

Cooperative Marketing Program Grants Summary 2013

Overall Overview

\$16,000 awarded by 2013 CMP grants.

The request for 2013 CMP grant applications was sent out 03/05/13. Grant applications were due 03/29/13. 15 groups applied for the 2013 CMP grant. 12 of the applications were accepted into the program and awarded funding for their projects. Project reports were due 11/15/13.

Contracts Awarded:

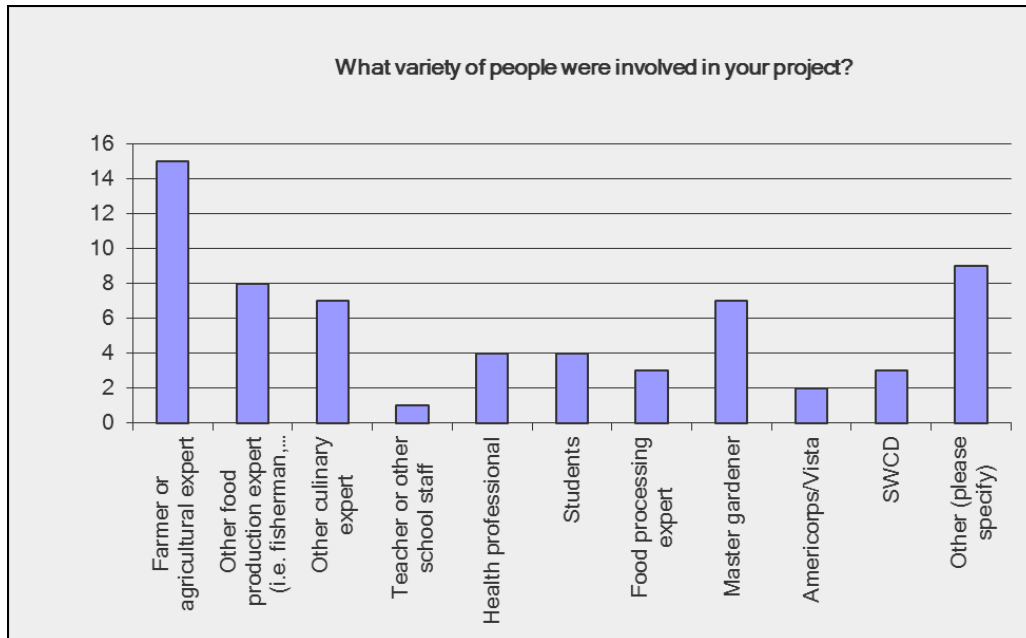
Title	Company	Amount Granted	Project Completed
Cut-Peony Quality-Assurance Bunch Tags	Alaska Peony Growers Association	\$2,000	No*
AKG Harvest Dinner	Downtown Association of Fairbanks	\$2,000	Yes
Tour of Farms	Fairbanks Economic Development Corp	\$1,500	Yes
Berry Celebration	Fairbanks S&WCD	\$1,000	Yes
Alaska Grown Promotion	Homer Farmers Market	\$1,000	Yes
Raising Local Food Awareness	Kenai S&WCD	\$2,000	Yes
Ketchikan FM Advertising	Ketchikan Wellness Coalition	\$1,000	Yes
Farmers Market Advertising	Kodiak Farmers Market	\$1,000	Yes
Rhubarb Rumble	Palmer Economic Development Authority	\$2,000	Yes
Mat-Su Giants	Palmer Museum & Visitors Center	\$1,000	Yes
Promoting Winter Farmers Market	Palmer S&WCD	\$1,000	Yes
Southeast AK Garlic	Southeast AK Garlic Growers	\$500	Yes

* Granted an extension due to unforeseen circumstances.

