

Project #4 South Dakota Specialty Producers Association

FINAL PERFORMANCE REPORT

AWARD YEARS 2016 FORWARD

A Final Performance Report must be received within 90 days after the end of the grant agreement. You are required to report on the administration of the agreement and each project approved within the agreement. The completed Final Performance Report will be posted to the AMS website.

FINAL PROJECT REPORT TEMPLATE

Final Performance Reports must illustrate the completion of each project within the grant agreement. Each project shall be outlined as separate project profiles. You will report on projects in the same order they were submitted in the approved application and subsequent amendments.

PROJECT INFORMATION

Project Title	SDSPA develops marketing plan to increase sales & consumption of specialty crops in South Dakota.		
Recipient Organization Name:	South Dakota Specialty Producers Association		
Period of Performance:	Start Date:	9/30/2019	End Date: 9/29/2022
Recipient's Project Contact			
Name:	Peggy Martin		
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PERFORMANCE NARRATIVE

PROJECT BACKGROUND

Provide enough information for the reader to understand the importance or context of the project. This section may draw from the background and justification contained in the approved project proposal.

This project focused on creating greater awareness to the specialty crop industry in South Dakota, and to South Dakota producers who have specialty crops and specialty crop products available for purchase. This was done through the creation of a marketing plan and working through steps proposed in that plan. Producers also had several opportunities to participate in virtual and in person marketing trainings, hosted by professionals in the industry. Work was done to make the website a more user-friendly resource as the SDSPA website is a valuable resource for consumers looking to purchase specialty crops. Lastly, through this grant we continued efforts to bring awareness & support to the specialty crop industry by sending out newsletters, utilizing social media, attending events, hosting events promoting the industry, bringing producers together, and providing ways to increase specialty crop and local food sales & access in South Dakota.

ACTIVITIES PERFORMED

Address the below sections as they relate to the entire project's period of performance.

OBJECTIVES

Provide the approved project's objectives.

#	Objective	Completed?	
		Yes	No*
1	Develop and implement a five-year marketing plan for SDSPA to increase sales of specialty crops and local foods in South Dakota.	x	
2	Provide producers training in marketing to increase sales of specialty crops and local food	x	
3	Further expand the SDSPA website as a resource for all local food constituents in South Dakota and increase access to sustainable growing practices	x	
4	Continue current marketing events and provide producers funding for travel.	x	

*If no is selected for any of the listed objectives, you must expand upon this in the challenges and lessons learned sections.

ACCOMPLISHMENTS

List your accomplishments for the project's period of performance, including the impact they had on the project's beneficiaries, and indicate how these accomplishments assist in the fulfillment of your project's objective(s), outcome(s), and/or indicator(s).

#	Accomplishment or Impact	Relevance to Objective, Outcome, and/or Indicator
1	SDSPA hired Cheryl Strege to complete a needs assessment and a marketing plan in 2020. The Marketing Plan which was completed in May 2020 which provided a plan of work to help increase producers' sales. Through this project, we worked to figure out how SDSPA can work to better market the specialty crop industry & producers. Her marketing plan helped address how SDSPA can be a better representative for the industry, be more impactful with our website & outreach, and better help producers network. Inspired from the marketing plan, we created a Producer Spotlight Campaign in 2022 to increase awareness of locations across the state offering specialty crops. Producers were promoted via social media through our own pages as well as community pages in that producer's region. To date 45 specialty crop producers were featured, and others are scheduled for the upcoming months. We received feedback from non-producers who appreciated these posts as a way of discovering producers in their area. The campaign posts have been identified as some of our top performing social media posts.	Objective 1 Develop and implement a five-year marketing plan for SDSPA to increase sales of specialty crops and local foods in South Dakota. Outcome 1, Indicator 1a. Sales of vegetables, fruits and berries increased from \$3,856,000 to about \$5,012,800 and by about 30 percent, as result of marketing and/or promotion activities over the course of the five-year project period between 2017 Ag Census and the 2022 Ag Census

