



AWARD YEARS 2021 AND PRIOR

This annual Performance Progress Report (PPR) must illustrate the progress made toward the completion of your project. If this project is completed at the time of the annual PPR submission, the project report should be marked as final. Please note character limits (abbreviated "char.") throughout.

PROJECT INFORMATION

Project Title (250 char.)	Economic Impact Study of Specialty Producers and Increased Aggregation of Specialty Producers in the state of South Dakota.
Organization Name (250 char.)	South Dakota Specialty Producers Association
Project Start Date	9/30/2021
Project End Date	9/29/2024

ORGANIZATION POINT OF CONTACT

Full Name	Peggy Martin
Phone Number	605.685.5428
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BACKGROUND INFORMATION

PROJECT PROGRESS

Please provide the total percentage of work completed on the project.	100%
Is this a final report? Please select the box to the right if the answer is "yes".	☐

PROJECT BACKGROUND (REQUIRED FOR FINAL REPORTS)

Provide enough information for the reader to understand the importance or context of the project and any key findings. This section may draw from the background and justification contained in the accepted project plan. As the project has been completed, write this section in past tense. If this is an annual report, please skip this section. (1200 char.)

The South Dakota Specialty Producers partnered with Dakota Institute to perform an Economic Impact Study of specialty foods and products produced in South Dakota. While the study did not have the volume of responses that we anticipated, the results show the importance of the specialty crop industry in South Dakota and have and will continue to serve as a way to promote the industry in the state.

The South Dakota Specialty Producers worked to increase aggregation of specialty producers and interested producers and consumers by focusing efforts in four regions of the state that are similar in soils, culture, and socio economic conditions. Efforts included aggregation meetings, work groups, educational events, and website work.

OBJECTIVE(S) (REQUIRED)

Please provide the approved project's objectives from the accepted project plan. Use the boxes to indicate if the objective is in progress, has been completed, or is not (and will not be) completed. At the final report, if "no" is selected for any of the listed objectives, you must expand upon this in the Challenges and Developments Section. Additional objectives may be added as needed.

+	#	Objective (2,000 char.)	Objective Completed?
-		Objective 1· Complete an Economic Impact Statewide Study	Yes
-		Objective 2· Acquire technology for integration into community meetings, online marketing and outreach	Yes
-		Objective 3· Divide the state into four regions based on similar socio economic factors and locations to make dissemination regional state based data	Yes
-		Objective 4· Host in person and virtual meetings within the four regions to find what problems are occurring and what resources are needed in the areas, of production, aggregation, and outreach	Yes
-		Objective 5· Increase aggregation for South Dakota Specialty Producers through a variety of platforms including expanded online presence	Yes
-		Objective 6. Develop an evaluation matrix for assessing the aggregation including the identification of different buyer types, their potential purchase power.	Yes

OUTCOMES

Please only report on the outcomes and indicators that are selected and approved for this project. Use the check boxes to indicate which outcomes and indicators are selected. Select the "N/A" box for any indicators that are not applicable.

1. ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH INCREASED SALES

☐

2. ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH INCREASED CONSUMPTION

☐

3. ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH INCREASED ACCESS AND AWARENESS

☐

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

☐

5. ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH MORE SUSTAINABLE, DIVERSE, AND RESILIENT SPECIALTY CROP SYSTEMS

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6. ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH INCREASING THE NUMBER OF VIABLE TECHNOLOGIES TO IMPROVE FOOD SAFETY

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7. ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH INCREASED UNDERSTANDING OF THREATS TO FOOD SAFETY FROM MICROBIAL AND CHEMICAL SOURCES

☐

8. ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH ENHANCING OR IMPROVING THE ECONOMY AS A RESULT OF SPECIALTY CROP DEVELOPMENT

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Please select the applicable indicators from the list and provide the data for this reporting period.

