2024 Specialty Crop Block Grant Recipients

Applicant	Project Title	Amount Awarded
MDARD International Marketing Program	International and Domestic Promotion of Michigan Specialty Crops	$155,267.69
Allen Neighborhood Center	A Community-Based Approach to Specialty Crop Enhancement	$102,611.00
Hop Growers of Michigan	Increasing Michigan hop and beer quality using a biostimulan	$94,000.00
Michigan Ag Council	Michigan GROWN, Michigan GREAT Influencer Marketing Campaign	$100,000.00
Michigan Apple Committee	#1 Social Media Marketing Michigan Apples	$125,000.00
Michigan Asparagus Advisory	Michigan Asparagus: Selling to the Hybrid Consumer	$124,984.00
Michigan Bean Commission (B-22)	*Building Health Advocates to Drive Consumption of Dry Beans*	$80,665.00
Michigan Bean Commission	A Systems Approach to Sustainable Dry Bean Production	$99,894.00
Michigan Blueberry Advisory Committee (B-65)	Standardized Practices and Marketing for MI Blueberries	$6,431.00
Michigan Blueberry Commission	Improving pollination and blueberry flavor in Michiganfields	$100,000.00
Michigan Carrot Committee	Harnessing Pathogen Biology to Beat Emerging Carrot Diseases	$99,693.00
Michigan Celery Research	Management strategies for 'meltdown' of celery in Michigan	$99,283.00
Michigan Cherry Committee	Sustainable Management Strategies for Cherry Fungal Diseases	$98,995.00
Michigan Christmas Tree Association	Chemical Mowing: Developing a New Weed Management Strategy	$75,002.00
Midwest Chestnut Producers Council	Practical prevention of rot damage in Michigan chestnuts.	$99,000.00
Michigan Greenhouse Growers Council	Preventing purpling of cuttings rooted under greenhouse LEDs	$100,000.00
Michigan Nursery & Landscape Association	Herbicide Injury and What It Means	$99,925.00
Michigan Potato Industry Commission	Increase Ag Water Sustainability with Aquifer Performance	$99,644.00
Michigan State Horticultural Society	Marketing Michigan Strawberries and Brambles	$125,000.00
Michigan Tree Fruit Commission	Filling Critical Gaps in Enviroweather for Tree Fruit	$97,208.00
Michigan Vegetable Council	AI-based Weed Recognition for Robotic Weeding of Vegetables	$99,576.00
Michigan Vegetable Council	Testing integrated solutions for pepper crown and root rot	$100,000.00
West Central Michigan Horticultural Research Inc.	Cherry Nematode Control with Organic Matter and Nematicide	$42,379.34