



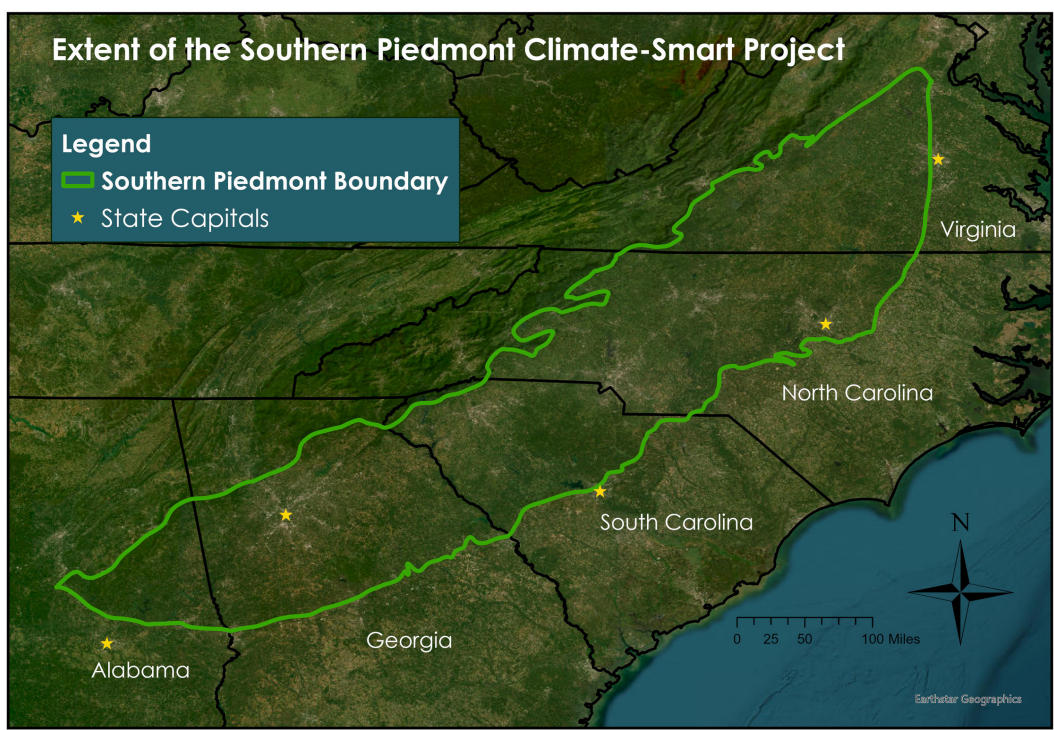
MARKET INFORMATION SHEET

Southern Piedmont Climate-Smart Project Details

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.

Requirements for Market Participation in the Southern Piedmont Climate-Smart Commodities Marketing Program:

- Farmers Market in the southern Piedmont. Please see map for the study region.
- Willing to assist marketing team with streamlining participating farmer data collection, consumer surveys, and outreach at market
- Allow project team scheduled access to the farmers market for consumer surveys, data collection, and outreach



MARKET INFORMATION

Cash Incentive Structure

Market Manager Assistance	\$500/year	Assistance helping the Climate-Smart team with consumer surveys, streamlining market farmer Farm2Facts surveys, and overall market research outreach at market
Completing COMET Planner	\$50/year	Complete and give data to the project team each year
Completing Farm2Facts	\$50/year	Market managers and market farmers fill out annually online

For more information, please contact
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Acknowledgements:



To apply:



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

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Thank You to the Southern Piedmont Climate-Smart Project Partners:

