

## Spring 2018 Progress Report

### HIGHLIGHTS

- **Grants:** Submitted proposals totaling \$1.3 million to EPA and Kauffman Foundation.
- **Northeast:** Awarded grants totaling \$60,000 to state depts. of agriculture in DE, MD, PA, NJ and NY to combat the Spotted Lanternfly.
- **Midwest:** Developed nutrient management project proposal to support depts. of agriculture in IL, IN, MI, MN and OH.
- **West:** Developing a women in agriculture project idea to support female entrepreneurs with value-added businesses in partnership with state depts. of agriculture in OR and WA.
- **South:** Delivered Congressional farm tour in partnership with state dept. of agriculture in Florida.

### INVASIVE PEST GRANT PROGRAM



*“This funding will not only allow us to target our outreach messages to very specific sectors of our state’s agricultural industry, but it will also be used to leverage funds from other sources to improve our communications on this threat.”*

– New York Commissioner of Agriculture Richard Ball

In May, the NASDA Foundation awarded five mini-grants of \$12,000 each (totaling \$60,000) through the 2018 Invasive Pest Grant Program to state departments of agriculture in Delaware, Maryland, New Jersey, New York and Pennsylvania to combat the Spotted Lanternfly.

The grant proposals created outreach and education projects to stop the spread of the Spotted Lanternfly, a pest threatening more than \$18 billion in agricultural crops. Departments of agriculture submitted proposal ideas targeting growers, community members, government agencies, outdoor groups and the craft beverage sector. Funds will be distributed at the end of May. Grant award recipients will be invited to present their projects at a NASDA conference in February 2019.

*“We applaud the foundation for recognizing the benefits of an informed population and for making this investment available to states.”*

– Pennsylvania Secretary of Agriculture Russell Redding

## NUTRIENT MANAGEMENT EPA GRANT SUBMISSION



*“The NASDA Foundation project will provide the Indiana State Department of Agriculture with valuable training and resources to further our work training Indiana farmers about nutrient management on their farms.”*

- Indiana State Department of Agriculture  
Director Bruce Kettler

The NASDA Foundation submitted a proposal for the EPA’s Environmental Education Local Grant Program for \$100,000 to create or enhance existing nutrient management programs for farmers and ranchers administered by state departments of agriculture. State departments in Illinois, Indiana, Michigan, Minnesota and Ohio joined the NASDA Foundation on the proposal. The proposal includes the following activities: creating a *State Nutrient Management Gathering* to bring states together to conduct a needs assessment, the *State Nutrient Grant Program* to provide states with resources and training to develop farmer programs, and the *State Nutrient Management Wrap-Up Conference* to identify best practices for farmer programs. We should be notified about whether or not we were selected as a grant recipient in late spring or early summer.

## MARKETING INTERVENTION KAUFFMAN GRANT SUBMISSION



*“This proposal is very timely. Having information on the value of this environmental ‘branding’ would be extremely useful for our state department to have.”*

- Virginia Department of Agriculture and Consumer Services  
Acting Commissioner Charles Green

The NASDA Foundation submitted a pre-proposal for \$1.2 million to the Kauffman Foundation for a three-year research project that tests marketing interventions for farmers in the Chesapeake Bay region. [The Kauffman Foundation](#) is based in Kansas City, Missouri and is among the largest private foundations in the United States. The NASDA Foundation partnered on the proposal with state departments of agriculture in Maryland, Virginia and Pennsylvania to expand their “buy local” labels to include water quality enhancement messages. The project will test whether or not customers will pay more for agricultural products with the enhanced label. We should be notified by May 31, 2018 on whether or not our proposal was approved for Round Two, at which time we will submit a full grant proposal.

## CONGRESSIONAL FARM TOURS



*“I appreciate the wealth of knowledge provided and the very thorough agenda. It was jam-packed and it was an excellent balance for a couple of days.”*

– Congressional tour participant

We conducted a Congressional farm tour in central Florida in January 2018 for nine Congressional staff members in partnership with the Farm Foundation. We evaluated the tour and found that participants received two major benefits.

1. Congressional staff members increased their agricultural knowledge.
2. Congressional staff members expanded their networking with peers, Florida agricultural industry experts, and Florida state government officials.

We are interested in updating the format of the Congressional farm tours to increase their effectiveness. In the future, we will include federal and state agency staff members in the tours. We will focus each tour on one agricultural issue (i.e., labor, hemp/cannabis, invasive pests) to increase the depth of information we can provide to participants. We will also increase the involvement of state departments of agriculture in the development of the tour agendas. We have decided that the NASDA Foundation will conduct these tours on our own, rather than partnering with the Farm Foundation. This will allow us to be more responsive to NASDA members.

## WOMEN IN AGRICULTURE PROJECT



*In Oregon and Washington, roughly 1 out of every 5 farms is operated by a female farmer.*

- 2012 Census of Agriculture

The NASDA Foundation is working with the Oregon Department of Agriculture (ODA) and Washington State Department of Agriculture (WSDA) to equip women in the Pacific Northwest to scale up their value-added businesses. This project will focus on female entrepreneurs producing food and beverage products. We will provide intensive market development training, mentorship and participation in trade shows (e.g., American Food Fair, Americas Food & Beverage Show).

We will build on existing marketing assistance programs developed by ODA and WSDA state, NASDA, and our partners. Participants will learn how to access new regional, national and international markets. Training will explore e-commerce, selling to government agencies, meal delivery services and regional supermarkets.

#### *Needs Assessment*

As an initial step in developing the training, we will conduct a regional needs assessment with women entrepreneurs in the Pacific Northwest to determine the following:

- Types of products produced
- Business development stage
- Current markets
- Future markets
- Topics of interest
- Learning styles

#### **FUNDRAISING UPDATE**



During this quarter, the NASDA Foundation team (Executive Director Lisa Benson and consultant Sarah Scanlon) engaged in the following fundraising activities.

- Submitted two grant proposals for EPA and Kauffman Foundation for a total of \$1.3 million.
- Developed project ideas on nutrient management, women in agriculture, and invasive pests.
- Created sponsorship materials (e.g., brochure, project descriptions, sponsorship level guide).
- Contacted 19 existing NASDA partners to explore sponsorships, including Merck Animal Health, DuPont Dow, Syngenta and the Sustainable Agriculture & Food System Funders.
- Contacted 17 potential sponsors, including the Capitol Peak Management and the World Wildlife Fund.