

Sweet Grown Alabama

ANNUAL REPORT

December 2021 - November 2022



Sweet Grown Alabama

Connecting Alabama Farmers & Families

Board Members

Rick Pate
Jimmy Parnell
Horace Horn

Director

Ellie Watson

Assistant Director

Aisling Fields

Advisory Committee

Taylor Hatchett
Beth Hornsby
Ellie Taylor
Kayla Greer
Ray Hilburn
Wallace Drury
Joe Lambrecht
Jeff Helms
Don Wambles
Tami Culver
Hunter McBrayer
Ayanava Majumdar

Mission Statement

Sweet Grown Alabama enhances marketing opportunities for Alabama farmers by connecting retailers and consumers to Alabama-grown foods and other agricultural products.



Sweet Grown Alabama members and supporters,

Thank you for walking alongside us for another year of connecting Alabama farmers and families! Membership numbers and brand exposure are at an all time high at the end of 2022, but that doesn't mean we are slowing our momentum. Please join us in celebrating the successes of this year, while also looking forward to the future. With \$370,000 budgeted for the 2022-2023 fiscal year, our impact on Alabama is set to be bigger than ever.

We couldn't do it without dedicated members, financial partners, state legislators and community supporters like you.

Thank you,

Rick Pate, Jimmy Parnell, Horace Horn, Ellie Watson and Aisling Fields

Sweet Grown Alabama

Connecting Alabama Farmers & Families

SPECIAL THANKS TO OUR FOUNDING MEMBER PARTNERS



Alabama
Power





BY THE NUMBERS

300+

Members

60,000+

SweetGrown
Alabama.org
Website Users

1,000+

Media
Features

12,500+

Facebook Followers

3,600+

Instagram Followers

670+

Twitter Followers

43+

Million

Impressions
Made Through
Marketing

100+

Events
Attended

5,700+

E-Newsletter
Subscribers

\$465,000+

Funds
Brought In

2021-2022 PARTNERS

\$25,000+ SUPPORTERS



\$15,000 SUPPORTER



\$10,000 SUPPORTERS

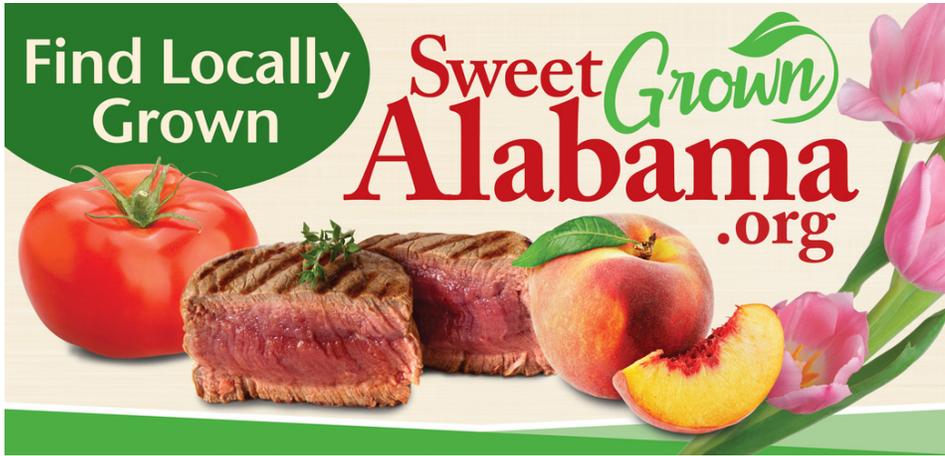


\$5,000 SUPPORTER

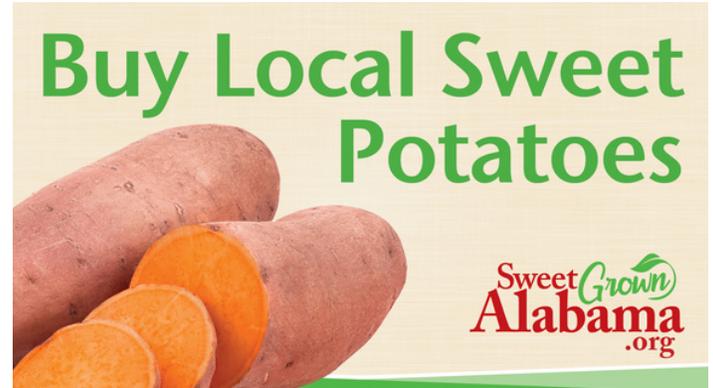
FIRST SOUTH FARM CREDIT

MARKETING CREATIVE

Examples of the marketing creative and platforms used to make 43+ million impressions