Indicators	Value	N/A
1. Number of new rural careers created	2	☐
2. Number of new urban careers created	2	☐
3. Number of jobs maintained/created	17	☐
4. Number of small businesses maintained/created	25	☐
5. Increased revenue/increasing savings/one-time capital purchases (in dollars)	10,000	☐
6. Number of new beginning farmers who went into specialty crop production	9	☐
7. Number of socially disadvantaged farmers who went into specialty crop production	19	☐

ADDITIONAL APPROVED OUTCOME (IF APPLICABLE)

☐

OUTCOME REMARKS (REQUIRED)

Please explain any quantifiable results, along with an update on their progress and data collection efforts for each of the outcomes and indicators selected in the accepted project plan. It is understood that the results may not yet be final at the time that this report is submitted; however, please provide an update on progress to date. If you do not have any data on the indicator(s) listed above, you must explain why in this section. (2,000 char.)

Objective 1: Contracted with Dakota Institute to develop a survey for gathering information about S.D. specialty crop production including types & economic impact. Methodology & results can be found in the report [linked here](#).

Obj. 5: As a result of the regional meetings & in support of aggregation amongst SD Producers: Commercial Kitchens options were explored & a 19 member networking group was created, 2 are in the planning stages. Help with organic aggregation, wholesale, food safety education, & market connections. Created outreach tool to connect producers & opportunities, now identifying 3 statewide, 4 western, 2 northeastern, & 2 southeastern opportunities.

Obj. 6: An evaluation matrix was completed utilizing data from regional meeting participants, to determine how ready they felt to be selling into a regional aggregation system. In year 3 a buyer evaluation matrix was completed to collect information about interested in purchasing from SD producers. Survey results are offer information for the formation of an aggregation model.

Outcome 8 Indicator 1: This grant work created new rural career options. The creation and opportunities of these roles were promoted at the regional meetings by having relevant speakers attend & share about current opportunities in the region.

Outcome 8 Indicator 2-4: We expect that our work with supporting producers has allowed producers to hire part time, seasonal employees, selling to additional markets, & the creation of businesses. In year 3 all post surveys collected information on created/maintained businesses/jobs.

Outcome 8 Indicator 5: The increased revenue/increasing savings/one-time capital purchases amount was derived from further discussion with producers looking at starting a cut flower business on what the average forecast for increased revenue was from starting the business.

Outcome 8 Indicator 6-7: This information was collected through post surveys & further conversation with meeting/event attendees.

NARRATIVE

ACCOMPLISHMENTS (REQUIRED)

If this is an annual report, list your accomplishments for this reporting period. If this is a final report, your accomplishments should be cumulative and include all accomplishments previously reported on and updated to include activities conducted this past reporting period. Indicate how these accomplishments associated with each of your project's objective(s), outcome(s), and/or indicator(s). This listing should identify your project's partners and their contributions. Additional accomplishments can be added as needed.

+	#	Accomplishment (1,200 char.)	Related to (Objective/ Outcome)
-	1	Price Sharing Year 3: SDSPA completed the price sharing project again to gather average data for the 2024 season. The data was collected from farmers markets, food hubs, farm stands, CSA's and other direct markets at 3 points throughout the season. The reports can be found here. Year 2: Price sharing was completed in 2023 from producers who sell at farmers markets and other direct markets. Mid-season & late-season data was collected and compiled to give anonymous price ranges and averages. Year 2 reports are also on the economics webpage. Year 1: Average price data was collected from farm stands and farmers markets 3 points throughout the season. This data was compiled to give anonymous price ranges and averages.	Objective 1· Complete an Economic Impact Statewide Study
-	2	Economic Impact Study Year 3: During this year the flier for the economic impact flier was updated to continue to be shared at in person events and can be found on the SDSPA webpage. The SDSPA Economics website was enhanced with price reports, economic impact data, business development tools, state economic data, and the latest SDSPA videos, podcasts and news. This page had 336 active users (502 views) during year 2 & 3 of the project period. Year 2: We collaborated with Dakota Institute to complete an economic impact study of the specialty crop industry in South Dakota. Limited response levels did result in a report with a smaller scope than desired, but we still were able to provide more insight into the economics of sample specialty crop farms in South Dakota. The final report is available on our Economics website at and a printed version of the summary sheet was printed for distribution at events. Participation in the study, the final report, pricing surveys and pricing reports were promoted on the SDSPA website and social media sites, in press releases, and through direct email. Year 1: SDSPA selected Dakota Institute to complete the economic impact study.	Objective 1· Complete an Economic Impact Statewide Study
-	3	Year 3: During 2024 SDSPA had opportunities to hold aggregation focused events in person. With that we purchased an additional portable speaker as well as a mic set for recording. These additional pieces of technology were more equip in an outdoor environment. We were able to use these devices at our the seminars on Value Added Ag Day and our Wholesale Grape Production Event. Year 2: We have purchased, and utilized a speaker to allow for more interaction during zoom calls, a portable microphone for speakers, a presentation clicker and audio speakers. Year 1: Headphones and speakers were selected, but not purchased until year 2 after the regional aggregation meetings were scheduled.	Objective 2· Acquire technology for integration into community meetings, online marketing and outreach

