



**Date:** 1/16/2018

**PSU Ref. No:** 199685

**Title:** Farm Market Innovation Education & Training

**Submitted to:** Patti Keller

patti@acnursery.com

State Horticultural Association of Pennsylvania

480 Mountain Rd

Orrtanna, PA 17353

**Submitted by:** Tanya Lamo

717-334-6271

tel20@psu.edu

**Proposed Project Period:** 4/1/2018 - 3/31/2019

**Total Project Request:** \$4,800

**AUTHORIZED UNIVERSITY OFFICIAL**

*Christina Wagner*

DATE 1/16/18

Christina Wagner  
Research Administrator - Pre-award  
College of Agricultural Sciences  
107 Agricultural Administration Building  
University Park, PA 16802-2602  
Tel: 814-865-5419  
Fax: 814-865-0323  
Email: L-AG-contgrts@lists.psu.edu

*John W. Hanold*

DATE 1/16/18

John W. Hanold  
Assoc. VP for Resresearch  
Office of Sponsored Programs  
The Pennsylvania State University  
110 Technology Center Building  
University Park, PA 16802-2602  
Tel: 814-865-1372  
Fax: 814-865-3377  
Email: osp@psu.edu

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**Please reference PSU Ref. Number in all correspondence.**

**Grant Proposal Submitted to SHAP Extension Committee**  
*January, 2018*

**Title**            **Farm Market Innovation Education & Training**

**Personnel**     Tanya Lamo, Penn State Cooperative Extension,  
717-334-6271, ext. 325; tel20@psu.edu

**Duration of Project –One Year**

**Farm Market Innovation is a new project that will provide hands-on, immersive education opportunities to farmers and market owners. It will foster innovation in farm markets and direct-to-consumer farmers by introducing them to the most current trends in marketing, displays, value-added products, merchandising and agritourism at domestic and international levels. Hands-on education and training will work to boost the farm market industry and increase direct-to-consumer sales. This grant will allow extension education to create hands-on learning experiences related to farm marketing that participants can then apply directly to their businesses. This initiative will directly impact the continued growth of the farm market industry.**

**Farm market owners and direct-to-consumer farms will all benefit from this education.**

**Justification**

According to the USDA, direct-marketing of farm products through farm markets continues to be an important sales outlet for agricultural producers nationwide. Consumer interest to have access to fresh, local products has helped sustain the industry. In order for markets and farmers to capitalize on the growing consumer demand for fresh, local products, they must stay educated and up-to-date on industry innovation and research-based marketing practices. This includes making their fresh products even more accessible to consumers through restaurants and grocery stores. Value-added products and agritourism have become additional methods to attract customers to farm markets and farms. Farmers and market owners will benefit from exposure to markets that are on the cutting-edge of this value-added product and agritourism trend at a stateside and international levels. This program will explore the various opportunities and trends that are available to farmers and market owners.

**Educational priorities:**

- Farm market field tours
- Marketing (including logo creation, signage, advertising, and social media)
- Agritourism site tours
- Farm to table restaurant strategies

Current Challenges:

- Attracting customers to market
- Effective signage
- Effective displays
- Marketing
- Direct sales to restaurants

Preferred learning method:

- Farm market and farm experience tours
- Hands-on workshops

**Procedures**

As a result of this grant, the program will have the opportunity to provide and partially fund farmers and market owners to attend quality educational international and domestic tours and workshops. These programs will provide excellent networking opportunities and the ability to glean ideas from peers who have proven successful in the farm market and direct-to-consumer farm business. Along with peer interaction, participants will be provided with research-based instruction and information which enhances the experience. This educational format has proven successful in the past based on programs conducted for hard cider classes and Grow, Learn, Network.

**Presentation of Results**

The results of this study will be shared with the Pennsylvania horticultural industry through trade publications, workshops, on-line presence, grower conventions and extension newsletters.

**Budget**

April 1, 2018 - March 31, 2019	
Travel	\$1000
Supplies	\$ 500
<u>Tour Costs</u>	<u>\$3300</u>
TOTAL	\$4800

With the continued demand for local, fresh food, this grant will provide the opportunity to farm markets, farmers and direct-to-consumer farms to glean ideas from markets and farms that have made cutting edge changes to their business plans and operations with success.

**Other Support**

Penn State Extension Educator Salary provided by Adams County  
Other travel expenses provided by Penn State