

Penquis Ag Marketing Group
January 22, 2003
Meeting Notes

Present: Frank Lambert, Wally Sinclair, Bob Peterson, John Spieker, Richard & Marilyn Wyman, Rainy Stutzman, Linda & Rachel Clewley, Alan Clemence, and Donna Lamb.

Donna reviewed the SARE grant that was sent in last December. We will not hear until March if this is funded. She distributed the call for proposals for the Maine Department of Agriculture - Agriculture Development Grant Application.

Donna found some research that was conducted at the state level over 20 years ago on consumers purchasing habits for fresh fruits and vegetables as well as a survey of direct farm marketers in the state. She prepared a short slide show of some of the findings. Donna will get copies of old research on consumer habits and direct marketing for folks.

Do we need to set up a more organized group?

What would be the Goals?

Would there be Regular Meetings and what would be covered?

- Enhance direct & indirect ag product marketing of local (Penquis area) farmers. Do not harm current sales.
- Explore opportunities to do cooperative marketing (shipments, value added processing, sales areas, etc.) i.e. Market Basket in Rockport – State of Maine Cheese : farms have specific areas in the stores to display their products. Clerks sell for everyone.
- Advertising – maps, placemats, etc.
- Competition: Graves, out of state produce suppliers, etc.
- Have an organization that helps the farmers find markets for their products.
 - *Year round market that has a meat case with lamb, pork, beef, eggs, yarn etc. Market promotion to help introduce consumers to lamb, etc.*
 - *Maine Pork Sausage Product market*
 - *Meat Goat marketing opportunity to ethnic market & Halal Slaughter method with Herring Brothers. There are many cultural differences that need to be considered.*
- Submit Grant applications to the Maine Department of Agriculture - Ag. Development Grant Program:
 - *Market research grant*
 - *Market promotion grant*

Grant development via email word document.

Final discussion on Friday, Feb 7th 11 am for research grant. Friday, Feb 14th 11 am for promotion grant. At the Extension office in D-F.

Grant for marketing & promotion Donna , Linda, Rachel, Bob, Wally and Rainy (Garland model brochure took 4 months to develop, cost was minimal for 8"X11" brochure) come up with a list of places to distribute to ie. Libraries including Bangor, C.of C., our farms, radio pr, Plans for map &/or website of local farms.

Market research grant: we will take info from other grant proposal. Donna, Rainy, Felix? & Wally – look at older research, improve on old grants and go through survey of human subjects process on campus. Include survey of seasonal residents, tourist info connection. What geographic area do we use? Penquis: Penobscot, Piscataquis, Somerset. Western Maine Alliance includes western counties. Highland Guild includes other counties.

Next meeting: Wednesday, February 26th 6:30 pm

- Going to meet to form a local agriculture marketing organization.
- Purpose discussion: What will this organization do for me? ie. what do we think “promotion” means. Consumer research?
 - *Mission statement:*
 - *Goals:*
 - *Area served. How exclusionary to get. To serve different geographic area than the consumer survey. Maybe the same as Maine Highlands Guild membership area. Rainy will check on their area. Later we can get someone to come and talk about marketing options with Highland's name and logo.*
- What name to call the group?
- Group Officers
- Review Grants Submitted for consumer research and local promotion of ag products
- Update on other Ag marketing opportunities

Notes by Donna Lamb

Organizational Meeting For A Local Agriculture Marketing Group

Wednesday, February 26th at 6:30 pm
at the Extension Office, Dover-Foxcroft, ME

Present: Richard & Marilyn Wyman, Rainie Stutzman, Lewis Bagley, Wally Sinclair, Everett Worcester, Bob Peterson, Linda Clewley, Alan Clemence.

1. Establishing a local agriculture marketing group: We started working on the Constitution and By-Laws for our new group and came up with the attached. There are a few things that need to be added and we are looking for your comments. Our next meeting will be Monday, March 24th at 6:30 pm where we hope to finalize this document.
2. Review of the grants submitted. Donna gave a very brief review of the grants that were submitted. She talked with John Harker at the Dept. of Ag. and he said there were 40 grants submitted and the total requests add up to \$750,000 for the \$200,000 that is available. He commented that our grants were well written.
3. Other grant opportunities: Donna did not have a chance to mention a new grant that is available from the Harvest Fund. The Harvest Fund has made grants to community gardens, school-based programs, advocacy groups, training and education, grassroots organizing, product marketing, research, publications and more. Applications are available from Maine Initiatives 622-6294, meinit@gwi.net, www.maineinitiatives.org. Deadline is April 2nd.
4. Projects: Donna had copies of the 1983 consumer survey and a more recent survey from Tennessee. Questions on livestock and livestock products need to be added.

Next Meeting: Monday, March 24th at 6:30 pm at the Extension Office in Dover-Foxcroft

The Maine Highlands Farm Products Promotion Group
March 24, 2003

Present: Judy Merck, Barbara Peavey, Rainie Stutzman, Stephen Tudor, Richard Wyman, Marilyn Wyman, Dale Bolstridge, Frank Lambert, Wally Sinclair, Felix Blinn, Jason Kafka, Alan Clemence, Bob Petersen, Wade Worster, Peter Badger, Cathy Badger, Raechel Clewley, Linda Clewley, Stephen Hobart, Donna Lamb.

After much discussion and editing the By Laws for the Maine Highlands Farm Products Promotion Group was approved.

The following officers and members of the Board of Directors were elected:

President – Lorraine Stutzman
Vice President- Linda Clewley
Secretary – Wally Sinclair
Publicity- Donna Lamb
Treasurer- Felix Blinn
At Large – Bob Petersen
At Large – Richard Wyman
At Large – Alan Clemence

The following sub committees and their meeting dates were established to work on the various aspects of the SARE grant that was awarded to the group.

Consumer Survey –Donna, Marilyn, Bob, Alan, Linda April 17 at 11 am Extension Office

Identify Farms and products & Map of area farms – Linda, Raechel, Wally, Marilyn, Barbara, Steve Tudor April 7th, 7pm, Extension Office.

Identify New Markets – Richard and Marilyn, Steve Tudor. To be announced.

Educational Programs for meetings – Donna, Jason To be announced.

Logo Development & Other advertising options – Rainie, Alan, Bob, Wally. April 10th , 7pm, Extension Office.

Piscataquis Public Health Council Grant – Alan, Renee Speh, invite to next meeting.

Committees will meet before the next full membership meeting to decide on the course of action to accomplish their task. Consider the budget needed. And report back at the next meeting on April 23rd at 7pm Extension Office. Full membership meetings will be on the fourth Wednesday of the month.

Send emails and phone numbers of committee members.

Board of Directors and Committee Contact Information

Barbara Peavey
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Rainie Stutzman
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876-8596

Steve Tudor
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Richard & Marilyn Wyman
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Jason Kafka
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Donna Lamb
dlamb@umext.maine.edu
564-3301 or in Maine 1-800-287-1491

The Maine Highlands Farm Products Promotion Group

April 23, 2003

Present: Alan Clements, Dale and Anna Bolstridge, Wally Sinclair, Bob and Chris Petersen, Marilyn and Dick Wyman, Rainie Stutzman, Renee Speh, Linda Clewley, Donna Lamb, Cynthia Hall, John Speiker, Felix Blinn, Steve Tudor.

Call to order at 7 pm

Secretaries Report:

Minutes of last meeting moved seconded and approved as sent

Correspondence – note from newspaper article downeast to contact Russ Libby with MOFGA for possible consults for the group. FAXed letter to FSA in Penobscot for list of farmers.

MSP to establish a mailing address – 165 East Main St., Dover-Foxcroft. MSP President or Secretary will be authorized to open all mail addressed to the group.

Extension secretary will email Wally and Rainie when mail comes in. Include officers and board of directors on letterhead. Wally will work on a letterhead for the group. Donna will put together an information brochure for folk interested in the group.

Printing Pals Youth Group with Penquis CAP Cathy Curry – 564-7116. They do printing, letterhead, brochure and logo development.

Treasurers Report:

Status of tax exempt designation – paper work should be ready next week. May need additional phone numbers. By Friday it should be into the state by Friday. In three to five days we will get the tax exempt status and identification number. April 30th deadline for SARE grant signature.

Status of Grant from SARE:

Rainie has emailed the folks at SARE asking about changing of name at a later date. Will check on how quickly money would be available and what is needed. Half now and half when the report is finished. Later will also ask about reallocating the budget numbers.

Using "The Maine Highlands" name:

Rainie and Wally have gone to two meetings with the Piscataquis and Eastern Maine Development Corporation who own the name "The Maine Highlands". Gave them the group's mission statement. They will be getting back to Rainie within the week. The logo developer might be interested in adapting the logo to include a more agricultural theme. They are very supportive. They have a base map that we can use. Also, they may have some more funds to help with publicity.

They have a concern with logo use and quality control of products that would use the logo. Four times a year our group can send a representative to the EMDC meetings.

Committee Reports: (progress, plans, budget needs)

Farmer Identification: Wally reported that the subcommittee has been Soliciting for farmer names from FSA offices in Piscataquis and Penobscot Counties. Dept of Ag list of farmers. Collate lists to send farmer survey. There are some inaccuracies with the Dept of Ag list. MOFGA surveys might be useful for farmers. Mailing could include benefits of membership, sample map, survey and membership application. May also include a follow up visit.

Dover Fair at Extension booth have sign up for new farmers for the group.

Once farms have been identified then they will go to the next step. Might include informal phone call to acquaint farmers with the group and alert to a coming survey (three pages) sample map with farms location. **Next meeting at the Wyman Farm in Milo on 11 am on Wednesday, April 30th.**

Logo and map development:

Bob reported on the committee. They would like to see mountains (Boarstone), fields, livestock or fence, and barn. Color would add to attractiveness. They handed around a few options. The EMDC logo developer may develop an alternative option. Maybe include a farmstand. Local contest for logo development. Gap McPhail with Coastal Enterprises, Inc. will also help farmers with logo development. Gap might be invited for a meeting speaker to talk about logo development. **Next meeting May 7th at 7pm at the Extension Office.**

EMDC is developing a master map with layers for crafts, farms, etc. but it won't be available until June, 2004? May plan to use it another year. Piscataquis, Penobscot and adjacent towns that have a connection to the counties. Ask Piscataquis & Penobscot Counties SWCD's to assist with quick map development similar to Kennebec County's map.

