

**Research of Successful States and Regions with
Local Food Marketing and Awareness
Campaigns**

July 18, 2016

**Rappahannock – Rapidan Regional Commission
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TABLE OF CONTENTS

INTRODUCTION	ERROR! BOOKMARK NOT DEFINED.
Regional Demographics	2
Sioux City Sue	3-6
Kentucky Proud	7-13
Eat Drink and Be Local	14-18
Jersey Fresh	19-24
Puget Sound Fresh	25-31
Works Cited	32

Introduction:

This document displays research of successful States and Regions with Local Food Marketing and Awareness Campaigns. It covers a thorough investigation of marketing and awareness campaigns in the Puget Sound Region of Washington State, State of Kentucky, State of New Jersey, Catawba County in North Carolina, and Sioux City, Iowa. Each campaign lists the pros and cons, personnel to contact, sample of work, demographics of the area, personal point of view of marketing strategies, and the advertisement agency hired. This research will be used as a guide of reference for the Rappahannock – Rapidan Regional Commission’s goal of creating a “Rappahannock – Rapidan Farm and Food Plan.” Research provided will display some of the successful components of marketing and awareness campaigns yet also some campaigns that were unsuccessful. The goal is to provide the Rappahannock – Rapidan Regional Commission with the right tools to determine what strategies would be the most successful in our region.

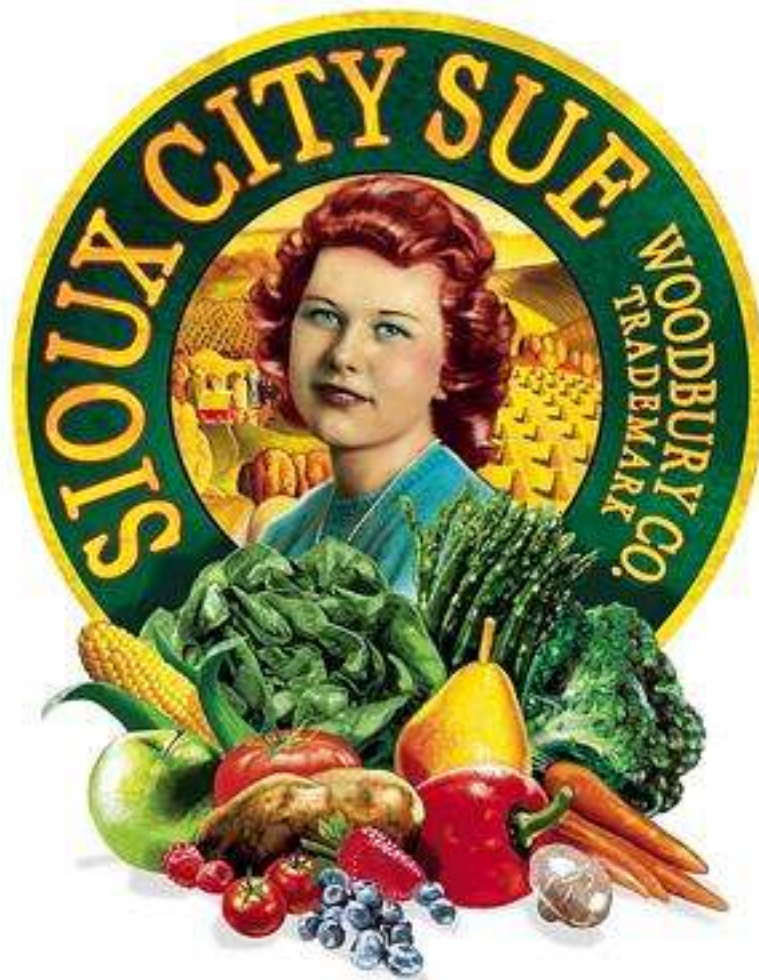
Regional Demographics

<i>COUNTY</i>	POPULATION ESTIMATE JULY 2015	NUMBER OF FARMS	LAND IN FARMS ACRES	AVG. SIZE OF FARMS ACRES
<i>FAUQUIER</i>	68,782 PEOPLE	1,258 FARMS	228,285 ACRES	181 ACRES
<i>CULPEPER</i>	49,432 PEOPLE	731 FARMS	126,395 ACRES	173 ACRES
<i>ORANGE</i>	35,385 PEOPLE	547 FARMS	104,806 ACRES	192 ACRES
<i>MADISON</i>	13,134 PEOPLE	522 FARMS	106,991 ACRES	205 ACRES
<i>RAPPAHANNOCK</i>	7,378 PEOPLE	397 FARMS	62,818 ACRES	158 ACRES
<u><i>TOTAL FOR ENTIRE REGION</i></u>	174,111 PEOPLE	3,455 FARMS	629,295 ACRES	181.5 ACRES