-	4	Year 3: These same regions were used for SDSPA's 2024 Regional Aggregation meetings. However, producers, buyers, and interested individuals were invited to attend multiple meetings/ meetings that had opportunities or topics of interest, even if it was outside of their region. Year 2: The state was divided into four regions based on transportation/ movement and socio economic/ cultural factors Year 1: Four regions were mapped out based on socio economic & transportation routes. However, these regions do not represent the opportunities for aggregation based on producer & institution locations, and it is likely they will be adjusted throughout this project. Producers will be able to self select if they want to participate in a region's activities vs. counties being assigned strictly geographically.	Objective 3 · Divide the state into four regions based on similar socio economic factors and locations to make dissemination regional state based data
-	5	Year 3: In April of 2024 a second set of aggregation meetings were held virtually. While the regions were the same as the first round, we invited individuals to attend multiple meetings, or any meeting that were of interest. During the meetings current aggregation models, opportunities, and/or tools were shared. After that materials that had been developed by SDSPA regarding aggregation were shared. Then there was discussion from attendees about needed resources and challenges regarding aggregation of specialty crops. Region 1: Diamond E Collective and Farm to School: 20 registered and 13 attendees Region 2: Ready made meals and semi-mobile processing: 15 registered and 12 attendees Region 3: Dakota Fresh and Dakota Food Rx : 11 registered and 5 attendees Region 4: Compost, Planning Districts, Farmers Market Food Prescription: 20 registered and 13 attendees All of the regional meeting recordings can be found on the SDSPA YouTube Channel. Region 1 (West): 26 views Region 2 (Central): 21 views Region 3 (Northeast): 16 views Region 4 (Southeast): 14 views	Objective 4· Host in person and virtual meetings within the four regions to find what problems are occurring and what resources are needed in the areas, of production, aggregation, and outreach
-	6	Throughout the year SDSPA also held other in person programming related to aggregation and answering questions that producers had during the regional aggregation meetings. Aggregation Seminar and Ag Stakeholder Meetings at Value Added Ag Day: 36 total During the seminar SDSPA shared their aggregation resources with producers and discussed challenges and successes with local aggregation. Producers in attendance were looking to diversify and find additional markets. SDSPA was able to assist with brainstorming potential markets and making producer / buyer connections. Board member Bob Weyrich also attended the Ag Stakeholders meeting. This is an important piece of aggregation as many stakeholders must take place in the creation of a sustainable long lasting aggregation model. Attending SDSU's specialty crop field day : SDSPA was able to share specialty crop aggregation material, network with DANR, NRCS, planning districts, and past aggregation meeting speakers. 100 attendees, 15 conversations with booths/attendees about aggregation resources.	Objective 4· Host in person and virtual meetings within the four regions to find what problems are occurring and what resources are needed in the areas, of production, aggregation, and outreach
-	7	SDSPA held a field day at Lewis and Clark Lake Vineyard in Yankton SD focused on wholesale grape production including buyer / producer relationships, quality testing, variety selection, production. The event had 15 attendees. Field Day video was made available on YouTube. 50 views	Objective 4· Host in person and virtual meetings within the four regions to find what problems are occurring and what resources are needed in the areas, of production, aggregation, and outreach