Consumer surveys:

Donna reported on the survey, cover letter, response card to go to consumers. To have a representative sample in the returned surveys we need to plan on 2,000 to be mailed out for our initial communities. We decided to include Bangor and Orono areas in the survey and have asked Dr. Cheng about changes in the numbers and how they are mailed out. These communities add about three times the households.

MSP We will include an incentive of four \$25 cash raffle for those who return the survey and response card. Also showed the group the on farm consumer card. **Next meeting with Dr. Cheng in Orono.**

Educational Programs:

Do the speaker first at the meetings. Donna emailed Jason with some suggestions. Donna will contact someone from *WIC & Food Stamp to come to our next meeting to discuss how local farmers can participate in the programs.

Other possible speakers include:

Logo development person from Coastal Enterprises, Inc., UMCE Business specialist to talk about business plan development, pricing, marketing, etc. or MOFGA marketing folks.

Identify new markets:

Bangor – Farmers Markets – European Farmers Market, Buck St. next to Bangor Auditorium. May be room for another market. Will check with Tom Roberts with the Maine Farmers Market Federation (www.MFFM.org).

Established farm store to carry products. (Mark McBrine is starting one on Union St. his number is 945-6651 or email vineandbranchfarm@netzero.com and will be looking for fruits, vegetables, meats, other value added farm products)

Sebec - John suggested Sebec Four Corners at the old grange hall. Wednesday nights & Saturday. Large indoor area. Electricity, parking available on Rt. 16. Road signage, weekly ads, open flags, etc. Local restaurants to supply coffee & pastries. Farm map distribution site.

Fee per stall per day or per season. Farmer group get a discount for stalls. Maybe include local crafts folks for the other part of the building. Concern with increased labor needs to staff the various stalls.

Piscataquis Public Health Grant: Renee Speh, Piscataquis Public Health Council 564-4344. MOU with our group and the \$1500 to \$2000 grant. Goal to get more fresh fruits and vegetables to people to eat. Need a report on how money is spent and what was accomplished. Use grant to pay for map in the local newspapers (Observer, Gazette, Rolling Thunder, or/ & Messenger) so all households would get the map. Include a coupon for farm products that consumers could use and then farms would be able to report how many folks purchased fresh products. Meeting speaker on WIC and Food Stamp certification and send map through their agencies. Funds need to be obligated (paid in advance) by June 30, 2003. Need to write up a short proposal for Renee to include in the MOU. Committee to work on this for vote next meeting. (Alan, Wally, John, Marilyn & Dick) Meeting will be **April 30, 2003 at 7 pm at the Restaurant or Town Hall in Milo**. Will get back to Renee on May 29th after the next full group meeting.

Other Business: Membership: Dues? Name, about your farm, address, what you raise, acreage, email, phone include farm information on a map of local farms. Linda, John, Steve, Wally. Meeting at 772 Essex St., D-F at 11 am, on Monday, April 28th.

Open Farm Day Sunday, July 27

contact Piscataquis SWCD – Sheila Grant 564-2321

Next Meeting: May 28th at 7 pm Penquis Higher Education Center Room 107.
Include meeting info in community calendar.

Notes by Donna

The Maine Highlands Farm Products Promotion Group
May 28th Meeting
Penquis Higher Education Center, Dover-Foxcroft

Present: Bob & Chris Petersen, Sebec; Wally Sinclair, Brownville; Alan Clemence, Charleston; Richard & Marilyn Wyman, Milo; Lorraine Stutzman, Sangerville; Stephen Tudor, Dover-Foxcroft; Linda Clewley, Garland; Donna Lamb, Sebec.

Call to order by President Stutzman.

1. WIC Farmers' Market Nutrition Program and Food Stamps: Donna shared information and applications from these programs. It looks like the WIC Farmers' Market Nutrition Program will be the easiest to participate in. The Food Stamp program farms either need a card scanner or access to a phone to call for each food stamp purchase. Contact Donna for copy of information and applications. Folks will share their experiences if they decide to participate in either of these programs.
2. Secretaries Report: Minutes of last meeting were sent out. Correspondence: Tax booklet from IRS will be given to Felix by Wally.
3. Treasurers Report: Treasurer was not present. We do have our tax exempt designation.
4. **Using "The Maine Highlands" name:**
 - Rainie reported that we have been asked to help with legal fees for use of the name. \$100 is the amount requested for fees. For John Holden: Is it a one time fee? Will everyone (all groups) that uses the name have to pay? Is there a duplication with state filing since we are already filed with the state for taxes? What is the \$100 for?
 - Rainie shared a letter from John Holden about conditions for use of the name. We do have permission to use the name now. They want to work on a shared logo for the three groups using a logo. Can we move on developing our own logo?
 - We have to join the Chamber of Commerce. Rainie will check with Southern Piscataquis Chamber of Commerce and Greater Bangor Chamber of Commerce. Will inquire about a non-profit membership. Will ask what the group would get as a member of a chamber.
 - They want to work on a map. We will move ahead with our own map. Want to be sure that farmers will be open stated hours and carry stated products when seasonally available. The logo committee will meet with the Maine Highlands about this at a later time.
 - They want us to clarify laws, standards and licenses that we have to have (Donna will work with Rainie on this). **Moved, seconded and passed that the MHFPPG farmers will abide by the state department of agriculture rules and regulations regarding farming and value added products.** By-law addition on this item will be discussed at a future meeting.

5. **Status of Funds from SARE Grant:** No funds available for 3 weeks. Rainie will ask SARE for the funds and will get half of the grant up front. Donna will make copies of newspaper and other articles about the organization and SARE and send to Wally and Rainie.
6. Committee Reports:
 - **Consumer surveys:** Donna shared that the costs for mailing surveys are higher than anticipated. Additional funds are needed since UMCE is unable to provide mailing costs for the whole mailing. **Moved, seconded and passes that we will budget the \$3,000 from the consultant fee for consumer survey mailing budget.** Donna also distributed a draft of the survey and cover letter with self mailer for business reply. Members will ask friends and relatives to complete the survey and share any areas of concern, confusion, etc. to help us improve the survey before it is mailed. We did get a quote on the cost of the mailing list of \$384 for 4,000 names from the zip codes we designate.
 - **Farmer Identification:** Steve reported that the Piscataquis county NRCS was very helpful in providing names of farmers. Wally reported that Penobscot has not responded yet. Donna will call the Penobscot office and ask for the farmer list.
 - There may be up to 300 names of potential farmers that need to be contacted. Suggest that we hire (contract) with an individual (Linda's daughter and/or Rainie's students) to contact all farmers on the list by phone.
 - Need to decide on the list of questions to ask folks: Want to join, want to be on a map, what do you produce, who do you sell to, when do you sell, address, phone. Wally will develop a script for callers to use and a log sheet. We developed a membership application. (see attached)
 - **Moved, seconded and passed get two 1000 minute calling card (\$0.049 per minute or less) for folks to use for non-local calls.** Rainie will buy two on her credit and to be reimbursed with SARE or membership funds.
 - Start with Dept of Ag farmer list first and ask if info is current. Students will start calling as soon as script is ready. Description of their operation 35 words or less we reserve right to edit.
 - Target goal of 30 of farmers for this first printing of the map. Interested farmers will be sent the completed membership application and organization information brochure (Donna will develop) and a bill for membership.
 - Newsrelease on this opportunity (membership and map) include that folks will be called (Donna will do). An ad that includes the membership application in the Dexter Gazette. Wally will work up an ad and will try to get the editor to bill us. Send newsrelease to Rolling Thunder, Bangor free weekly, Lincoln News.
 - **Moved, seconded and passed: Membership dues \$10, include on map \$15, both \$25.**
 - **Logo and map development:** Piscataquis NRCS is willing to help with a map. We need to get a list of farmers to them to start the map development. Steve will follow-up.
 - **Educational Programs:** Donna contacted Dr. Russell Hazen, Assistant Research Faculty with the UM Dept. of Food Science and Human Nutrition. He is very

interested in working with the group on value added food processing. He is just completing a study of Maine food processors. Donna will contact him for next meeting to talk about food product survey and possible grant opportunities at the CD center in Milo on Sargent Hill Rd. Wally will check on meeting space.

- **Identify new markets:** No report.
- **Piscataquis Public Health Grant:** An April 28th email from Renee extending the spending time for grant to the end of September.
 - **First idea:** Meal: Caterer take foods from member farmers and sell \$1 tickets for a Maine Highlands Farm Products Promotion Group all you can eat meal. Advertise at food cupboards and Meals for Me. Use \$1500 to pay farmers for products and cost of meal. Target low income folks for two sites in Milo and Greenville. Menu card with two choices (lamb stew or beef stew or vegetarian?) Information on nutrition in meal. Back of menu card would have order form for ordering from participating farmers. Timing late harvest season. Wally, Marilyn and Richard are heading this up. Donna will check to see if our fiscal agent can request the funds before June 30th to fund the fall meal.
 - **Second Idea:** Provide fruits, vegetables, meats from local farmers to Meals for Me. Have order cards (farmer information and No Smoking Information) to be included with the meal for seniors to contact farmers to purchase foods. Grant money will pay farmers for products. Wally will stop by the CD Center tomorrow.
 - **Moved, seconded and passed that we will go with the second idea -** Wally will get back to Renee with a MOU will also ask to send check to fiscal agent by June 1st.

7. Other Business: None

Next Meeting: June 25th at 7 pm CD Center Milo. Second place Penquis Higher Ed Center.

Meeting notes by Donna

The Maine Highlands Farm Products Promotion Group
June 25, 2003 Meeting Minutes
Civil Defense Center, Milo, Maine

Present: Linda Clewley, Wally Sinclair, Bob & Chris Petersen, Dick & Marilyn Wyman, Sally Smith, Donna Lamb, Alan Clements, Dennis Lyford, Russell Hazen.

Call to order:

Piscataquis Heritage Festival Invitation: Dennis Lyford, Director, Southern Piscataquis County Chamber of Commerce.

Dennis invited the Maine Highlands Farm Products Promotion Group to join the Southern Piscataquis County Chamber of Commerce. He also invited the group to have a booth at the September 27 - 28th Heritage Festival to be held at the fairgrounds in Dover-Foxcroft. Last year they attracted 700 folks. Our group would be free to sell any of the member's products as long as we did not compete with the four food vendors. The weekend includes a Bluegrass festival and Barbecue Contest sanctioned by Kansas City.

Food Science Department, Survey Results, Grant Sources and Food Safety Discussion: Dr. Russell Hazen, University of Maine, Food Science Department.