Variety of Projects Funded:

- Marketing/Advertising AKG Farmers Markets, AKG Products (Garlic)
- Winter Farmers Market with AKG members incorporated
- Develop AKG bunch tags
- Creating/Developing a website to market AKG Garlic
- AKG Rhubarb recipe contest
- AKG Farm Tour
- Increase consumer awareness of AKG range of products = main goal

13 of the 15 projects incorporated 10 or more working relationships with individuals and businesses in their projects.
(Listed below)



Project Overviews

Grant: Cut-Peony Quality-Assurance Bunch Tags

Organization: Alaska Peony Growers Association

Contact: Ronald Illingworth

907-488-0446

lilyvale@awcable.com

Agriculture Industry Promoted: Peony Growing and Sales

AKG Product sold: Unknown

We developed a bunch tag to be used with the bunches of peonies which we ship to buyers from various growers throughout Alaska. They include the Alaska Grown label along with Quality Alaska Peonies label and are used to highlight the quality and uniqueness of our peonies.

Project was delayed due to late arrival of the bunch tags and early harvesting of the peonies due to the unusual weather conditions of this summer. We did use some of the bunch tags in a few shipments from one packhouse in the Fairbanks area.

Because of the delays in acquiring the tags, we are unable to provide any realistic evaluation of our project at this time.



Grant: Alaska Grown Harvest Dinner

Organization: Downtown Association of Fairbanks

Contact: Jeremia Schrock

907-452-8671

JSchrock@downtownfairbanks.com

Agriculture Industry Promoted: Farming

Amount AKG product purchased: ~200#

The Progressive Dinner (Downtown Alaska Grown Progressive Dinner) caused local restaurants to source Alaska Grown products for one night in the context of an old-time Fairbanks favorite - progressive dinners downtown.

The Progressive Dinner went very well for a first-time effort. There were 106 tickets sold and - we think - 104 participants. The biggest hitches were: participants enjoyed venues that were NOT usually open for dinner business more than they enjoyed those venues that had other dinner traffic; and, of the five restaurant venues, only three were able to source Alaska Grown produce on their own. The other two restaurant venues required significant assistance; we did the menu-planning and shopping for them. As a result, we did not have the menus in time to do what we had planned with respect to sharing recipes and ways/means to make such dishes at home.

We met our objectives for the Progressive Dinner. We would probably NOT do another Alaska Grown Progressive Dinner. Progressive Dinner, yes, but the Alaska Grown sourcing was a high hurdle to do well/get right.



Grant: Tour of Farms

Organization: Fairbanks Economic Development Corp

Contact: Julie Emslie

907-452-2185

jemslie@investfairbanks.com

Agriculture Industry Promoted: Vegetables, Microgreens, Peonies

Amount AKG Product purchased: Not Applicable

The Tour of Farms followed the model of the Tour of Greenhouses that has been held in Fairbanks over the last several years. The Tour of Farms will function as a community-wide Open House for the general public to visit and tour local farms.

Overall, the Tour of Farms was a great success. 13 farms participated with each farm receiving on average between 70-80 visitors. Over 1,000 visits were made total to all farms. FEDC has received 57 returned passports, most via mail, with "stamps" ranging from 1-12 farms. 13 door prize recipients were selected and received items that highlighted Alaska Grown products (i.e. gift certificates to restaurants who cook with Alaska Grown products, Alaska Grown shirts, gift certificates to the local farmers' market and Coop Market, Fairbanks First gift basket, etc.) We had some problems with participants locating one of our farms. Also, the most common piece of feedback received was that one day was not enough time to visit enough farms. The outreach and promotion of the event went quite well. The Newsminer did a feature story the Sunday of the event, which we believe helped significantly in generating interest. The amount of people participating in this event surpassed our most optimistic estimates. We were pleasantly surprised in the community's response to this project.

We exceeded our expectations. In the future, we would like to have the Tour of Farms span at least 2 days, even if different farms participated on each day. We would also ask that participating farms have good signage and take responsibility for ensuring that participants will not struggle to find their farm. I believe that the amount of people who participated in this first time event speaks to the interest and overall energy in local food production, local farming, and of course Alaska Grown products in general.



