



SOUTHERN PIEDMONT

**CLIMATE-SMART  
PROJECT**

led by:



# Market FAQs

## Southern Piedmont Climate-Smart Frequently Asked Questions

The Southern Piedmont Climate-Smart Project, led by Rodale Institute, is partnering with farmers markets in the region to expand and grow market opportunities for climate-smart commodities. We will verify and improve 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.

## Southern Piedmont Climate-Smart Diversified Vegetable Program

### Who can participate in this project?

Any farmers market located in the Southern Piedmont.

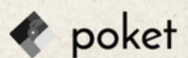
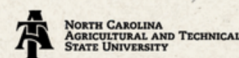
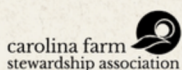
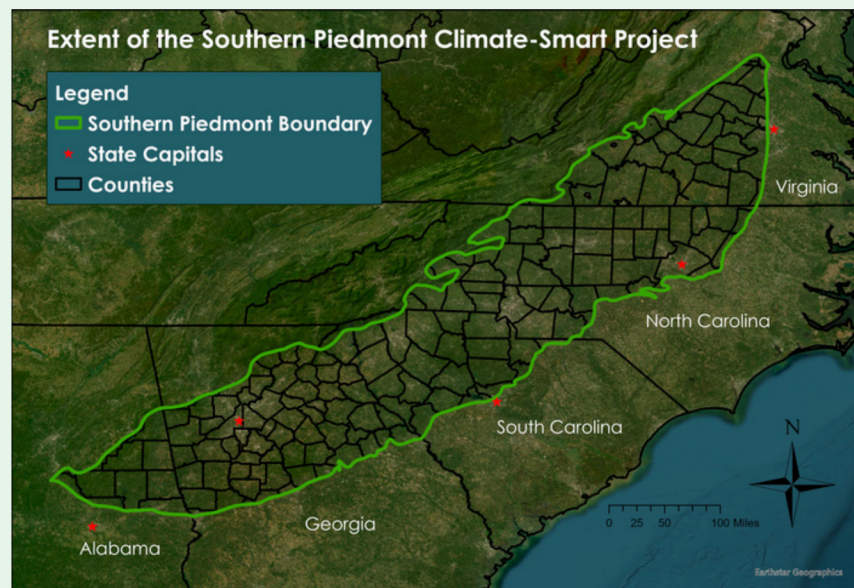
### How many farmers markets will be participating in this project?

There will be 30 farmers markets enrolled in the project throughout the Southern Piedmont region.

### Where is the Southern Piedmont?

The Southern Piedmont is a 64,395 square mile, USDA designated Major Land Resource Area (MLRA 136) that extends through Alabama, Georgia, South Carolina, North Carolina, and Virginia. It lies as a plateau between the Appalachian Mountains and the Coastal Plain.

Please see the territory outlined in the map below:





SOUTHERN PIEDMONT

**CLIMATE-SMART  
PROJECT** led by:  **RODALE  
INSTITUTE**

# Market FAQs

## What is Farm2Facts and why is this part of the research program?

- Farm2Facts (F2F) helps market managers assess and improve integral dynamics of their markets. It has helped over 100 market managers and organizations across the U.S. manage their business more effectively.
- F2F has an Ecosystems Services Tool (ESS) which can track the climate-smart practices used on a farm and the amount of climate-smart commodities produced and sold by individual farmers at market.
- The ESS will be verified and improved through being used on this project.
- We will assess F2F's ability to increase consumer buy-in to the purchase of value-added, climate-smart commodities by asking market farmers to place F2F printouts on their tables at market. We will perform consumer surveys to assess F2F as well as other marketing strategies performance in influencing consumer buy-in.

## What is required from markets to participate in this program?

- Market managers and market farmers annually fill out and display their Farm2Facts (F2F) printout at market.
- Market managers are the PIs for their markets and manage data collection on site.
- Market managers are trained by the F2F team on how to utilize the survey instruments, and take that knowledge to their markets to ensure that each assessment is conducted correctly and on a timely basis.
- Market managers verify that participating market vendors are displaying their F2F printout at market.
- Market managers coordinate with the project marketing research team on quarterly consumer surveys, data collection, advertising, and outreach at market and on market social media and newsletters.

## How long do I need to participate in the project?

Market managers are asked to participate in the project through spring 2028 to ensure complete data collection and meeting our project objectives. Market farmers will enroll as interest grows over the course of the project.





SOUTHERN PIEDMONT

**CLIMATE-SMART  
PROJECT** led by:  **RODALE  
INSTITUTE**

# Market FAQs

## Will I receive payment for this work?

- Yes, you will receive cash and non-cash incentives for this work.
- Market managers will receive cash incentives for annually filling out Farm2Facts and assisting the research team streamline participating market farmer's data, collecting consumer survey data, and market outreach occurring through/at their markets.
- Market managers and market farmers receive incentives for filling out Farm2Facts.
- Please see the Climate-Smart Commodity Marketing Program recruitment flier for details on financial incentives.

## What is the timeline of the Climate-Smart Commodities Marketing Program?

- We will enroll farmers markets in the project starting in Spring 2024 until we have 30 markets enrolled in the project.
- Market managers will receive training from the project team on Farm2Facts and methods for streamlining data transfer to the project team Spring 2024.
- Market managers will complete a Farm2Facts market profile upon enrollment starting in Spring 2024 and as markets enroll. The UW team has ongoing technical assistance hours for market managers as needed.
- Market managers will spread the word about the climate-smart project and consumer communications research pieces via social media, newsletters, and word of mouth to market farmers and consumers from time of training through Spring 2028.
- Market farmers will complete Farm2Facts ecosystem services tool upon enrollment and annually through Spring of 2028.
- Market managers will perform consumer surveys and monitor market farmer participation starting Summer 2024 and upon enrollment at the project progresses through Spring 2028. Market managers will ensure survey data is given to the SPCSP Team
- Market managers will work with the project team to disperse and collect quarterly consumer research surveys Summer 2024 through Spring 2028.
- Market managers will participate in one of two wrap-up market team meetings at a regional conference Fall 2027 or Spring 2028

**For more information and to  
find the application scan here:**



**Dr. Kristie Wendelberger**  
*Project Director*

*kristie.wendelberger@rodaleinstitute.org*

This material is based upon work supported by the U.S. Department of Agriculture, under agreement number NR233A7500046019. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the views of the U.S. Department of Agriculture. In addition, any reference to specific brands or types of products or services does not constitute or imply an endorsement by the U.S. Department of Agriculture for those products or services.