The UM Food Science and Human Nutrition Dept. has 8 full time faculty, 2 research faculty, 2 emeriti faculty and 1 part time faculty plus professionals and support staff. They are currently moving into a new facility attached to Hitchner Hall. Direct Industry Work has included assisting with product development, HACCP plan development, lab analysis, sensory analysis, regulation compliance and technical writing for grants.

The granting agencies in the value added food area include USDA - Small Business Innovation Research (for larger small businesses), and the National Research Initiative. Also in Maine there is the Maine Technology Institute the focuses on new product development and new processing techniques. The Maine Department of Agriculture offers grants in Agriculture Development and Agriculture Marketing.

His recent food processor survey was mailed to 1724 food processors and 144 surveys were returned. Only 109 or 6.3% had usable data. 20 folks were interested in shared use facilities and / or co-packing facilities and they were willing to travel about 30 to 35 miles. Type of equipment they are interested in included bottle fillers (8); steam kettle, blast freezer, cryogenic freezer and commercial smoker (7); combination oven, pasta machine (6).

Folks responding to the survey were interested in information on food safety (30%), new ingredients (18%), new market information (17%) and product development (17%). They were interested in training in labeling (30%), food regulations (20%) and packaging (20%).

UM's new Center for Value Added Food Processing has 2280 square feet that will have a limited scale up and processing ability. They are planning classes in cheese manufacturing, jam & jelly making, acidified food production. They are open to ideas for other projects, classes, etc.

1. Secretaries Report: Emailed and mailed after last meeting. Some folks have not gotten the minutes by email.

2. Treasurers Report: \$225 from nine members (\$10 to join and \$15 for map) \$3,870 from SARE, \$2,000 Tobacco money (to be spent by Sept 30th) total \$6,095. Concerned that method of handling funds is not working. Need to appoint a second person on the bank account. To get us going: **Moved, seconded and passed that Linda open an account at Maine Savings Federal Credit Union with three names (Rainie, Linda and Felix) to be able to write checks.**

3. Farmer Identification – Membership recruitment. Revised telephone survey. Changed dues to \$10 and map inclusion to \$15. If farmer is interested will get address and email to send application. Also ask if they want to complete the survey on the phone.

"This is XXX from XXX. I'm calling from a local farmers group that meets in Dover-Foxcroft to try to enhance farm product marketing including the development of a map of farms that sell directly to consumers....."

Leave an answer machine message with option for them to return call (two numbers).

Will keep track of yes, no and maybes. Get mailing address and email if available. Yes will be sent brochure and member application. Linda will send a revised script then start calling folks.

Also suggested to have a table at Heritage Festival for membership information.

4. Logo & Map Development: Steve Tudor is in contact with SWCD about estimated time to develop map. We distributed maps from the CHET program. Steve will try to go to their July 10th meeting with Roger Merchant about use of the CHET map. **Logo group will meet Wednesday, July 9th at 7 pm the Higher Education Center (Donna set up meeting place).** **Note: can meet at the Higher Education Center in the Conference Room (this is the old Mayo Street School).**

5. Tobacco Grant with Healthy Maine Partnership:

- Memorandum of Understanding has been accepted and check has been received.
- Coordination of Food Deliveries to Meals for Me.

Administration of money needs to start asap. Nebes or stables can supply a multi part form for purchase orders for vegetables, etc. for administrator, meal site, farmer, bookkeeper, Renee and report writer. Include date, farmer, item description, weight or number, value per weight/number, total value. Wally will administer this program. Cost will be about \$50 ish for forms. With Maine Highlands Farm Products Promotion Group, 165 East Main St., Dover-Foxcroft ME 04426 phone Wally's number.

Farmers will decide retail price to charge for their own product.

Milo makes about 100 meals (up to 130 meals), Greenville maybe 30. There is a drop station in Dover-Foxcroft at the Legion Hall for delivery to Greenville. Stutzman's and Wyman's are the only members currently that sell vegetables. Prefer once a week delivery of at least \$100. Linda has eggs to sell, Milo will use couple dozen at a time. Wally has menu and the Meals for Me can substitute vegetables at any time.

Apple season, strawberries, meats, etc. need to set a budget for different products. \$1500 for farmers. \$300 advertising and promotion. \$200 published list of participating farms. If we run

for 11 weeks plan on \$136 per week. Livestock folks need to include slaughter costs. Wally can call each meal site each week for their needs.

Farmers interested in supplying food will meet at a later date (Wednesday, July 16th at 7pm at the Extension office) to work out details. Publicizing meeting to encourage pork, eggs, etc. to come to the meeting to work out details. (Donna write an article).

6. New Markets:

Web Site Development: We learned that at Gwi July is the month for nonprofit organizations to apply for reduced rate web site hosting. Alan will investigate possible web site development with them. Start by listing the present members/officers/goals, etc.

7. Consumer Survey: **Moved, seconded and passed \$360.09 to pay for the mailing list to InfoUSA.com. Snowman printing for 4,000 copies of survey and coversheet. \$964.**

Consumer Survey:

- Mailing: Human Subject Committee approved. Zip codes being finalized. Survey and cover letter are finalized.
- On-Farm: How many surveys do folks need?

8. Educational Program ideas:

- Individual Farm Logo Development - coastal enterprises - Donna contacted them and speaker is available for the July meeting.
- Crop Risk Management Discussion - Extension Specialist -
- Tour of value added production facility or agri-tourism establishment
- Equipment maintenance - repair

9. Other Business:

Moved, seconded and passed to join the Southern Piscataquis County Chamber of Commerce with dues of \$75.

Moved, seconded and passed to pay \$100 to use the Maine Highlands name.

10. Other meetings:

Central Maine Sheep Breeders Association: July 8th at 7 pm at the Piscataquis Valley Fairgrounds, Dover-Foxcroft.

Open Farm Day, July 27th

Small Farm Field Day, August 3rd, MOFGA Grounds, Unity.

Wednesday, July 23rd at 7 pm Maine Highland Farm Products Promotion Group Meeting: at the Extension Office in Dover-Foxcroft with Gabe McPhail, CEI Image Building Concepts, creative promotional assistance for small-scale farms.

Wednesday, July 9th at 7 pm Logo group will meet the Higher Education Center in the Conference Room (this is the old Mayo Street School).

Wednesday, July 16th at 7pm Farmers interested in supplying food for Meals for ME will meet at the Extension office to work out details.

The Maine Highlands Farm Products Promotion Group

Wednesday, July 23, 2003

Extension Office

Present: Ron Lamb, Wally Sinclair, Dick and Marilyn Wyman, Linda Clewley, Judy Merch, Rainy Stutzman, Bob and Chris Petersen, Alan Clements, Cynthia Hall, Sally Smith, Steve Tudor.

Speaker: Gabe McPhail, Coastal Enterprises Inc. - Maine Farms Project : **Image Building Concepts.**

Farmers, farm markets, organizations can get free assistance in the development of labels, business cards, promo displays, etc. You need to apply for assistance. Criteria is income based for low income farmers. Slow turn around for assistance.

Gabe talked about the Farm's Business Image: It is your customer's First Impression about who you are and how you grow your product. Marketing visuals need to catch people's eye. If sign looks like not a lot of effort went into it then customers may feel not a lot of effort into producing product. Logo, signs, etc. can help with product differentiation.

She first asks farmers to complete a CEI marketing summary: Mission statement (who you are, what you represent), competition, product, and your advertising budget.

She also has exercises for developing your logo that includes: your farm mission, goal for your farm, samples logos that you like, styles of logos you like, 5-10 adjectives that describe the look and feel of your farm, products you produce and sketch and text for logos you have been working on for your farm. Budget available help determine number of colors for logos.

Font should be unified with the image. Match the font to the image. Only use maximum of three fonts that are easily read.

Number of colors \$160/ 1,000 business cards full color, one color \$35/1,000 cards.

Styles: wood cut or scratch board for rustic look, pencil sketch for softer friendlier look, computer generated logos (corporate type). Clip art – there are many sources and styles.

Try to use the more unique types of clip art.

Adjectives: historical, family oriented, rustic, etc.

Gabe distributed a handout on the basics of design and layout. Image now what?

Putting it together: business card, brochure, and label. All the same logo, font, paper, etc. to build recognition. Brochure should have the farm goal on the cover. Business Cards; double business card almost double the price. Double card with lengthened edge with price information. Tag for product is business card. Labels: Image farm name same font. Penquis CAP has youth group that does printing and assists with business card development. They will be back in operation when school starts.

Business Card critic is available from Gabe.

Farms for the Future (Karri): Economic development strategy program for farmers that have an idea to change what they are currently doing. Face development pressure. Five or more acres to qualify. Phase 1 develop business plan with panel of experts. Limited number of farms can be accepted. Phase 2 up to 25% of money needed for implementation of the plan up to \$25,000. 33 farms have gone through the program. And nine have received implementation grants. August 29th for phase 1 deadline.

The Maine Highlands Farm Products Promotion Group
July 23rd, 2003
Meeting Minutes

1. Secretaries Report- mailed & emailed
2. Treasurers Report- Maine Savings credit union with Rainie and Linda on the account. Savings \$2200; Checking \$3870 - 10 members at \$25 each. Waiting for printed checks. Info USA, Southern Piscataquis county Chamber of Commerce \$75, Maine Highlands \$100, Rainie for phone card, berries to Manna and eggs to Manna. Do we need a new co-treasurer? Wally will write a letter to Felix asking if he intends to continue as treasurer for the group. Linda will inform Pres. and Sec. about bills to be paid.
3. Farmer Identification – Membership recruitment – Linda has had 11 folks who want further information. Wally will send brochure and membership application. Folks have a lot of questions or are not farming anymore. Alan volunteered to visit some of the farms in the area to invite them to join. He needs brochures! Display at fairs, field days, etc.
4. Logo & Map Development- Work with Gabe and take a few months to develop a logo. Steve has contacted the Josh Platt with Kennebec SWCD to make the maps. Once other districts give permission, they will develop a cost estimate at \$35/hour. They will give us a base map that we will put the marks on for each farm and give them a write up. Estimate for 15 to 30 farms in Piscataquis and Penobscot Counties ready by August 15th. Wally will write up farm descriptions and email to farms for their approval. **Map committee will communicate by email.** Will use the clip art from the brochure. Distributed to Chamber of Commerce, Libraries, Fairs, restaurants, other agencies, grocery stores.
Once the map is together we will call a meeting to have final approval. This will be our August Meeting. Alan will develop copy for cover, Steve will have map and write ups for farm. Donna send clipart to Alan.
5. Tobacco Grant with Healthy Maine Partnership – Small group meeting. Livestock producers need to give price quotes for Manna for folks that are interested in supplying meat in the fall. Need to check with Steve Hobart for venison or bison, Sherburne's for beef, etc. Wally visited Luce's Meats in North Anson and they would be willing to reduce price for processing meat for the group. He works with the Maine Pork Producers on sausage products. He needs two to three lambs per week at \$1.50/live weight. Need to develop a livestock subcommittee to coordinate meat sales and processing. Waiting for overages of vegetables, fruits, etc. Nothing was sent this week. Wymans, Stutzmans, and Clewley are providing products now. Need to contact Jason Kafka & Sherburne to see if they are interested and participating. Donna will speak to the Pisc. Food cupboards about the availability of produce (August). Money needs to be spent by September 30th.
6. New Markets – discuss in winter
7. Consumer Survey- August date to send out.
8. Educational Program Ideas: September meeting - Options for Farm Property Tax Evaluation, Open Space Property Tax Evaluation. Someone from state? Donna will contact someone from either the Dept. of Ag. or Bureau of assessors. Maine Revenue Service. October meeting. Insurance for farms – liability for food and visitors.

