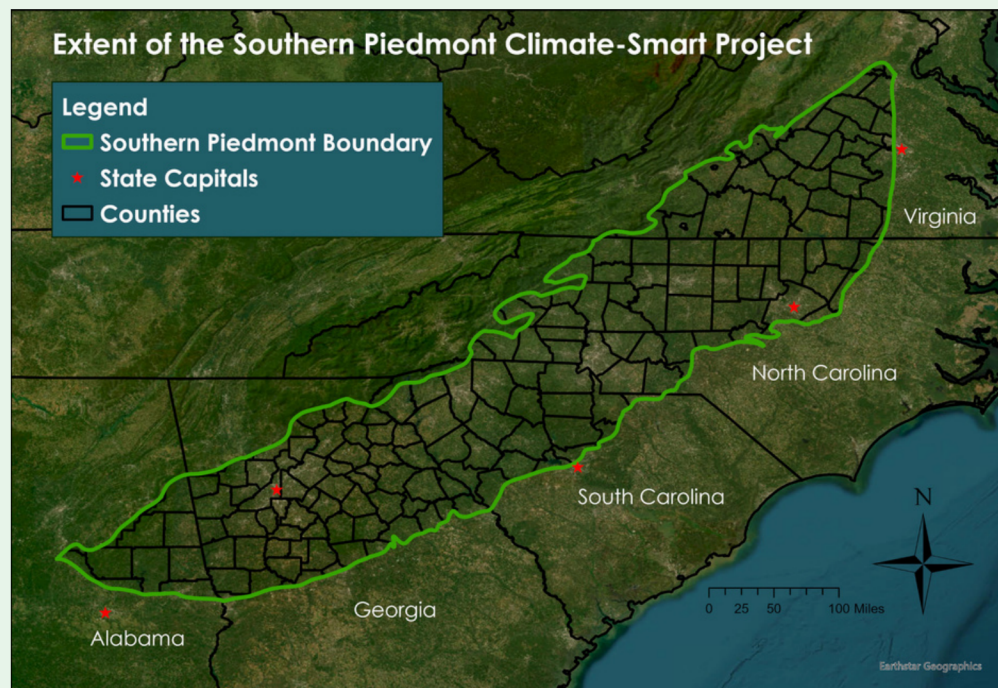




The Southern Piedmont Climate-Smart Project, led by Rodale Institute, is growing regenerative agriculture in the southeast. The Southern Piedmont Climate-Smart project is partnering with farmers markets in the region to expand and grow market opportunities for climate-smart commodities. We will verify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

Southern Piedmont Climate-Smart Market Participation Requirements:

- The program is open to farmers markets located in the Southern Piedmont region outlined in the map below.
- 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 markets for consumer surveys, data collection, and outreach





Cash Incentives

- 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 Farm2Facts
 - \$50/year
 - Market managers and market farmers fill out annually online



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



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