRODUCERS.
EMPLOYING LOCAL PEOPLE.

528 Gateway Street
Fairbanks, Alaska 99701
907.455.1000
WWW.COOPMARKET.ORG
VISIT US ON FACEBOOK

ALASKA GROWN
AS A MEMBER OWNER YOU ARE
SUPPORTING THE FARMERS

OWN IT
Co-op Market
Grocery & Deli
YOUR COMMUNITY.
YOUR FOOD.
YOUR CO-OP.

JOIN THE CO-OP

HOW DO I JOIN THE CO-OP

Choose between a one-time investment of \$200 or a payment plan.
 8 quarterly payments of \$25
 4 Quarterly payments of \$50
 2 Quarterly payments of \$100
 One-time payment of \$200
 One membership is valid for you and your immediate family living in the same household.

THERE ARE 3 SIMPLE WAYS FOR YOU TO SIGN UP!

1. At the counter: Sign up with any cashier at any of our registers!
2. Pay Pal: Visit our website www.CoopMarket.org and click on the "Join the Co-op" button, there you will be directed to our Pay Pal site.
3. Fill out the membership application on this brochure and mail it to us!

Name _____
 Address _____
 Phone _____
 Email _____
 Amount Enclosed _____

How would you prefer to hear about Co-op Happenings and Specials? → email → mail

SEND APPLICATION AND CHECK TO:
 Co-op Market
 P.O. Box 73237
 Fairbanks, AK 99707-2437

JOIN US
 THANK YOU FOR YOUR INTEREST IN BECOMING A MEMBER OWNER!

In March 2013 the dream of opening a Community-Owned grocery store in downtown Fairbanks became a reality!

Now your support is needed to ensure our success during the first few years.

Each Member Owner's investment helps build the capital to sustain Co-op Market.

As a Member Owner you are a legal owner and have a voice in a democratically run business.

Member Owners can participate in a variety of ways. Here are just a few:

- Vote for your Board of Directors
- Run for a seat on the Board of Directors
- Attend annual meetings and Board of Director Meetings
- Enjoy Member Owner Appreciation Days throughout the year
- Receive discounts on classes and bulk orders

Also as a Member Owner you will be rewarded patronage dividends! When Co-op Market becomes profitable your patronage, or how often you shop with us, is rewarded through a percentage of the profit.

Grant: Promoting Local Food By Example

Organization: Homer Farmers Market

Agriculture Industry Promoted: Alaska Grown Produce

Alaska Grown Product Sold/Impacted: Alaska Grown Produce at Farmers Market

We used this Cooperative Marketing Program funding to promote Alaska Grown products by hosting activities at the market directly promoting the producers of local foods. Activities at the market lead by example by: showing people how to cook Alaska Grown utilizing the local ingredients featured at the Homer Farmers Market (HFM); teaching children through fun Kid's Activities, advertising Alaska Grown to all segments of the population.

The Grant allowed the HFM to maintain a continuous advertising presence in the community. We were able to fund radio advertising, have the market location put on the "Map of Homer," and have our poster on the Homer Trolley. The Homer Trolley drives tourist during the summer months to various locations around town and would make occasional stops with people to the HFM Saturday markets.