Linda will contact her insurance person from Allen, Freeman MacDonald in Brewer is willing to come but not on Wednesday. Maybe November 25th ? December meeting pot luck get together?

9. Other Business: farm - city supper in the fall next year? Other projects for a SARE grant? Ty Cheng might have ideas for other grant opportunities.
10. **Heritage Festival** Sept 27th and 28th. Alan would staff the booth for 3-4 hours. \$35 + \$15 for power for booth need to decide by September 1st, Rainie will paint pumpkins, Steve will have apples, Linda has soap, Wymans have corn stalks, Wally has pelts. Rainie is the contact person for the booth. **Moved, seconded and passed for the Maine Highlands to pay for the booth space.** Need to think about a banner for the group.

Next meeting: When the map is ready in August.

Other meetings

Open Farm – July 27th

Small Farm Field Day – August 3rd

Sustainable Ag Field Day – Green Industry Field Day – Garden Gathering – August 16th

The Maine Highlands Farm Products Promotion Group
August 27, 2003

Present: Wally Sinclair, Richard and Marilyn Wyman, Linda Clewley, Rainie Stutzman, Bob and Chris Petersen, Felix Blinn, Steve Hobart, Steve Tudor, Donna Lamb and Dr. Tim Goode.

1. Secretaries Report: Accepted as mailed and emailed.
2. Treasurers Report: So far Stutzman, Clewley, Wyman and Thomas have taken berries, eggs, cucs, squash, beans to Dover or Manna. Manna asked for fresh blueberries (Worcester? Wally will contact) Manna gives information on food use and storage to clients. Cookson, Hall, Hobart, Frank Thomas, Blinn, and Mary Betts are new members.
3. Piscataquis Public Health Council, a Healthy Maine Partnership Grant: Food Cupboard Program-
 - We need to budget the remainder of the funds for this program \$1420 available. Needs to be spent by September 30th. Linda and Wally will work on getting prepayments out to farmers for products to be delivered in October and November.
 - All kinds of veggies, corn, apple, cabbage, potatoes, tomatoes etc. are available \$200 for blueberries.
 - Will call all paid members to ask if they intend to take any produce or meat into the cupboards.
 - \$300 for 20 bu. of apples prepay each for Steve and Dave Olmsteds
 - Meats: \$280 for 80 pounds of venison to Monson.
 - Need to get food cupboards to hand out materials. Wally will take to Manna and Marilyn will take to Dover food cupboard.
4. Map Development and Membership recruitment:
 - We now have 20 members and Linda has talked to about 90 people. Had a couple of negative calls this past week. There are a lot of folks with signs out selling veggies that are not on any of the mailing lists we are using.
 - **Moved, seconded and passed to reimburse Linda and her daughter for 20 hours of calling time at \$7.50 per hour. Total \$150.00**
 - Map initial development cost will be \$1200 for Kennebec Cty. SWCD to do the base map. (? What about next years new additions? How much will they cost?) Printing for full color is \$1600 for 5000 maps. What about 1000 full color?
 - Printing cost estimates for one color 11X 17 from Snowman's:
 - 1000 for \$104.00
 - 2000 for \$143.50
 - 3000 for \$184.50
 - 4000 for \$224.00
 - 5000 for \$263.50
 - 6000 for \$304.50

Donna will check with Snowman's about full color map from an electronic file.

Cover logo. Donna will send color logo to Platt in Kennebec County. Wally asked about including info of the Farmers Markets? Won't include info on farmers markets unless they pay for it. Will include information on the Farm Products Group mission, goals, etc.

5. Consumer Survey:

- It is ready to go and we will need a check for some of the mailing costs. Donna said the grad students have the rural surveys addressed and folded and part of the urban survey done. The remainder should be finished soon. She will try to mail out as soon as they get back to Dover-Foxcroft. Extension is picking up the first \$800 of the bulk mailing costs and the Farm Products Group will pick up the remainder. Donna will let the group know how much when the surveys are taken to the post office. She was able to get bar codes printed on the addresses to reduce the cost of the mailing. Extension in Orono will be picking up the cost of the returned surveys.

6. SARE Grant for 2004 to cover the same type of activity funded by the Piscataquis Public Health Council, a Healthy Maine Partnership:

- December 9th ? deadline. Have made good connections to the food cupboards. The \$2,000 level was low when meats are included.
- Interested members: Wally, Donna, Felix, Steve T., Bob. Email drafts to all for comments, edits and additions.
- **Moved, seconded and passed to plan a meeting to write the SARE and determine dollar to ask for.** October 22nd meeting to write grant.

7. Other business: the Maine Highlands Farm Products Promotion Group has a Heritage Festival Booth with electric power. Rainie (baked products, pickles, jams, jellies, painted pumpkins, etc.), Linda (soaps), Wyman's (pumpkins, squash, corn stalks, etc.), Steve T. (apples), Steve H. (maple syrup), Wally (hides & maps). At the fair grounds on September 27th & 28th. Need to get more passes.

Notes by Donna

The Maine Highlands Farm Products Promotion Group

Meeting Notes

Wednesday, October 22nd at 7 pm
Extension Office, Dover-Foxcroft

1. Secretaries Report: Distributed
 2. Treasurers Report: Not available
 3. Start the preliminary report of accomplishments, with the Sustainable Agriculture Research and Education (SARE) grant 2003: See attached draft of the final SARE report.
 4. Start work on the next SARE and other grants opportunities:
 - **Food cupboard grants.** Repeat of last year with some changes. Include funds for administration of the grant. \$10,000 for food, \$2,000 for administration. Need to set up guidelines for farmers to be fair to everyone. Who will write the grant? Use Renea's grant as a basis for the new Healthy Maine Partnership Grant and will try Maine
 - **Initiatives Grant** - Harvest Fund next deadlines are November 5th and April 7th
Website information at <http://www.maineinitiatives.org/harvestfundapplication.html>
 - **Community Foundation County Fund.** deadline January 15th and May 15th
Website information at <http://www.mainecef.org/html/grants/index.html>
- Food Cupboard Grant committee: Rainie, Donna, Marilyn, Wally, Tina. Meet Wednesday, November 5th at Wymans in Milo at 7 pm.**
- **Refrigerated mobile unit** could help with transporting fresh products in the summer. Plug-in cooler? Trailer? Self-contained unit? Wally found several web sites for retail sales trailers. A panel or cube van. Maybe donated from a commercial company. Maybe travel to the Portland Public Market. Maybe a shared (with food cupboard project) administrator to contact local institutions. Farms deliver their own products to local institutions. Maybe plan to travel to Millinockett peddlers hill, Portland Public Market, Bar Harbor, Bangor, etc.
Purchase sales units (white tents, etc.) with the farm group logo, tables, chairs, lights, etc. that group members could use. Work with Charlotte White Center to offer value added, peeled, sliced, etc. to wholesale/ retail. JSI in Milo has seconds for product shelving that they would sell to our group.
SARE does not allow funds to be used for equipment. May want to consider getting funding through another source
 - SARE Grant deadline December 8th Website information at <http://www.uvm.edu/~nesare/FGinfo.html>
 - **Maine Initiatives** deadline November 12th need to send in a preproposal. <http://www.maineinitiatives.org/grantapplication.htm>
 - **Community Foundation County Fund.** deadline January 15th and May 15th
Website information at <http://www.mainecef.org/html/grants/index.html>

- **Farm Aid** no deadline grants available when funds are available
<http://www.farmaid.org/org/mission/grants.asp>

Mobile Unit Grant Committee: Wally, Donna, Steve, Dick, Bob Meet November 12th where: Sebec at Lamb's Farm at 7 pm

5. Piscataquis Public Health Council, a Healthy Maine Partnership Grant: Food Cupboard Program. Is there anything else we need to do? Wally will check with Linda to see if she has completed it.

6. Map Development progress report. Wally shared the draft of the farm map. There are some changes that need to be made to make the roads more visible. 2004 map ideas were discussed. Suggest blowing up the areas where the farms are to make it easier to read. May need to reduce the write-ups for the farms. May need to use a larger piece of paper. Coupon on the map for a \$1 off purchase (not combined with other offers). Will try to get the 2004 map printed by late April. Recruitment for new members will start now and will close March 15th. Also sell ads to non-farmers for a higher price. Need to work on the group's logo with CEI. (Who was going to do this?) Membership renewal of \$25 needed to be included on the 2004 map. Save 100 maps for Augusta Trade Show.

7. Consumer Survey preliminary results (see enclosure) Donna asked for volunteers to help input data since the graduate student on campus is back to class. There is a web site and the work can be done wherever there is an Internet connection. We will use the preliminary results in the SARE final report. Update: Chris Petersen has volunteered to help input data. Ty says there are now 386 surveys that have been returned!

8. Group Procurement Power: This group might be able to get farm inputs for a reduced price as a result of group efforts. Also, livestock farmers are looking for a less expensive option for slaughtering livestock.