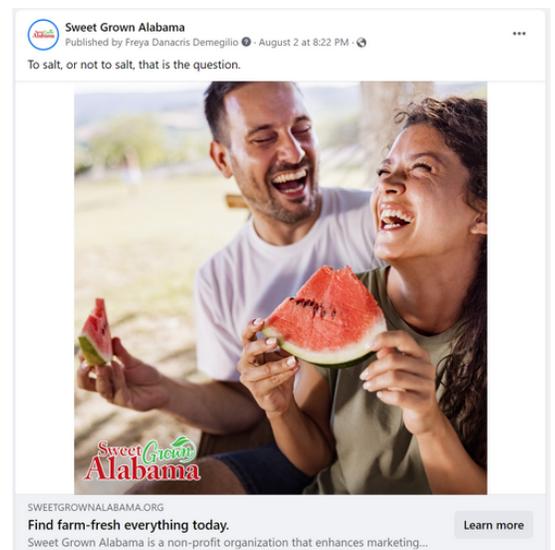
Billboard examples (generic and crop specific)



Used for magazine ads and location based ads (targets consumers based on where they've been)



Social media advertisements





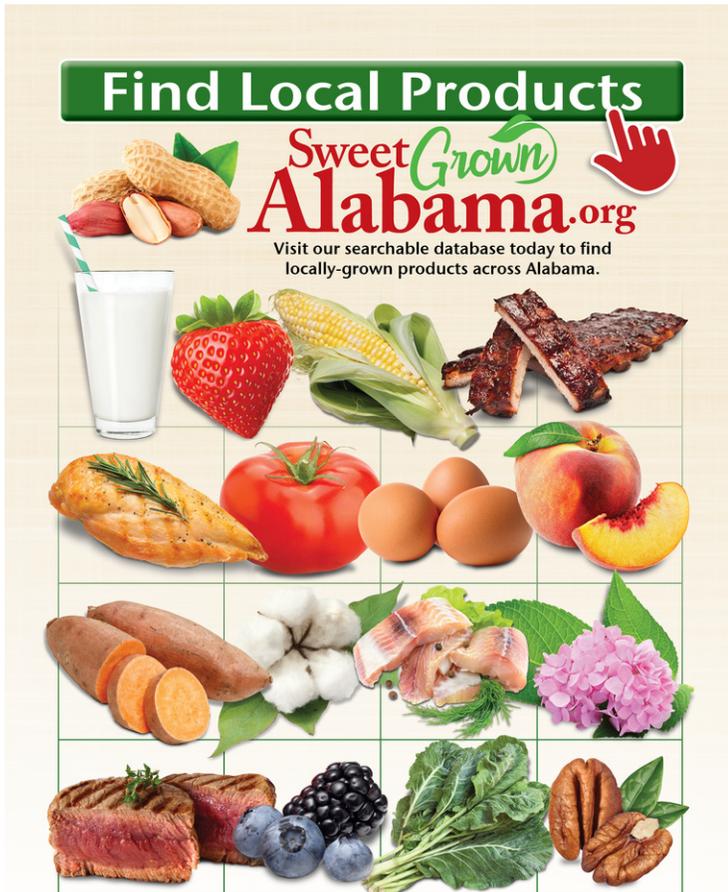
30 second commercial on smart TVs, website ads and YouTube



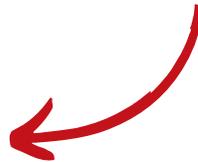
Audio ads on radio, podcasts and Auburn football and basketball broadcasts



Digital ads on various websites



Print ad in Auburn basketball fan guides



Signage in Auburn's Jordan-Hare Stadium and Auburn Arena plus Fan Fest Tailgate activation



SUCCESSES

Farm to Table Dinner

On May 12, Sweet Grown Alabama hosted its second annual farm to table dinner in Robertsdale. More than 150 guests enjoyed food, wine, florals and a honey take home gift from 11 different Sweet Grown Alabama member farms.



Sweet Grown Alabama Day

July 23 was the first official 'Sweet Grown Alabama Day' celebration!