Grant: Berry Celebration

Organization: Fairbanks S&WCD

Contact: Jessica Guritz

907-479-1213 x 107

jlguritz@gmail.com

Agriculture Industry Promoted: Berry Products

Amount AKG product purchased: 168 ounces Jam/Jelly; 16 ounces berry moosetard; 1 bottle berry vinegar; 2 loaves of locally baked bread

This project was planned as a way to outreach to the public about local berry products, farms, and how to grow berry plants in Interior AK. We decided to provide taste-testing of berry products and fresh berries as a way to showcase the quality of AK grown berries and to entice people in to learn more!

The Berry Event was a great success! We had approximately 230 people visit the event. Attendees tasted many different berry products, picked up handouts on how to grow berry plants, and talked with staff and volunteers about growing methods, products, and what varieties grow best in the Interior. We had trouble recruiting local farmers, due to the business of the season. One local grower showed up with abundant berry samples and stuck around to visit with the attendees, which was much appreciated! All attendees seemed very pleased with the event, and we received numerous positive comments. Children enjoyed "name that berry", a game I designed, and also picked up lots of free balloons, stickers, bookmarks, and other goodies. People were very excited about the variety and quality of the products they sampled. After the event, when we talked with the local businesses that sold and donated the products, we found out that they had increased business after our event!

We were very pleased with the number of attendees at our event. There were more people who visited than we thought there would be. Unfortunately, the questionnaires that attendees filled out were lost (possibly thrown away by a volunteer or intern!). If we do the event again, we will make sure that these are kept in a safe place and tallied at the end. Overall, it was obvious that attendees learned new information at the event. Many people picked up contact information for purchasing plants or obtaining berry products. Others got their questions about growing plants answered by Steve Seefeldt (the local CES agent), Vic Johanson (our star volunteer who brought the samples), or Jessica Guritz (FSWCD specialist).



Grant: Alaska Grown Promotion

Organization: Homer Farmers Market

Contact: Robbi Mixon

907-299-7540

manager@homerfarmersmarket.org

Agriculture Industry Promoted: Farmers Market

Amount AKG product purchased: ~350 lbs between two of the major events (Does not count normal sales at the market)

We wanted to increase community awareness and appreciation of local foods, how to process and preserve them, and expand our children's education program, including curriculum on food and local commerce. We wanted to integrate the community into recognizing and participating in the local food system. We increased awareness of the AK Grown brand as well.

It went great! We did several events to encourage the local community to interact with local foods, such as the Zucchini Festival, several Chef at the Market demonstrations, bi-monthly Kids Vending Day, and a Community Harvest party. We also launched a scholarship/grant program this year, supporting local individuals and organizations in their pursuit of sustainable agriculture related projects. Also we saw the highest sales ever of market merchandise, proudly displaying the Alaska Grown logo.

We met our expectations. Market attendance was increased from previous years. The highest collected vendor fees and merchandise sales show an increased interest in the market by all parties- participants and patrons alike.



Grant: Raising Local Food Awareness

Organization: Kenai S&WCD

Contact: Heidi Chay

907-283-8732 x 108

kenaiswcd@gmail.com

Agriculture Industry Promoted: Farmers of Food Crops

Amount AKG Product purchased: Not applicable

The goals of the project were to increase consumer awareness about the full range of venues where Alaska Grown products can be purchased locally and to increase sales and/or customers for Central Peninsula producers.

The project went pretty much as planned. From May through Harvest Moon Local Food Week, Sept. 16-21, the District carried out an area-wide marketing campaign to promote local food. The campaign included: a series of ads on KSRM and affiliated stations featuring a local farmer and mothers describing the benefits of buying local food (May-Sept.), extended PSA's on KDLL (July-Sept), ads in the Redoubt Reporter (July-Sept), a web page (www.KenaiLocalFood.org), and a Facebook page. In addition, we distributed hundreds of copies of the Local Foods Directory via Kenai and Soldotna libraries and visitors centers. The project had some unexpected benefits. In addition to our partners in the Local Food Group, we worked with lots of new partners, e.g. commercial radio folks, farmers market vendors, City of Kenai, City of Soldotna, and the Kenai Peninsula Foundation. The consumer and producer surveys we conducted yielded helpful information way beyond the needs of this grant. And lastly, the project raised the visibility of the Kenai Soil & Water Conservation District and the Local Food Group as organizations that promote local agriculture.