#	Accomplishment or Impact	Relevance to Objective, Outcome, and/or Indicator
	In 2021 we launched the S.D. Specialty Crop Producer of the Year Award. This was done in collaboration with the SD Department of Agriculture and Natural Resources to bring awareness to the industry, increase sales for local producers, and encourage farmers who make significant contributions to specialty crop production in the state. The award process required the public to nominate and then participate in voting. We gained several page likes and created publicity buzz/awareness of specialty crops. The program continued in 2022. A key component of the marketing plan was to make the general public aware of activity in our industry. A monthly newsletter highlighted educational & promotional opportunities, events and more. Additionally, newsletter content was shared on the website and in daily (+) social media posts. A YouTube channel and Instagram were also launched for our outreach efforts. To increase outreach an email communications list was established (outside of our membership) for industry related news and event promotion. There are 264 subscribers. A database was also built to identify industry producers and market contacts (outside of our membership). A direct mailing was done featuring educational programs and promotion opportunities to these individuals. Mailings went to 293 new contacts in 2021 and 249 new contacts in 2022. Specialty crop marketing & promotional activities were completed with the intention of increasing sales of specialty crops by raising awareness of local producers and helping potential customers locate producers in their region.	
2	Completed 6 marketing training sessions designed to help producers increase visibility and sales. The classes below were presented by marketing professionals, with very positive feedback from attendees. As a result of these classes: ● 67% of participants who completed a follow up survey said that the class	Objective 2 Provide producers training in marketing to increase sales of specialty crops and local food Outcome 1, Indicator 1a. Sales of vegetables, fruits and berries increased from \$3,856,000 to about \$5,012,800 and by about 30 percent, as result of marketing and/or promotion activities over the course of the five-year project period between 2017 Ag Census and the 2022 Ag Census

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	affected their marketing strategy (one more commented that they intend to, but have not yet had time) ● Producers of pumpkins, tomatoes, flowers and value-added specialty crop products reported an increase in sales from using skills learned in the classes. Online Marketing Classes: ● Reaching Your Audience: Create a Digital Marketing Strategy (12 registered) ● Marketing For Retail Agriculture (22 registered) ● Marketing for the New Normal (19 attended) ● Boosting Your Online Customers Connections (11 registered) In Person Marketing Classes: ● Online Marketing Bootcamp (7 Registered) ● Simple Marketing for Vendors & Producers (7 registered)	
3	Work was done to make our website even more user friendly, and additional media presence to bring potential customers to our website can lead to an increase in sales for the specialty producers included on our website. Expansion and enhancement of the website included: ● Page enhancements included adding specialty crop content to these pages: flowers/plants, fruit, herbs, hops, microgreens/specialty greenhouse, nuts, mushrooms, produce, cider/juice/tea, wineries, industry partners, grants, resources, culinary, food hubs/online markets, CSAs, farmers markets, & farm to school. ● New pages launched included grocers/retail stores & farm stands, bulk produce for canning & preservation, job board, economics/ pricing, & wholesale buyers & institutions pages. ● Redesign work was done on the website to clarify SDSPA's identity and purpose. ● The S.D. Farmers Market Directory continued to provide the most current and accurate online listing for Farmers Markets in SD. Enhancements and annual upkeep on providing this access point continued with contacts made to markets to collect data for 2022. In	Objective 3 Further expand the SDSPA website as a resource for all local food constituents in South Dakota and increase access to sustainable growing practices Outcome 3, Indicator 3: Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops a. 20 Farmers Markets b. 5 school food programs and other food options (school events, etc.) c. 10 other systems/access points, not noted Outcome 3, Indicator 4: Number of new delivery systems/access points offering specialty Crops e. 2 wholesale markets

