

Keeping the Value with the Farm: Expanding Market Opportunities through Regional Branding

Who is involved?

The research is being conducted by Dr. Leah Mathews at UNCA, in collaboration with the Appalachian Sustainable Agriculture Project (ASAP) and Carlos Carpio and Tullaya Boonsaeng at Clemson University.

What is the purpose of the research?

The project will develop and implement effective messaging and marketing strategies for a model local food branding program that will increase the visibility and competitiveness of food from local farms.

How will it be used?

Research results will be applied to a regional local food branding program to increase the visibility and appeal of local food, provide farmers with marketing assistance, and provide retail buyers, managers, and other personnel with the tools and materials they need to effectively use this local food branding program at the store level.

Want to Know More?

Contact Leah Greden Mathews at lmathews@unca.edu.



Images courtesy of the USDA's ARS Image Gallery and Amy Lanou.

Support for this project is provided by the National Research Initiative of the National Institute of Food and Agriculture, USDA, Grant #2012-68006-30182.

