

# SARE: Advancing the Frontier of Sustainable Agriculture in...

# Ohio

## Project Highlight: *Helping farmers sell to local markets*

**D**irect-to-consumer markets are booming: Farmers, mostly small-scale, grossed \$1.2 billion in local sales in 2007, up from \$551 million 10 years earlier, according to USDA data. Ohio producers—75 percent of who farm less than 150 acres of land—are now better equipped to boost local sales, thanks to a SARE-funded training program from Ohio State University (OSU).

While small-scale producers are the prime suppliers of locally-produced products, they often find it difficult to access these profitable markets. Because of their smaller size, they tend to have less time and money to spend on marketing.

So, SARE grantees at OSU created a training program to teach agricultural professionals and Extension agents how

to help producers evaluate and enter new markets. In a survey, 75 percent of the 84 program participants said they changed their teaching practices to include the information gleaned from the program.

Using SARE funds, OSU educators produced a curriculum that helps farmers sell directly to schools, restaurants and wholesale distributors. The program addresses challenges that farmers traditionally face when selling foods locally such as product consistency, food safety and marketing.

This program has been so effective that other states across the nation are using it to train ag educators.

For more information on this project, see [www.sare.org/projects](http://www.sare.org/projects), and search for project number ENC10-115.

## SARE in Ohio

[www.northcentralsare.org/ohio](http://www.northcentralsare.org/ohio)

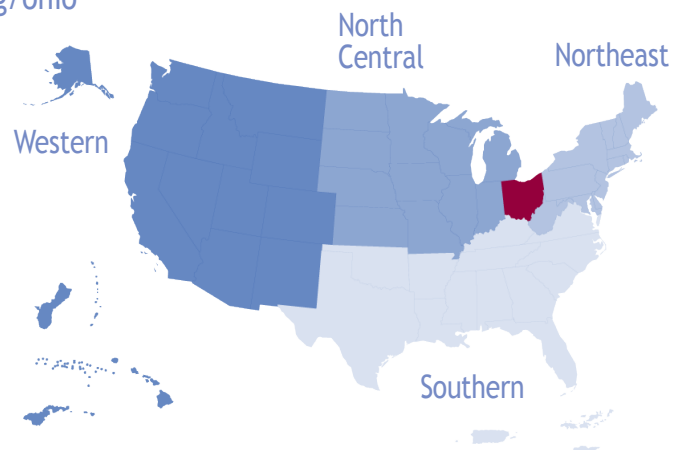
**\$5.5 million in total funding**

**197 grant projects**

(since 1988)

For a complete list of grant projects state by state, go to

[www.sare.org/state-summaries](http://www.sare.org/state-summaries)



SARE's four regional programs and outreach office work to advance sustainable innovations to the whole of American agriculture.

## What is SARE?

Since 1988, the Sustainable Agriculture Research & Education (SARE) program has been the go-to USDA grants and outreach program for farmers, ranchers, researchers and educators who want to develop innovations that improve farm profitability, protect water and land, and revitalize communities. To date, SARE has awarded \$245 million for more than 6,100 initiatives.

### SARE is grassroots with far-reaching impact

Four regional councils of expert practitioners set priorities and make grants in every state and island protectorate.

### SARE communicates results

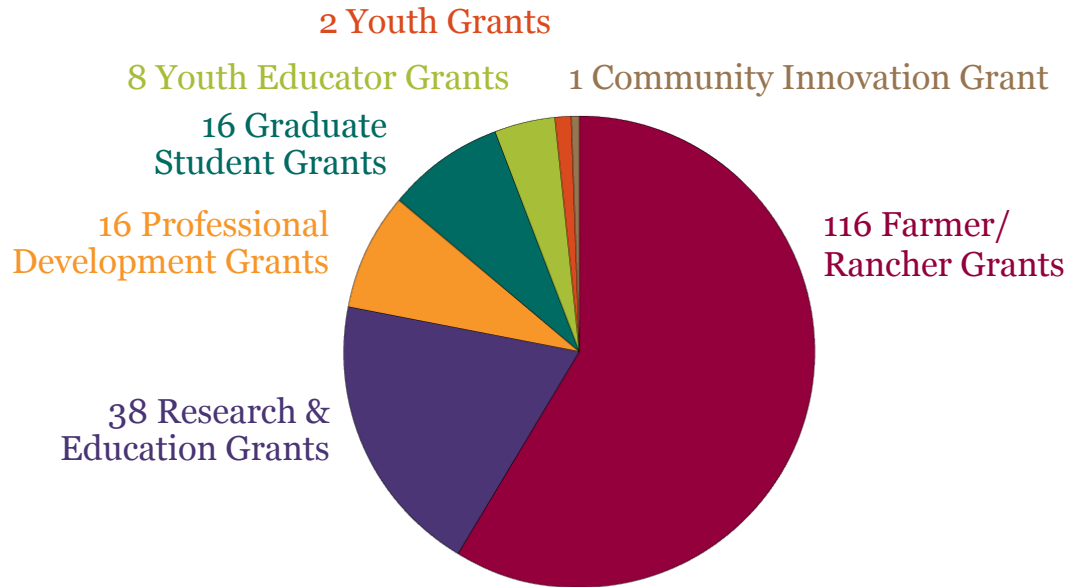
SARE shares project results by requiring grantees to conduct outreach and grower engagement; and by maintaining the SARE Learning Center—a library of practical publications, grantee-produced information products and other educational materials.



[www.sare.org](http://www.sare.org)

# SARE Grants in Ohio

SARE has  
awarded a  
total of  
**197 grants**  
in Ohio  
since 1988



## SARE's Impact



**53 percent** of producers report using a new production technique after reading a SARE publication.

**79 percent** of producers said they improved soil quality through their SARE project.

**64 percent** of producers said their SARE project helped them achieve higher sales.

## Contact Your SARE State Coordinator

SARE sustainable ag coordinators run state-level educational programs for Extension and other ag professionals, and many help grant applicants and recipients with planning and outreach. Visit [www.northcentralsare.org/ohio](http://www.northcentralsare.org/ohio) to learn more.

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For detailed information on SARE projects, go to  
[www.SARE.org](http://www.SARE.org)