Of the 204 people we surveyed at two local farmers markets in August, an overwhelming majority (84%) said they were more aware of Alaska Grown food options than compared to 2012, which we take to be a great indication of success, regardless of where they got that awareness. 36% said they had heard about the market via radio, newspaper, Facebook or the Local Foods Directory, all of which we used as part of the media campaign. It's interesting to note that farmers market road signs alone reached 36% of those surveyed and that word-of-mouth advertising reached 40% of those surveyed. On the producer side, we were pleased to learn that 9 out of 13 local food producers surveyed had increased sales this year, and that 10 out of 13 are planning to expand production next year. 11 of 13 producers said they were aware of the media campaign and 6 were very appreciative that the campaign took place, whether or not they could identify a tangible impact on their business. One thing I would do differently is to tie in more regularly with the Alaska Grown Facebook page. Our Kenai Local Food Facebook page didn't get much traction.



Grant: Ketchikan Farmers Market Advertising

Organization: Ketchikan Wellness Coalition

Contact: Bett Union-Jakubek

907-247-8716

503-278-9886 (Cell)

bettunion@gmail.com

Agriculture Industry Promoted: Small animal poultry, artisan food production, foraging and growing local foods

Amount AKG Product Purchased: Each of the 6 markets market sold approximately: -40 dozen eggs -4-6 cases of fermented foods -6 cases of jams and jellies -200 pounds of produce

The focus of this project was to promote the inaugural Farmer's Market in Ketchikan and Alaska Grown.

47 different vendors participated with an average of 19 vendors at each market (the range was 14-17). This was notably one of the best summers in Ketchikan in many years with sunny weather ideal for growing. The sustainability of the local, fresh produce supply was a challenge as the demand was much higher than what was supplied. The highlights were the responsiveness of the community and the excitement of the vendors. The community was highly enthusiastic for this project and many residents participated in each market. The first market brought over 400 local residents; additional markets averaged between 200-300 people.

We surveyed attendees at the first and last market days as to how they heard about the market. The overwhelming response was in three ways: word of mouth, radio coverage, and posters. Additionally, we did a vendor survey at the end of the season which will be followed up by a series of meetings at the end of January to plan for next year's market. We also did a suggestion box for the general public. These suggestions were incorporated throughout the market season. We exceeded our expectations. Next summer we plan to enhance the signage marketing the market. We also plan to increase our organizational structure for vendors including online vendor forms and links to DEC information. Because of the high demand for these markets, there is a need to organize our communication methods (Facebook, online blogs, our website, etc.). We are using this winter season to host organizational meetings with vendors and interested volunteers. Because of the intermittent schedule of the market days (markets were not held every Saturday), there was confusion for the public as to which Saturdays were markets days. It will be a long time before we can increase the number of markets until we can build local growing capacity. As a result of the intermittent market dates, we will need to increase our advertising throughout the season (the first market was the most advertised and had good media coverage).



Grant: Farmers Market Advertising
Organization: Kodiak Farmers Market

Contact: Bernadette Deplazes
907-487-2885
bdaf@ptialaska.net

Agriculture Industry Promoted: Farming, Poultry, Food Production, Dairy
Amount AKG Product purchased: ~6,400 pounds AKG Product (estimate)

Our project was to promote foods that are produced in Alaska and especially in Kodiak, to educate people on what is available and on foods that can be successfully grown here and in Alaska and to help show people how these foods, some of which are unfamiliar, can be used in the kitchen. We also handed out Alaskan Grown Promotional materials. Our ongoing project over the whole season was to promote the Farmers Market and to grow our market in both numbers and number of customers buying there.

We planned to do this project during the State Fair but at the last minute I was put in charge of the Fair Exhibit Hall so I didn't have time to do both projects at the same time. Because of this we decided to have an Alaskan Grown Day at the Farmers Market on Saturday, September 21. On that day we set up a table with the promotional items that were sent to us and fielded questions about what products are available both locally on Kodiak and on the mainland of Alaska. We

had great response from the community and lots of interest in our project. We fielded questions about how local products can be obtained and I think had a real impact on the buying decisions of some people. We had a lot of comments of: "I didn't know you could get that locally." and "I didn't know that was grown (produced) in Alaska." The Alaskan Grown Directory was a hot item and several people came back for more copies to give to friends. The response was overwhelmingly positive and a lot of fun for all involved.

The Alaskan Grown Day went extremely well and everyone who was involved seemed to enjoy it. We talked to lots of people and pushed the idea of Alaskan Grown and produced products and had discussions on the benefits to local economies etc. I think we enlightened people on how much better locally grown foods can be and encouraged quite a few folks to try some things they might have been hesitant to try. I would still like to have the cooking demonstration at some point. There was lots of interest in that project from producers here on the Island. The Alaskan Grown Day that we held at the Farmers Market was somewhat downsized from what was originally planned but it was a great success anyway. It turned into a day with a party atmosphere as we passed out the key chains and I Love Alaskan Grown buttons and all the information. Our project elicited many questions and a lot of interest and lots of positive comments. It was also great that people could see, since they were at the market, all of the wonderful produce that is grown here and talk to the farmers who grew it. Recipes were exchanged and I learned a few things myself that day.



Grant: Rhubarb Rumble

Organization: Palmer Economic Development Authority

Contact: Kevin Brown

907-982-7426

kevin.brown.2@gmail.com

Agriculture Industry Promoted: Rhubarb Farms

Amount AKG Product sold: 95+ pounds of rhubarb

The main agricultural attraction of the July 13, 2013 Palmer MidSummer Garden and Art Faire was the RHUBARB RUMBLE recipe contest. Culinary artists associated with established local restaurants and caterers in Palmer were eligible to enter their rhubarb specialty. Entrants received locally grown rhubarb, purchased from either local food processor as frozen product or fresh from a local farmer who could ensure a variety of producers were represented. A people's choice vote determined the result. The winner received the first annual RHUBARB RUMBLE trophy and a People's Choice Award certificate, newspaper and other media coverage. The award was presented as part of the

Palmer Chamber of Commerce meeting on July 17th, 2013. The objective of this project was to create a broader market and increased demand for locally produced rhubarb and other local produce that could be used in the entries. Marketing of any product is enhanced when the product is familiar to the buyer, and this was the perfect opportunity to help local growers establish a strong recurring customer base. The broad array of possible entrants in this contest ensured new and innovative alternatives that are likely to become regular local menu items and inspire both duplication and creativity in consumers.

The Rhubarb Rumble was received with enthusiastic response from local chefs who outdid themselves with both standard and quite innovative approaches to using both rhubarb and other locally grown ingredients in their entries. The comments by the consumers/judges were positive and enthusiastic as well. We succeeded in pushing the fair attendants off the fair campus and into the larger community to the individual restaurants for the tasting and back to the fairground again for the voting. The hangups were mainly due to lack of able volunteers to answer attendees questions, work on the ballot layout and questions which lacked the detail we'd hoped to include. While it would likely be easier to have the tasting on site at the fairgrounds this would have undermined the need to gain broader retail street support which was integral for the overall success of the fair itself. And the restaurateurs benefited doubly by the consumer judges visiting their individual establishments as well.

Follow up with the restaurateurs indicates they would be willing to make this an annual event with one supporting a winter project as well. It was notable that the winning entry was completely innovative using rhubarb as a tomato substitute in a chili. The winning entry, a chili developed by local restaurateur John Christensen of Pizzaria Delphi, was supported by local growers John and Victoria Bush at their Alaska State Fair food booth. Palmer Soil and Water Conservation District gave away samples of their chili during the state fair's Alaska Grown Day. According to Chef Christiansen, the Matsu School District's food service has shown an interest in possibly serving this chili as well. We were unable to meet our goal of collecting recipes and turning them into a book for fund-raising this year due to lack of available volunteers. However, getting a much earlier start in organizing the overall event is essential and could remedy this. A volunteer at each participating restaurant would be ideal to hand out and collect results which might capture more information and allow for a few more pointed questions to be asked. The innovative use of rhubarb from a syrup used in a silky pink martini named the Rhubarb Rumble to the award-winning chili opened a lot of eyes to this humble perennial's versatility. The syrup could be bottled as a value-added product and sold in food specialty shops. Canning the chili might be a possibility or as a frozen prepared dinner product. As long as there is a commercial source of frozen rhubarb the chili will stay on the menu at Pizzaria Delphi. The Palmer Bar ran out of the Rumble martini halfway through the event. The comments on the chili were over the top. A recipe book is a natural direction for promoting this crop beyond a pie filling. It is sustainable, hardy, and makes an excellent replacement for acid fruits or vegetables in recipes. Restricting the event to licensed chefs and caterers excites their creativity and could create a reliable customer for the grower beyond the hit and miss of the home consumer/chef.

PALMER MIDSUMMER GARDEN & ART FAIRE July 13, 2013

EVENTS GUIDE

RHUBARB RUMBLE - (downstairs stage & booth)
Vote your vote for the best recipe in the Info Booth.
Can your vote for the best recipe in the Info Booth.

WORKSHOPS

PALMER LIBRARY
11-11:45 - Irrigate Plants: Can't we all just get along? JAMES ROSENTHAL
12-12:45 - The Honey Bee and the Super Organisms. SCOTTIE McNEIL
1-2:30 - Ask the Plant! ELLIE VANDER VEEK

PALMER MUSEUM GARDEN
10-11 - Photography with Richard Kestle
12-1 - In the garden: a walking tour history of the Mid-Su Agricultural Showcase Garden. JAMES ROSENTHAL
1-2 - Concrete Leaf art demonstration. FLORENCE CARMY
2-2:45 - Search & Walk in the Garden. BOB AZAROVITZ

ALASKA BIBLE COLLEGE CLASSROOMS
11-11:45 - Rain Gardens. CATHERINE DOMAN
12-12:45 - Dollars & Sense: propagating plants from cuttings. PAT BEAN
1-1:45 - Burying Children. STEVE BROWN
11-3:45 - Using Alaskan Wild Herbs & Plants in Food & Medicine. KIM ADELUND - CLASSROOM 1

ALASKA BIBLE COLLEGE KITCHEN
Advance sign-ups at Nordstroms - contact Dennis at 907-982-2363.
Full schedule at the Info Booth - \$12 per person
Workshops include Fresh Yogurt, Panzer/Chenna Cheese & Sauerkraut with John Canas of the University of Alaska Cooperative Extension Service & Sonoma College. Priscilla, Brad & Mike with Denise Stutz.

MUSIC & ENTERTAINMENT
Borough quad, Palmer parkway & downtown shops
Palmer Art Council's Flute Ensemble, Bell Chime, Youth Band & Youth Theater Improv Group & local performers Deyann Madam, Dave Norman, Carhart Brothers, Marching Band Solo, Corey Skarum & Larry CONTRA DANCE
Borough Quad, 7-9 PM - Hosted by Garrison Moe Su

ART WALK - Maps & more at the Palmer Museum
Arts and Crafts, Antique Dealer & Valley Art Alliance at the Museum
Arts and Crafts, The Gallery, Midnight Sun Yoga Center, Center Up, NIKKOSKIMO, Garden Gate, Forside Books, Veggiebond Blues, Alaska Antiques & Crafts at Turkey Road, Palmer Cafe, Shave Lash Gallery, Healing Path Therapies, Massage, Chickadee's, Butte's, Sustainable Design Group, Salsolita, Palmer Public Library (Valley Arts Alliance) Radio Free Alaska KVRB 89.5 FM, One of a Kind, Scholastic