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	2022, 42 South Dakota Farmers Market listings were provided. ● 31 new specialty crop producers were added to our local food directory. Each company listing provides an access point for contact, website, & media links and a listing and Google map pin on corresponding specialty crop pages. ● Major enhancements were made to our Farm to School Page. Data was collected from the F2S census to provide a clear list of South Dakota Districts involved in or interested in Farm to School. The new access point identified 73 districts with links to their survey response, a link to our producer directory, three active youth programs, resources, relevant news, support organizations, & resource providers ● A Wholesale Markets & Institutions page was launched to provide a new access point for those seeking these types of sales outlets. In addition to the farm to school opportunities and aggregation project opportunity, 2 additional sales outlets were identified: Feeding S.D. Warehouse & Black Hills Farmers Market Wholesale Market, both of which are seeking new producers. The page also includes resources and news.	
4	8 marketing events were funded or supported: ● Lakota Food Summit 2022 ● Chef Events at 3 Different Farmers Markets- 2022 ● Programs at annual meeting (18 registered) ● Education & assistance with helping producers who are interested in sharing their farm's story with the general public, and building those relationships with their customers. ● Clay County Grown Tour- 2022 (18 registered) organized a bus tour for the public to tour specialty crop farms, giving them a better understanding of food production and how to find local foods ● Meade County Tour- 2022 (29 registered) organized a bus tour for the public to tour specialty crop farms, giving them a better understanding of	Objective 4 Continue current marketing events and provide producers funding for travel. Outcome 3, Indicators 1a-e: a. Out of the total number of consumers or wholesale buyers surveyed, 100 gained knowledge on how to access specialty crops. b. Out of the total number of consumers surveyed, 100 reported an intention to buy specialty crops. c. Out of the total number of consumers surveyed, 100 reported supplementing their diets with specialty crops obtained from local food producers.

#	Accomplishment or Impact	Relevance to Objective, Outcome, and/or Indicator
	food production and how to find local foods ● Bringing similar producers together to help them promote their industry, such as cut flower growers, who had a booth at the state fair ● Projects to increase specialty crop & local food sales and access in South Dakota, such as involvement in discussions to map the web of current local food options, education to help producers, and helping those involved with local food sales and access to networks. ● SDSPA Members & vegetable producers Sam & Heidi Heikes were selected to attend the Great Plains Growers Conference and brought back marketing information to share with other producers.	
5	In 2020 we launched a program to support producers in developing their web presence. Over a three year period producers applied to have assistance in developing their business website. Ten producer business websites were developed over the grant period. Website assistance created a home page, an about us page, a page for services/products, and contact information. Business Locations included: 1. Stunningham Farms 2. Desjarles Farms 3. Amazing Acres 4. National Aronia Growers 5. Venner Farm 6. Cox Farms 7. Sunset Gardens 8. Riggins Produce- Business did close shortly after website completion 9. Prairie Moon 10. Vermillion FM	Objective 2 Provide producers training in marketing to increase sales of specialty crops and local food Outcome 3, Indicators 4i: Number of new delivery systems/access points offering specialty crops. 10 other systems/access points, not noted (producer media application (websites/Facebook) will be developed)
6	A consumer survey was distributed over an 8-month period through the membership list, publicly through social media, via sharing the QR code at public events, and by surveying participants at SDSPA events. There were 51 respondents.	Outcome 3, Indicators 1a-e: a. Out of the total number of consumers or wholesale buyers surveyed, 100 gained knowledge on how to access specialty crops. b. Out of the total number of consumers surveyed, 100 reported an intention to buy specialty crops. c. Out of the total number of consumers surveyed, 100 reported to supplementing