-	8	Year 2: Regional meetings were held in January & February of 2023 in four locations across the state. During these meetings, discussion focused on: Resources needed for aggregation? Resources need to help with production? Challenges producers are facing? Resources needed to help with marketing? From there, each region selected the top two or three areas they wished to see their region focus on. A facilitator was hired from SDSU Extension to assist with the needs assessment component. Meetings were held in Watertown (21 participants), Chamberlain (17 participants), Yankton (35 participants) and Rapid City (24 participants). Video recordings of two of these events were available on YouTube Chamberlain- (14 views) Watertown (27 views) Year 1: Producer surveys did not provide insight on type and locations of aggregation desired. To assist with this, we have been connecting with institutions and retailers to find where there is demand, what requirements there are, so that producers can be educated at the regional meetings. The meetings were planned for the first quarter of 2023.	Objective 4· Host in person and virtual meetings within the four regions to find what problems are occurring and what resources are needed in the areas, of production, aggregation, and outreach
-	9	Aggregation Webpage Development Year 3: The 2024 regional meeting videos were added to the Aggregation webpage. A tool was created to submit aggregation opportunities, providing a collective location to find/share opportunities. Opportunities were identified by region Statewide- 3 West- 4 Central/I-90- 1 in exploration Northeast- 2 Southeast- 2, 1 (infrastructure sharing) Promotion of meetings occurred on the SDSPA website & social media sites, in press releases, through SDSPA's newsletter and email outreach lists Year 2: A webpage focused on Aggregation Efforts was published in early 2023 on the SDSPA website. The page has meeting summaries, recordings, photos, and other materials related to the activities of the four regions. Links to relevant aggregation and food safety resources, news, as well as wholesale/ larger scale buyer links are available on the page. Promotion of meetings & resources occurred on the SDSPA website & social media sites, in press releases, through SDSPA's newsletter and email outreach lists Year 1: Promotion of the aggregation survey & project occurred on the website, newsletter, and social media sites	Objective 5· Increase aggregation for South Dakota Specialty Producers through a variety of platforms including expanded online presence

-	10	Website Outreach - Resource Creation The SDSPA Aggregation webpage was enhanced with the addition of new resources- publications, videos & podcasts. 99 active users (172 views) Yr 2 & 3 of the project period. SDSPA created resources for regional aggregation including: Updated Aggregation Guide - 41 views Aggregation business model- 4 views Market survey results- 20 views Promo of past Aggregation Podcasts. New views: Episode #5- 11, #6- 12, #7- 16, #8- 10 Enhancements to Commercial Kitchen & Co-packers web page (resource updates, video resources added, 6 new locations identified, 8 total) 185 active users (257 views) Yr 2 & 3 & Farm to School (resources, support organizations, events added) 78 active users (131 views) Yr 2 & 3; & Find a School District- 61 active users (83 views) Yr. 2 & 3 Enhancements made to 3 web pages that feature potential markets for producers who aggregate. Videos/resources updated/added & buyer locations identified. Yr. 2-3 Wholesale/Institution: Map created, 96 identified; 89 active users (115 views) Culinary/Foodservice: 20 added (56 total); 90 active users (129 views) Food Hubs/Online Markets; 6 added (17 Total) 111 active users (129 views)	Objective 5· Increase aggregation for South Dakota Specialty Producers through a variety of platforms including expanded online presence
-	11	Expanded Online Programming Year 3: On Farm Food Safety Webinar: 4 registered, 2 attendees, 34 views This webinar/recording covered on farm food safety, produce safety programs, including FSMA and GAP. Market at the Mill Podcast Episode on the implications of year round farmers markets on the local food system, 33 listens. SDSPA helped facilitate through the Organic Operators Chapter where they were able to hear about aggregation related topics for specialty crops including value added production, organic markets, local food systems, processing, and more. The chapter currently has 35 members. Year 2: As a result of the regional meetings, and in further support of aggregation amongst SD Producers, the following has take place during this reporting period: Commercial kitchens: the ability to add value to specialty crops to expand the sale season and market was brought up in nearly every region. We brought those interested in pursuing this topic together for several educational meetings, held presentations, and created a networking group of 19 members. Including Commercial Kitchen Exploration (https://youtu.be/e4bnsLDRV98) (10 views)	Objective 5· Increase aggregation for South Dakota Specialty Producers through a variety of platforms including expanded online presence
-	12	Year 3: A buyer evaluation was completed to assess the buyers interests, barriers, and needs in regards to regional aggregation. The data was collected by contacting coops, wholesalers, and institutions across the state. the results can be found here. Ongoing, data will continue to be collected on the Aggregation webpage. Year 2: An evaluation matrix was completed utilizing data from those who participated in the regional meetings, to determine how ready they felt to be selling into a regional aggregation system. 81% said they had a clear understanding of distribution systems and 55 % said they are interested in pursuing forms of aggregation. but none have reported back they created forms of aggregation. Data was collected by having regional meeting attendees complete a survey. Year 1: The evaluation matrix concept was discussed, and will be further developed and finalized as we begin our regional meetings.	Objective 6. Develop an evaluation matrix for assessing the aggregation including the identification of different buyer types, their potential purchase power.

