

Timeline	March-June 2024	July-October 2024	November 2024- March 2025	April-August 2025	September-October 2025	November 2025-January 2026
Project Plan *=Started	1. Identify Challenge <ul style="list-style-type: none"> a. Introduce project online b. Research past SARE grants* c. Interview specialty farmers (retail & individual): what they are doing d. Interview potential customers (retail & individual): what they need to see/hear 	2. Investigate Solutions <ul style="list-style-type: none"> a. Analyze survey results. Record what is working. Identify unmet needs. * b. Document testing requirements. * c. Determine necessary tools * d. Re-evaluate, adjust and prepare upcoming crop to match testing needs* 	3. Create Marketing Plan and Tools <ul style="list-style-type: none"> a. Based upon survey results, create a comprehensive marketing plan * b. Design and create tools to resolve challenges * c. Write up grant progress report (Completed) 	4. Test, Evaluate, and Revise Plan <ul style="list-style-type: none"> a. Create a testing plan for both plan and tools. * b. Test developed marketing plan and accompanying tools. * c. Evaluate the plan and tools * d. Make necessary changes to the plan and tools 	5. Communicate Plan <ul style="list-style-type: none"> a. Make the plan and tools available online b. Create an instructional presentation (how to use plan and tools). c. Host a two zoom seminars on the marketing plan and tools 	6. Create Final Document <ul style="list-style-type: none"> • Organize materials • Final write up • Budget report
Deliverable	<ul style="list-style-type: none"> • Blog space • Post SARE grant list • Post Interview findings in a market research report • Update: Not able to do any of these. Trying to get plants moved into new space. 	<ul style="list-style-type: none"> • Overall market survey report • Chart of identified challenge with corresponding resolution, and method of testing. * • Inventory of test crops * <p>Created and distributed 4 surveys</p>	<ul style="list-style-type: none"> • Version of marketing plan to be evaluated * • Version of tools to be evaluated * 	<ul style="list-style-type: none"> • Testing plan with activities and timeline * • Sales analysis (effectiveness) * • Survey results (ease of use * • Revised marketing plan and tools * 	<ul style="list-style-type: none"> • Final version of marketing plan • Final version of marketing tools • Instructional presentation • Two zoom instructional meetings 	<ul style="list-style-type: none"> • Final project packet
Outreach	<ul style="list-style-type: none"> • Basic project information posted to an open audience • Post results for others to read and comment. • Update: Facebook disabled account for reasons unknown. 	<ul style="list-style-type: none"> • Post market survey report - response numbers were too small, need more data • Post chart of identified challenges and solutions being tested. Chart has been created but not posted. • No time to fix Facebook as trying to clear new growing space. 	<ul style="list-style-type: none"> • Post the marketing plan • Post the testing tools • Working on re-enabling Facebook. Working with a Social Media expert (no cost) to find other ways to get the info out. 	<ul style="list-style-type: none"> • Sales analysis • Survey results • Based upon the small number of survey responses: currently creating small farm market demos for focus plants. 	<ul style="list-style-type: none"> • Zoom meetings to introduce plan and tools. • Final plan and tools made available online • Recorded instructional presentation made available 	<ul style="list-style-type: none"> • Project packet available online via SARE mechanisms