



# MARKET FAQ'S

## Climate-Smart Commodity Marketing Program

The Southern Piedmont Climate-Smart project is partnering with farmers markets in the region to expand and grow market opportunities for climate-smart commodities. We will verify and improve on an easy-to-use application that farmers can use to rate how climate-smart their operations are and create graphic savvy printouts to sell their commodities at market. We will also embark on a marketing campaign that will look at ways to communicate to consumers the value-added benefits of purchasing climate-smart commodities. This work will help us understand how to increase consumer buy-in and improve marketing potential for climate-smart commodities.

### Frequently Asked Questions

#### Who can participate in this project?

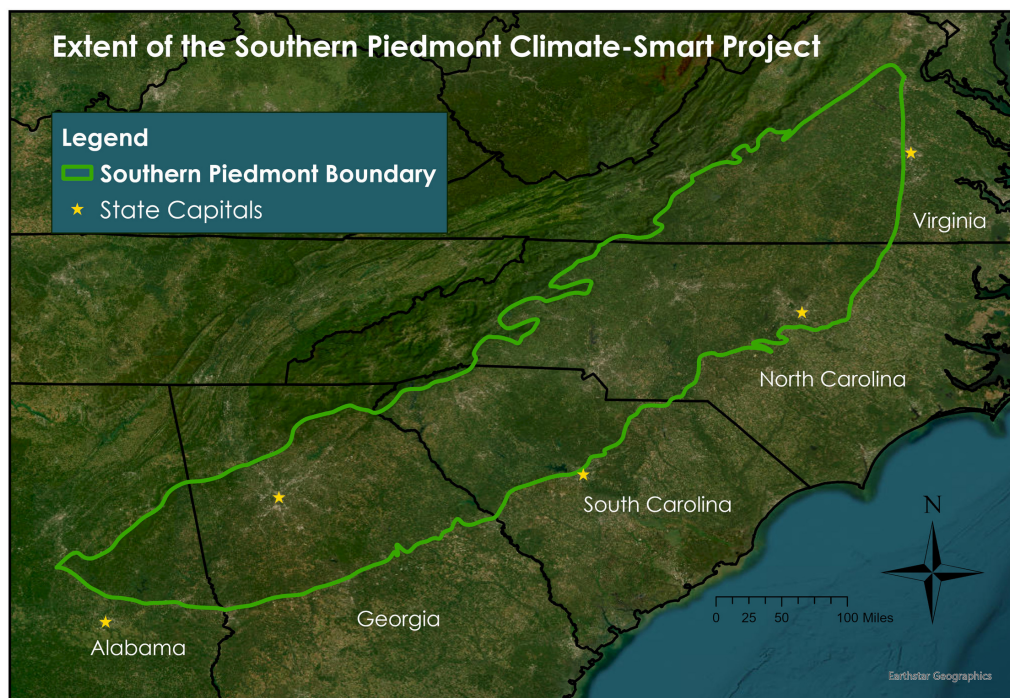
Any farmers market located in the Southern Piedmont.

#### How many farmers markets will be participating in the project?

There will be 25 farmers markets enrolled in the project from throughout the Southern Piedmont region.

#### Where is the Southern Piedmont?

The Southern Piedmont is a 64,395 square mile, USDA designated Major Land Resource Area (MRLA 136) that extends through Alabama, Georgia, South Carolina, North Carolina, and Virginia. It lies as a plateau between the Appalachian Mountains and the Coastal Plain. Please see the territory outlined in the map below:



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## **What is Farm2Facts and why is this part of the research program?**

- Farm2Facts is currently used to help market managers assess and improve integral dynamics of their markets and has helped over 100 market managers and organizations across the U.S. manage their business more effectively.
- F2F creators developed and added ecosystems measures to the tool which can track the climate-smart practices used on a farm and the amount of climate-smart commodities produced and sold by individual farmers at market. To verify and improve the F2F Ecosystems Services Tool and evaluate the degree of climate-smart farm practices occurring on participating farms the farmers participating in the Southern Piedmont Climate-Smart Diversified Vegetable Program will also participate annually in F2F allowing us to calibrate the application against live data.
- We will assess Farm2Facts' ability to increase consumer buy-in to the purchase of value-added, climate-smart commodities by asking market farmers to place Farm2Facts printouts on their tables at market to advertise, educate, and market climate-smart commodities. We will perform consumer surveys to assess Farm2Facts as well as other marketing strategies performance in influencing consumer buy-in.

## **What is required from markets that are participating in the program?**

- Market managers and market farmers annually fill out and display their Farm2Facts printout at market.
- Market managers are the PIs for their markets and manage data collection on site.
- Market managers are trained by the Farm2Facts team on how to utilize the survey instruments, and they then take that knowledge to their markets to ensure that each assessment is conducted correctly and on a timely basis.

## **What is required from markets that are participating in the program (cont'd)?**

- Market managers provide the project team with data on which farmers are participating in the project, proof of participation, and ensuring that the farmers receive their participation incentives.
- Market managers coordinate with the project marketing research team on quarterly consumer surveys, data collection, advertising, and outreach at market and on market social media and newsletters.

## **How long do I need to participate in the project?**

Market managers are asked to participate in the project through spring 2028 to ensure complete data collection and meeting our project objectives. Market farmers will enroll as interest grows over the course of the project.

## **Will I receive payment for this work?**

- Yes, you will receive cash and non-cash incentives for this work.
- Market managers will receive cash incentives for annually filling out Farm2Facts and assisting the research team streamline participating market farmer's data, collecting consumer survey data, and market outreach occurring through/at their markets.
- Market managers and market farmers receive incentives for filling out Farm2Facts.
- Market farmers receive incentives for filling out the USDA COMET Planner.
- Please see the Climate-Smart Commodity Marketing Program recruitment flier for details on financial incentives.



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## What is the timeline of the Climate-Smart Commodity Marketing Program?

- We will enroll farmers markets in the project April 2023 - January 2024. Market farmers will enroll throughout the course of the project as interest grows.
- Market managers will receive training from the project team on Farm2Facts and methods for streamlining data transfer to the project team fall 2023 and spring 2024.
- Market managers will complete a Farm2Facts market profile upon enrollment and annually through spring of 2028.
- Market managers will spread the word about the climate-smart project and consumer communications research pieces via social media, newsletters, and word of mouth to market farmers and consumers from time of training through spring 2028.
- Market farmers will complete Farm2Facts ecosystem services tool upon enrollment and annually submitting information to the market manager through spring of 2028.
- Market managers will compile and send market and farmer data to the project team spring 2024 and annually through spring of 2028.
- Market managers will work with the project team to disperse and collect quarterly consumer research surveys spring 2024 through spring 2028.
- Market managers will participate in one of two kick-off market team meetings at a regional conference fall 2023 or spring 2024.
- Market managers will participate in one of two wrap-up market team meetings at a regional conference fall 2027 or spring 2028.

## Questions?

For more information, please contact  
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## To apply:



<https://www.surveymonkey.com/r/climate-smart-farmer-market-application>

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