Sioux City Sue

Sioux City, Iowa

Woodbury County



Advertising Agency: Kjeldseth Design

I. Introduction:

When researching *Sioux City Sue* I reached out to David Gleiser, the Director of Rural Economic Development. Mr. Gleiser referred me to Roger Caudron. Mr. Caudron works with the Buy Fresh Buy Local – Siouxland, Inc. Mr. Caudron then explained that *Sioux City Sue* began under the direction of Robert Marquess who, at the time, was the County Economic Development Director. When Mr. Marquess left the county and Mr. Gleiser was hired the *Sioux City Sue* fell through. This branding initiative is an example of a great idea that is not supported by the local farmers and ultimately was not very successful. One can learn a lot by making sure they do not make the same mistakes as *Sioux City*. One of the biggest things learned was to make sure the farmers concerns are addressed and keep the farmers well informed.

Contact Information:

1. *Mr. David Gleiser, Director of Rural Economic Development:*
(712) 279-6609 dglesier@woodburycountyiowa.gov
2. *Mr. Roger Caudron, Buy Fresh Buy Local & Sioux City Farmers Market:* rjcaudron@gmail.com
3. *Mr. Rob Marquess, Director of Rural Economic Development from 2005-2013 & Creator of Sioux City Sue:* (712)-389-2049
4. *Advertising Agency, Kjeldseth Design:* (712)-233-2800

County Demographics

COUNTY	POPULATION ESTIMATE JULY 2015	NUMBER OF FARMS	LAND IN FARMS	AVG. SIZE OF FARMS
Woodbury, Iowa	102,782 PEOPLE	973 FARMS	445,641 ACRES	458 ACRES

Phone Interview:

On July 6, 2016 I called Rob Marquesee to ask him some questions about his *Sioux City Sue* program. Mr. Marquesee was the Rural Economic Development Director for 8 years, from 2005 to 2013. He created the brand. He hoped that local farmers would put the logo on their products it would help consumers identify the item as organic and locally grown. His goal was for the farmers to grow their own produce and then turn it into, for example, salsa to sell to consumers with the logo on the can, or feature their products in local restaurants. This was something not previously done by the local farmers. Mr. Marquesee stated that Woodbury County was an area that did not embrace change very well. He explained that the families living in Woodbury County, especially the farmers, have been living there for generations and personally believed that their methods did not need to change. The farmers did not want to do the extra work that would be generated. They were already satisfied with their current methods of production and how they chose to sell their products. Mr. Marquesee mentioned that Sioux City was a place that had nothing, barely even a farmers' market. He said the positive outcome of his efforts were that

he did kick start growth for local foods. Sioux City now has a farmers' market that hosts 50 vendors. The county has established a Buy Fresh, Buy Local – Siouxland program. The Secretary/Treasurer, Roger Caudron wrote to me saying "While we have not continued the campaign, we will continue to maintain the brand and hope to roll out an advertising campaign utilizing the brand within the next twelve months." The advertising agency that designed the logo was a local agency named Kjeldseth Design in Sioux City. I personally called the agency four times over the course of July and each time the call went straight to voicemail.

Pros



Sioux City Sue was the title of a hit song sung by Gene Autry in the 1940's. Woodbury County registered the trademark of the song which gave them rights to the license the trademark to any food producer who complies with certain requirements. It is a clever way to tie the entertainment industry in with fresh and local foods. I personally love the logo and the fact that it ties in with the song.

Kentucky Proud

State of Kentucky

1. Introduction

I heard about this program in an article published by the USDA. I reached out to Ben Shaffar who is the Director of Business Development with the Kentucky Department of Agriculture in the Office of Agricultural Marketing and Product Promotion. Mr. Shaffar



addressed his willingness to speak to me about their program but unfortunately got

tied up at work and never got around to setting up a time to speak with me. Kentucky Proud is a statewide program that we can use as a guide while creating something on a smaller

State

AVG. POPULATION OF 120 COUNTIES	AVG. # OF FARMS OF 120 COUNTIES	AVG. LAND OF FARMS OF 120 COUNTIES	AVG. SIZE OF FARMS
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scale for our region. Since Mr. Shaffar was not able to to speak with me I did some further research to find what advertising agency they used for the program. I found that New West Agency has worked with the Kentucky Department of Agriculture for nine years to promote community awareness and acquire more distribution outlets.