LEGENDARY SCAVENGER HUNT
10 AM - 5 PM - Country Legends 100.9 & downtown merchants

MURAL - No Kneading, Art & Creativity Center - 2 PM opening

FOOD & DRINKS
Open all day with Garden & Art Faire specials

INFO BOOTH PARKING RESTROOMS

SPONSORED BY:
Palmer Economic Development Authority
1000 YEARS
The Garden Gate
Nordstrom
Frontiersman
art walk
Palmer Museum
Palmer Public Library
Alaska Bible College
Garden Tours

PALMER MUSEUM GARDEN & ART FAIRE 2013
3rd Ave & E Flowerwood Ave
Palmer, Alaska
PARKING: 3rd Ave & E Flowerwood Ave
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Grant: Mat-Su Giants

Organization: Palmer Museum & Visitors Center

Contact: Selena Ortega-Chiolero

907-746-7668

director@palmermuseum.org

Agriculture Industry Promoted: Fruits and Vegetables

Amount AKG Product sold: Not Applicable

Throughout the year, visitors from all over the country and around the world stop at the Palmer Museum and Visitor Information Center. The first question they inquire about is where they can view local farms and agriculture. In particular, the giant Alaska vegetables they've heard so much about. Unfortunately, most of these visitors arrive out of the growing season when most of our large vegetables are not quite ready. With the assistance of local artist, Pat Garley, it was decided that the Palmer Museum would create a permanent outdoor display that would be dedicated to promoting the arts in the region and showcasing the Valley's agricultural marvels while also promoting Alaska Grown products year-round.

We believe our project has been successful, both in the development process and with the final outcome. While fundraising for the costs involved with the installation of the sculpture, we received an overwhelming amount of support for the project culminating in the participation of 7 local organizations donating funds towards the project. We were able to successfully acquire enough funding to install the sculpture and purchase one of our interpretive signs. We also received a discount on the brick pavers which afforded us to purchase the additional equipment we did not anticipate that we would need. We were confronted with three hurdles along the way that did surprisingly work out quite well in the end. The first, was that the City of Palmer Public Works Division was not able to lay down the brick pavers as initially planned, however, our Collections Manager (a retired landscape architect) donated his time to complete the task of installing the brick pad. The second hurdle was after the installation of the brick pad and the sculpture, we noticed that the garden shed behind the sculpture detracted from the entire display. As a result, we had enough funding available to install a trellis on the back side of the shed and the museum gardeners have agreed to plant a vine in that location next summer. It will now serve as another agricultural addition to the entire installation. The third and final hurdle was that after removing the old Alaska Grown sign we noticed that the shed it was adhered to had been damaged due to rot. Rather than replace the entire shed we patched the location with a panel that was painted to match the original shed. The result is that the shed is now secure and aesthetically appeals to the location. One of the major highlights from working on this project was that our efforts were noticed by Senator Begich's office. Senator Begich paid us a visit during his publicity tour and we were able to share our thoughts and concerns about agriculture in the valley. His visit also resulted in a few photo opportunities with the display. We believe that the project has been received in a positive way by the community. Our local residents constantly give us compliments and have now asked us whether we will expand on our outdoor displays. Our visitors take the time to stop by and view it and as a result we have more visitors walk through our showcase garden and ask about where to purchase local produce.

We believe that we slightly exceeded our expectations for the project. We did not anticipate acquiring as many donations towards the installation as we have been given. As a result, it appears that we will be able to complete our projected plan in full by next summer including the purchase of a solar-powered eco post (which we are still short on funding). If we were to do anything differently, it would have been to follow-up sooner with City of Palmer Public Works so that we could have been informed earlier about having to be responsible for laying down the brick pad which could have resulted in the sculpture and brick pad being installed by mid-summer rather than late summer which it was. Our interpretation of the results has led us to conclude that there is a need for more public programming regarding the valley's agriculture and that we should strive to provide more information about it to our visitors.



