Cheese Marketing Study Timetable – planned/revised based on one year grant extension

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| Original Timeline  | Progress 2013 | Revised time plan for Grant Extension to March 30, 2015 |
| March 2013 – gather steering committee; develop survey for baseline data | March 2013 – award announced; completed contract logistics |  |
| April 2013 – gather baseline info from 14 cooperating cheese producers | April 2013 – met with FL Cheese Trail – steering committee; discussed work plan/staffing needs; identified and interviewed potential consultant; revised SARE budget to reflect need for more dollars to pay consultant |  |
| May 2013 – gather baseline info from 2 area cheese distributors | May 2013 – steering committee met with potential consultant; drafted agreement and scope of work for consultant; signed scope of work agreement |  |
| June 2013 – travel the Finger Lakes to identify potential new markets – *no progress* | June 2013 – consultant worked on gathering baseline data from producers – emailed survey to producers, followed up by phone/personal interview; also gathered published information about products & prices from websites or brochures |  |
| July 2013 – continue market outreach – *no progress* | July 2013 – consultant continued to gather information above; informed us that he had accepted a job and could not continue with project |  |
| August/September 2013 – begin to identify other strong cheese outlets in upstate NY cities – Buffalo and Albany – no progress | Aug/Sept 2013 – Project Leader and Cheese trail members research options for staffing; PL contacts CU Departments for Grad Students who might be interested in this work.  |  |
| October/November 2013 – NYS cheese marketing opportunities – *no progress* | No grad student identified; met with Cheese Trail members about study revival (producers remain committed to the project)  |  |
| December 2013-Summary of Findings | December 2013 – PL identified staffing option for moving forward with research; annual report written; grant extension request submitted |  |
| January – March 2014 -Develop Specialty Cheese producer marketing plan - *no progress* |  | January – March 2014 – Meet with steering committee and Cornell advisors to discuss data gathering and summary formats. Staff completes baseline data summary of marketing information provided by cooperating producers; gather info from the remaining 6 producers who did not supply data in June. Gather baseline info from distributors. Summarize and characterize findings.  |
|  |  | April – June 2014 – staff does field work to identify Finger Lakes cheese marketing options |
|  |  | July-September 2014 – staff does field work to identify key cheese buyers in upstate NY and NYC – gather info from websites, phone interviews and in person visits to a few key promising buyers. Summarize findings.  |
|  |  | October – December 2014 – discuss findings with producers and steering committee; consult with Cornell advisors regarding data summary. Draft findings report summary.Annual report to SARE. |
|  |  | January – March 2015 – Develop Marketing Plan. Final SARE report.  |