Contact Information:

1. Mr. Ben Shaffar, Director of Business Development:
"Shaffar, Ben (AGR)" Ben.Shaffar@ky.gov
2. New West Agency: Louisville, KY (502)-891-2500

Kentucky

40,951 PEOPLE	711 FARMS	115,833 ACRES	164 ACRES
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Demographics

Notable Findings

Kentucky Proud targets all members of the community with all off the services they offer. They offer a free of charge registration application to become a Kentucky Proud Member and then offer Marketing Assistance for those who need additional help promoting their business or upcoming events. Kentucky Proud has Member Spotlights to share stories of success. Kentucky Proud also has a locator app for iOS or Android and a monthly e-newsletter to keep the community informed. The newsletter features more than just local food but hosts articles about the health and vitality of the communities readers live in. Members of Kentucky proud can apply for a variety of grants funded by the Specialty Crop Block Grant Program. Restaurants are even rewarded through reimbursement when they buy Kentucky Proud foods. One can use the website to find farms, 28 different businesses that supply Kentucky Proud products, and list where one could find the 44 different Kentucky Proud products. Kentucky Proud has their social media embedded in their website so those that do not have a Twitter or Facebook can still see the posts made by the program. The program also comes with a lot of promotional items for both the farmers and consumers to use to either show their support or use it to promote business. Attached you will find a list of the 28 different types businesses that

provide Kentucky Proud products, a list of the available products around the state, and a page displaying their promotional materials for sale.

KENTUCKY PROUD ITEMS

(For approved members and active in program)

Stickers: All stickers come 500 per roll on 1" core and available in three different widths.

Banners

2 ' x 4 ' with grommets

1 1/2 x 3" Oval Stickers

7/8 x1 1/2" Oval Stickers

7/16 3/4" Oval Stickers

- 8 3/4" x 15" Kentucky

Proud logo Decal/Extra Large Sticker – sold each

8 3/4" x 15" Kentucky Proud logo Car Magnet – sold each

Plastic Shopping Bags (1000 per box)

3 styles:

1. Kentucky Proud logo only,
space for customization
on your own
2. Kentucky Proud logo Buy
local.
3. Kentucky Proud logo We
Accept EBT (those qualifying)

"Kentucky Grown" Plastic Tree Tags

(roll of 1000)

5" x 7" Price Cards (bundle of 50)

Kentucky Proud Cap
Made in USA with Velcro strap



BUSINESSES

- Agritourism Venue
- Associate Member
- Bed and Breakfast
- Chef
- Community Supported Agriculture Operation (CSA)
- Contract Packer or Co-Packer
- Contract Service
- Cooperative
- Distillery
- Distributor/Wholesaler
- Farmers' Market
- Food Processor/Processing Facility
- Food Service
- Garden Center
- Gift Shop
- Greenhouse
- Grocery
- Hospital
- Manufacturer
- Nursery
- On-Farm Market
- Producer Group
- Producer/Grower/Breeder
- Restaurant
- Retailer
- Roadside Market
- School
- Winery

- Less

- Alternative Livestock
- Baked Goods
- Beef Cattle (Live)
- Beverages & Spirits
- Bison (Live)
- Certified Organic
- Christmas Trees
- Dairy Cattle (Live)
- Dairy Goats (Live)
- Dairy Products
- Eggs
- Equine
- Farm Equipment
- Fiber Goats
- Field Grown & Cut Flowers
- Fish & Seafood
- Fish/Seafood
- Fruits
- Fuel
- General Grocery
- Greenhouse
- Hay/Straw/Sod/Compost/Fertilizer
- Herbs, Spices & Mushrooms
- Honey/Bees
- Hops
- Industrial Hemp
- Livestock Feed
- Meat Goats (Live)
- Meats (Frozen, Packaged or Cut)
- Merchandise, Crafts & Farm Items
- Nursery
- Nuts
- Poultry (Live)
- Rabbit (Live)
- Sauces
- Seeds, Edible
- Sheep
- Sheep (Live)
- Snack & Confection
- Swine (Live)
- Vegetables
- Vineyard
- Winery
- Wood Products

Pros

This program offers so many member services that opens the door to a wider audience. This is more than just local food but a community that is excited about local agriculture and the different activities and products one's local environment has to offer. It is appealing to all age groups and is so informative, that someone who has never been to Kentucky has a concrete understanding of everything they have to offer and where to access more information. I think it is great that they are reassuring the farmers that they don't have to do this alone. By offering grants and marketing the assistance with no extra charge is handing them the opportunity to grow their business without putting any extra strain on them.

Cons

One of the negatives I found is the website. It is extremely informative but full of annoying pop-ups that are getting in the way of the information I want to read. I would also say everything Kentucky Proud does is all through digital media. They have an app, website, social media, and e-newsletter but I think they might be missing out on a certain generations and a specific audience that is not apart of the digital world. I think further research into the effectiveness of print ads in their communities would be beneficial because some people still like to hold something in their hands and read it. The logo is not my favorite of all of them, I don't find it be as eye appealing.

