

## **The Honorable Fred L. Dailey**

Director  
Ohio Department of Agriculture  
8995 East Main Street  
Reynoldsburg, Ohio 43068-3399  
(614)466-2732  
Fax (614)466-6124

Base Grant: \$500,000  
Specialty Crop Grant: \$800,000  
Total Grant: \$1,300,000



### **Competitive Grants:**

#### **America in Bloom:**

Ohio Florists' Association, \$50,000.

The America in Bloom project is designed to increase floriculture crop consumption and educate consumers on the impact that landscape beautification can have to increase community involvement, patriotism, and civic pride. Utilizing increased marketing and promotional resources will lead to increased community participation and consumer awareness of the use of floriculture crops.

#### **Building Capacity for Organic Ohio Proud Vegetable and Fruit Marketing and Production:**

Innovative Farmers of Ohio, \$41,605.

This is a study to conduct and utilize field market research with current and potential markets for locally-produced vegetables and fruit among restaurants and food retailers in four urban areas. This information will be used to facilitate education for farmers to develop sound business planning skills, working models of collaborative marketing and distribution systems, and sound production information.

#### **Development of an Ohio Tree Liner Production System in Retractable Roof Houses:**

Ohio Nursery & Landscape Association, \$58,342.98.

This project is a study of the responses of selected cultivars grown in containers, inside and outside retractable roof houses to show how retractable roof production allows for greater growing environment manipulation in the spring and summer. This study will also demonstrate how this new technology can be used by Ohio growers to produce superior tree liner stock in order to cut their current caliper tree production costs and times.

#### **Improvement of Ecologically-based Pest Management for Tomato Diseases Using Plant Activators:**

Ohio Vegetable and Small Fruit Research and Development Program, \$27,500.

This proposal funds an investigation to control fungal diseases on tomatoes through the use of biopesticide products that activate a plant's natural defense mechanism and have been labeled for disease control in tomatoes and other specialty crops.

#### **New Weed Management Programs for Sweet Corn with CALLISTO(TM) Herbicide:**

Ohio Vegetable and Small Fruit Research and Development Program, \$22,500.

The goal of the proposed research for this project is to fully evaluate the use of CALLISTO herbicide for weed control in sweet corn and integrate the herbicide into the weed management and crop production practices for sweet corn in Ohio.

#### **Ohio Christmas Tree Enhancement Program:**

Ohio Christmas Tree Association, \$25,000.

Objectives of this program seek to provide technical assistance and grower support in areas of quality tree production, business management, communication, and promotion. This project also anticipates implementation of the OHIO PROUD program within the industry to improve intrastate and interstate market development.

#### **Ohio Specialty Crop Food Safety Initiative:**

Mid American Ag and Hort Services, Inc., \$53,000.

This project seeks to increase awareness and adoption of Good Agricultural Practices (GAP) in Ohio specialty crop operations in order to increase the safety of Ohio-grown specialty crops. Tangible benefits include prevention of

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**COMPETITIVE GRANTS:**

Ohio Specialty Crop Food Safety Initiative.

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foodborne illness outbreaks, increased ratings on third-party audit inspections, and recognition by produce buyers throughout the U.S.

**Pearl Alley Growers' Association Project:**

**Pearl Alley Growers' Association, Inc., \$57,000.**

This project will increase consumer demand and marketing opportunities for Central Ohio specialty crops through the use of multimedia and one-on-one promotional activities. This includes enhancing consumer awareness about the types of Ohio produce that are available, when particular crops are available and how to prepare Ohio-grown specialty crops.

**Point of Purchase Display and Education Material to Promote Ohio Apples:**

**Ohio Apple Marketing Program, \$45,000.**

This project is designed to place materials to educate consumers about Ohio apple varieties, apple recipes, and apple nutritional information in the hands of direct marketers, retail stores, and farm markets. Funding from this project is also designed to print and distribute educational materials for teachers and farm marketers to educate young consumers about the benefits of eating Ohio apples.