CHALLENGES AND DEVELOPMENTS (REQUIRED)

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 reporting period. Also, provide the corrective actions you took to address these issues. If you did not attain an approved objective, outcome(s), and/or indicator(s), provide an explanation in the Corrective Actions column. For developments, you may put "N/A" under Corrective Actions. Additional challenges/developments may be added as needed.

+	#	Challenge or Development (1,200 char.)	Corrective Action
-	1	Year 3: Many of the surveys, price sharing, and webpage information are dependent on responses from producers, buyers, etc.	SDSPA contractors worked to promote the surveys and opportunities through social media, the newsletter, phone calls, emails, and other communication.
-	2	Year 2: Economic Impact survey participation was severely lower than we had hoped. We ended up with about 64 usable survey responses.	We promoted the study through flyers that were distributed at farm to school events, a statewide soil conference, regional producer meetups, and more. We also collaborated with SDSU Extension to distribute the survey link along with a producer survey they were conducting, so we could double the amount of mailings (511) we were able to distribute. We emailed out the information via mailchimp (360 emails sent, 140 opened). 50 postcards were distributed by hand, a press release was done, and we had a radio interview with SD Public Broadcasting. The initial deadline for the survey was also extended by a couple months to allow for more efforts to be done. If this project is repeated again in 5 years, we have been advised that an incentive for participation should be included.
-	3	Year 2: Participation in regional meetings- while attendance was sufficient to provide good dialogue and perspective, the numbers were not high enough to meet the objective of quantifying the number of producers in each region.	600 potential producers were reached via a direct mailing regarding the regional meetings, and emails were sent to groups consisting of 150, 273, 214 and 49 individuals.

-	4	Year 1: The greatest challenge with this project so far has been finding an entity to conduct the economic impact study. Staffing changes with Atlantic Corporation left us with staff who were unable to complete the project to fulfill our needs, and then we worked to arrange for a graduate student to complete the project. Plans for her to complete the work shifted last minute, and too far into the school year to recruit another professor & student to assist. Fortunately, at this point we discovered Dakota Institute. We are excited about working with Dakota Institute to complete this project and expect it to come together smoothly, however many contractor hours were spent on arranging the first two options which did not come to fruition.	We were very fortunate to find Dakota Institute, a newly formed non-profit business based out of Sioux Falls. Although it is newly formed, the staff and board provide many years of relevant experience.
-	5	Year 1: Limited responses to the producer aggregation surveys did not give a clear direction on preference for the type & locations of aggregation desired.	Instead of grouping activities based on producer survey responses and locations, we redirected the project to focus on locations of the institutions and retailers who expressed interest. Located regionally, these entities will be featured at the regional meetings and are expected to draw more producers into the project.
-	6	Year 1: Due to a mathematical error/ typo, our original application had the grant period ending in September 2023, and so we submitted an amendment to correct this to September 2024.	The grant proposal was amended to correctly fit our project timeline.