- **November 5th Food Cupboard Grant committee:** Rainie, Donna, Marilyn, Wally, Tina. Meet **Wednesday**, at Wymans in Milo at 7 pm.
- **November 12th Mobile Unit Grant Committee:** Wally, Donna, Steve, Dick, Bob Meet at Sebec at Lamb's Farm at 7 pm
- **November 18th at 7 pm, Next Maine Highlands Farm Products Promotion Group Meeting with the Farm Insurance Discussion at the Extension Office, Dover-Foxcroft: Next - Discussion on Farm Insurance. Note the date change!**

Newsrelease

February 19, 2003

Local Agriculture Marketing Group

In the past few months a group of Piscataquis, Penobscot and Somerset produce and livestock farmers have worked with the Piscataquis County Cooperative Extension Office to develop several grant requests to enhance local farmer's ability to market their products both retail and wholesale. This group of farmers has decided to establish a local agriculture marketing association to improve the value and volume of farm products marketed.

All interested people are invited to an organizational meeting for a local agriculture marketing association to be held on Wednesday, February 26th at 6:30 pm at the Piscataquis County Extension Office.

We will be deciding on the group's name, purpose, goals, officers, dues, etc. as well as going over the grants that have submitted, starting work on the consumer survey and map of local direct marketing farms.

If you are unable to attend but would like to stay informed about the groups progress contact Donna Lamb, Extension Educator, Piscataquis County Extension Office, 165 East Main St., Dover-Foxcroft, ME 04426, phone at 564-3301 or in Maine at 1-800-287-1491 or email at dlamb@umext.maine.edu.

People with a disability who need special accommodations to participate in this program can call Lamb at 1-800-287-1491 to discuss their needs. Such requests should be made at least 2 days prior to this event.

In complying with the letter and spirit of applicable laws and in pursuing its own goals of diversity, the University of Maine System shall not discriminate on the grounds of race, color, religion, sex, sexual orientation, national origin or citizenship status, age, disability, or veterans' status in employment, education, and all other areas of the University. The University provides reasonable accommodations to qualified individuals with disabilities upon request.

Questions and complaints about discrimination in any area of the University should be directed to the Director of Equal Opportunity, Suzanne Estler, 318 Alumni Hall, 581-1226. Inquiries about discrimination may also be referred to the Maine Human Rights Commission, U.S. Equal Employment Opportunity Commission, Office for Civil Rights of the U.S. Department of Education, or other appropriate federal or state agencies.



Newsrelease

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University of Maine, Cooperative Extension, Piscataquis County
165 East Main St., Dover-Foxcroft, ME 04426
phone 564-3301 or in Maine 1-800-287-1491
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March 14, 2003

Local Agriculture Marketing Group Receives Grant!

The area farmers interested in marketing who have been meeting since last fall just received word that their grant to the Sustainable Agriculture Research and Education (SARE) program was funded. The group will be meeting on Monday, March 24th at 7 pm at the Piscataquis County Extension Office in Dover-Foxcroft to discuss their plans to implement this grant.

This meeting will finalize the by-laws for the new local agriculture marketing group. The goal of this organization, in the Maine Highlands area (including Piscataquis, Penobscot, and adjacent towns) will be to work together to promote and market agricultural related products to consumers and improve the profitability of their farms.

The SARE grant will help fund several activities to take place this summer. Including a survey of farmers in the project area, survey of consumers in the area, development of an agriculture marketing group and the development of a map to farms

that sell directly to consumers. All interested producers of agriculture related products are invited to attend.

If you are interested in this group, but are unable to attend you can contact Donna Lamb, Piscataquis County Extension Educator located at 165 East Main Street in Dover-Foxcroft or by phone at 564-3301 or in Maine at 1-800-287-1491 or email at dlamb@umext.maine.edu.

If you are a person with a disability and will need any accommodations to participate in this program, please call Donna Lamb at 1-800-287-1491 to discuss your needs. Please contact us at least ten (10) days prior to this event to assure fullest possible attention to your needs. UMCE's TDD number is: 1-800-287-8957.

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June 9, 2003

Group Looking for Local Farms

Farmers in Piscataquis and Penobscot Counties, are you looking for opportunities to enhance your ability to market your fresh and value added products, and improve the profitability of your farm? You are invited to join the Maine Highlands Farm Products Promotion Group. As a member you will be able to participate in the group's marketing and promotion efforts that are being funded in part by a Sustainable Agriculture Research and Education (SARE) grant.

This summer the group will be printing a place mat size map showing farms that have products or services available for the public. Plans are to offer restaurants, Chambers of Commerce and others a supply of maps so consumers will be able to locate nearby farms and their products.

Also, the group is receiving funding from the Piscataquis Public Health Grant to coordinate local food alternatives with Eastern Area Agency on Aging and the Meals for ME staff at the Civil Defense Center in Milo. The grant will fund supplements to the Meals for ME regular daily menu with additional seasonal fresh vegetables, fruits and meats from Maine Highlands Farm Products Promotion Group members.

Other activities of the group include monthly meetings and a consumer survey that will be mailed to a random list of households in the two county area to survey their purchase patterns of local produce and livestock products. Future meetings will discuss value-added opportunities for local farmers.

The group meets regularly on the fourth Wednesday of the month and all interest folks are invited to attend. The June 25th meeting will be held at 7 pm the CD Center on Sargent Hill Road in Milo, just off Route 16 the Dover Road. At the May meeting Donna Lamb, Extension Educator shared information and application materials from the Woman Infant and Children (WIC) Farmers' Market Nutrition Program and Food Stamps programs. Contact Lamb for copy of information distributed.

During June area farmers will be contacted to invite them to join the Maine Highlands Farm Products Promotion Group for \$10. They will also be asked if they want to be included in the regional farm map for an additional \$15. Farms who are not reached may contact Wally Sinclair, Secretary of the Maine Highlands Farm Products Promotion Group at 165 East Main St., Dover-Foxcroft, ME 04426 or email milksheep@prexar.com. Please include your Farm Name, Address, Phone, Owner's Name(s), Hours of Operation, Products and Description of your farm in 35 words or less).

Donna Lamb is a Piscataquis County Extension Educator located in Dover-Foxcroft and can be contacted at the office at 165 East Main Street or by phone at 564-3301 or in Maine at 1-800-287-1491 or email at dlamb@umext.maine.edu.

Calendar Item:

June 25th 7 pm The Maine Highlands Farm Products Promotion Group meeting at the CD Center on Sargent Hill Road in Milo, just off Route 16 the Dover Road. Dr. Russell Hazen, UM Food Science Dept. will discuss his recent Maine Food Survey findings, ideas for future value added grants and a refresher about good production standards for summer processed foods. For more information contact Donna Lamb, at 165 East Main Street or by phone at 564-3301 or in Maine at 1-800-287-1491 or email at dlamb@umext.maine.edu.



Newsrelease

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July 14, 2003

Assistance with Farm Logos Available

Farmers in Piscataquis and Penobscot Counties, are you looking for assistance in developing a logo and or marketing material for your farm? At the next Maine Highlands Farm Products Promotion Group meeting on Wednesday, July 23rd at 7 pm at the Extension Office in Dover-Foxcroft, Gabe McPhail, CEI Image Building Concepts, will talk about creative promotional assistance for small-scale farms. This includes assistance in developing logos for use in farm marketing. CEI also offers the Farms for the Future Program that local farmers can apply for.

The group will also be discussing their marketing and promotion efforts that are being funded in part by a Sustainable Agriculture Research and Education (SARE) grant and the Piscataquis Public Health Grant.

All interested folks are invited to attend this free meeting, you do not have to be a current member to attend. Come and see what the Maine Highlands Farm Products Promotion Group has to offer.

The group meets regularly on the forth Wednesday of the month and all interest folks are invited to attend. The July 23rd meeting will be held at 7 pm the Piscataquis County Extension Office in Dover-Foxcroft.

Donna Lamb is a Piscataquis County Extension Educator located in Dover-Foxcroft and can be contacted at the office at 165 East Main Street or by phone at 564-3301 or in Maine at 1-800-287-1491 or email at dlamb@umext.maine.edu.

Calendar Item:

July 23rd 7 pm The Maine Highlands Farm Products Promotion Group meeting at the Piscataquis County Extension Office on Main St. in Dover-Foxcroft. Gabe McPhail, CEI Image Building Concepts, will talk about creative promotional assistance for small-scale farms. For more information contact Donna Lamb, at 165 East Main Street or by phone at 564-3301 or in Maine at 1-800-287-1491 or email at dlamb@umext.maine.edu.

Newsrelease

Contact:

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Farmers from Piscataquis and Penobscot Counties heard about the Maine Farms Project Image Building Concepts from Gabe McPhail of Coastal Enterprises Inc. at the July meeting of the Maine Highlands Farm Products Promotion Group.

Farmers, farm markets, and farm organizations can apply for free assistance in the development of labels, business cards, promo displays, etc. The program is income based and turn around time for assistance can be long.

Gabe talked about the farm's business image and how it is your customer's first impression about who you are and how you grow your product. Marketing visuals need to catch people's eye. If sign looks like not a lot of effort went into it, then customers may feel not a lot of effort into producing product. Logo, signs, etc. can help with product differentiation.

When assisting farmers in developing a farm logo she first asks farmers to write down a few things about their farm. This includes your farm's mission statement, goals for your farm, and 5-10 adjectives (historical, family oriented, rustic, etc.) that describe the look and feel of your farm and products you produce. Also, it helps to have samples of logos that you like, styles of logos you like as well as a sketch and text for logos you have been working on for your farm.

To make your marketing literature more unified Gabe suggests a limit of three fonts. And the font should match the style of your logo (wood-cut or scratch board for rustic look, pencil sketch for softer friendlier look, or computer generated logos). Gabe is also willing to critic a farm's business card or label for visual appeal.

Farms for the Future is an economic development strategy program for farmers that have an idea to change what they are currently doing. Farms that qualify face development pressure and currently farm five or more acres.

Phase 1 funds the development of a farm business plan with panel of experts. A limited number of farms can be accepted. Phase 2 up to 25% of money needed for implementation of the plan up to \$25,000 is available. August 29th is the deadline for applications for phase 1. Contact Farms for the Future at Coastal Enterprises, Inc., Maine Farms Project, 2 Portland Fish Pier, Suite 201, Portland, ME 04101 phone 772-5356.

The Maine Highlands Farm Products Promotion Group is moving ahead with membership recruitment and the development of a map of the local farms. Any farm wishing to join may contact Linda Clewley at 924-5506 or Wally Sinclair at 965-8432. They are hoping to unveil the map at the Piscataquis Valley Fair at the end of August.

