

Farmers Market Promotion Program – FY 2012 Awards

E = new EBT

EE = existing EBT project

E/EE = new and existing EBT

ALASKA

\$17,687 to **Juneau Arts and Humanities Council**, Juneau, AK, to expand the Juneau Farmers Market, enabling local fishermen to sell fish at the farmers market and attract a larger clientele through advertising, purchasing refrigeration and market display equipment, and buying promotional materials.

ARIZONA

\$11,103 to **Historic Globe Downtown Association**, Globe, AZ, to increase vendor participation and customer shopping through the purchase of promotional materials, signage, and vendor equipment or use at the Globe-Miami Farmers Market.

\$78,739 to **Baja Arizona Sustainable Agriculture**, Tucson, AZ, to purchase supplies, educational materials, advertising and promotional items, develop an advertising campaign and community and producer education programs, and market and promote four farmers markets in Cochise County.

\$49,522 to **Tempe Community Action Agency**, Tempe, AZ, to establish a new farmers market, increase marketing opportunities for local growers, and improve food access to residents of a food desert by hiring a market manager and promoting the market to residents with an advertising campaign.

ARKANSAS

\$87,425 to **La Lucha Space**, Conway, AR, to increase the supply and availability of healthy local food to the region's food desert residents by establishing six new retail food stores and a new vendor development program, holding a lessons-learned workshop for market managers, and publishing a manual for local food system workers.

CALIFORNIA

\$89,496 to **Fresh Approach**, Concord, CA, to develop and operate a mobile farmers' market in five food desert communities in Contra Costa County, California, and to provide culturally appropriate health and nutrition education for mobile market customers to promote healthy food choices.

\$78,300 to **Northern California Regional Land Trust**, Chico, CA, to build an online direct-marketing website to take customer orders that will be filled by a network of small and mid-size farmers in the Northern California counties of Butte, Glen, and Tehama.

\$80,045 to **Siskiyou County Economic Development Council**, Yreka, CA, to develop a marketing campaign to increase the direct sales volume of small farmers in Siskiyou and Shasta counties by creating a database of producers and products, building a website, and creating a printed map showing the locations of farms, farmers markets, farm stands, and U-pick operations.

EE \$93,778 to **Heart of the City Farmers Market**, San Francisco, CA, to increase access of SNAP, CalFresh and conventional customers to fresh food and increase EBT usage by: 1) opening the Market one additional day weekly, 2) increasing outreach to SNAP recipients, 3) purchasing market supplies, and 4) installing signage.

\$97,175 to **Venice Action Committee**, Venice, CA, to create an online community of farmers markets and others to serve farmers markets and unite the farmers market industry by purchasing an enterprise computer and developing algorithms, software, and user interfaces to better serve communities in need and act as a communications tool for farmers markets managers.

\$81,240 to **Charles R. Drew University of Medicine and Science**, Los Angeles, CA, to purchase supplies, advertising, and needed equipment to open and operate a monthly farmers market at the 20,000-member Crenshaw Christian Center in South Los Angeles.

\$84,778 to **East Stanislaus Resource Conservation District**, Modesto, CA, to expand the season of operation for its West Modesto Farmers Market to a year-round farmers market, create a marketing campaign and website, purchase signage, and make public service announcements to promote Stanislaus County farms, farmers, farm products, and residents.

\$94,016 to **West Enterprise Center, dba West Company**, Fort Bragg, CA, to encourage CSA operations in Mendocino County with an analysis of the potential CSA market, training and support of local producers to participate in CSAs, and promotion of CSAs to the community.

\$91,446 to **Plumas Rural Services**, Quincy, CA, to increase the number and skill of small farmers in the Northern Sierra area by creating a farmer marketing network and training farmers in production and marketing techniques.

\$42,976 **City of Woodland, CA**, for a marketing and promotional campaign to heighten public awareness of and increase vendor participation in the Woodland Farmers Market.

