

Pennsylvania

The Honorable Dennis C Wolff

Secretary
Pennsylvania Department of Agriculture
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Base Grant: \$500,000
Specialty Crop Grant: \$980,000
Total Grant: \$1,480,000



Farmers Market Nutrition Program:

Pennsylvania
Department of Agriculture, \$511,291
The Farmers Market Nutrition Program provided food coupons to participants in the Women, Infants, and Children (WIC) Program and the Senior Citizen Farmers Market Nutrition Program so that they can purchase fruit and vegetables at the farmers markets located across Pennsylvania.

Pennsylvania

Apple Marketing Program:

Pennsylvania Apple Marketing Board, \$39,350.
The grant provided an opportunity for the Pennsylvania Apple Marketing Board to expand promotion and market Eastern Select and Eastern Apples through a Foodservice Outreach Project. Activities included: 1) Gathering of information about the current and projected future of the foodservice industry through market studies and seminars at related conferences; 2) Identifying and investigating foodservice opportunities for selling processed apple products and Eastern Select/Eastern apples; 3) Identifying a targeted list of prospective purchasers; and, 4) Conducting market research, surveying, and marketing plan development.

Christmas Tree

Commodity Promotion Program:

Pennsylvania Christmas Tree Growers Association, \$16,000.
The grant provided the Association the opportunity to expand the Christmas Tree Commodity Promotion Program. Project activities included promoting the sale of Pennsylvania-grown Christmas trees and Christmas tree nursery stock on both the wholesale and retail levels and to evaluate the production and marketing of Christmas trees within the Commonwealth of Pennsylvania.

Simply Delicious Program:

Pennsylvania Produce, \$482,539.
The grant provided funds to increase awareness of the Pennsylvania Produce Simply Delicious program through television media placement to increase sales of Pennsylvania produce.

Pennsylvania Gardner Selects Program:

Pennsylvania Floral Industry Association, \$10,000.
The grant provided the Association the opportunity to expand the Pennsylvania Gardner Selects Program. Project activities included the selection and promotion of superior ornamental plants for Pennsylvania by conducting and developing an integrated marketing program to promote Gardner Selects plants to the public and encourage industry to actively participate in the Program.

Celebrating Mushroom Month Market-by-Market:

Pennsylvania Fresh Mushroom Promotion Committee of the American Mushroom Institute, \$150,000.
The Pennsylvania Fresh Mushroom Promotion Program: Celebrating Mushroom Month Market-by-Market project emphasis was to maintain the viability of Pennsylvania mushroom farmers in a climate of increased competition from imported fresh product. Project proposal activities encouraged usage of fresh mushrooms by consumers and foodservice operators; increased awareness of culinary and the health benefits of mushrooms; and, stimulated sales in selected markets served by the mushroom growers in Pennsylvania.

Developing and Marketing New Tart Cherry Processed Products:

Knouse Foods Cooperative, Inc., \$20,000.
The Developing and Marketing New Tart Cherry Processed Products project activities included compiling a list of viable new cherry products, development of product samples, determination

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of production costs, nutritional information and processing capabilities, market research, and introduction of new products to commerce.

Building the Public Image of Ornamental Horticulture in Pennsylvania:

[Pennsylvania Landscape and Nursery Association](#), \$22,000.

The Building the Public Image of Ornamental Horticulture in Pennsylvania project activities included raising the level of public awareness about the ornamental horticulture industry in Pennsylvania and its impact on the Pennsylvania economy and job creation. A preliminary planning and feasibility study on the construction of the Pennsylvania Horticultural Research, Education and Research Center in the Harrisburg area was also included in the project work plan.

Concord Grape Juice and Heart Disease:

[National Grape Cooperative, Inc.](#), \$100,000.

The grant provided the Cooperative partial funding to complete the Clinical Trial to Assess the Effects of Concord Purple Grape Juice on Coronary Artery Disease Risk Factors in Health, Adult Subject. The \$100,000 grant funded Phase 1 and was used to develop, review and approve protocol; commence the clinical trial; and, achieve the milestone of 40% enrollment. Phase 2 costs of \$262,900 will complete enrollment, data collection and data analysis and will be funded by the Grantee.

Pennsylvania Nut and Nut Product Promotion:

[Pennsylvania Nut Growers Association](#), \$10,000.

The grant provided the Association funding to develop a marketing plan for the promotion and selling of Pennsylvania grown nuts, nut trees, scion wood, value added products and timber, veneer and wood products. Project activities included development of a comprehensive market plan for Pennsylvania's edible nut industry; development of a PGNA website; development of fliers; development of a Pennsylvania Farm Show Market Place Booth, Promotion and Farm Show Consumer Education Program; and creation of a consumer-oriented video, CD and Power Point presentation.

Phytotoxicity and Control of Bacterial Spot of Peach:

[Pennsylvania Peach and Nectarine Research Program](#), \$13,611.

The award provided funding to conduct Phytotoxicity of Copper Bactericides used for Control of Bacterial Spot of Peach research. Project activities and objectives were to augment information and knowledge of copper bactericides to be used more effectively by growers in a bacterial spot management program; To provide information to producers that will reduce control costs resulting in improved profitability; To allow for less reliance on antibiotic, lowering the risk of development of pathogen resistance; To provide more consistent control through potentially longer residual activity (relative to antibiotic); and, to lessen critical application timing to infection periods.

Potato Processing Business Development:

[Pennsylvania Cooperative Potato Growers, Inc.](#), \$50,000.

The grant award provided funds to conduct the Researching the Viability of Building a Potato Dehydration Facility in Schuylkill County, Pennsylvania to Increase the Demand for Pennsylvania Potatoes project. Project activities included determining the technical feasibility of the plant, development of a business plan for the facility, and seeking further financial support for launching the venture.

Pennsylvania Regional Potato Germplasm Evaluation Program:

[Pennsylvania Potato Research Program](#), \$23,500.

The grant provided funds to the Commodity Market Board to conduct the Pennsylvania Regional Potato Germplasm Evaluation Program. Funds were used to evaluate new lines of potatoes that may benefit the producers, processors and consumers in Pennsylvania and provided information to producers, processors, and consumers to assist with potato selection and purchasing decisions.

Feasibility of a Pennsylvania Organic Apple Marketing Co-op:

[The Rodale Institute](#), \$14,000.

The grant award provided funds to conduct the Feasibility of a Pennsylvania Organic Apple Marketing Co-op Using The Rodale Institute Name to Improve Marketing research project to increase profit potential of Pennsylvania small organic apple producers. Project activities

included: 1) Researching post harvest marketing needs of organic tree fruit farmers in Pennsylvania; 2) Determining local capacity for handling and processing organic apples; 3) Working towards the establishment of a PA farmer-led organic apple marketing co-op; 4) Documenting a model system to be used in future educational activities; and, 5) Tier educational activities as a practical hands-on project that has the potential to be an educational tool and to impact the local fruit economy.

Pennsylvania Vegetable Promotion Campaign:

[Pennsylvania Vegetable Marketing and Research Program, \\$18,000.](#)

The grant provided funds to expand the Program through the Pennsylvania Vegetable Promotion Campaign. Project activities will increase the general public's awareness of Pennsylvania-grown vegetables and identify Pennsylvania-grown vegetables in farm markets and farmers' markets as being Pennsylvania-grown.