Measure to Improve
Producing Sustainable Solutions

Advancing Markets for Sustainable and Regenerative Agriculture in Specialty Crops

Objective

Advance and expand market access for U.S. specialty crops produced using sustainable and regenerative agriculture practices through strategic marketing and value chain development.

Focus

This project focuses on education, transparency, and storytelling to help growers capture greater value for their environmental stewardship.

Project Goals

Design and launch a comprehensive marketing awareness campaign that elevates U.S. specialty crops grown with conservation practices by:

- Leveraging community-based grower and buyer networks to build awareness and momentum across regions
- Strengthening existing value chains through sustainability-centered messaging that links conservation practices to product value
- Facilitating cooperative marketing approaches and direct-to-consumer channels that align growers with evolving domestic and international sustainability expectations

Developing a Marketing Awareness Campaign

This multipronged awareness campaign will improve visibility, build consumer trust, and help producers capture greater market value for sustainably produced specialty crops.

This project will launch an education-focused campaign designed to help farmers, buyers, and consumers understand the value of specialty crops grown using conservation practices. The campaign will:

- Highlight real grower stories and on-farm experiences
- Explain how conservation practices contribute to soil health, food quality, and long-term farm viability

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- Demonstrate how sustainability supports stronger, more resilient markets

The project will collaborate with trusted partners, including produce associations, grower organizations, and educators to expand outreach domestically and internationally. By emphasizing real-world benefits, the campaign will encourage broader adoption of conservation practices and help build a more sustainable, demand-driven food system.

Developing Marketing Tools to Highlight Conservation Practices

While consumer interest in sustainability continues to grow, purchasing decisions are still largely driven by freshness, quality, and price. To help growers communicate the added value of sustainable and regenerative practices, the project will develop a suite of marketing and messaging tools tailored to specialty crops.

These tools will support outreach to:

- Retailers
- Processors
- Food service buyers
- Direct-to-consumer markets

The tools will be integrated into the broader awareness campaign and will help producers better articulate the value of their conservation efforts without creating or promoting individual brands.

Plan to Develop and Expand Markets for Sustainably Produced Specialty Crops

1. Partnerships to Support Market Expansion

The project will work with:

- Marketing and communications experts
- Grower groups and associations
- Industry and regional partners

Together, these partners will help develop tools that enable growers to share their conservation stories through farmers markets, retail channels, and institutional buyers. Efforts will focus on grower visibility and market education, not brand promotion.

2. Barriers to Market Access

Many farmers using sustainable and regenerative practices face challenges in securing price premiums because:

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- Buyers and consumers often lack understanding of conservation practices
- There is no simple, consistent way to identify conservation-grown products
- Growers lack accessible tools to communicate environmental benefits

As a result, producers frequently do not capture the full value of their additional labor and investment.

3. How the Project Will Expand Market Access

3a. Build Awareness (Without Branding)

A straightforward awareness campaign will explain what sustainable and regenerative specialty crops are and why they matter, without criticizing or excluding other production systems. Messaging will focus on shared benefits and positive outcomes.

3b. Create Practical Tools for Growers

Participating farmers will receive easy-to-use materials to help explain their practices, including:

- Product signage and flyer templates
- Photos, soil health data, and simple visual summaries
- Clear, buyer-friendly messaging for grocery stores, restaurants, and consumers

All materials will be designed for broad industry use and adaptation.

3c. Engage Local and Regional Partners

The project will collaborate with:

- Farmers markets and food cooperatives
- Regional and institutional buyers
- Grower organizations and extension partners

Educational materials will be shared through events, trade shows, workshops, and existing outreach channels to maximize reach.

4. Peer-to-Peer Learning and Storytelling

To build trust and momentum across the industry, the project will feature real growers and real experiences through:

- 10 case studies

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- 3 podcast seasons focused on conservation and innovation in specialty crops
- 6 interactive webinars supporting grower-to-grower and buyer engagement

5. Guiding Principle
This initiative is not a promotional or branding campaign. It is a market access strategy designed to increase visibility, strengthen connections across the supply chain, and create economic opportunity for producers adopting conservation practices.

Who is my main point of contact?

Measure to Improve serves as the centralized grower support team and primary point of contact throughout the program.

- For any AMP related inquiries, please contact **AMP@MeasuretoImprovellc.com**

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