Alternative Marketing

For more than 20 years, NCR-SARE has invested in alternative marketing strategies through competitive grants to help regional farmers and ranchers develop skills and build relationships that help create and sustain marketing ventures, and to help foster direct connections between food buyers and food producers in the region.

NCR-SARE Project Sampler

To view SARE’s entire alternative marketing portfolio, or just the North Central region’s, visit https://projects.sare.org. For selected NCR alternative marketing grants, see the reverse side.

Farm Commons produced a guide to choosing and maintaining farm business entities for a variety of producers, from beginning farmers to the more complex multi-farm strategies like CSAs, value-added, and distribution farm businesses. See https://projects.sare.org and search for project number LNC13-348 and www.sare.org/Learning-Center/Books/Farmers-Guide-to-Business-Structures

Producers researched and compiled a variety of low or no-cost options that farmers can readily access and use to increase the overall visual marketing appeal of their value-added canned items, with a particular focus on farms processing under cottage food laws. See https://projects.sare.org and search for project number FNC15-998.

Farmers identified simple-to-process, high-demand, fruit and vegetable products and tested them in three markets: farmer’s markets, grocery stores, and institutional. See https://projects.sare.org and search for project number FNC18-1133.

Researchers evaluated shared-use kitchen models and designed a toolkit for kitchens, farmers, non-profits, small businesses, and others to navigate equipment needs and costs. See https://projects.sare.org and search for project number LNC15-374.

SARE’s four regional programs and outreach office work to advance – to the whole of American agriculture – innovations that improve profitability, stewardship and quality of life by investing in ground-breaking research and education.
**Research and Education Grants**

**Organic Transition and Certification: Supporting Indiana Grain Farmers’ Capacity to Meet Market Demand**
Tamara Benjamin, Purdue University, Indiana, LNC17-397, $194,663

**Economic Viability of Shared-Use Kitchens in the North Central Region**
Rhonda Phillips, Purdue University, Indiana, LNC15-374, $135,819

**Tomato Variety Trials for Flavor, Quality and Agronomic Performance, to Increase High-Value Direct Marketing Opportunities for Farmers and On-Farm Trialing Capacity**
Julie Dawson, University of Wisconsin, Wisconsin, LNC14-357, $199,866

**Protecting Diversified, Direct-Market, and Value-added Operations with Smart Business Structures, Written Agreements, and Regulatory Compliance**
Rachel Armstrong, Wisconsin, LNC13-348, $158,660

**Farmer and Rancher Grants**

**Adding Value to Small-Farm Produce by Processing and Freezing Vegetables and Fruit**
James Leek, Pat & Rachel’s Gardens, Kansas, FNC18-1133, $22,500

**Exploration and Expansion of a Mobile Meat Market Concept for Kansas**
Rosanna Bauman, Bauman’s Cedar Valley Farms, Kansas, FNC17-1068, $22,500

**Evaluating Farm Value Added Production in Utilizing Unmarketable Produce to Reduce Waste While Helping Small Farms Engage in Agritourism and become More Profitable**
Lance Kraai, New City Urban Farm, Michigan, FNC16-1041, $7,379

**Field Testing the Mulberry for Commercial Production in the Midwest**
Weston Lombard, Solid Ground Farm, Ohio, FNC16-1044, $7,481

**Berkshire Value-added Meat Product Marketing Coalition**
James Pierce, Of the Earth Farm, Missouri, FNC16-1051, $22,157

**Formalizing Partnerships to Scale-up Value-added Local Food in Rural Ohio**
Jeanine Seabrook, Glass Rooster Cannery LLC, Ohio, FNC16-1056, $7,500

**Comparison of Seasonal (High Peak/Summer) Markets for Dairy for Farm Product Sales**
Janet Smith, Borgman’s Dairy, Missouri, FNC16-1058, $7,397

**Increasing Value-added Product Sales through Improved Labeling**
Lisa Kivirist, Inn Serendipity Farm, Wisconsin, FNC15-998, $5,371

**Youth Educator Grants**

**Engaging Youth in Sustainable Farming and Benefits of Direct Marketing**
Skylar Falter, University of Nebraska, Nebraska, ENC17-116, $2,000

**Professional Development Grants**

**Expanding Opportunities for Sustainable Small Farms Specialty Crop Producers: Training Educators in Feasibility Analysis, Marketing, and Community Building**
Glenn Muske, North Dakota State University, North Dakota, ENC12-131, $74,980

**Fostering Local Foods-Based Economic Development Strategies: Developing New Resources and Networks**
Sharon Gulick, University of Missouri, Missouri, ENC11-124, $74,999

**Graduate Student Grants**

**Artisanal Agrifood Processing and Food Safety Regulation: Responding to the Concerns of Small Processors and Regulators in Michigan**
Jennifer Buckley, Michigan State University, Michigan, GNC10-134, $9,903

**Optimizing Organic Oat (Avena Sativa) Production and Profitability in Iowa**
Jennifer Buckley, Michigan State University, Michigan, GNC10-134,

For information on more SARE-funded alternative marketing projects search the SARE projects database: https://projects.sare.org.

This product was developed with support from the Sustainable Agriculture Research and Education (SARE) program, which is funded by the U.S. Department of Agriculture — National Institute of Food and Agriculture (USDA-NIFA). Any opinions, findings, conclusions or recommendations expressed within do not necessarily reflect the view of the SARE program or the U.S. Department of Agriculture. USDA is an equal opportunity provider and employer.