UPCOMING ACTIVITIES (REQUIRED FOR ANNUAL REPORTS)

Provide a description of the activities that you are planning to complete during the next reporting period. Additional activities can be added as needed. Please note, if this is a final report there should be no upcoming activities associated with the project, and this section should be left blank.

+	#	Activity (600 char.)	Anticipated Completion
-			

LESSON LEARNED (REQUIRED FOR FINAL REPORTS)

The recipient or subrecipient is required to provide recommendations or advice that others may use to improve their

performance in implementing similar projects. If this is an annual report, please skip this section. (1200 char.)

When focusing on regional aggregation and developing a model, we often had to consider if the producers or the market comes first. Recipients should consider this and plan accordingly in their projects as to where they should focus first, with each group, etc.

CONTINUATION AND DISSEMINATION OF RESULTS (REQUIRED FOR FINAL REPORTS)

Describe your plans for continuing the project (sustainability; capacity building) and/or disseminating the project results. If this is an annual report, please skip this section. (1200 char.)

Our webpages, data and study/survey results from this project will continue to be shared online on our aggregation and economic webpages as well as in print-offs at in-person events.

PROJECT BENEFICIARIES (REQUIRED FOR FINAL REPORTS)

Provide the number of project beneficiaries. If this is an annual report, please skip this section. (12 char.)

1,755

FEDERAL PROJECT EXPENDITURE

EXPENDITURE (REQUIRED)

You must respond to at least one cost category. Please note, the subtotal and total rows include formulas to auto-calculate totals. The approved budget should come from the accepted project plan or any approved budget amendments.

Cost Category	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds Only)
Personnel	\$0.00	\$0.00
Fringe Benefits	\$0.00	\$0.00
Travel	\$6,810.00	\$3,596.64
Equipment	\$0.00	\$0.00
Supplies	\$2,405.00	\$2,404.75
Contractual	\$42,033.50	\$42,031.16
Other	\$2,566.50	\$2,566.50
Direct Costs Sub-Total	\$53,815.00	\$50,599.05

Indirect Costs	\$4,305.00	\$4,305.00
Project Expenditure Total Federal Costs	\$58,120.00	\$54,904.05

DISCUSSION OF EXPENDITURES (REQUIRED)

For 1st Annual Reports, if total project expenditures is less than 30 percent, and for 2nd Annual Reports, if total project expenditures is less than 60 percent, include a statement explaining how the grant funds will be expended and project activities completed as planned by the end date on the grant agreement. Any state approved budget amendments should be included here; Include the line item that the funds are coming from and going to and when the state approved the budget amendment. (1,200 char.)

March 2024:
\$966.50 from contractual to other (Price Sharing Compensation)
June 2024:
\$1500 from contractual to other (speaker stipends)
July 2024:
\$600 travel to supplies (equipment for in-person aggregation events)

PROGRAM INCOME (IF APPLICABLE)

If program income was earned on the project, grant recipients are required to report on the source, amount, and how funds were expended. Program income is gross income --earned by a recipient or subrecipient under a grant --directly generated by the grant-supported activity or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.

+	Source/Nature of Program Income (100 char.)	Amount Approved in Budget	Actual Amount Earned
-		\$0.00	\$0.00

USE OF PROGRAM INCOME (IF APPLICABLE)

Describe how the earned program income was used to further the objectives of this project during the performance period. Any income generated must be reinvested back into the project and not set aside or reserved for future expenses after the grant ends. (1,200 char.)

PPR ATTACHMENTS DESCRIPTION (IF APPLICABLE)

Grantors will rely on the data that is submitted in this form when they report to congress. However, if you think additional documents are necessary to support PPR, please attach then and provide a document name and description of document below.

+	Document Name	Document Description
-		