Eat Drink and Be Local

Catawba County, North Carolina



1. Introduction

Eat Drink and Be Local is a celebration of local farms, food, and restaurants in Catawba County. It is a week long event in the third week of June. I reached out to Kellyn Montgomery of the Eat Drink and Be Local program and unfortunately never heard back from her. I think the campaign is really neat and could take some of their ideas and use them for a longer lasting campaign instead of just a week long celebration.

Contact Information:

Kellyn Montgomery: kellyn_montgomery@ncsu.edu

DEMOGRAPHICS

<i>County</i>	POPULATION ESTIMATE JULY 2015	NUMBER OF FARMS	LAND IN FARMS	AVG. SIZE OF FARMS
CATAWBA COUNTY	155,056 PEOPLE	698 FARMS	67,098 ACRES	96 ACRES

Notable Findings

Eat Drink and Be Local hosts various events throughout the celebration week. These events include but are not limited to farm tours, gardening and cooking classes, a BBQ, beer social, and a film screening. These types of activities are great ways to raise awareness in a fun environment that caters to all ages and genders. This could be something you could spread out over a course of the year and have these events reoccur every season displaying the products that are available during that time of year. This does not have to be limited to a week long celebration but could be events taking part in a long lasting marketing and awareness campaign. They even have restaurants participating by featuring special menus that highlight the dishes made with ingredients from local farmers and food businesses. In 2015 they had eight restaurants participating. In 2013 they had thirteen different events that seem like enjoyable for everyone. They filmed a promotional video that features local farms, produce, farmers' markets, livestock, chefs, and community members enjoying all the benefits of the program. The promotional video can be found on their Facebook page or on their website. They have t – shirts for sale that are only \$5, I will attach the t-shirt order form to the document.

Pros

This logo is eye appealing and has a trendy look to it. I personally would buy promotional materials with that logo on it just because I like the way it looks. I think the events the program has to offer are fantastic since it appeals to so many different audiences. The older crowd could attend the beer social at local distilleries and the younger crowd would have a fun time at the farm tours. It also incorporates family events like hosting a BBQ that is all about bringing the community together. I think this program's main goal is unite the community through local activities. I really enjoyed the promotional video, I think it is always a good way to

Cons

The biggest negative is that it is only a week long. This could be done on a much larger scale. They are not very active on their Facebook page for the amount of likes to their page that they have. They have 2,371 likes and with that amount of people they should be utilizing it to be marketing more to them.

Show your support for local food and farmers in Catawba County by sporting an Eat Drink and Be Local t-shirt this spring. Eat Drink and Be Local is happening the third week of June and will feature all things local food, including cooking classes, gardening classes, a local farm tour and much more.



Eat Drink & Be Local T-Shirt Order Form <i>Price: \$5.00</i>	
Name: Phone #:	
Address:	
Email:	
Size/Quantity: Adult S___ M___ L___ XL ___	
Total # of Shirts:	Color:
Total Cost:	
<small>*Please note, if paying online, you will still need to Submit your order seperately.</small>	

Payment is due when

order is placed. CASH, CREDIT CARD or CHECK Accepted-Please make checks payable to Catawba County.

Select from Teal 100% cotton or Maroon 50/50 cotton poly blend

Proceeds from shirt sales will go towards programs that support a vibrant local food economy and access to healthy food.

For more information, go to <http://catawba.ces.ncsu.edu/site-catawba/eat-drink-and-be-local/> or contact Kellyn Montgomery at 828-465-8243 or kellyn_montgomery@ncsu.edu.

Jersey Fresh



Home • Find Jersey Fresh • Find Jersey Fresh



Find Jersey Fresh

Fall Agricultural Activities
Every fall, New Jersey farms are full of activities to please every family member. From corn and hay mazes to hay rides and pick-your-own fruits and vegetables, the fun never stops.

Community Farmers Markets
Seasonal outdoor markets where New Jersey farmers sell the produce and other agricultural products they grow.

Roadside Stands
Retail establishments dedicated to selling New Jersey produce and other local products during the Garden State's growing season.

Pick Your Own
Farms that welcome customers onto their farm to pick the produce they plan to purchase.

Apples
New Jersey farmers grow a wide variety of apples and invite the public to go out in their orchards to hand pick the apples they plan to purchase.

Wholesale Buyers Guide
Listing of Jersey Fresh Quality Grading Program farms and distributors who sell New Jersey produce wholesale.

Made with Jersey Fresh
Listing of products using Jersey Fresh produce as an ingredient.

Community Supported Agriculture
New Jersey farms that sell shares of the produce they grow to the public.

Organic Farms
Listing of organic farms in New Jersey and Pennsylvania certified as organic by the New Jersey Department of Agriculture.