#	Accomplishment or Impact	Relevance to Objective, Outcome, and/or Indicator
		their diets with specialty crops obtained from local food producers.
7	A postcard campaign to culinary professionals- including those at restaurants, schools and other institutions- increased awareness of where to purchase local specialty crops, and allowed us to gather data from culinary professionals on their current and future buying habits.	Outcome 3, Indicator 2b: Of the 50 individuals (culinary professionals, institutional kitchens/ restaurants, specialty crop entrepreneurs such as kitchen incubator/shared-use kitchens, etc.) reached: The number that reported an intention to access/produce/prepare/preserve specialty crops: 38
8	To learn about current producer habits, and the effect of our marketing efforts, data was gathered via a survey throughout 2023. While we wish we could have had larger response numbers, we were able to gather data from a wide range of perspectives including SDSPA members & social media followers, attendees of the State Fair Value Added Ag Day, attendees of the Lakota Food Summit, and participants of our specialty crop tours. This allowed for a vast demographic representation and responses from individuals who are currently involved in local foods as well as those who are not.	Outcome 3, Indicators 1a-e: a. Out of the total number of consumers or wholesale buyers surveyed, 100 gained knowledge on how to access specialty crops. b. Out of the total number of consumers surveyed, 100 reported an intention to buy specialty crops. c. Out of the total number of consumers surveyed, 100 reported to supplementing their diets with specialty crops obtained from local food producers.
9	We offered stipends to compensate specialty crop producers with their time to prepare tours for student groups to learn about their operation. The goals of these tours were to make students aware of how local produce is grown, and that they (and their schools) can connect with a producer for local foods.	Outcome 3, Indicator 3: Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops b. 5 school food programs and other food options (school events, etc.)
10	Participation in the 2022 Crunch Off was an opportunity to collaborate with partners to raise awareness of specialty crop producers raising food in South Dakota. The Crunch Off is an event for states in our region to encourage the consumption of local specialty crops. We supported this event in several ways, including the development of a video (view here) showing various SDSPA members and how they grow produce for their neighbors.	Outcome 3, Indicator 4: Number of new delivery systems/access points offering specialty Crops c. 5 school food programs and other food options

CHALLENGES AND DEVELOPMENTS

Provide any challenges to the completion of your project or any positive developments outside of the project's original intent that you experienced during this project. Also, provide the corrective actions you took to address these issues. If you did not attain an approved objectives, outcome(s), and/or indicator(s), provide an explanation in the Corrective Actions column.

#	Challenge or Development	Corrective Action or Project Change
1	Branding your Business Online and Off- time was put into planning and organizing this event, but the event was postponed once due to the presenter having COVID, and then indefinitely due to the presenter having a death in the family the day of the event.	Attendees were given a refund, and offered a discount on the next marketing class, which was put on by a different marketing agency.
2	In person events during this time period were challenging, with many postponed, canceled, or altered to virtual due to the pandemic.	Many original travel plans during this grant period did not occur due to COVID restrictions and individuals being sick. Funds originally intended for travel were instead used for other methods of encouraging and marketing specialty crops in South Dakota, especially events in 2022 when the pandemic had slowed.
3	A former contractor deleted several historical event files, such as our pre and post webinar surveys.	A major requirement of the new contractor was proficiency in Google Drive
4	A website was developed for a specialty crop farm which unfortunately shut down after their website development was awarded and created.	Although the website was closed when the business ended, concepts and graphic design elements from that website were able to be utilized while completing a final website for another producer.

LESSONS LEARNED

Provide recommendations or advice that others may use to improve their performance in implementing similar projects.

Have a backup plan for in person events as weather and travel restrictions can happen at any time.
Be able to have the ability, resources, and knowledge to switch to online

CONTINUATION AND DISSEMINATION OF RESULTS (IF APPLICABLE)

Describe your plans for continuing the project (sustainability; capacity building) and/or disseminating the project results.

Specialty Crop Producer of the Year will continue to be an annual award, with new funding sources.

BENEFICIARIES

Number of project beneficiaries:16,330

Attendees of marketing classes Marketing class registrants- 78

Those who visited us at booths/ events-1,280

- '22 Lakota Food Summit- 100
- '22 Garden Discovery Festival- 200
- '22 Value Added Ag Day- 250
- '22 Burke Area Farmers Market Chef Event- 100
- '22 Black Hills Farmers Market Chef Event- 230
- '22 Agriculture on the Square- 250

- '22 Vermillion Farmers Market Chef Event- 150

Bus Tours- 48

Producer Spotlight- 45 specialty crop producers were featured

S.D. Specialty Crop Producer of the Year Award Nominees- 4 (2021), 2 (2022)

Non-member & member email communication lists- 406

Direct mailing industry producers and market contacts- 542

Chef Postcard mailing- 250

Facebook followers-1,951

Instagram followers- 118

New SDSPA Website Users Jan-Sept 2022: 11,521

SDSPA Web Directory- 42 South Dakota Farmers Market, 31 specialty crop businesses (new listings), 2 wholesale outlet listings.