1. Promote all Alaska Grown products available at the Homer Farmers Market.
 - a. This was done throughout the season but we also put on two large events: the Zucchini Festival and Harvest Party (Community Potluck).
2. We will host Cooking classes at the market at least once a month.
 - a. The HFM was able to support Robin McAllistar who received the "Chefs at the Market" funding. We hosted two more cooking demonstrations: 1. A flavored vinaigrette demo and discussion on the variety of dishes the vinaigrettes could add flavor too, 2. A rockfish/salmon chowder cooking with kids demo.
3. We restructured children's activities this year to broaden the scope of activities and encourage a wider range of ages. A newly established Kids Zone was created with the purchase of a large activity tent and a People's Garden. The People's (Children's) Garden was three raised beds and various pots around the kids area. This garden was up kept weekly by kids coming through the market. Kids Vending Day was a huge success this year. It was hosted on the last Saturday of each month. June and July saw big turnouts of Kids vending their homegrown garden veggies and handmade crafts. One highlight was the rock ladybugs present at all the vending days.
4. We will use advertising to outreach within the Homer community and surrounding areas.
 - a. The HFM continued to promote the market vendors and activities through the local newspapers. This year was especially great for the newspaper scene because both the Homer Tribune and Homer News offered to run articles frequently in both papers regarding the market. Kyra Wagner of Sustainable Homer wrote an article about agriculture weekly for the Homer News and I, Americorps VISTA, was able to have an opinion piece semi-regularly throughout the summer printed in the Homer Tribune. 31% of our survey audience saw these articles.
 - b. We will use radio advertising to reach out to the community to increase the number of people knowledgeable of Alaska Grown produce and other sponsored products/activities. The survey given showed that 14% heard the KBBI am890 ads and only 1 person admitted hearing us on KWAVE fm radio. This may change our strategy for next year.
 - c. We will use posters to publicize activities at the market and our mission to provide quality local products to the entire community. We put poster up around town promoting the entire market and then distributed flyers for the Zucchini Festival and Harvest Party.
 - d. At the HFM information booth we will provide information about the Alaska Grown program. Thank you for supplying us with so many stickers, buttons, key chains, etc. We continued to use the Alaska Grown logo on our market apparel and merchandise sold at the info booth during the season.

Grant: South Anchorage Farmers Market Radio Advertising

Organization: South Anchorage Farmers Market

Agriculture Industry Promoted: Farmers Market

Alaska Grown Product Sold/Impacted: Alaska Grown Products at the South Anchorage Farmers Market

The goal of this proposal was to raise awareness and consumption of Alaska Grown food throughout the state and to broaden our customer base. The radio that we advertised with was the Dave Stieren show on KFQD. These radio advertisements benefited vendors all over the state and not just the South Anchorage Farmers Market because the show is broadcast daily throughout the state and is available online. This radio spot educated the consumers to what is available, the quality and the uniqueness of these products. The radio promotion was fluid and changed daily building excitement for Alaska Grown as the season progressed.

Grant: Haines Farmers Market

Organization: Haines Farmers Market

Agriculture Industry Promoted: Farmers Market

Alaska Grown Product Sold/Impacted: Alaska Grown Products at Haines Farmers Market

The Haines Farmers Market's (HFM) greatest difficulty has been to generate enough locally grown produce to fulfill demand and retain customers. We believe that educating local gardeners, small farmers and the community at large will help bring more produce to market.

Specific Goals and Objectives

1. The HFM would like buy space in the local newspaper and website to produce a "gardening/farming" tip of the week presented by one of our local farmer/master gardeners. We would include highlights of the upcoming market as well as the Alaska Grown logo in all ads.
 - a. Completed
2. The HFM would like to host a local "Ask a farmer/gardener" table at each market. The table would also be a clearinghouse for Alaska Grown and community extension informational material.
 - a. Completed
3. The HFM would like to buy local airtime to host a weekly "Farm/Garden/Market report/Discussion."
 - a. Completed
4. Posters will be created to promote these educational efforts.
 - a. Completed

The project wasn't very successful overall due to the abnormal weather during the 2012 market season. Haines experienced record snowfall in the winter and spring as well as unusually cold temperatures throughout the spring and summer. The growing season was very late and weak for many crops. Many local farmers and growers that had hoped to participate in the market were unable to. The cold and windy weather at our outdoor market was also unfavorable for attracting customers.