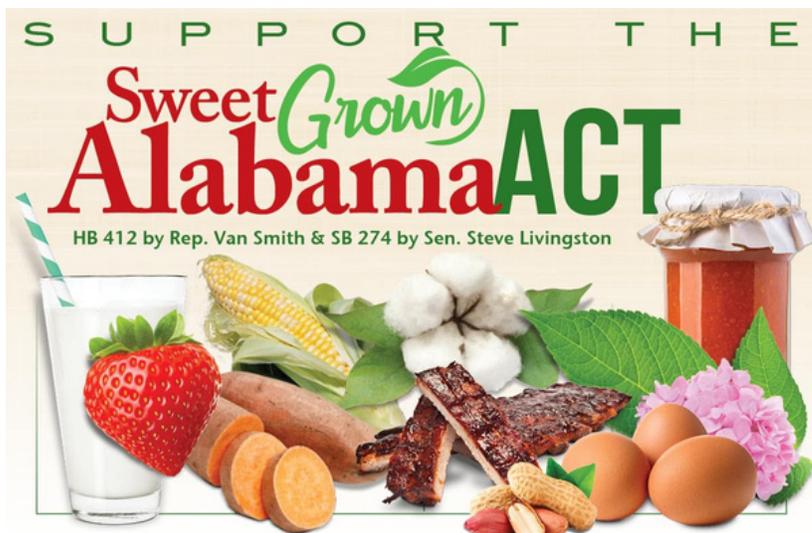
Governor Kay Ivey issued a proclamation to commemorate the day, and farmers markets hosted special events across the state.



SUCCESSES

Legislative Luncheon

On February 16, Sweet Grown Alabama hosted state legislators at the Alabama Cattlemen's Association for a lunch celebrating local. The highlight was lasagna made with beef from CK Cattle Company in Montgomery County. Each legislator also received a goodie basket with local jam, honey and pecan candies!



Sweet Grown Alabama Act

On April 11, Alabama Governor Kay Ivey signed the 'Sweet Grown Alabama Act,' which includes farmer-produced value-added products in existing agricultural sales tax exemptions. With the passage of the Sweet Grown Alabama Act, farmers who grow and produce value-added products will no longer be required to charge sales tax on these items beginning October 1, 2022.

SUCCESSES

Restaurant and Farmer Networking Events

Sweet Grown Alabama hosted three Restaurant and Farmer Networking Events in August. Over 85 culinary professionals and farmers made connections in Huntsville, Birmingham and Auburn.



Bama's Best Tomato Dish Contest

Sweet Grown Alabama sponsored the quest to find 'Bama's Best Tomato Dish' with our friends at Simply Southern TV and the Alabama Farmers Federation. After an intense social media nomination/voting process, and in person judging at the 'Flavorful Four' finalist locations, FDL-Gourmet to Go came out on top with their tomato pie dish!



SUCCESSES

Legislative Appropriation

Thanks to the incredible support of our state legislature, Sweet Grown Alabama again received a \$300,000 appropriation for fiscal year October 2022 - September 2023.



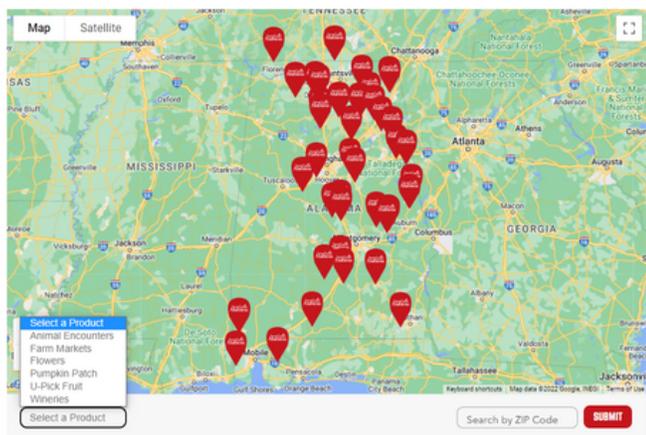
Tomato Sandwich Lunch Farmers Market

Sweet Grown Alabama hosted a farmers market outside of the Alabama Department of Agriculture's annual Tomato Sandwich Lunch in Montgomery. Ten Sweet Grown Alabama members set up booths and sold goods to consumers after they enjoyed a meal of local tomato sandwiches, sweet corn and more.



SUCSESSES

Must-Visit Farms



New Agritourism Webpage

In response to consumer preferences, Sweet Grown Alabama compiled all our agritourism resources onto one convenient webpage. Consumers can search the database for or read feature articles on fall fun, u-pick fruit, wineries and more.

Agritourism Spotlights



Sep 20
Sweet Grown Alabama Fall Fun For Everyone
 Fall is in the air, and you can find something for every age at a Sweet Grown Alabama agritourism operation near you! Take a piece of Autumn home by picking your ...

[Read More](#)



Sep 1
Have a Sweet, Southern Fall with Sweet Grown Alabama Muscadines
 Did you know Alabama has its very own native grapes? Muscadines are a beloved treat for southerners each fall. Seasoned muscadine fans have been anxiously awaiting harvest to make their favorite ...

[Read More](#)



Jul 7, by Campbell Sandlin, Sweet Grown Alabama Intern
From Pumpkins to Flower Pickin'
 The Bennetts started their journey in agritourism 13 years ago when Jim Bennett, current owner of Bennett Farms, had a vision of building something for future generations to enjoy. This 'Field ...

[Read More](#)

Christmas Boxes

Sweet Grown Alabama sold 250 Christmas boxes featuring products from nine different Sweet Grown Alabama members. These boxes were sold and shipped to 20 states all over the country.



Down to Earth Campaign

Sweet Grown Alabama partnered with eight other agricultural organizations to launch the Down to Earth campaign, which focuses on agricultural sustainability. In addition to a kickoff event on March 31, the groups engaged in a coordinated public relations effort to tell the story of how farmers are already protecting the environment.



Summer Interns

Auburn University agricultural communications student Campbell Sandlin and Abraham Baldwin Agricultural College agricultural communications student Bryce Roland interned with Sweet Grown Alabama in summer 2022. They wrote feature articles on members, created social media graphics, assisted with events and more.

LOOKING FORWARD

Here's a sneak peek at a few things to expect from Sweet Grown Alabama in 2023...



Plans Include:

- Annual farm to table dinner in the Central Alabama area
- A new marketing partnership with University of Alabama athletics including signage in Bryant-Denny Stadium
- Increased agritourism outreach and promotion
- The launch of an 18-video series promoting specialty crops
- Additional Restaurant and Farmer Networking events
- Partnerships with social media influencers
- Increased logo exposure on local products
- Executing another statewide marketing campaign that includes billboards, television and digital outreach
- The second annual "Sweet Grown Alabama Day"
- Continued exposure for Sweet Grown Alabama members through social media, online promotions and events
- And much more!

CONTACT



Ellie Watson
Director

ellie@sweetgrownalabama.org
Cell: (334) 399-7748



Aisling Fields
Assistant Director

aisling@sweetgrownalabama.org
Cell: (334) 652-3976

Sweet Grown Alabama is a non-profit foundation that enhances marketing opportunities for Alabama farmers by connecting retailers and consumers to Alabama grown foods and other agricultural products. Our searchable database allows consumers to easily connect with local farmers in their area and find specific Alabama grown products. Farmers, product makers, restaurants, retailers and others are encouraged to join the branding program and use the Sweet Grown Alabama logo on their products.

Address:

Sweet Grown Alabama
1445 Federal Drive
Montgomery, AL 36107

SweetGrownAlabama.org

Alabama Harvest Calendar



Discover where to buy Alabama-grown fruits & vegetables



Availability dependent on weather, market fluctuations and regional climate differences.

FRUIT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Apples									✓	✓	✓	
Blackberries							✓					
Blueberries					✓	✓	✓					
Cantaloupe							✓	✓	✓			
Figs								✓	✓			
Muscadines								✓	✓	✓		
Peaches						✓	✓	✓	✓			
Persimmons									✓	✓	✓	✓
Satsumas	✓										✓	✓
Strawberries				✓	✓	✓						
Watermelon						✓	✓	✓	✓	✓		
VEGETABLES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Beets				✓	✓	✓	✓					
Bell Pepper, Green						✓	✓	✓	✓	✓		
Bell Pepper, Red/Orange						✓	✓	✓	✓	✓		
Broccoli	✓	✓	✓								✓	✓
Butterbeans						✓	✓	✓	✓			
Cabbages, Green	✓										✓	✓
Cabbages, Napa	✓										✓	✓
Cabbages, Red	✓										✓	✓
Cabbages, Savoy				✓	✓	✓			✓	✓		
Cauliflower				✓	✓	✓						
Collard Greens	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Corn/Sweet Corn						✓	✓	✓	✓			
Cucumbers					✓	✓	✓	✓	✓	✓		
Eggplant						✓	✓	✓	✓			
Green Beans						✓	✓	✓	✓			
Green Peas, Snap/Snow					✓	✓	✓	✓	✓			
Kale	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Lettuces, Butter		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Lettuces, Leaf		✓	✓	✓	✓	✓	✓	✓	✓	✓		
Lettuces, Romaine		✓	✓	✓	✓	✓	✓					
Lima Beans							✓	✓	✓	✓		
Mustard Greens	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Okra							✓	✓	✓			
Onions, Sweet					✓	✓	✓	✓	✓	✓		
Potatoes						✓	✓	✓				
Radishes			✓	✓	✓	✓	✓	✓	✓	✓		
Rutabaga										✓	✓	
Southern Peas						✓	✓	✓	✓	✓		
Spinach	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Summer Squash				✓	✓	✓	✓	✓	✓	✓		
Sweet Potatoes	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Tomatoes						✓	✓	✓	✓			
Turnip Greens	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓
Winter Squash, Acorn										✓	✓	
Winter Squash, Butternut										✓	✓	
Winter Squash, Hubbard										✓	✓	