Producer with new business websites- 10

OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

Provide the results of the project outcome(s) and indicator(s) as approved in your application and project proposal. The results of the outcome(s) and indicator(s) will be used to evaluate the performance of the Program on a national level.

OUTCOME MEASURE(S)

Select the Outcome Measure(s) that were approved for your project.

- ☒ **Outcome 1:** Enhance the competitiveness of specialty crops through increased sales
- ☐ **Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- ☒ **Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- ☐ **Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- ☐ **Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- ☐ **Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- ☐ **Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- ☐ **Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

OUTCOME INDICATOR(S)

Provide the indicator approved for your project and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator (add more rows as needed).

#	Outcome and Indicator	Quantifiable Results
1	Outcome 1, Indicator 1a Sales of vegetables, fruits and berries increased from \$3,856,000 to about 5,012,800 and by about 30 percent, as result of marketing and/or promotion activities over the course of the five-year project period between 2017 Ag Census and the 2022 Ag Census	The data from the 2022 Ag Census will not be available until 2024, making it impossible to yet determine if this outcome was met. However, feedback from those who participated in our marketing classes indicated that those involved did see a boost in sales. 6 attendees responded to the survey on the impact of their participation on their sales, and all but one indicated their number of customers increased after the class, with the one still indicating that they saw an increase in social media followers. None indicated stagnant or declining sales, and one producer even indicated having an increase of their own sales by 30%.
2	Outcome 3, Indicator 1a Out of the total number of consumers or wholesale buyers surveyed, 100 gained knowledge on how to access specialty crops.	Our survey was distributed over an 8-month period through the membership list, publicly through social media, via sharing the QR code at public events, and by surveying participants at SDSPA events. Probably about 250-750 people were targeted with our methods, but since SDSPA used email blasts, social media, and paper fliers at events, it is uncertain how many people were individually contacted and how many would be duplicates. Of the 51 respondents, 49 indicated they were consumers of local foods, and 4 identified as wholesale buyers (some buyers identified as both a buyer and consumer). Through the 51 respondents, we learned: - Nearly 60% had visited the SDSPA facebook page, 63% had accessed the SDSPA website, 52% had read the SDSPA e-newsletter, 61% had participated in a class, tour or event hosted by SDSPA, 25% had interacted with SDSPA's booth at an event, and 2 individuals commented that they had connected with SDSPA through their community newspaper. - Comments from our survey provided insight that when looking for local foods, - Social media and online searches are the primary route used, especially directories that have everything in one place. Occasional reference was made

		to in-person routes, such as visiting farmers markets and asking at a health food store. ● 94% indicated some or large amounts of knowledge gained on how to access specialty crops
3	Outcome 3, Indicator 1b ● Out of the total number of consumers surveyed, 100 reported an intention to buy specialty crops.	● Of the 51 respondents, 85% reported an intention to purchase local specialty crops
4	Outcome 3, Indicator 1c ● Out of the total number of consumers surveyed, 100 reported to supplementing their diets with specialty crops obtained from local food producers.	● Of the 51 respondents, 84% reported an intention to supplement their diet with specialty crops obtained from local producers
5	Outcome 3, Indicator 2b Of the 50 individuals (culinary professionals, institutional kitchens/restaurants, specialty crop entrepreneurs such as kitchen incubator/shared-use kitchens, etc.) reached: <i>The number that reported an intention to access/produce/prepare/preserve specialty crops: 38</i>	In 2022 a culinary professional campaign had a twofold purpose of making culinary professionals aware of how they can use the SDSPA website to find and connect with local producers, and reaching professionals to gain their insight needed for outcome 3, indicator 2b. In April of 2022, postcards were sent to 250 culinary professionals in South Dakota to make them aware that producers are ready and available to provide them with specialty crops needed for their meals. This timing was set with the hopes that connections would help producers to be able to plant accordingly with culinary professionals who reached out to them. At the start of summer, another round of postcards were sent to the same culinary professionals to discover more about their purchasing habits, and to remind them of resources SDSPA offers for finding producers. Our survey was also sent to SDSPA membership, shared frequently on social media, our newsletter, and to chef organizations in the state. This resulted in 7 survey responses, although we are hopeful that the postcard campaign was successful in the goal of making over 200 culinary professionals aware of how to find specialty crops locally, even if they did not take the time to complete our survey. From the results of the survey, we learned: ● Two culinary professionals connected with a producer through our website ● Five reported an intention to access/produce/prepare/preserve specialty crops. This equates to 72%, while 76% (38/50) was the goal we had expected.

