

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.

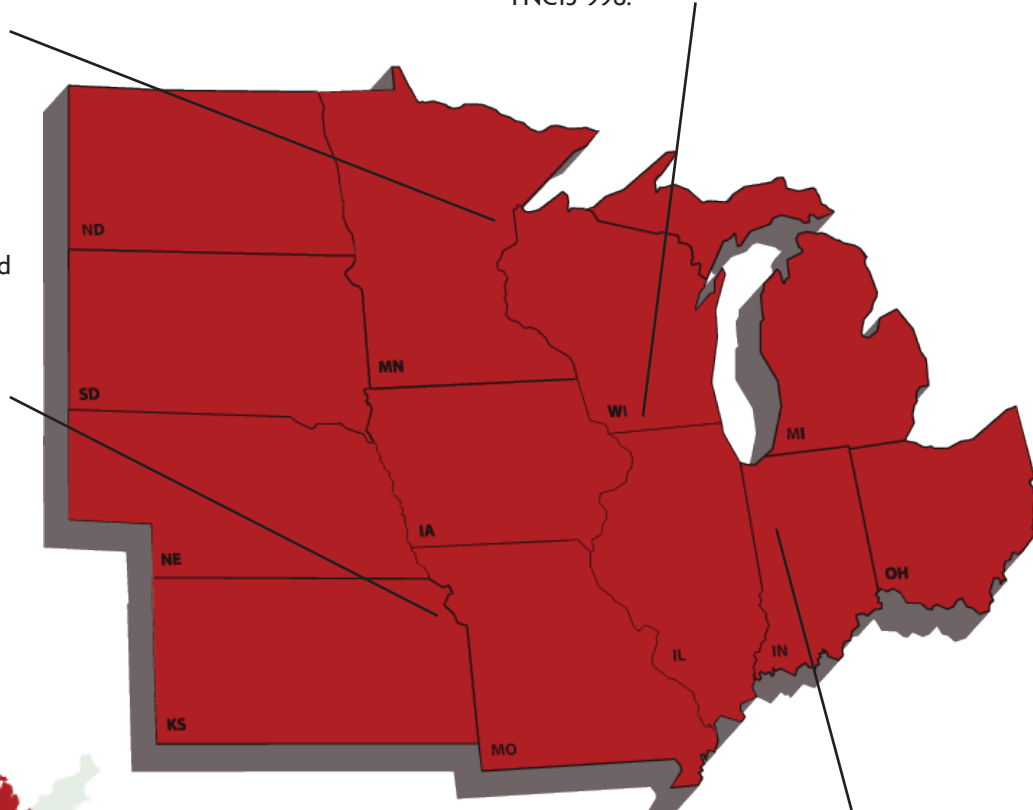
NCR-SARE Project Sampler

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.

— NCR-SARE's Alternative Marketing Portfolio —

Selected Grants

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, Borgmans'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,

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



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