More Information
Harvest Dates Availability Chart
NJ Farmers Direct Marketing
Association Farmers Market Search



State of New Jersey

Advertisement Agency: Princeton Partners

1. Introduction

While speaking to a representative of a different campaign she told me to look up the Jersey Fresh program. I emailed Joe Atchison of the New Jersey Department of Agriculture. Mr. Atchison told me that Jersey Fresh was initially one of the first states to establish a marketing and awareness campaign and because of that they are recognized nationally. While doing research for Jersey Fresh I found in my pantry at home a can of tomatoes that had the Jersey Fresh logo on them. I hope all consumers got as excited as I did when I saw the logo.

Contact List:

1. Joe Atchison, Marketing Specialist for the New Jersey Department of Agriculture: joe.atchison@ag.state.nj.us (609)-984-2223
2. Susan Murray, Princeton Partners: smurray@princetonpartners.com

DEMOGRAPHICS

<i>STATE</i>	<i>AVG. POPULATION OF 21 COUNTIES</i>	<i>AVG. # OF FARMS OF 21 COUNTIES</i>	<i>AVG. LAND IN FARMS OF 21 COUNTIES</i>	<i>AVG. SIZE OF FARMS</i>
NEW JERSEY	426,572 PEOPLE	432 FARMS	34,050 ACRES	79 ACRES

Interview:

I asked Mr. Atchison what the most successful part of the Jersey Fresh program has been and he responded by saying the awareness by the public and the industry of the Jersey Fresh brand and the overall positive impression of the brand. He explained to me that through their public awareness campaign, chefs and restaurant owners learned about the program and began including and/or promoting Jersey Fresh items on their menus. He continues by saying that the “local grown” movement has attracted more and more restaurants wanting to participate because they notice their customers like knowing where their food is coming from. Jersey Fresh offers a Quality Grading Program which requires a \$30 annual application fee gives participants the ability to use the logo on packing or directly onto produce. One of the stipulations is that participants are going to be subject to inspections by NJDA staff and keep their products up to USDA #1 or higher standards. Jersey Fresh wants to make sure they are supplying consumers with the freshest products. There is also an additional logo that Jersey Fresh created that states “Made With Jersey Fresh” that is for value – added products like salsas and beers where some of the ingredients are made with Jersey Fresh Products. Mr. Atchison wrote that when referring to the general public, they use a variety of community outreach strategies but mainly advertisements on TV, radio, print, and more recently online. One can all of the Jersey Fresh television ads on their website or on YouTube. The program works with retailers to provide Point-of-Purchase materials like banners, price cards, signage, hats, and aprons to help the general public identify Jersey Fresh products in the store. The program strives

to maintain the happiness of their community of growers so they conduct farm tours or stop by for friendly visits to stay responsive on their questions and concerns. They strive to remind farmers that the public is are of Jersey Fresh and want locally grown produce. About 10 years ago, there were about 80 community farmer’s markets in the state but today there 150 community farmer’s markets in addition to the hundreds of roadside stands. The New Jersey Department of Agriculture previously conducted traditional marketing through media involving tv, radio, outdoor, print (consumer and trade) marketing, and the Point-of-Purchase materials. Lately, they have begun a social media presence and online advertisement. When I asked Mr. Atchison if he had any advice for us, he stated that the most essential element in developing the brand is opening and maintain communications with your constituency. Those people you will be representing. One needs to get their buy-in and contributions/suggestions so they have a vested interest in the success of the program. Make personal visits when



search. Attached you will find a list of the promotional materials for the Jersey Fresh program.

This is picture is of a can of pizza sauce I found in my pantry with the “Made with Jersey Fresh” logo on it! This brand really reaches out to those all over the country.

Pros

This is my favorite website out of them all.

It is extremely informative and easy to navigate. I really enjoy the television advertisements created, they are a little outdated, but they are extremely clever and creative. You could modify them to incorporate it with something more current but keeping the original idea. I like how wide of a variety they have with their promotional materials. I also really liked how the website included links for nutrition information.

Consumers may buy a bunch of fruits and vegetables but then incorporate them into unhealthy dishes.

Giving consumers a resource for finding the healthiest and tastiest option for them and their favorite foods will be beneficial.

Cons

It does not make it very personable. There was not a single place on the website that I feel like really connected me to the farmers. Some of the other campaigns featured farmers in promotional videos, spotlights, or in newsletters but in this campaign I did not see anything that directly features farmers.



