

The Honorable Ron Sparks

Commissioner
Alabama Dept. of Agriculture & Industries
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Base Grant: \$500,000
Specialty Crop Grant: \$300,000
Total Grant: \$800,000



Marketing Campaign:

Alabama Department of Agriculture, \$500,437.

A marketing campaign was initiated to encourage Alabamians and others to request, identify and buy products produced and grown in Alabama. The campaign promoted Alabama agricultural products and the new A+ Alabama Agriculture logo through television commercials and roadside billboards.

Farm to School Program:

Alabama Department of Agriculture.

The Department worked with the U. S. Department of Defense's Farm to School Program to provide nutritious fruits and vegetables to a program that feeds lunch to more than 800,000 school children in Alabama's 127 public school districts. Alabama farmers now supply watermelons, sweet potatoes, and Satsumas to the program.

Point of Purchase Promotion:

Alabama Department of Agriculture, \$112,000.

The Department integrated the new A+ logo campaign into a point of purchase promotion program. The program provided tee-shirts, grocery bags, stickers, posters and card stock signs to farmers markets, u-picks, roadside stands, grocery stores and wholesalers to distribute to customers upon point of sale.

Special Promotions:

Alabama Department of Agriculture, \$90,000.

Farm raised shrimp were promoted on two occasions through a local grocery chain. The promotions resulted in sales of over 2,000 lbs of product. In addition, refrigerated trucks were purchased for Tuskegee University and Auburn University to help farmers maintain product quality for produce headed to farmers markets.

Farmers Markets:

Alabama Department of Agriculture, \$110,000.

The Department partnered with the Birmingham Farmers Market, the City of Tuskege, and Tuskegee University and others to promote Alabama farmers and economic development through support of farmers' markets.