**Promotion and Marketing of Ohio Hydroponic Produce:**

**Toledo Area Flower and Vegetable Growers Association, \$67,300.**

This organization developed a strong Ohio Hydroponic Produce/OHIO PROUD brand and professional advertising campaign to promote Ohio-grown hydroponic produce. Goals for the project are to increase the number of customers, units sold, price per unit, and gross sales for participating Ohio hydroponic greenhouse growers.

**Promotion of Ohio Grown Vegetables:**

**Ohio Vegetable & Potato Growers Association, \$32,752.**

This project seeks to increase awareness and consumption of Ohio-grown vegetables to consumers by designing materials including a vegetable harvest calendar, summarizing produce availability for consumers; grower directories for promotion of Ohio vegetables to wholesale produce buyers; and media tours to promote Ohio vegetables.

**Training Workshops for Teachers to Promote Ohio Apples:**

**Ohio Apple Marketing Program, \$20,000.**

Plans for this project include increased awareness of Ohio's apple crop, and an increase in outreach and educational opportunities related to Ohio apples for teachers and students by connecting to families through orchard and farm market visits within the state of Ohio.

**Vegetable and Small Fruit Research and Promotion for Ohio Growers and Consumers:**

**Ohio Vegetable and Small Fruit Research and Development Program, \$150,000.**

The primary purpose of this project is to improve the profitability and marketability of vegetable and small fruit crops through research and development by assisting producers in developing new varieties and new cultivar practices.

**State Sponsored Programs:**

**Coordination and Construction of an Ohio pavilion at the 2002 and 2003 PMA Fresh Summit Exposition and Convention:**

**Ohio Department of Agriculture, Division of Markets, \$100,000.**

This project allowed individual Ohio growers to compete within their industry and exhibit as part of the OHIO PROUD Pavilion at the largest fresh fruit and vegetable trade show in the world with the intent of expanding their business domestically and gaining recognition in the marketplace as convenient and reliable suppliers of fresh vegetables. These funds allowed ODA to assume responsibility for all floor space costs including the design and coordination of a hard wall pavilion, and enabled Ohio produce companies to exhibit at little to no cost. Other activities included the design and printing of promotional brochures, trade show training for exhibitors, and trade show promotions.

**OHIO PROUD**

**Retail Vegetable Promotion:**

**Ohio Department of Agriculture, Division of Markets, \$50,000.**

The Division of Markets worked with Ohio retailers to promote Ohio produce during the 2003 growing season. ODA collaborated with Ohio retailers to develop in-store signage, including the OHIO PROUD logo, to encourage consumers to buy Ohio produce. Other activities included a promotional kick-off with special

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events in several Ohio retail stores, weekly advertisements, in-store demonstrations, recipes, and promotional giveaways featuring Ohio produce. More than 20 grocery chains totaling approximately 250 stores participated in the programs.

### **Ohio Agriculture: Keep a Good Thing Growing Campaign:**

Ohio Department of Agriculture, Division of Communications, \$500,000 (Base Grant).

This is a public information campaign aimed to foster a better understanding among Ohioans about the economic and social impact of modern agriculture in Ohio. The campaign incorporated several elements including television advertisements, the OhioAgInfo.com web site, news media campaigns, and the Ohio State Fair display. Two 15-second television advertisements, geared towards helping Ohioans better understand the importance of agriculture to the state's economy, aired 6,000 times during the three-month campaign. The spots generated a total reach of 98 percent of the state's six television media markets. The [www.OhioAgInfo.com](http://www.OhioAgInfo.com) web site was designed to be a first-stop for those seeking knowledge about Ohio's agriculture industry and to advocate agriculture's important role in Ohio life. The site offers general facts, news and editorials, recipes, and profiles on farms and farmers on the cutting edge of Ohio agriculture. The news media campaign ran simultaneously to tell the story of Ohio agriculture across the state. Targeting Ohio daily and weekly newspaper editors, magazines, radio stations, farm radio and television, specific areas of agriculture were showcased including: various commodities and farmers; scientific articles on the trends in Ohio agriculture; and business profiles featuring cutting-edge farms using new strategies in production, marketing, environmental protection, and community relations.