Grant: AKG Programs at Fairbanks Downtown Market

Organization: Fairbanks Downtown Market

Agriculture Industry Promoted: Farmers Markets

Alaska Grown Product Sold/Impacted: Fairbanks Downtown Market

Proposal:

The Fairbanks Downtown Market requests a CMP grant to promote Alaska Grown products through programs and events during summer 2012. These programs will focus on connecting Alaska Grown products and growers with the Downtown Market and nearby restaurants.

Market managers will explore 3-5 summer programs with grant and matching funds. Each program will last the duration of one Market day (4-8pm) and feature Alaska Grown products and growers. This will provide customers with the chance to learn more about Alaska Grown and give market managers an extra draw for the Downtown Market.

Grant: Alaskan Grown Peonies

Organization: Eagle Song Peony Farm

Agriculture Industry Promoted: Peony Industry

Alaska Grown Product Sold/Impacted: Alaska Grown Peonies

EagleSong Family Peony Farm established and operated a booth this summer at the Anchorage Downtown Market & Festival for 10 weekends (7July-9September). There are a number of farmers markets in Anchorage and the Mat-Su Valley in the summer, but we chose the Anchorage Downtown Market for a couple of reasons. We had over 7 years' experience operating at this market, and it is probably the largest market of its type with over 600,000 visitors per season of which a large number are outside visitors.

Our goals were:

1. To educate the local public about Alaska Grown Peonies,
2. Introduce Alaska Grown Peonies to visiting US/International tourists,
3. Conduct a survey of potential consumers of Alaska Grown Peonies,
4. Create a venue for Alaska Grown members to sell their peonies to the public, and
5. Determine if such a venue is a good outlet to market blooming peonies.

Results:

Survey

468 people Surveyed: 52% Alaskans, 38% Other States, 10% International Visitors

1. 84% bought cut flowers
2. 56% buy from florists
3. 63% say the Alaska Grown symbol has significance to them
4. 61% had never heard of Alaska Grown Peonies
5. 60% would buy cut flowers from a local farmers market
6. 60% of those surveyed prefer their cut flowers come from an organic or sustainable farming practice
7. 53% state they would be willing to pay more for cut flowers that have not been treated with pesticides/herbicides
8. Cut flower preferences are:
 - a. Coral @ 32%
 - b. Pink @ 27%
 - c. White @ 19%
 - d. Red @ 6%
 - e. All Colors @ 16%

All our goals were met for this grant. We found all of the visitors to our booth to be eager and enthusiastic to learn that Alaska has a burgeoning peony industry that is now offering cut peonies for sale to national and international markets through the summer months.

Grant: Alaska Grown Flour

Organization: Alaska Flour Company

Agriculture Industry Promoted: Alaska Barley

Alaska Grown Product Sold/Impacted: Alaska Grown Flour

The 2012 Cooperative Marketing Grant we received from the Alaska Division of Agriculture was used to purchase advertising on radio, newspaper, and online. We had planned a larger ad campaign, but first wanted to evaluate which media was most effective at actually translating to sales. The results for the newspaper and radio ads were

disappointing. Both ad campaigns were run for a month and based on our baseline sales in the market area we saw no increase in sales.

We decided to not renew the newspaper and radio ads. Instead we tried an internet company called Vertical Search Works, which places ads in online food-related publications. The ads can be filtered by location so they only show up in certain cities or states and you pay either by impression, which means how many times the ad shows up when someone looks at the page, or by click, which only charges you for each time a person clicks your ad to be taken to your website. We chose to pay per click, which resulted in 17% of our respondents learning about us.

We wanted to create a website where people could purchase our products online, but we were unable to figure out the shipping aspect to make it financially viable.

We participated in several events around the state during which we handed out pamphlets, business cards, samples of food, and discussed how locally grown food increases food security for Alaska, helps the economy, and provides healthier, fresher, and better tasting food for Alaskans. Among the events we participated in were the Alaska Botanical Garden show in Anchorage, the Renewable Energy Conference in Chena Hot Springs, and the Ag Appreciation Day in Palmer.