\$87,209 to **Trust for Conservation Innovation**, San Francisco, CA, to promote direct producer-to-consumer marketing through CSAs and farm stands to faith-based groups in Northern California with a conference, outreach, technical assistance, training, and resource materials.

\$27,000 to **City of Lancaster, CA**, to promote its farmers market through workshops and an educational campaign that will increase low-income and low-food-access consumers' access to healthy food and increase market sales.

COLORADO

\$42,709 to **Southern Ute Community Action Programs, Inc.**, Ignacio, CO, to support five publicity events to promote local producers in La Plata County, which includes the organization of chef competitions, bike tours, translators, and producer-buyer workshops.

\$87,548 to **Sherwood Project**, Denver, CO, to expand sales of local farmers by purchasing cooling and storage equipment, signage, and training personnel to distribute weekly boxes of fresh organic food to 70 families who live in a food desert using food sourced from local farms and 10 micro-farms that will be established in the targeted area.

CONNECTICUT

\$77,208 to **Hartford Food System**, Hartford, CT, to study promotional methods at six successful farmers market and apply the lessons learned to the North End Market, which serves a nearby high-poverty area and to supply the market with promotional materials.

\$70,533 to the **Central Connecticut Regional Planning Agency**, Bristol, CT, to expand Urban Oaks Farmers Market capacity to serve more of the low-income, low food-access surrounding community and enable more farmers to participate in the market by increasing storage and display capacity at the market and increasing the market's service range by purchasing a refrigerated truck to make deliveries of fresh produce to markets.

DISTRICT OF COLUMBIA

EE \$94,150 to **DC Greens, Inc.**, Washington, DC, to: 1) increase customer participation at 4 farmers markets; and 2) reach low-income and Federal nutrition benefit recipients in the market neighborhoods, with a targeted outreach into neighboring communities, direct mailings, cooking demonstrations, and improved market signage, resulting in better health for market patrons and an increase in sales for 40 farmers.

\$73,500 to **University of the District of Columbia**, Washington, DC, to establish two new farmers markets in a low-income neighborhood of Washington, DC, and provide transportation options for seniors.

FLORIDA

E/EE \$93,902 to **Earth Learning, Inc.**, Miami, FL, to create Harvest Markets, a food hub for sustainably-grown local foods in southern Florida that will make local farm products available to low-income communities through an expanded farmers market and a new mobile market, both of which will accept SNAP/EBT.

\$89,736 to **Broward Regional Health Planning Council**, Hollywood, FL, to create three new farmers markets and form a network of farmers and farmers markets in food desert areas in Broward County.

\$91,267 to **Health Foundation of South Florida, Inc.**, Miami, FL, to open three new farmers markets that will give residents of low-income regions of Miami-Dade County access to fresh, local food, provide an education program in healthy eating for youth, and develop a community outreach program with signage, advertisements, and TV commercials.

\$68,600 to **City of Tallahassee, FL**, to increase the amount of fresh, local food in a low-income food desert by providing educational workshops to train farmers in direct sales and marketing value-added products and demonstrating to residents the benefits of fresh, locally grown food.

\$81,040 to **Clara White Mission, Inc.**, Jacksonville, FL, to develop a farm, farmers market, and vocational training program that will help train food desert residents as producers and market vendors and give access to fresh, local food to residents of a low-income community.

\$23,968 to **Florida West Coast RC&D Council, Inc.**, Ellenton, FL, to aid local food co-ops that provide fresh, locally grown food by developing a new single-point delivery system consisting of refrigerated storage and refrigerated transportation to the four co-ops located adjacent to food desert area, training the co-ops to recruit new members, and promoting the co-ops to consumers.

\$73,203 to **Georgia Organics, Inc.**, Atlanta, GA, to promote six farmers markets, five of which are in low-income communities, by employing welcome activities, online engagement, and an advertising campaign to increase healthy food access for low income individuals and communities.

