

Division of Marketing
Agricultural Development and Diversification (ADD) Program
1992 Grant Final Report

Grant Number 07071

Grant Title Marketing Farmstead Cheese (Phase 2)

Amount Awarded \$10,000.00

Name Gerald and Elise Heimerl

Organization Saxon Homestead Farm
Cleveland

E-Mail

WEB

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State of Wisconsin
Department of Agriculture, Trade and Consumer Protection

Alan T. Tracy, Secretary
Agricultural Development and Diversification Program (ADD)

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Marketing Farmstead Cheese - Final Report #7071
GRANT COMPLETION ANALYSIS

Follow-up comments and/or suggestions -

This project has accomplished its objectives of marketing farmstead cheese. Focus studies were conducted on specialty products, packaging, distribution, promotion, and pricing. They have a tentative business plan set up with a marketing plan to assess the public's willingness to accept a new specialty cheese product.

The business plan developed by Saxon Homestead Farm is proprietary, confidential information. The grantee has met all of the project's needs, however there is much more to continue with for the future. On going activities include; financial matters, market sampling to consumers, promotional events, etc.

This grantee was very frustrated with the Wisconsin Milk Marketing Board in that they would not look at funding any part of their market research at this time. The grantee has used up all the ADD Grant funding towards important research in the area of marketing specialty cheeses.

The analysis of the future outlook of this project is seen as a successful venture in the area of finding a niche market of specialty cheese in Wisconsin. The grantees involved are "do it" kind of people, who will succeed in their business venture dream.

ADD Specialist Stacy Chrislaw Date 5/3/93
Stacy Chrislaw

ADD Director Erwin A. (Bud) Sholts Date 5/3/93
Erwin A. (Bud) Sholts

Marketing Division
Administrator James L. Smith Date 5-5-93
James L. Smith