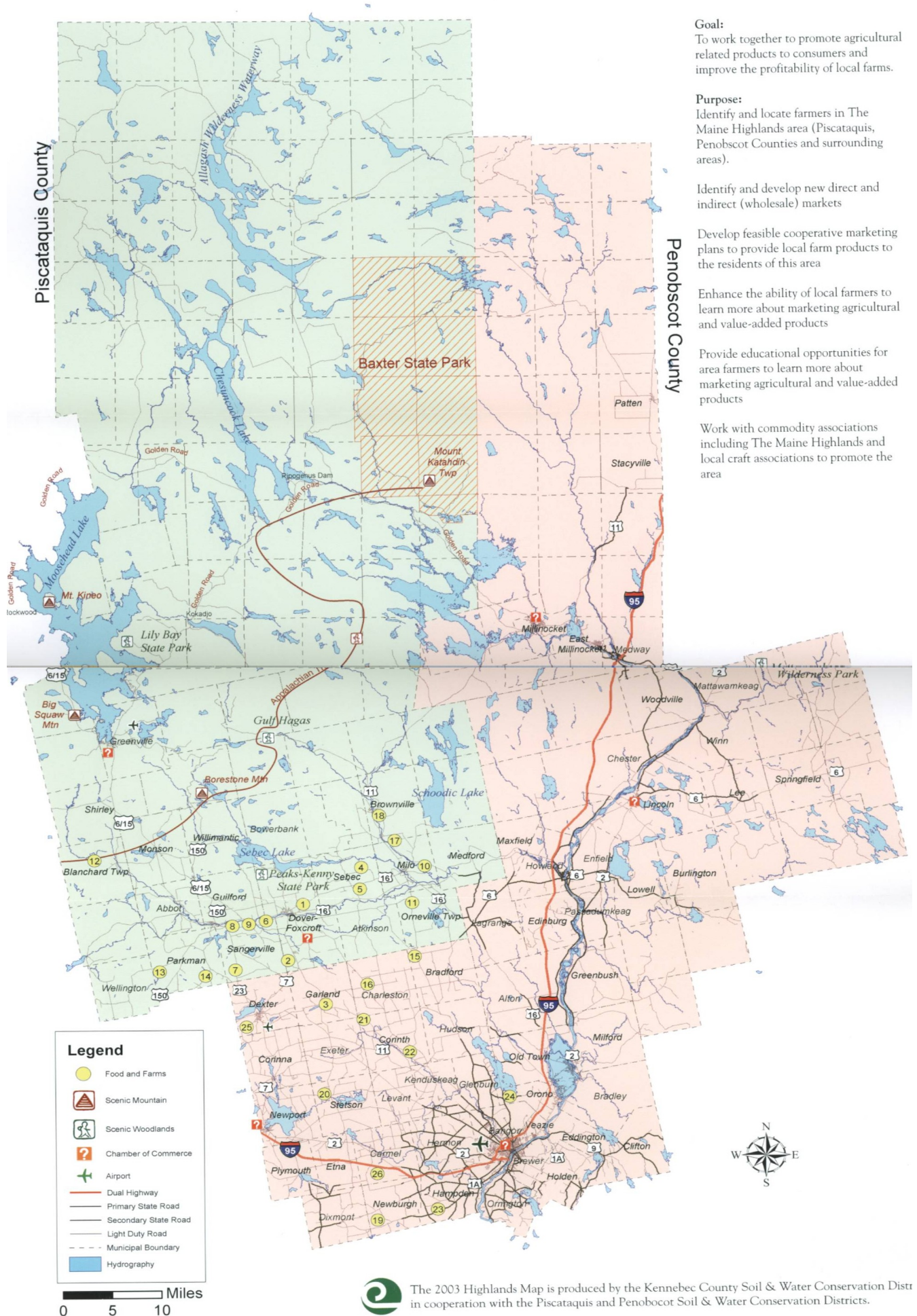
Several farmers have started providing vegetables and eggs to the Manna Food Cupboard with funding of the Tobacco Grant with Healthy Maine Partnership. Members coordinate with Wally Sinclair to deliver fruit, vegetables or meats to food cupboards. The Dover-Foxcroft Community Food Cupboard and the Monson Food Cupboard will also receive food from this project. Also, it was learned that a processing facility in Maine has a need for two to three lambs per week at a good price.

2003 Highlands Food and Farms



Brought to you by The Maine
Highlands Farm Products Promotion Group

The Maine Highlands Farm Products Promotion Group



Goal:
To work together to promote agricultural related products to consumers and improve the profitability of local farms.

Purpose:
Identify and locate farmers in The Maine Highlands area (Piscataquis, Penobscot Counties and surrounding areas).

Identify and develop new direct and indirect (wholesale) markets

Develop feasible cooperative marketing plans to provide local farm products to the residents of this area

Enhance the ability of local farmers to learn more about marketing agricultural and value-added products

Provide educational opportunities for area farmers to learn more about marketing agricultural and value-added products

Work with commodity associations including The Maine Highlands and local craft associations to promote the area

Legend

- Food and Farms
- Scenic Mountain
- Scenic Woodlands
- Chamber of Commerce
- Airport
- Dual Highway
- Primary State Road
- Secondary State Road
- Light Duty Road
- Municipal Boundary
- Hydrography

0 5 10 Miles



The 2003 Highlands Map is produced by the Kennebec County Soil & Water Conservation District in cooperation with the Piscataquis and Penobscot Soil & Water Conservation Districts.

DOVER-FOXCROFT

1. **Tudor Farm Orchard** – Heirloom apple varieties, pears, berries. PYO Saturdays, open weekends during early and late harvest season. Call regarding pear orders. Located two miles from town, 772 Essex Street. Look for farm signs, hillside red barn. Steve and Lindsay Tudor 1-207-564-2906 tudor@kynd.net

2. **Shaw Road Historic Farm** – Located at 283 Shaw Road, Dover-Foxcroft. Horse boarding, farm fresh eggs from free range chickens, beef and timber management demonstration area. 4 + miles of wooded trails for horse back riding, walking and cross country skiing (no ATV's). The farm is a National Register site. Owners: Fred and Karen Cookson, Tel. 1-207-564-3925

GARLAND

3. **Mapleshade Farm & Rumphius Dairy Goats** – Small family farm with ADGA registered Alpine, Oberhasli, Saanen, and Recorded Grade dairy goats. Farm Tour Adventure Programs for children & adults by reservation. Goat milk soap, eggs, chickens, turkeys, pigs. 248 Corinth Road, (Rte. 94), 1 mile from Garland Village. Linda, Raechel & Elizabeth Clewley, 1-207-924-5506 or shadym@gwi.net

SEBEC

4. **Lamb's Farm** – PYO strawberries in season. Take Rte. 16 from Dover-Foxcroft for 10 miles and left on Hughes Road. The farm is 1.5 miles on left. Restroom facilities available. Ron & Donna Lamb; 1-207-564 3008 ron.lamb@umit.maine.edu; dlamb@umext.maine.edu

5. **La Bergerie** – Corriedale/Oxford Sheep with purebred and cross lambs for freezer lambs, breeders and raw wool sales for spinners. Bob & Chris Petersen, owners. We are a stone's throw from Sebec Corner at 80 Stagecoach Road off Rte. 16. Tel. 1-207-564-2596 labergerie@midmaine.com

SANGERVILLE

6. **Stutzman's Farm** – Roadside Stand, beans, peas, corn, squash, potatoes, beet greens, cukes, salad greens, pickles; jams & jellies. Our own bakery with bread & pies. PYO strawberries & pumpkins. Open June through October at 891 Douty Hill Road. Sid and Rainie Stutzman 1-207-564-8596 doughthyhill@prexar.com

7. **Mossflower Farm** – Certified Organic vegetables; honey, apples and cider in the fall. Stand open weekends or call otherwise. Located at 782 No. Dexter Road, Rte. 23 1-207-924-7976 ask for Leigh Wiley evose@hotmail.com

8. **Campbell/Richardson Farm** – Native, Jacob Cattle and Yellow Eye Dry Beans, retail and bulk. Charolais Beef, Standard breed Horses. Located at 748 Douty Hill Road. Tel. 1-207-564-7162; or bcamp_1999@yahoo.com

9. Hall's Christmas Tree Farms, Inc. –

Balsam fir, Fraser fir, Christmas trees, wreaths, roping, window charms and basket wreaths. Open Thanksgiving to Dec. 20, 9-4, Wed. thru Sun. or by appointment. Located 3 mi. from Rte. 7, Dover-Foxcroft or 5 miles from Rte. 23, Sangerville at 816 Douty Hill Road. In business over 70 years, your hosts Toby and Cynthia Hall. Tel. 1-207-564-7717 or 1-207-564-3603

MILO

10. **Wyman Farms** – Farm Stand, greenhouse vegetables and seedlings, Holstein heifers, hay, logging; open 7 days, 9-5 and by chance, May through October. Corn, peas, beet greens, swiss chard, cukes, tomatoes, summer and winter squash, carrots, cauliflower, broccoli, cabbage, zucchini, peppers, turnip, onions, potatoes, pumpkins, melons and gourds from stand at 226 Medford Road. Richard & Marilyn Wyman, 1-207-943 2605 mamie@midmaine.com

ORNEVILLE

11. **Worcester's Wild Blueberries** – Fresh, clean quart boxes of berries sold at our roadside stand in July and August. We also have blueberry blossom honey, blueberry jam, jelly & 5 qt. freezer ready berry boxes at 356 Lyford Road, Rte. 11 - top of the hill. Everett & Lee Worcester, call us at 1-207-943-8804.

BLANCHARD

12. **Breakneck Ridge Farm** – Farm raised deer and bison for meat and breeding stock also producers of pure Maine maple syrup. Products available year round. Farm tours Thursday and Saturday mornings during July and August. Located at 160 Mountain Road off Rte. 15; owners, hosts: Steve and Diana Hobart, call 1-207-997-3922 info@BreakneckRidgeFarm.com

PARKMAN

13. **Snow Brook Gardens** – Large variety of hardy perennials; display gardens, stone walls, garden tours, lilacs; will do perennial bed installations and care. May & June 10-5, Wednesday to Sunday and in summer by chance or appointment. Located at 315 Bridge Road, ask for Mary Betts. For information call 1-207-876-3220.

