



*Fiscal Year 2016
Description of Funded Projects*

Alaska

Recipient:	University of Alaska-Fairbanks Fairbanks, AK	Award Amount:	\$99,288.00
		Match Amount:	\$99,288.00
Project Type:	Sector/Economic Development	Total Project Amount:	\$198,576.00

Commercial Reindeer Meat Production as Economic Development in Rural Alaska

To develop business plans for residents of the village of Savoonga, Alaska, to enable them to evaluate production and marketing options and devise strategies to guide the development of a local commercial reindeer meat industry.

Indiana

Recipient:	Purdue University West Lafayette, IN	Award Amount:	\$94,510.00
		Match Amount:	\$94,510.00
Project Type:	Export Development	Total Project Amount:	\$189,020.00

Market Opportunities for USA Hardwoods in Emerging Economies of Eastern Europe

In partnership with Virginia Tech University, to identify opportunities and develop effective marketing strategies for exporting US hardwood lumber to selected Eastern Europe countries.

Kansas

Recipient:	Kansas Department of Agriculture Manhattan, KS	Award Amount:	\$28,382.00
		Match Amount:	\$30,425.00
Project Type:	Food Safety	Total Project Amount:	\$58,807.00

Kansas Pet Food Safety Enhancement Initiative

In partnership with Kansas State University, to educate small and medium sized pet food and pet treat producers about how to comply with the new requirements of the Food Safety Modernization Act.

Recipient:	Kansas State University Manhattan, KS	Award Amount:	\$123,835.00
		Match Amount:	\$123,838.00
Project Type:	Social Media	Total Project Amount:	\$247,673.00

Courting the Consumer: Social-Media Marketing of Farm Products

In partnership with the University of Minnesota, to examine consumer preferences and uses of social media to locate and purchase farm products, and provide insights to producers to enhance their ability to efficiently reach consumers.

Kentucky

Recipient:	University of Kentucky Research Foundation Lexington, KY	Award Amount:	\$73,890.00
		Match Amount:	\$73,948.00
Project Type:	Farm to Institution/Wholesale Market Access	Total Project Amount:	\$147,838.00

Evaluating Best Practices for Farm to Institution

To examine the impact of the Kentucky Proud Restaurant Rewards (KPRR) program on producer participants; identify key barriers to greater participation in the program, and identify ways the KPRR program can be made more effective in growing demand for local foods, especially for institutional buyers in the Promise Zone.

Michigan

Recipient:	Michigan State University East Lansing, MI	Award Amount:	\$136,468.00
		Match Amount:	\$136,552.00
Project Type:	Consumer Studies	Total Project Amount:	\$273,020.00

Mapping the Visual Path to Plant Purchase

Using eye tracking technology, to determine and compare how different groups of consumers visually examine plants available at retail garden centers; evaluate the role of consumer involvement, expertise, and display complexity on plant purchase intention and selection decisions; and explore how the findings can be used to assist retail garden centers improve their marketing and consumer education strategies.

Minnesota

Recipient:	Minnesota Department of Agriculture Saint Paul, MN	Award Amount:	\$36,503.00
		Match Amount:	\$44,231.00
Project Type:	Consumer Studies	Total Project Amount:	\$80,734.00

Customer Research for Direct Marketers

To survey customers of the state's livestock, meat and farmers market sectors to provide insights to producers in order to improve the efficiency and effectiveness of their marketing efforts.

Recipient:	University of Minnesota Saint Paul, MN	Award Amount:	\$84,999.00
		Match Amount:	\$85,001.00
Project Type:	Export Development	Total Project Amount:	\$170,000.00

Increasing Minnesota's Wood Products Exports to South America

In partnership with Virginia Tech University, to explore new export markets in three countries in South America for value-added wood products from Minnesota and surrounding states.

New York

Recipient:	Cornell University Ithaca, NY	Award Amount:	\$57,085.00
		Match Amount:	\$57,085.00
Project Type:	Farm to Institution/Wholesale Market Access	Total Project Amount:	\$114,170.00

Assessing Barriers to Wholesaling for Small-scale Vegetable Growers: Case Study

To train farmers who currently direct market to consumers via farmers markets and CSAs about pricing, grading, quality standards, packing requirements and food safety issues in order to gain access to wholesale markets.

Puerto Rico

Recipient:	University of Puerto Rico San Juan, PR	Award Amount:	\$73,710.00
		Match Amount:	\$77,760.00
Project Type:	Product Quality Improvement	Total Project Amount:	\$151,470.00

Improving Quality Practices Knowledge to Access the Specialty Coffee Markets

To expand efforts to educate small-scale coffee producers, processors and roasters by creating train-the-trainer programs focused on the quality-enhancing practices important to accessing high quality specialty coffee markets.

Rhode Island

Recipient:	University of Rhode Island Kingston, RI	Award Amount:	\$74,945.00
		Match Amount:	\$75,125.00
Project Type:	New Markets	Total Project Amount:	\$150,070.00

Exploring Northeastern Market Opportunities for Farmed Kelp

To explore new market opportunities for kelp--a sea vegetable cultivated as a primary crop on dedicated farms and an alternative winter crop produced by shellfish farmers--by conducting a supply/value chain analysis of kelp farming in the Northeastern U.S. (Maine to New York).

Washington

Recipient:	University of Washington Seattle, WA	Award Amount:	\$98,822.00
		Match Amount:	\$98,822.00
Project Type:	New Product Development	Total Project Amount:	\$197,644.00

Thermal Modification of Hemlock Lumber

To assess the potential of thermal modification to increase the value of western hemlock lumber by enhancing its physical and mechanical properties as a foundation for developing value-added wood manufacturing and support forest restoration in rural, timber-dependent communities.