\$63,153 to **Telfair County Board of Commissioners**, McRae, GA, to develop a new farmers market and enable a wider variety of vendors including limited-resource and minority farmers to sell at the market by enhancing product storage capacity and securing necessary market equipment.

EE \$87,165 to **Health Care Central Georgia dba Community Health Works**, Macon, GA, to promote the expansion of the Mulberry Street Market through: 1) an extensive marketing and educational campaign, that will also increase access of SNAP recipients with EBT; and 2) provide a mobile market to bring wholesome food to customers in food deserts.

\$89,875 to **Clarkston Community Center**, Clarkston, GA, to provide marketing and information exchange opportunities and increased market capacity for refugee farmers by creating a food hub, implementing promotional and advertising campaigns, purchasing cold storage equipment, and expanding the Clarkston Farmers Market from monthly to weekly operation.

GEORGIA

- E \$68,750 to **Truly Living Well Center for Urban Agriculture**, East Point, GA, to serve consumers living in Atlanta food deserts and train new farmers to sell at farmers markets by: 1) expanding the delivery system from local urban farms to several farmers markets, 2) purchasing equipment to swipe EBT cards and train vendors in its use, enabling its markets to accept SNAP and EBT, 3) training new farmers to sell at the markets, and 4) developing a marketing campaign with signage and promotional materials to inform residents in Atlanta food deserts.

\$87,041 to **Community Farmers Markets, Inc.**, Atlanta, GA, to enlarge the capacity of the Grant Park and East Atlanta Village Farmers Markets, located in food deserts, by providing training and mentoring in farm-to-market for farmers and expanding outreach into nearby low-income areas to promote a “Double SNAP” program.

\$89,529 to **Athens Land Trust**, Athens, GA, to establish a farmers market in a low-income part of Athens and promote the market to the community by recruiting and training vendors, conducting outreach and marketing to consumers, installing cold storage equipment, and initiating educational programs to promote healthy cooking and eating practices.

\$96,858 to **Lowndes County Partnership for Health, Inc.**, Valdosta, GA, for a community-supported agricultural center that will serve as a food hub and educational center to increase access to affordable, nutritious, local food in low-income food deserts in South Georgia by purchasing a mobile farmers market van, offering a series of workshops to train vendors, and establishing community gardens for resident use.

HAWAII

\$86,433 to **Hawaii's Volcano Circus**, Pahoehoe, HI, to increase the availability of fresh local foods and increase the economic activity of the region by establishing a mobile commercial kitchen rental program for farmers and conducting outreach to expand the products available at the SPACE Farmers Market.

ILLINOIS

\$90,130 to **Fuller Park Community Development Corporation**, Chicago, IL, to develop the Eden Place Nature Center Farmers Market by increasing the number of market days and recruiting more vendors to provide pre-sold CSA vegetables boxes to low-income residents.

\$28,108 to **Coalition of Limited English Speaking Elderly**, Chicago, IL, to offer business and marketing training and to create a CSA to be operated by urban refugee farmers in Chicago for consumers in a low-income neighborhood.

\$97,440 to **Angelic Organics Learning Center**, Caledonia, IL, to develop two farmers markets, two farm stands, and a CSA operation in food desert areas, to conduct direct marketing

training and promotions, and pilot a food aggregation center.
\$47,583 to **Loyola University of Chicago**, Chicago, IL, for a promotional campaign to increase patronage at the Loyola Farmers Market by members of its low-income and elderly community through targeted direct mailing to announce food benefits programs accepted by the market and to educate consumers about food preparation.

\$92,833 to **Catholic Charities of the Archdiocese of Chicago**, Chicago, IL, to increase a low-income area's access to local fresh fruit and vegetables by establishing and promoting a mobile farmers market that will offer fresh local products and provide cooking demonstrations and nutrition information.