14. **Checkerberry Farm** – Farm/Farm Stand: MOFGA Certified Organic farm grows a diverse selection of mixed vegetables. By appointment at the farm. In front of Bob's Hardware in Dover-Foxcroft – Fridays noon to 5:30 pm, Saturdays 10 am to 2 pm. Dig your own roots – fall storage crops – mainly potatoes, carrots and beets. Call for availability. Located at 530 Wellington Road, off Rte. 150. Jason & Barbara Kafka. Tel. 1-207-277-3114

BRADFORD

15. **Country Jct. Greenhouse** – We manage our land as a living resource vital to our

grandchildren and yours. Our selections include vegetable and flower seedlings, fruit trees, berries, herbs, perennials, shrubs, everlastings, cut flowers and balsam fir wreaths in season. We also make Adirondack furniture. 1204 Main Road, Rte. 11. Sally Smith, Tel. 1-207-327-1398 countryjct@gwi.net or www.countryjct.com

CHARLESTON

16. Olmsted's Orchard – Roadside Stand; 22 varieties of apples, squash and pumpkins. Open August 5 through November 1 or until sold out, in the valley at 909 Dover Road, Rte. 15. NO SUNDAY SALES Pat and Dave Olmsted 1-207-285-3426 dpolms@msn.com

BROWNVILLE

17. Penquis Valley Shepherds – Our own breed of milk sheep replacement ewes and ram lambs for the freezer, raw milk, colostrum, sheep dairy consulting and wool sales. Aroostook grains transported. Barn located at 635 Pleasant River Road in Milo, just over the Brownville town line. Tel. 1-207-965-8432 milkssheep@prexar.com

18. Haven Farm – Old farm homestead Herb garden, berries, livestock. Located at 230 Church Street Brownville. Felix Blinn. Tel. 1-207-965-8638 blinaccg@kynd.com

NEWBURGH

19. Nutkin Knoll Farm – Christmas trees, wreaths, centerpieces, kissing balls. Maple syrup, maple cream, maple jelly & candies. Flowers, fresh cut & arrangements. Hardwood Lumber-dried & green. Freezer lamb. A diversified family farm 15 minutes west of Bangor. We feature cut-your-own Balsam, Fraser and Canaan fir Christmas trees and evergreen products. Maple syrup and maple grove tours year-round. Fresh-cut flowers during the growing season. An antique post and beam barn with farm animals greets visitors to our 120 acre farm and woodlot. Open daily during the Holiday and 'sugaring' seasons. Call to make arrangements other times. Len and Nancy Price, Tel. 1-207-234-7268; located at 269 Chapman Road off Rte. 9. nutkin@uninets.net; www.maine-christmas-trees.com

STETSON

20. Foss Farm – Our own mushrooms, hanging baskets, spring bedding plants, Christmas poinsettias. Open May 1 – June 15, 9-6, 7 days a week; from June 16 to April 30 by appointment only. Located next to the Stetson Store on Rte. 222 near the 4 corners. Warren Foss, owner. Tel. 1-207-296-3677 fossfarm@tds.net; www.FossFarm.com

CORINTH

21. Adams Strawberry Acres – PYO Raspberries, and strawberries. Stand sales of blueberries, peas and other vegetables; 1409 Main Street on Corinth-Kenduskeag town line, Rte. 15. Tel. 1-207-285-3325, Open June through November, 7 am-8 pm. Restrooms

available. Joseph & Carol Adams. Tel. 1-207-285-3325

22. Thomas Farms and Critterwoods

Outdoor Recreation Area – Wholesale and retail vegetables; corn, cukes, tomatoes, squash, potatoes. Also home of Critterwoods Outdoor Recreation area with over 15 miles of private groomed trails. Cross Country skiing, sled dog race site. Located at 118 O'Roak Road off Rte. 94. Frank & Anita Thomas, Gary & Joan Chapman. Call for more information. Tel. 1-207-285-3573 or 1-207-285-0094.

HAMPDEN

23. Twist & Twine Nursery – Native wildflowers, wetland plants; Organic certified vegetables since 1998; CSA and Farmers Market supplier since 2001. Located at 171 Kennebec Road, open at Hampden branch of Maine Savings Market on Saturday mornings or at the farm with: tomatoes, string beans, radishes in August and lettuce and broccoli in September. Located at 171 Kennebec Road ask for Sally Dunphy Tel.1-207-862-4975 sdu7090543@aol.com

ORONO

24. Tarry Farm – Organic vegetables in season with greenhouse tomatoes, cucumbers. Equine acupressure and massage, with rider training and private lessons at your farm. Rambouillet Sheep - Fleeces, Feeder Lambs, Freezer Lambs. Location: 954 Forest Ave., Orono, between Essex Street and Pushaw Road. 1-207-942-9227 or fjamison5@hotmail.com

DEXTER

25. Windy View Farm – Family farm stand specializing in eggs, our own farm-raised beef, fresh local, seasonal vegetables and flowers - MOFGA Certified "Compost Almost" available. Some PYO and CSA's available. Open early spring through October. Monday thru Saturday 10am - 5pm. Town Farm Road off Rte. 23. Fred Sherburne Tel. 1-207-924-3381 or townfarm@prexar.com

CARMEL

26. Ash Hill View Deer Farm – We offer: Farm Tours, Breeding Stock, Farm Raised Venison, Velvet Antler Capsules, Hard Antler, Deer Photographs and more. We started in 1992, with five Red Deer hinds and a stag, we have grown to a over 380 Red Deer. Native to Europe & a sub-species of our American Elk, these deer are larger than our White Tail; stags weigh over 500 lbs and hinds weigh over 250 lbs. Kenneth & Gladys Swett, owners, located just off Cook Road (from Rte. 2, Carmel Village) and on Ash Hill, Swett Road. Tel. 1-207-848-3866 reddeer@midmaine.com

KEY TO NARRATIVES

PYO-Pick Your Own

CSA-Community Supported Agriculture

MEMORANDUM OF UNDERSTANDING
The Maine Highlands Farm Products Promotion Group

This agreement dated June 16, 2003 is between Renée Speh, Community Partnership Director of Piscataquis Public Health Council (PPHC), of Mayo Regional Hospital (MRH), 897 W. Main St., Dover-Foxcroft, ME 04426, and *The Maine Highlands Farm Products Promotion Group*. In this agreement, the party who is contracting to perform services shall be referred to as "contractor", and the party who will provide funding for the services shall be referred to as "MRH". MRH, a Maine general non-profit hospital, as the fiscal agent for the PPHC, will provide funding to the Contractor for specified services as agreed upon.

Therefore, in consideration of the mutual promises and undertakings of the parties hereinafter set forth, the parties agree as follows:

Description of services to be performed:

Contractor will provide the services specified in an agreement reached between PPHC and the recipient. This will entail the following activities:

- 1) Provide easier access to local people to locally-grown fruits, vegetables and USDA graded meats by:
 - a) Collaborate with Cooperative Extension and Eastern Area Agency on Aging to provide fresh fruits, meats and vegetables to seniors through the Meals for ME program
 - b) Provide educational materials about nutrition and preparation of fresh produce
 - c) Publish a list of participating farmers with directions to get to the farms and a nutritional analysis of the produce
- 2) Clearly identify—in any written materials, including but not limited to advertisement, signage, and printed materials—the contribution of the PPHC and its role as a Healthy Maine Partnership ("Funded by the Piscataquis Public Health Council, a Healthy Maine Partnership").
- 3) If appropriate, make the environment tobacco-free and demonstrate this by posting signage and submitting photos of signage and/or copies of tobacco-free policies.
- 4) If food is served as part of this project, make it nutritional according to the Maine Nutrition Network guidelines (see attached document), and demonstrate this by submitting copies of the nutrition policy of program and/or copies of the menus.
- 5) Agree to share your ideas and help others to do your project in their community.
- 6) Agree to be mentioned in publicity about the PPHC mini-grant program.
- 7) Submit a final written activity and expense report to Community Partnership Director. The report shall contain the following:
 - a) Narrative:
 - i) Documentation of activities, accomplishments, outcomes, lessons learned
 - ii) Number of participants impacted by project and general description of who was affected by the project
 - iii) Explanation of people or organizations that were involved in implementing the project

- iv) List of partners and explanations of their roles
- v) Outline of related future plans- explain how you see the project continuing in the future
- b) Financial:
 - i) Describe exactly how funds were spent with details on amount spent per item, how the items were used, and the purpose of each item.

Grant payment:

The contractor will submit an invoice upon agreement of project memorandum of understanding, and will subsequently receive payment of \$2,000. The invoice should have the organization's letterhead or name, contact information, and a brief description of the project.

The funds must be spent by September 30, 2003, or they will be returned to Mayo Regional Hospital.

Use of funds:

Funds cannot be used for any of the following:

- Soda beverages
- Tobacco products or promotion
- Replace funding for something that was already planned and budgeted w/other money
- Existing construction projects or real estate purchases
- Speaker fees for basic education on tobacco, physical activity or nutrition
- Sports or recreation equipment or services
- Projects identified with political parties
- Groups or organizations that practice discrimination
- Contributions to money-raising groups

Entire agreement: This agreement contains the entire agreement of the parties and there are no other promises or conditions in any other agreement, whether oral or written. This agreement supersedes any prior written or oral agreement between the parties.

Amendment: This agreement may be modified or amended if the amendment is made in writing and signed by both parties.

Applicable law: The laws of the State of Maine shall govern this agreement.

Party providing services:

Wallace Sinclair
Wallace Sinclair, Sec., Maine Highlands Farm Products Promotion Group, 165 Main Street, Dover- Foxcroft 04426

Party providing funding for services:

Renée Speh, Community Partnership Director, Piscataquis Public Health Council, Mayo Regional Hospital

Budget
To be spent prior to September 30th

• Provision of fresh fruit, vegetables & special order meats	\$ 1,500
• Advertising and promotion	\$300
• Publishing list of participating farmers with directions to get to the farms and nutritional analysis with sample meals	<u>\$200</u>
Total	\$ 2,000



Putting knowledge to work with the people of Maine

August, 2003

Dear Neighbor,

Congratulations! You have been randomly selected to participate in a survey to find out what you think about locally produced agricultural products.


We hope you'll take a few minutes right now and fill it out. It doesn't take long at all. It's a completely anonymous survey and your response will not bring you any additional surveys, advertising, or any other solicitations of any kind.

Thank you for helping. We hope you'll pick up a pen right now and fill it out. We appreciate that your time is valuable, but there just isn't any other good way to collect this kind of information. When you're finished just fold and seal it with tape and pop it in the mail.

