



Date: 1/4/2019

PSU Ref. No: 206288

Title: Farm Market Innovation

Submitted to: Patti Keller

State Horticultural Association of Pennsylvania
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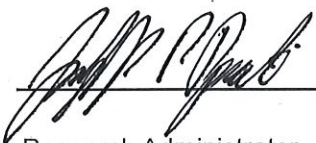
Program: State Horticultural Association of Pennsylvania

Submitted by: Tanya Lamo


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Proposed Project **4/1/2019 - 3/31/2020** **Total Project Request: \$4,800**

AUTHORIZED UNIVERSITY OFFICIAL

 DATE 1/4/2019

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Please reference PSU Ref. Number in all correspondence.

**Grant Proposal Submitted to SHAP Extension Committee
January, 2019**

Title **Farm Market Innovation Education & Training**

Personnel Tanya Lamo, Penn State Cooperative Extension,
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Duration of Project –One Year

Farm Market Innovation is a 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. It will create a peer network that will share feedback and innovation on the topics of merchandising, diversification, value-added products and customer service. 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 agricultural businesses 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 agricultural retail space 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, trends 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. Businesses will benefit from exposure to markets and retail spaces 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 famers and market owners.

Educational priorities:

- Immersion education through tours
- Marketing training (including logo creation, signage, displays, advertising, and social media)
- Customer service training
- Peer to peer networking
- Industry trends

Current Challenges:

- Attracting customers to retail spaces
- Effective signage
- Effective displays
- Marketing
- Direct sales to restaurants
- Product diversification

Preferred learning method:

- Farm market, retail and farm on-site tours
- Networking opportunities
- Hands-on workshops

Procedures

As a result of this grant, the program will provide the opportunity to partially fund farmers and market owners to attend quality educational tours, workshops and programs. These programs will provide excellent networking opportunities and the ability to glean ideas from peers who have proven successful in farm market and direct-to-consumer farm businesses. 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, 2019 - March 31, 2020

Travel	\$1500
Supplies	\$1500
Tour Costs	\$1800
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 farms and businesses 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.