Men's Apparel
Shirts, hats & shoes for men



Women's Apparel
Shirts, hats & shoes for women



Kids & Babies
Clothing & items for children



MORE COLORS AVAILABLE
Jersey Fresh Bumper Sticker
\$5.99



Jersey Fresh Apron (dark)
\$22.99



MORE COLORS AVAILABLE
Jersey Fresh Apron
\$22.99



Bags & Accessories
Bags, wallets, phone cases & more



Household & Pets
Drinkware, kitchen & other home items



Gifts
Bumper stickers, car magnets & more



Jersey Fresh Dog T-Shirt
\$22.99



Jersey Fresh Beach Towel, Stacked
Logo
\$34.99



Jersey Fresh Beach Towel,
Horizontal Logo
\$34.99



Jersey Fresh Round Car Magnet



Jersey Fresh Rectangle Car



MORE COLORS AVAILABLE
Jersey Fresh Flip Flops
\$19.99



MORE COLORS AVAILABLE
Jersey Fresh Cap
\$19.99



MORE COLORS AVAILABLE
Jersey Fresh Trucker Hat
\$17.99



Jersey Fresh Mens Wallet
\$34.99



Jersey Fresh Neck Tie
\$19.99



MORE COLORS AVAILABLE
Jersey Fresh Men's Fitted T-Shirt
\$24.99



Jersey Fresh Women's T-Shirt
\$25.99



Jersey Fresh Women's V-Neck T-Shirt
\$24.99



Jersey Fresh Women's Tank Top
\$20.99



Jersey Fresh Men's White T-Shirt
\$21.99



Jersey Fresh Golf Shirt
\$24.99



Jersey Fresh Men's Tank Top
\$19.99



MORE COLORS AVAILABLE
Jersey Fresh Women's Zip Hoodie
\$49.99



MORE COLORS AVAILABLE
Jersey Fresh Women's Hooded
Sweatshirt
\$44.99



Jersey Fresh Maternity T-Shirt
\$29.99



MORE COLORS AVAILABLE
Jersey Fresh Baseball Jersey
\$23.99



Jersey Fresh Men's Zip Hoodie
\$49.99



MORE COLORS AVAILABLE
Jersey Fresh Men's Hooded
Sweatshirt



MORE COLORS AVAILABLE
Jersey Fresh Kids Light T-Shirt



Jersey Fresh Kids Hoodie



MORE COLORS AVAILABLE
Jersey Fresh Baby Hat



MORE COLORS AVAILABLE
Jersey Fresh Baby Blanket
\$25.99



MORE COLORS AVAILABLE
Jersey Fresh Infant Body Suit
\$17.99



Jersey Fresh Bib
\$15.99



Jersey Fresh Thermos
Thermos® Can Cooler
\$19.99



Jersey Fresh Drinking Glass
\$14.99



Jersey Fresh Acrylic Double-Wall
Tumbler
\$17.99



Jersey Fresh Patch
\$7.99



Jersey Fresh Round Ornament
\$9.99



Jersey Fresh Large Mug
\$15.99



Jersey Fresh Sports Bottle
\$9.99



MORE COLORS AVAILABLE
Jersey Fresh Sippy Cup
\$11.99



Jersey Fresh Shower Curtain
\$49.99



Jersey Fresh Stainless Steel
Travel Mug
\$22.99



Jersey Fresh Thermos Large
Thermos® Bottle
\$39.99



Jersey Fresh Thermos
Thermos® Food Jar
\$19.99



Jersey Fresh Wall Clock
\$24.99



Jersey Fresh Produce Glass
Cutting Board
\$37.99



Jersey Fresh Glass Cutting
Board
\$37.99

[Puget Sound Fresh](#)

PUGET SOUND

FRESH

good for all of us

Pick of the Season



Raspberries

[Recipes](#)

[Harvest Schedule](#)

Farm Guide 2016



Your guide to what's fresh, local and in season at local farms and farmers markets plus CSAs, U-Picks, farmstands and more. Download a PDF version [here](#).

More Ways to Find Fresh & Local

[Caterers, Chefs & Classes](#)

[Farm Maps & Sustainable Tourism](#)

[Find a CSA](#)

[Food Hubs](#)

[Grocery, Online & Home Delivery](#)

Join Puget Sound Fresh

List in the 2016 Farm Guide!



Find a Farm

Find farm products and activities



Farmers Markets

Find a farmers market



Harvest Schedule

Find farm fresh food by season



Recipes

Browse recipes from Seattle Tilth, local farms, farmers markets, chefs & cookbook authors



Fresh from the Forest

Find out more about speciality forest products and services



Find us on
Facebook

Advertisement: All Advertisement is done in house

1. Introduction

Puget Sound Fresh started out as a county wide campaign then advanced to a regional campaign and soon is going to be a statewide program. It demonstrates the success and popularity of campaign. I spoke with Sheryl Wiser, who was extremely helpful and very willing to lend her assistance and knowledge. This marketing and awareness campaign was my favorite of the five and will include various attachments that have been mailed from Seattle or acquired online to provide insights into what I think makes the program stand out from the rest.