Grant: Promoting Winter Farmers Market

Organization: Palmer S&WCD

Contact: Jeff Smeenck

907-745-1636

Jeff.smeenck@gmail.com

Agriculture Industry Promoted: Alaska Grown

Amount AKG Product sold: ~\$3,000 in sales

Palmer Soil and Water Conservation District collaborated with Envision Mat-Su and Alaska Farmland Trust to host a Valley Winters Farmer's Market at the Depot in Palmer. Local agricultural producers and value-added producers were invited to sell their products.

Over 500 people from the community came to this Farmer's Market which ran from 3PM to 8PM on November 1, 2013. The Market was quite successful- There was an abundance of product for sale and many purchases were made. Initially, producers were hesitant to commit to attending this event, but were ultimately satisfied when sales totaled over \$3,000. There was plenty of positive response from the community wanting more events like this one that it inspired a local producer to host weekly farmer's markets at the Depot every Monday. Local businesses near the Depot have noted to Palmer Soil and Water Conservation District that their sales have increased on Mondays due to the additional customer turnout at the weekly farmer's market.

Palmer Soil and Water Conservation District appreciates the opportunity to be part of project that supports local agriculture and benefits all Alaskans.



Grant: Southeast AK Garlic

Organization: Southeast AK Garlic Growers

Contact: David Love

907-789-6833

pandalid@yahoo.com

Agriculture Industry Promoted: Local, organic garlic producers in Southeast Alaska

Amount AKG Product sold: 88 pounds of garlic

The goal of this marketing project was to involve at least 3 Southeast Alaska garlic growers in advertising the availability of Alaska Grown garlic through print advertising, participation in the annual Juneau Food Fair, and development of a cooperative marketing website. Through participation at the Juneau Food Festival and through development of the marketing website we have increased public awareness about locally grown garlic, provided answers to potential questions from consumers, and provided growers an opportunity for a less expensive and less time-consuming alternative to developing their own websites, through sharing the costs of web hosting and maintenance.

We successfully advertised, and marketed garlic at the 2013 Juneau Food Fair, during which we collected information on buyers habits and preferences as related to locally grown garlic. We were successful in obtaining market information from 88 buyers, or better than 10% of the total number of attendants. The three participating garlic growers sold all of their stock of 4-6 different varieties of hardneck garlic. Almost 50% of the interviewed attendees indicated that they heard about the Food Festival through our advertising via newspaper, posted flyers and the internet. People responded positively to being able to purchase an organic and locally-grown product. While we did successfully advertise in the Juneau Empire for the week previous to the Juneau Food Fair, the print advertising was not formatted correctly when it was initially printed (even after numerous communications with the editor) and the revisions requested were not made in a timely manner by Juneau Empire staff. Because of the various typos and mistakes, the Empire did not charge us for the advertising for that week, and yet we learned from almost half the people we interviewed at the Food Fair that they had heard about the garlic sales through that advertising. We also launched the Southeast Alaska Garlic Growers website (www.segarlicgrowers.com). Two other garlic producers participated with advertising efforts and questionnaire development, but both later decided they did not want to be hosted under the Southeast Alaska Garlic Growers website, beyond including their contact information. The website has generated hundreds of internet user hits since it was posted in August, with about 50% direct searches likely the result of our posted flyers and Juneau Empire advertising.

We developed a Garlic questionnaire in collaboration with the other two garlic growers here in the Juneau/Gustavus area. The responses from this questionnaire were collected at the Juneau Food fair using help from family and friends. We felt we were successful collecting questionnaire responses and sold all of our garlic as well! In Juneau, it appears that printed advertising, internet and newspaper advertising account for about half of the successful advertising, the other half seems to be generated by word of mouth or previous participation in the event. The three garlic growers in the area successfully marketed all of the garlic they brought to the Food Fair. It would have been interesting to do follow-up advertising and market evaluation at subsequent market events. In general I think our questions were worded precisely enough to gather this information, but we could have had more specific supporting questions.

