

## **2008 FUNDED SPECIALTY CROP BLOCK GRANT**

### **CALIFORNIA**

- Partner with California FarmLink to build and deliver business and succession planning with a marketing component for producers with less than 10 years experience as owners or operators of specialty crop farms and will provide beginning, family farmers with a single, accessible source of training and technical assistance in intergenerational transfer strategies, and include new marketing strategies;
- Partner with the California Sustainable Winegrowing Alliance (CSWG) to develop, implement and promote a California Sustainable Winegrowing Certification Program as an incentive to speed winegrowers' adoption of sustainable practices that demonstrate environmental stewardship and social responsibility while enhancing the competitiveness of the state's wine grapes and wine;
- Partner with the California Cut Flower Commission to assist in the planning process of developing an efficient and innovative statewide transportation system that will enable California's cut flower growers' to effectively distribute their product and better compete in the domestic market;

### **COLORADO**

- Conduct "Colorado Proud" advertising aimed at helping consumers, restaurants and retailers to identify and purchase Colorado food and agricultural products.

### **GEORGIA**

- Partner with the Georgia Fruit and Vegetable Growers Association to conduct educational and food safety programs to increase specialty crop producers broader awareness of the risk management options (pest management, nutrition, marketing, technology, food safety standards, traceability, etc) available in their production practices;
- Partner with the Georgia Public Broadcasting television network in conjunction with Chef Hans to broadcast a 13 part cooking series that is aimed at connecting the viewers with their Georgia Grown specialty crops.

### **MISSISSIPPI**

- Partner with the Mississippi Agritourism Association (MAA) to host a one-day statewide agritourism conference for those involved or interested in pursuing agritourism opportunities on their farms to enhance the management and marketing skills of participants to make their endeavors more successful;

## **MISSOURI**

- Raise level of consumer awareness about benefits and how important it is to purchase local Missouri specialty crops from community farmers' markets or direct from producers;
- Conduct educational workshops and distribute materials for producers to learn about crops suitable to grow and market and production practices;
- Develop and distribute a manual which includes practical methods for growing and selling specialty crops; and

## **NEBRASKA**

- Partner with the Nebraska Fruit and Vegetable Growers' Association and the Nebraska Department of Health and Human Services to increase the sales of fruits and vegetables by raising awareness to consumers of the health benefits and availability of fresh, locally grown fruits and vegetables through a multi-faceted approach;

## **New Jersey**

- Conduct seminars through the New Jersey Agricultural Leadership Program to specialty crop growers to develop skills in a variety of areas including business communications, marketing, decision-making, negotiating, and business and personal leadership;

## **Ohio**

- Partner with the Ohio Grape Industries Council (OGIC), the Ohio Agricultural Research and Development Center (OARDC), and the Ohio Wine Producers Association (OWPA) to establish a Vineyard Expansion Assistance Program to encourage expansion/renovation of high-quality hybrid and viniferous wine grape vineyards throughout Ohio;

## **Oklahoma**

- Hold a series of six workshops for potential producers with small acreages, farmers looking for ways to diversify and also farmers that are already producing specialty crops but are not currently engaged in

retailing their product on the possible returns on investments that can be achieved when growing specialty crops.

## **Texas**

- Partner with the Texas Turfgrass industry to develop drought-tolerant grass information that can be shared with consumers, municipalities, universities and media outlets;
- Work with the Texas floral industry to promote the “Buy Local” Florist initiative and create a Wine-Floral Pairing Program by developing advertisements promoting how to pair Texas wines with Texas-grown flowers;