



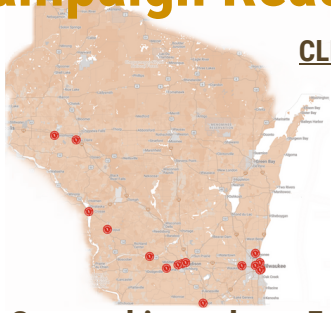
Pilot Project Outcomes



Overview

In March 2025, AGC piloted *Grains Grown Here*, a local grain education and marketing campaign across 15 retail grocers in WI. A turnkey suite of educational materials was developed to help grocers highlight their support for local grain farmers and makers, help shoppers identify food and beverage products made with local grains, and educate shoppers about the benefits of supporting their local grain chain. This project was made possible through a WI-DATCP *Buy Local, Buy Wisconsin* grant.

Campaign Reach



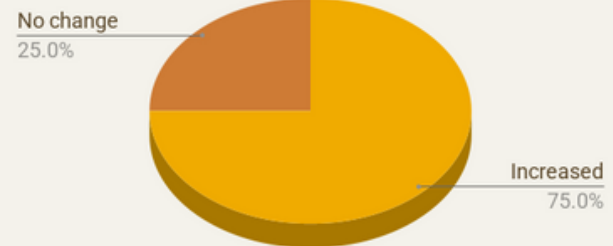
[CLICK FOR MAP](#)

- **Geographic markets:** Eau Claire, La Crosse, Madison, Menomonie, Milwaukee, Spring Green, Viroqua, Waukesha
- **Promoted ~90 local grain products** from 8 farms and food businesses
- **In-store promotional reach** (March, est.): **147,700 shoppers**

Gross Sales Change vs. Prior Month

- **Outpost Co-op (4 stores in Milwaukee)**
 - 26% increase in net units sold
 - 13% increase in gross sales
- **Pasture & Plenty (Madison)**
 - 30% increase in gross sales
- **Good Harvest Market (Pewaukee)**
 - 10% growth in 5 lb flour sales
- **Menomonie Food Co-op**
 - 700% increase in Heartland Craft Grains products

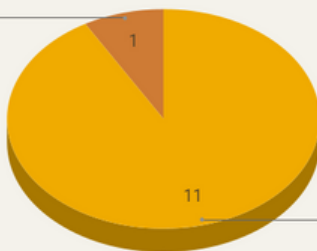
Gross Sales of Local Grain Products among Participating Retailers, March 2025



Grocer Feedback

Interest in Repeating Grains Grown Here Campaign

"Need more info"
8.3%



"Would use again"
91.7%

"Loved the text guides for newsletters and social media ...it was great to have all that info to start from."

"This program was 100% set up to execute easily for retailers."

"Cooking Tips were both informative for the home cook to take home and have real tangible ways to incorporate local grain and highlighted local grain. A win win."