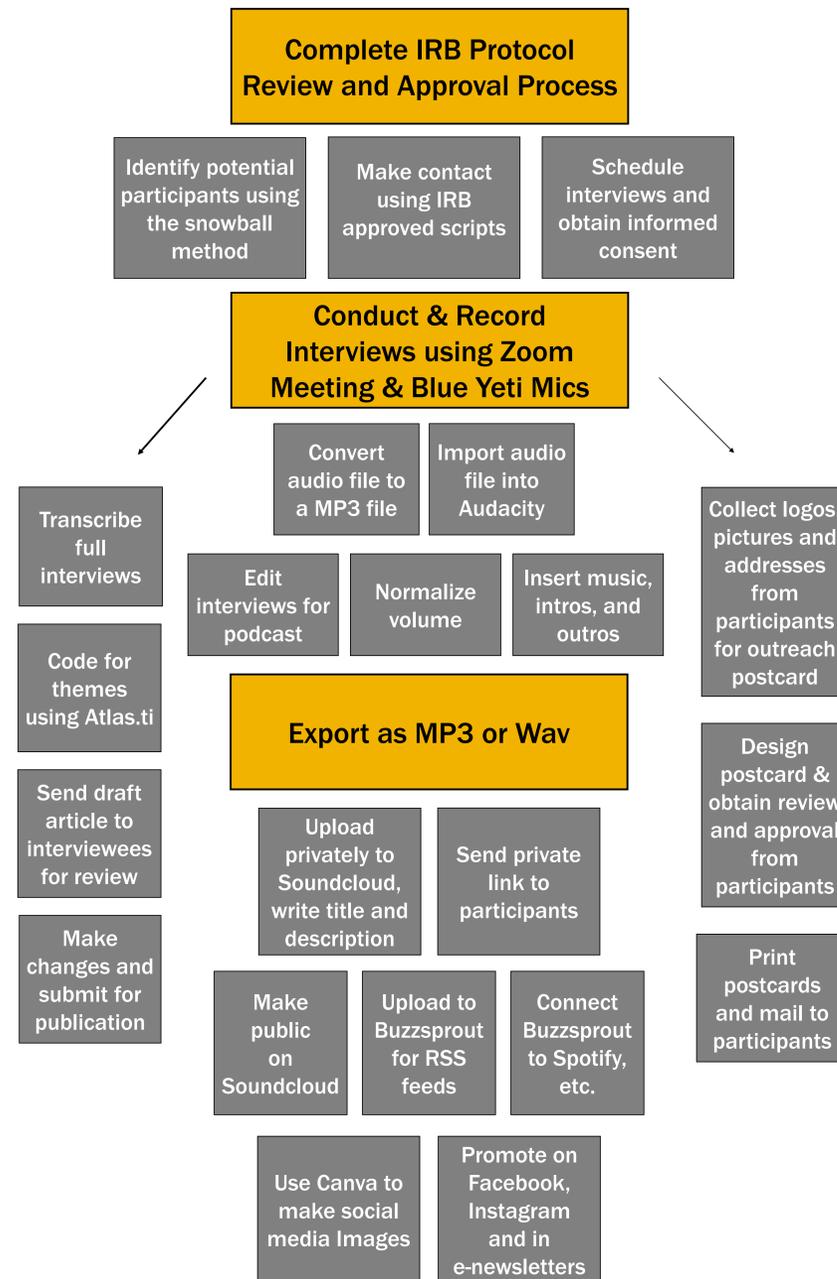


The Inland Northwest Artisan Grains Podcast

A Programmatic Adaptation to the COVID-19 Pandemic



THE IRB, RECORDING & OUTREACH PROCESSES



GOAL

Support the development of artisan grains value-based supply chains and production of value-added artisan grains products in the Inland Northwest region of Idaho, Washington, Oregon, and Montana.

OBJECTIVES

- Provide education and support for the development of Inland Northwest artisan grain supply chains and value-added products.
- Provide producers, bakers, brewers, community development practitioners and technical assistance providers with an in-depth understanding of the process, business relationships, and community assets necessary to establish local/regional artisan grains value-chains.
- Assist podcast guests (farmers and businesses involved in artisan grain value-based supply chains) in identifying opportunities for improvement and/or expansion.
- Provide a novel marketing opportunity for podcast guests.
- Conduct IRB-approved research using a case study approach to understand the opportunities and challenges associated with developing and operating artisan grain value-chains.



Visit the Inland Northwest Artisan Grains webpage inwartisangrains.org to listen to podcast episodes and join the mailing list to get podcast and event announcements!

PROJECT OUTCOMES



Personal communication with podcast guests indicates the podcast has:

- Expanded markets for Inland Northwest artisan grains through new contracts with a Napa Valley boutique brewery and a top brand national “microbrewery.”
- A collaboration with a major west coast university.
- Increased visibility of podcast guests’ businesses and expanded regional artisan grains networks

AUTHORS

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