Contact List:

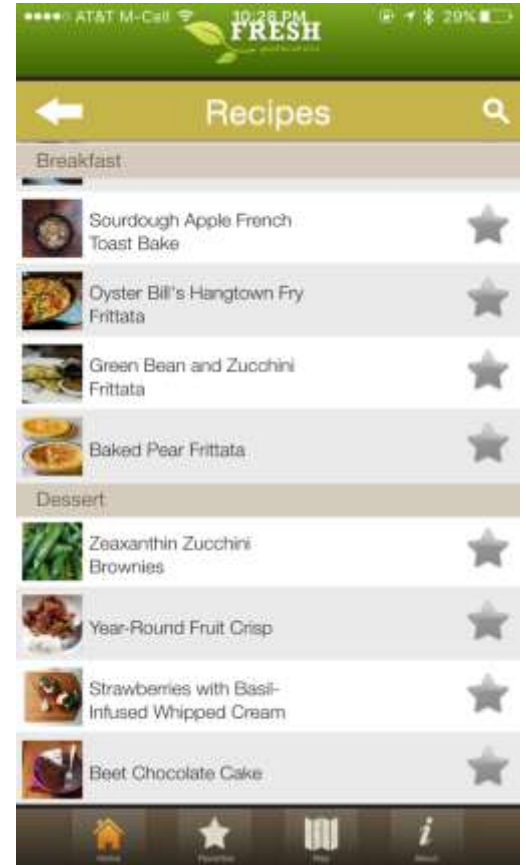
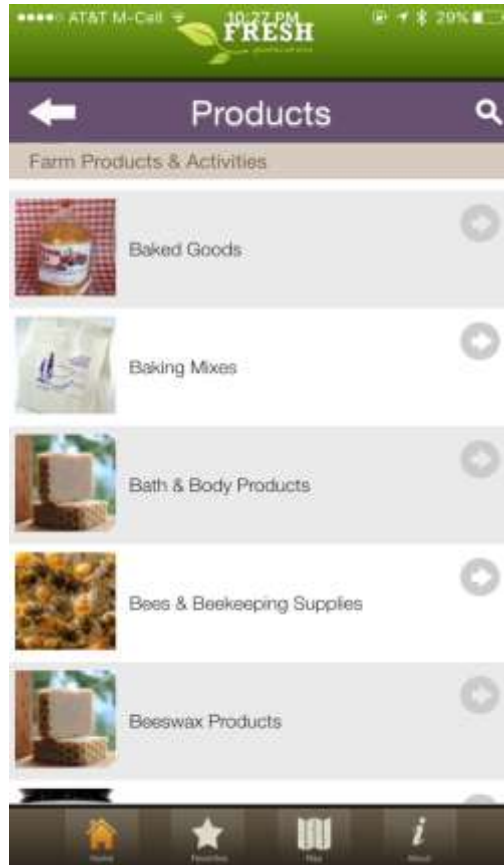
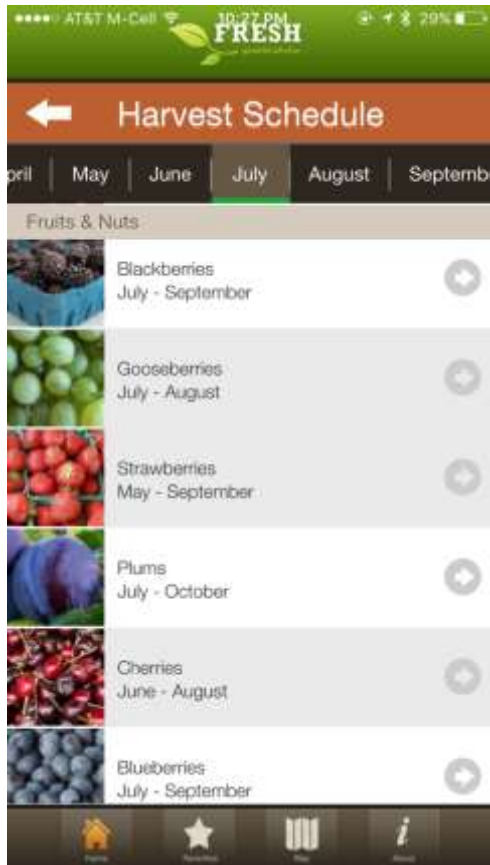
- 1. Sheryl Wiser, Puget Sound Fresh Manager (206) 632-0606
sherylwiser@seattletilth.org*

PUGET SOUND FRESH DEMOGRAPHICS

<i>County</i>	POPULATION ESTIMATE JULY 2015	NUMBER OF FARMS	LAND IN FARMS	AVG. SIZE OF FARMS
CLALLAM COUNTY	73,486 PEOPLE	536 FARMS	23,640 ACRES	44 ACRES
GRANT COUNTY	93,259 PEOPLE	1,552 FARMS	963,784 ACRES	621 ACRES
GRAYS HARBOR COUNTY	71,122 PEOPLE	557 FARMS	119,440 ACRES	214 ACRES
ISLAND COUNTY	80,593 PEOPLE	377 FARMS	15,249 ACRES	40 ACRES
JEFFERSON COUNTY	30,466 PEOPLE	221 FARMS	15,556 ACRES	70 ACRES
KING COUNTY	2,117,125 PEOPLE	1,837 FARMS	46,717 ACRES	25 ACRES
KITSAP COUNTY	260,131 PEOPLE	706 FARMS	10,070 ACRES	14 ACRES
KITTITAS COUNTY	43,269 PEOPLE	1,006 FARMS	183,124 ACRES	182 ACRES
LEWIS COUNTY	75,882 PEOPLE	1,647 FARMS	132,839 ACRES	81 ACRES
MASON COUNTY	61,023 PEOPLE	377 FARMS	23,743 ACRES	63 ACRES

OKANOGAN COUNTY	41,516 PEOPLE	1,449 FARMS	1,205,285 ACRES	832 ACRES
PIERCE COUNTY	843,954 PEOPLE	1,478 FARMS	49,483 ACRES	33 ACRES
SAN JUAN COUNTY	16,252 PEOPLE	274 FARMS	15,669 ACRES	57 ACRES
SKAGIT COUNTY	121,846 PEOPLE	1,074 FARMS	106,538 ACRES	99 ACRES
SNOHOMISH COUNTY	772,501 PEOPLE	1,438 FARMS	70,863 ACRES	49 ACRES
THURSTON COUNTY	269,536 PEOPLE	1,336 FARMS	76,638 ACRES	57 ACRES
WHATCOM COUNTY	212,284 PEOPLE	1,702 FARMS	115,831 ACRES	68 ACRES

The Puget



Sound Fresh App

This app is available for iOS and Android. The app is a product of the Cascade Harvest Coalition and Pierce County. There are over 240 products featured on the app with addresses and contact information.

The app is super user friendly with big font and bold pictures that makes information easy to spot and easy to navigate. Ms. Wisner told me that Pierce County built the app in 2013 and has now won two national awards. The latest award it has won was the 2016 Apex Award of Excellence. The app launched in 2014. The county deals with the infrastructure and Seattle Tilth deals with the content. Seattle Tilth

has applied for a grant to create a platform for the app so they can share it with similar organizations.

Interview:

I spoke on the phone with Sheryl Wiser, the Puget Sound Fresh Manager. She told me that Puget Sound Fresh began in King County in 1998. It was modeled after the Jersey Fresh program which is shown above. In 2003, King County asked the Cascade Harvest Coalition to take over. They now have merged with Seattle Tilth. When the program first began they printed a 24-page Farm Guide which is a print directory for the locations of farms and farmer's markets. Currently, the farm guide is now 64 pages. Ms. Wiser wanted to remind me that print is not dead. Farmers are more old school and would prefer to have papers in their hand instead of digital materials. She said the farmers need to be kept happy. Ms. Wiser said that "Food does not know a county line or a city line and by having the farm guide in their car they can use it when traveling to other counties." The program has become very successful over the years as it keeps growing. It started out as just a county, then a region, and is now in the process of becoming a statewide program. Seattle Tilth will be changing the name and revamping things to accommodate having a statewide program. Puget Sound Fresh has also been doing great things for low-income shoppers. Their goal is to help those with lower income purchase fresh produce at their farmers market by using "Fresh Bucks." EBT shoppers who receive basic food assistance can double their money, up to ten dollars per market per day. There is a page describing Fresh Bucks in the farm guide. Ms. Wiser is currently sending a farm guide to the PATH Foundation for reference. To learn more about the Fresh Bucks program, go to www.seattle.gov/environment/food/fresh-bucks

Pros

This program is absolutely wonderful. It shows how a successful program can expand to affect so much more people. I think the Fresh Bucks system is amazing because it opens the door to market local produce to a different audience who originally believed they could not afford these items. The app is designed very nicely and holds all the right content. The logo is simple and nice. The Farm Guide is great because it can be something that is kept in cars and is going to be good for the farmers who want something in their hands. You have to know what kind of farmers you have in your community and what kind of materials they are going to want. Soon they hope to add coloring pages in the farm guide for kids.

Cons

Honestly, there are not a lot of negatives for this program. I think they are doing everything right, and it shows because there program keeps expanding a getting so much better. I do not think there is a big social media prescence which would be a good thing for them to have especially if they are getting ready to become a statewide program.

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