We, as the group doing this survey, are a collection of farmers and ordinary interested folks from Piscataquis and Penobscot Counties. Our motive is to help provide you with better access to local farm products. We have recently formed a group in Dover-Foxcroft called The Maine Highlands Farm Products Promotion Group. We are strictly non-profit and are doing this survey with the help of the Piscataquis County Extension Office and the University of Maine at Orono.

The survey starts just after this page, but below are more details about who we are and about the Survey.

If you have any questions about this research project please feel free to contact Donna Lamb, Extension Educator at 207-564-3301 or in Maine 1-800-287-1491. This survey originates from The Maine Highlands Farm Products Promotion Group. This survey is being conducted with assistance from The University of Maine Cooperative Extension and the University of Maine Department of Resource Economics and Policy. We have received funding from a Sustainable Agriculture Research and Education (SARE) grant.

Continued on back 

www.umext.maine.edu

The University of Maine and the U.S. Department of Agriculture cooperating.
Cooperative Extension provides equal opportunities in programs and employment
A Member of the University of Maine System

As mentioned above all participants were selected strictly at random. This was done by computer and simply identified you as being a household in Penobscot or Piscataquis County. This survey is anonymous. Please do not write your name on the questionnaire. There will be no records linking you to the information you provide. Your participation in this survey is strictly voluntary and return of the questionnaire implies consent to participate.

The data collected will not be coded and linked to the names of participants. The data will only be accessed by researchers conducting the analysis. The data will be stored in a secured office computer and will be destroyed at the end of the study. Except for your time, there are no foreseeable risks to you in participating in this study. If you have any questions about your rights as a research participant please contact Gayle Anderson, Office of Research and Sponsored Programs, 581-1498.

Thanks again for your participation.

Sincerely,



Lorraine Stutzman, President
The Maine Highlands Farm
Products Promotion Group



Donna Lamb, Extension Educator
University of Maine Cooperative
Extension, Piscataquis County



H. Ty Cheng, Assoc. Professor
Dept. of Resource Economics
and Policy, Univ. of ME, Orono

dcl
penalty
enclosure



MAINE HIGHLANDS FARM PRODUCTS CONSUMER SURVEY

(Piscataquis and Penobscot Counties)

Thanks for helping us out with our survey!
We've found that it works best if you just sit right down, take a few minutes,
and fill it out right now!
It's painless and it really helps the farmers in our area!

This survey is about the places where you buy fresh food and agricultural products, and your preferences when you buy and shop for them.

Background: All the places you can buy fresh food and agricultural products may be split into two categories:

1. Grocery stores and supermarkets, either large or small (like your corner store) and...
2. Farm direct markets and outlets.

These include: **FARM STANDS**, at or near the farm site

PICK-YOUR-OWN, at the farm site

TAILGATE MARKET, on roadside or in town away from farm

HOME DELIVERY FROM FARM deliveries to your home or neighborhood

FARMERS' MARKETS, group of farms marketing a variety of products

WITH THIS IN MIND, PLEASE ANSWER ALL THE QUESTIONS AS BEST YOU CAN.
PLEASE USE YOUR BEST ESTIMATES.

1. Do you generally make a shopping list before going shopping?
 _____ Yes, I usually do. _____ No, I usually do not.

2. Please check the **five** products that you would be most likely to purchase directly from farmers.

_ Apples	_ Cheese	_ Fresh Beans	_ Maple Syrup	_ Ready to Eat Meals
_ Berries	_ Chevon (goat)	_ Freezer Animal	_ Melons	_ Sausage & processed meats
_ Bedding Plants	_ Compost & Manure	_ Garlic	_ Milk	_ Squash & Pumpkin
_ Beef	_ Sweet Corn	_ Homemade Foods	_ Onions	_ Tomatoes
_ Beet Greens	_ Crafts	_ Jams	_ Peas	_ Venison
_ Bison	_ Cucumbers	_ Jerky	_ Pickles	_ Wool
_ Butter	_ Dry Beans	_ Lamb	_ Pork	
_ Cabbage	_ Eggs	_ Landscape Plants	_ Potatoes	
_ Carrots	_ Flowers	_ Lettuce	_ Poultry	

3. Including yourself, please indicate the number of other people living in your household in the following age groups.

Please specify the number of people in each age group.

Under 10 yrs.	10-19 yrs.	20-34 yrs.	35-54 yrs.	55 yrs. +

4. Do you process any food products in bulk for the winter by storing, canning or freezing?

Yes _____ No _____

5. Which fruits or vegetables do you typically process? (Please check as many as appropriate).

Tomatoes	Sweet Corn	Berries	Peas
Apples	Cucumbers	Potatoes	Fresh Beans
Carrots	Cabbage	Squash	Other (Please Specify)

6. How many miles is it from your home to each of the food markets where you shop? (Please write in the number of miles below each outlet. If you do not shop at an outlet, leave the space blank)

	Farm Stand	Pick-Your-Own	Tailgate Market		Farmer's Market	Grocery
Number of Miles						

7. How many miles would you be willing to travel from your home to purchase fresh food products from farm direct markets? _____

8. If you have been disappointed with the quality of any product bought directly from a farmer, would you indicate the problems you noticed about the farm direct product. We have suggested a few possible problems, but please write in any that come to mind and check whether it was a problem with fruits, vegetables, meats or other farm direct products.

	Fruit	Vegetable	Livestock Products	Other Farm Products
Appearance				
Poor Flavor				
Tough				
Bruised				
Not fresh				
Other (Please specify)				

9. If you don't go or have been disappointed with any food markets, please check any reasons below that apply (Please check all that apply for each market)

Criteria	Farm Stand	Pick-Your-Own	Tailgate Market	Home Delivery	Farmer's Market	Grocery
High Prices						
Poor Quality						
Limited Variety						
Inconvenient Location						
Don't Know of Any in My Area						
Not Clean						
Don't Accept Checks						
Don't Accept Food Stamps						
Don't Accept Credit/Debit Cards						
Prefer Buying at Supermarkets						
Too Far						
Limited Hours						
Raise My Own Garden Produce						
Raise My Own Livestock						
Don't Feel Safe						
Other: (Please Specify)						

10. How many outlets do you know of in your area that are near enough to get to easily? (Please indicate as many as come to mind)

	Farm Stand	Pick-Your-Own	Tailgate Market	Home Delivery	Farmer's Market	Grocery
Number in my area						

11. What do you typically spend at each visit when you buy fresh food products? (Please check one for each market where appropriate)

	Farm Stand	Pick-Your-Own	Tailgate Market	Home Delivery	Farmer's Market
Less than \$10.00					
\$10.00 to \$19.99					
Over \$20.00					

12. What types of farm products are you likely to purchase at each of the following market outlets?
 (Please Check All That Apply)

Farm Products	Farm Stand	Pick-Your-Own	Tailgate Market	Home Delivery	Farmer's Market	Grocery
Fruits						
Vegetables						
Precut Vegetables						
Precut Fruit						
Jams and Jellies						
Pickles						
Organic Produce						
Greenhouse Produce						
Flowers						
Shrubs						
Fresh Meat						
Frozen Meat						
Processed Meats						
Cheese						
Butter						
Eggs						
Wool products						
Crafts						
Homemade Foods						

13. Estimate how much of the total garden produce and meat products consumed by your household annually comes from the following sources:

	Fruits & Vegetables			Meat & Livestock Products		
	Less than 25%	25% to 50%	More than 50%	Less than 25%	25% to 50%	More than 50%
Farm Direct Market						
Grocery within 10 miles						
Grocery 10 to 30 miles away						
Grocery over 30 miles away						
Friend or Neighbor's garden						
Our own garden						
Our own livestock						
Other (Please specify)						

14. Does anyone in your household participate in the Senior Farm Share program?
 _____ Yes _____ No

15. Does anyone in your household participate in the WIC program?
 _____ Yes _____ No

16. Please estimate your family's average weekly expenditure purchased from all sources on produce, meat and livestock products.

Per Week	Fruits & Vegetables			Meat			Livestock Products		
	Up to \$10	\$10 to \$20	Over \$20	Up to \$10	\$10 to \$20	Over \$20	Up to \$10	\$10 to \$20	Over \$20
During Growing Season (June to October)									
During the rest of the year (November to May)									

17. Please check those criteria that are reasons for shopping at the outlet.
 (Please Check All That APPLY)

Criteria	Farm Stand	Pick-Your-Own	Tailgate Market	Home Delivery	Farmer's Market	Grocery
Convenience						
Value for the money						
Quality						
Selection						
Volume						
Appearance of products						
Help Local Farmers						
Nutrition						
Freshness						
Locally Grown						
Canning/Freezing						
Atmosphere						
Special Event						
Homemade Foods						
Crafts						
Flowers						
Precut/Packaged Produce						
Shrubs						

18. If local farmers offered the food grown by the following methods would you be likely to purchase the food and would you be willing to pay more for food grown by these methods?

	Organic	Hormone Free	GMO Free*	Raised on Range
Would likely purchase				
Would be willing to pay more				

*Genetically Modified Organism Free

19. a) Which sources of information for the outlets listed below in your area have you seen or heard? (Please Check as Many as Appropriate)

Media	Farm Stand	Pick-Your-Own	Tailgate Market	Home Delivery	Farmer's Market	Grocery
Newspaper						
Radio						
Roadside Sign						
Television						
Direct Mail Piece						
Word of Mouth						
Internet Site						
Restaurant Placemat						
Farmer to Consumer Directory						
Don't know of any						
Other (Please Specify)						

19. b) If any of the above Media influenced you to shop at an outlet, please **Circle All** checks that apply in the above chart.

20. Are origin (where grown) labels on fresh produce, meat, or livestock products useful in deciding what to buy?

Very useful _____ Somewhat useful _____ Not useful _____ Do not use _____

21. Please indicate the days and hours that you would like farm direct markets to be open for business (even if you don't presently shop at any).

Weekdays _____ Weekends _____ No Preference on Day _____

Morning _____ Afternoon _____ Evenings _____ No Preference on Time _____

22. What is your zip code? _____

Thank you for responding to this questionnaire. Please fold, with the Business Reply Mailer to the outside, tape to close and drop in the mailbox. No postage is required to return the survey.

All responses are kept strictly confidential.

Apply Tape to close.

-----Fold Here-----

UMCE
Piscataquis County Office
165 East Main St.
Dover-Foxcroft, ME 04426



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 36 ORONO ME

POSTAGE WILL BE PAID BY ADDRESSEE

UNIVERSITY OF MAINE COOPERATIVE EXTENSION
103 LIBBY HALL
168 COLLEGE AVE
ORONO, ME 04473-9966



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