6	Outcome 3, Indicator 3a <i>Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops:</i> 20 Farmers Markets	Detailed listing of farmers markets was updated for the 2022 season on the SDSPA Farmers Market webpage. Of the 55 farmers markets that were contacted 42 have been updated for public awareness on location, product availability, and logistical details. Our culinary professional survey had several write in that farmers markets are a key source to find local produce, reiterating the importance. We also continued to support farmers markets through hosting networking.
7	Outcome 3, Indicator 3b <i>Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops:</i> 5 school food programs and other food options (school events, etc.)	We supported five opportunities for students to connect with local producers through tours and events. Two producers invited student groups (Sioux Falls & Vermillion) to learn about specialty crops on their farm. The other three events were public activities that allowed students to learn where their food comes from and meet the producer. These included Ag Day at the Pavillion (Sioux Falls) in 2022, AgriCulture at the Square (Rapid City) in 2022 and Garden Discovery Festival (Brookings) in 2022.
8	Outcome 3, Indicator 3c <i>Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops:</i> 10 other systems/access points, not noted (producer media applications (websites/Facebook)	31 new specialty crop producers were added to our local food directory.
9	Outcome 3, Indicator 4c <i>Number of new delivery systems/access points offering specialty crops:</i> 5 school food programs and other food options (school events, etc.)	SDSPA has been able to partner with other state organizations to encourage the Farm to School promotion in our state. Through this, we have been involved in the following to promote the connection of producers and school food programs, with well over 5 schools included: ● Website includes a listing and current status of 73 schools who indicated an interest in Farm to School. This new access point will help producers find locations and connect. This webpage also includes resources to help schools and producers have a successful farm to school experience. ● The website also identifies 3 youth gardening programs in the state, 4 resource providers, support organizations and resources. ● To promote the connection of schools and producers, we assisted with the South Dakota Crunch Off campaign. Our activities focused on sharing the producer's story, such as filming a video to be shared in the classroom that explains how South Dakota producers are growing fruits and vegetables for South Dakotans.

10	Outcome 3, Indicator 4e <i>Number of new delivery systems/access points offering specialty crops: 2 wholesale markets (Healthcare institutions will begin offering specialty crops in menu)</i>	New webpage includes a listing of 2 institutions or wholesale buyers purchasing locally grown. Enhancements and additional buyers were added to the culinary page which now identifies 20 chefs, restaurants, caterers and foodservice operations. These new access point will help producers find connect to new buyers.
11	Outcome 3, Indicator 4i <i>Number of new delivery systems/access points offering specialty crops: 10 other systems/access points, not noted (producer media application (websites/Facebook) will be developed)</i>	10 specialty crop producers applied for, and were selected, to have assistance in the development of their website to help them connect with customers. Analytics from producer websites show an increase in page views.

DATA COLLECTION

Explain what data was collected, how it was collected, the evaluation methods used, and how the data was analyzed to derive the quantifiable indicator.

Routes of data collection:

Each marketing class had a survey that was provided to participants during the class as a hard copy which provided feedback on the class itself, and then all participants of the marketing classes were emailed a survey after the marketing classes had been completed. The delay in time between the completion of the class and the survey allowed for time to implement the strategies. This data was then used in place of the census for Outcome 1, Indicator 1a. The stated intent of this indicator's data collection method was utilizing 2017 and 2022 census data. However, with the 2022 census data not yet available, this became the next best route.