- E \$92,059 to **Joliet Junior College District**, Joliet, IL, to expand a farmers market into a weekly event, purchase market supplies and equipment, secure promotional materials and advertising, conduct training and outreach for farmers and consumers, and obtain EBT capacity to serve the neighborhood's low-income residents.

\$18,058 to **Jacksonville Main Street**, Jacksonville, IL, for a campaign to promote the Farmers Market on the Square to downtown residents, low-income residents in food deserts, and visitors.

\$80,504 to **City of Freeport, IL**, to create and establish the Food Enterprise Center, a shared-use community kitchen, food business incubator, and public market serving a low-income area in Freeport.

INDIANA

\$18,358 to **Plainfield Chamber of Commerce**, Plainfield, IN, to promote and expand the Plainfield Farmers Market and to develop a comprehensive marketing plan for vendor and customer recruitment.

IOWA

\$100,000 to **City of Davenport, IA**, to establish a year round market for local and regional foods at the Freight House Farmers Market by purchasing: 1) refrigerated storage and value added processing and packaging equipment, 2) infrastructure for electronic purchasing, and 3) creating a certified kitchen incubator for educational training and classes for producers and consumers.

\$57,681 to **Iowa League of RC&D's, Inc.**, Oakland, IA, to increase sales of local food within Iowa communities by building 120 producer profiles for use in promotional materials and web applications to be used in building closer producer-consumer connections.

KENTUCKY

\$86,820 to **Farm & Garden cooperative Association dba Lexington Farmers Market**, Lexington, KY, to promote the Lexington Farmers Markets in low-income communities through two outreach programs targeted at low-income residents in food deserts and farm-to-school vendors and consumers, better serve local farmers

and residents, and educate school children on the benefits of healthy eating habits.

\$82,194 to **Western Kentucky University Research Foundation, Inc.**, Bowling Green, KY, to serve the area's farmers and consumers by promoting the Community Farmers Market with a local food directory available in print and mobile app versions, biannual conferences, and a mobile kitchen for healthy food demonstrations.

LOUISIANA

\$81,288 to **Imperial Calcasieu Resource Conservation & Development Council**, Jennings, LA, to increase the number of vendor/farmers and consumers at the Coushatta Farmers Market by hiring a market manager and implementing an advertising and marketing campaign.

\$86,501 to **New Orleans Food & Farm Network**, New Orleans, LA, to provide interactive and hands-on training to new urban farmers in New Orleans by sponsoring two 14-week training modules that cover business management, marketing strategies, farm management, and legal principles related to urban farming.

MAINE

EE \$96,204 to **Cultivating Community**, Portland, ME, to create and promote six farm stands in low-income areas that accept Federal nutrition benefits by: 1) training refugee growers and vendors; 2) procuring EBT terminals and basic infrastructure for the stands; and 3) marketing the farm stands with targeted outreach, promotional materials, and advertising programs.

MARYLAND

\$77,863 to **Suitland Family and Life Development**, Lanham, MD, to buy equipment and infrastructure to establish a new farmers market with a professional market manager that will serve low income residents of a food desert.

MASSACHUSETTS

E \$30,852 to **Essex Agricultural Society dba Northeast Harvest**, Topsfield, MA, for providing wireless Electronic Benefits Transfer machines to five farmers markets that do not have them, increasing sales at the markets and providing Federal benefit recipients access to healthy, locally grown food.

E/EE \$77,010 to **Regional Environmental Council, Inc.**, Worcester, MA, to: 1) improve the Main South Farmers Market with various management, marketing and training programs; 2) extend the market's reach in neighborhoods with an additional 15 stops by the mobile market; and, 3) provide each farmers market and mobile market location with terminals to accept EBT, SNAP, WIC and senior coupons.

\$53,302 to **Nuestras Raices**, Holyoke, MA, to build the capacity of an existing farmers market in a food desert, establish a new mobile market to serve the food desert community, provide nutrition education and outreach to consumers, and promote and advertise the markets to build opportunity for beginning refugee

MICHIGAN

and immigrant farmers as well as existing farmers.

