

## What is SARE?

Since 1988, the Sustainable Agriculture Research & Education (SARE) program has been the go-to USDA grants and outreach program for farmers, ranchers, researchers and educators who want to develop innovations that improve farm profitability, protect water and land, and revitalize communities. To date, SARE has awarded over \$11.6 million to more than 309 initiatives [1].

### SARE is grassroots with far-reaching impact

Four regional councils of expert practitioners set priorities and make grants in every state and island protectorate.

### SARE communicates results

SARE shares project results by requiring grantees to conduct outreach and grower engagement; and by maintaining an online library of practical publications, grantee-produced information products and other educational materials.

# SARE: Advancing the Frontier of Sustainable Agriculture in...

# Ohio

How do local food producers and entrepreneurs draw attention to their products when there's so much competition for people's attention? Advertising can help. To assess the effectiveness of different advertising methods, Ohio's Buckeye Valley Beef Cooperative, with funding from a SARE Farmer Rancher grant, explored the ROI of billboards, radio ads, Facebook ads, and Google AdWords.

Members were divided into responsibilities: collecting baseline data, learning about each marketing channel, consulting with advertising firms, and implementing their strategies. After three months, they evaluated each method's sales impact. Overall, the team determined that of the four methods, Facebook ads were most effective, followed by radio ads, Google Ads, and billboards.

## Advertising ROI

- Success with Facebook: Their Facebook campaign was a resounding success. Nethero said it was the easiest, simplest, and quickest of the four advertising methods to implement.
- Time investment: Researching advertising ROI was a lot of work. The 8-person project team each devoted significant time and energy to determining which strategy made the most sense.
- WOMM wins: Word-of-mouth marketing (WOMM) was more effective than any new advertising strategies they tested.

For more information visit: [https://projects.sare.org/sare\\_project/fnc19-1186/](https://projects.sare.org/sare_project/fnc19-1186/).

## SARE in Ohio

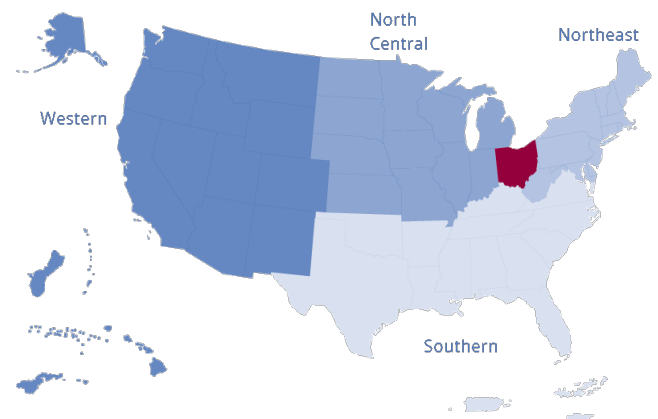
[northcentral.sare.org/state-profiles/ohio/](http://northcentral.sare.org/state-profiles/ohio/)

**\$11,617,392**  
**in total funding**

**309 grant projects**

(since 1988 [1])

For a complete list of grant projects state by state, go to [projects.sare.org/state-fact-sheets/](http://projects.sare.org/state-fact-sheets/)



[1] These totals reflect available data; complete information may not be available for all grant programs prior to 2016.

# SARE in Ohio, 2020–2025

This is a summary of recent SARE-funded activities and impacts in the state. To search all SARE projects visit [projects.sare.org](https://projects.sare.org). For a list of all projects in this state visit [projects.sare.org/state-fact-sheets/](https://projects.sare.org/state-fact-sheets/).

## Grants awarded

Total awards: **78 grants**

- 24 Farmer/Rancher
- 8 Research and Education
- 3 Professional Development Program
- 11 On Farm Research/Partnership
- 11 Graduate Student
- 15 Youth Educator
- 5 PDP State Program [2]
- 1 Community Foods Project

Total funding: **\$4,704,042**

- \$366,321 Farmer/Rancher
- \$1,930,595 Research and Education
- \$329,275 Professional Development Program
- \$477,478 On Farm Research/Partnership
- \$171,519 Graduate Student
- \$77,483 Youth Educator
- \$710,000 PDP State Program [2]
- \$641,371 Community Foods Project

[2] The Professional Development Program (PDP) State Program is a non-competitive award that funds the activities of the state coordinator(s). See more below.

For a complete list of awards by state, visit: [projects.sare.org/state-fact-sheets/](https://projects.sare.org/state-fact-sheets/)

## Farmer and rancher impacts

SARE grantees have reported the following impacts from their projects:

**15,473 farmers participated in a SARE-funded project**

**1,302 farmers reported a change in knowledge, awareness, skills or attitude**

**226 farmers changed a practice**



Photo credit: Christopher Whaley

Learn about local impacts at: [northcentral.sare.org/state-programs/ohio/](https://northcentral.sare.org/state-programs/ohio/)

## Contact Your SARE State Coordinator

SARE sustainable ag coordinators run state-level educational programs for Extension and other ag professionals, and many help grant applicants and recipients with planning and outreach. Visit [northcentral.sare.org/state-profiles/ohio/](https://northcentral.sare.org/state-profiles/ohio/) to learn more.

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