## Market Research for Market Readiness: upcycling pork organ meat into pet treats and pork fat into salve

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Tasks	Year 1											Year 2												
	Α	M	J	J	Α	S	0	N	D	J	F	M	Α	M	J	J	Α	S	0	N	D	J	F	M
Ballot creation																								
Make testing and training SOP																								
Testing Events:															Testin	g evei	nts co	uld co	ntinue	into y	ear tv	vo		
Seattle & Bellingham markets					Testin	g ever	nts cou the	u <mark>ld co</mark> sumr	n <mark>tinue</mark> ner	throu	ı <mark>ghout</mark>													
Whatcom County Farm Tour																								
October 2024 u-pick pumpkins weekends																								
Winter farmstands or markets																								
Webinar development and scheduling																								
Participate in at least 4 national webinars reaching at least 200 farmers																								