

Southern SARE

Objectives & Metrics: The Utopian Seed Project

Objective	Metric / Measurements	Partners Responsible for Data Collection
<p>1. Identify Successful Open-Pollinated Varieties Specific to the Southeast through Crop Variety Trials</p>	<ul style="list-style-type: none"> A. Yield B. Germination Rate C. Vigor D. Crop Uniformity E. Maturity Date F. Disease Susceptibility G. Seed Set H. Marketable Qualities <ul style="list-style-type: none"> i. Appearance ii. Smell iii. Texture iv. Color v. Taste 	<p>The Utopian Seed Project & 6 Co-PI Farmers:</p> <ul style="list-style-type: none"> 1. Laughing Spring Farms 2. Rabbit Den Farm 3. A Way of Life Farm 4. Footnote Farm 5. Prosper Farm 6. Care of the Earth Community Farm <p>2 cohorts of 20 Southeastern Farmers will be part of the NCSU Research Cohort, and grow varieties of the six southern crops.</p>
<p>2. Develop Seed Grower Enterprise Budgets for 6 Crop Varieties</p>	<ul style="list-style-type: none"> A. Labor / Time Costs per Variety <ul style="list-style-type: none"> i. Planting ii. Growing iii. Harvesting iv. Cleaning B. Market Research per Variety pertaining to <ul style="list-style-type: none"> i. Unit Price per Crop ii. Unit Price per Seed C. Dollars Saved by Using Budgeting Tools D. Fixed Costs per Variety <ul style="list-style-type: none"> i. Equipment Costs ii. Land Costs 	<p>Derek Washburn will be project lead for this objective. He will lead research pertaining to metric points B, C & D while compiling data collected from 6 formal on-farm variety trials and 40 research grower Cohort to review trials for points A and C.</p>

	<p>E. Marketing Strategies per Variety</p> <ul style="list-style-type: none"> i. Customer Demands 	
<p>3. Appalachian Seed Grower's Collective Engagements - Community Seed Selection & Regional Adaptation</p>	<p>3A. Possible Metrics determined by ASGC growers:</p> <p>Yield</p> <ul style="list-style-type: none"> i. Germination Rate ii. Vigor iii. Crop Uniformity iv. Maturity Date v. Disease Susceptibility vi. Seed Set vii. Marketable Qualities <ul style="list-style-type: none"> a. Appearance b. Smell c. Texture d. Color e. Taste <p>3B. Community Growing Trial Experience</p> <ul style="list-style-type: none"> i. Participation Numbers ii. Peer-to-Peer Connection / Collaboration iii. Business Improvement <ul style="list-style-type: none"> a. Leveraged Private Investment b. Diversified Income Stream c. Improved Farming Practices 	<p>The Utopian Seed Project will oversee the grower collaborative, composed of 50 Farmers associated with the Appalachian Seed Growers Collective, and assist the growers in collecting data for objective 3A. Additionally, TUSP will collect data and evaluate the collaborative project metrics associated with objective 3B.</p>
<p>4. On-Farmer Grower Intensives & Community Seed Cleanings</p>	<p>A. Participation Attendance Numbers</p> <p>B. Participant Diversity</p> <ul style="list-style-type: none"> i. Years Farming ii. Race / Ethnicity iii. Farm Size <p>C. Participate Experience</p>	<p>The Utopian Seed Project will oversee the grower intensive, and allow use of the mobile seed processing unity. The 50 Farmers associated with the Appalachian Seed Growers Collective will be invited to participate and share knowledge gained from participating in Objective 3. We will also rely on the guidance of Shelby</p>

	<ul style="list-style-type: none"> i. New Connection ii. Increased Knowledge iii. Joining Appalachian Seed Growers Collective iv. Interest in Growing Seeds as a new revenue stream v. Interest in growing researched crop varieties 	<p>Johnson, Tierra Fertillia and Earthseed Land Cooperative to lead the Spanish-Speaking and BIPOC centered events.</p>
<p>5. Enhance Website for Information Sharing, Joint Marketing, and Seed Sales</p>	<ul style="list-style-type: none"> A. Website Developed & Launched B. User Participation <ul style="list-style-type: none"> i. Educational Videos Watched ii. Enterprise Budget Downloads iii. Website Traffic iv. Newsletter Sign-Ups v. Appalachian Seed Growers Collaborative Sign-Ups vi. Number of Spanish translated resources made available C. Growers selling Seed on the Website D. Seeds Sold through Website 	<p>The Utopian Seed Project will lead the interview process for a website developer, and work as a liaison between the needs of the Appalachian Seed Growers Collective, regional farmers, and project partners to develop the website.</p>