Data for outcome 3, indicators 1 was through an online survey that was created in the spring of 2022. This survey specifically addressed the questions of indicator 1a-c. We distributed this survey through social media routes, email, newsletters, and at in person events. Data gave us feedback on which marketing routes those completing the survey had interacted with the most, and then indicated who showed no/little change, some change or significant change in regards to their knowledge and habits of local food consumption.

Data for outcome 3, indicator 2b was through an online survey that was promoted specifically to culinary professionals through a postcard campaign, direct emails and social media requests. Similar to the consumer survey, this showed us who had no/little change, some change or significant change in regards to their intention to utilize local specialty crops.

FEDERAL PROJECT EXPENDITURES

EXPENDITURES

Cost Category	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Personnel		
Fringe Benefits		
Travel	\$15,203	\$9,450.01
Equipment		
Supplies	\$1,220	\$2,212.50
Contractual	\$83,550	\$81,840.19
Other	\$3,000	\$5,105.90
Direct Costs Sub-Total	\$102,973	\$98,608.60

Cost Category	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Indirect Costs	\$8,238	\$8,238.00
Total Federal Costs	\$111,211	\$106,846.60

PROGRAM INCOME (IF APPLICABLE)

Source/Nature (i.e., registration fees)	Amount Approved in Budget	Actual Amount Earned
1. Meade County Farm Tour- Ticket sales after non grant covered expenses		\$656.28
2. Clay County Grown Farm Tour- Ticket sales		150.00
3. Online Marketing Bootcamp		214.04
4. Simple Marketing for Vendors + Producers		232.62
5. Boosting your online customer connections		110.16
6. Reaching your audience: create a digital marketing strategy		171.36
7. Membership dues		2,475.00 \$4,845
Total Program Income Earned		\$6,379.46 1,534.46

Use of Program Income

Describe how the earned program income was used to further the objectives of this project.

The Meade County Bus Tour tickets brought in \$656.28. To put on this event there was \$506.94 of contractor time and expenses not related to specialty crops, and so ticket sales were used to cover those costs to assure that no specialty crop block grant funds were used on non-specialty crop promotion. This left \$149.34 of income from the ticket sales. This income, along with the ticket sales from the Clay County Grown tour, provided assurance that our budget would be covered if not all tickets were sold.

Income sources 3-6 were for marketing classes. Ticket sales were used primarily to cover costs of meals at the event.

Membership Dues and Event Registration Fees: Dollars will be used to further promote specialty crops by updating SDSPA website, supporting Local Food Conference, Press Release of events.

ADDITIONAL INFORMATION

Provide additional information available (i.e., publications, websites, photographs) that is not applicable to any of the prior sections.

Producer Spotlight Campaign Example: <https://www.instagram.com/p/CiIKsajMXhn/>
S.D. Specialty Crop Producer of the Year Award Winner 2021: <https://sdsspecialtyproducers.org/p/7783>
S.D. Specialty Crop Producer of the Year Award Campaign 2022: <https://sdsspecialtyproducers.org/p/9552>
Crunch Off Campaign Video: <https://youtu.be/Hdxr6rnX844>
Marketing Class Promo (Sample): <https://sdsspecialtyproducers.org/p/7921>
Marketing Tour Recap (Sample): <https://sdsspecialtyproducers.org/p/8956>
Marketing Event Recap (Sample): <https://sdsspecialtyproducers.org/p/9640>

S.D. Farmers Market Directory: <https://sdspecialtyproducers.org/farmers-markets/>
Wholesale Markets & Institutions Page: <https://sdspecialtyproducers.org/wholesale-institutions/>
Farm to School Page: <https://sdspecialtyproducers.org/farm-to-school/>
Producer Directory- Berries (Sample): <https://sdspecialtyproducers.org/producers/fruit/berries/>
Monthly Newsletters & Sign Up: <https://sdspecialtyproducers.org/news/sdspa-newsletters/>
Youtube Channel: <https://www.youtube.com/channel/UCxoAa0KauZq2no5V5pI0z1g>
Instagram: <https://www.instagram.com/sdspecialtyproducers/>