\$86,159 to **YMCA of Greater Grand Rapids**, Grand Rapids, MI, to implement a strategic marketing plan to increase use of food assistance benefits such as SNAP and WIC at a farmers market and mobile market with the goal of enhancing low-income residents' buying power and local farmers' sales.

\$37,377 to **Dixboro Village Green Inc. dba Dixboro Farmers Market**, Ann Arbor, MI, to better serve area consumers and farmers by expanding the Dixboro Farmers Market with a usage-based promotional campaign to attract new vendors and customers and by ensuring that the market manager obtains Serve Safe certification to meet local health department requirements.

\$66,035 to **ProMedica Bixby Hospital**, Adrian, MI, to establish a mobile market, and conduct outreach, education, and networking among corner stores and local producers to increase the availability of local, healthy foods in direct-market food retail outlets in food deserts and low-income areas.

\$76,144 to **Barrien-Cass-Van Buren Workforce Development Board**, Inc., Benton Harbor, MI, to increase sales of locally grown products by establishing collective marketing group for Southwest Michigan farmers to build a regional agritourism brand and operate a year-round market that takes advantage of tourism opportunities.

- E \$23,598 to **City of Warren, MI**, to improve the access by consumers to fresh, locally grown food by: 1) starting a new farmers market, 2) purchasing EBT equipment and supplies, and 3) conducting outreach to educate consumers in a low-income area about the benefits of fresh food.

\$49,609 to **People's Education for a Sustainable Future**, Kalamazoo, MI, to expand local food access in a low-income community of Kalamazoo by expanding the Douglass Farmers Market from a monthly to a weekly market, supporting business needs of local farmers, and providing a part-time market coordinator.

\$81,020 to **City of Westland, MI**, to implement a transportation initiative and promotional campaign to increase food desert residents' access to and use of the Westland Farmers Market.

MINNESOTA

\$74,387 to **Farmers Legal Action Group, Inc. (FLAG)**, St. Paul, MN, to expand immigrant farmers' direct marketing opportunities by providing farmer education on accepting food assistance benefits and food safety and handling regulations and practices, and by conducting farmer outreach and recruitment to expand available direct market outlets in a food desert.

\$72,153 to **Rural Advantage**, Fairmont, MN, to increase the number of vendors and consumers in 11 direct-market outlets in Southern Minnesota by promoting local markets, improving farmers' marketing skills, risk management, and safe food handling skills through training, and educating consumers about nutritional density of foods to improve understanding of produce value.

MISSISSIPPI

\$56,792 to **Real Food Gulf Coast**, Long Beach, MS, to assess market needs and barriers to participating in the Gulfport area farmers markets and to address identified constraints with an outreach campaign to encourage participation by vendors and consumers, particularly low income consumers.

\$75,515 to **Mississippi Delta Council for Farmworker Opportunities, Inc.**, Clarksdale, MS, to aid small and limited-resource farmers and food desert residents by establishing a farmers market and a family farm business center, and organizing and promoting community healthy food events.

MISSOURI

\$56,825 to **Cedar County Memorial Hospital**, El Dorado Springs, MO, to establish two new farmers markets in local food deserts and to provide training for vendors in production, marketing, and food safety management.

\$77,160 to **International Institute of Metropolitan St. Louis, St. Louis, MO**, to create Hodiament Farmers Market for refugee and non-refugee farmers to serve a low-income area of St. Louis, to provide market training for vendors, and to increase nutritional literacy among customers who shop at the market.

\$41,720 to **Winona R-III School District**, Winona, MO, to assist gardeners and residents of a food desert area by building a community garden, establishing a farmers market, hiring a market manager, and running an education and training program for community members, gardeners, and new farmer's market vendors.

MONTANA

\$96,800 to **Intertribal Agriculture Council**, Billings, MT, to establish a mobile farmers market that will increase the availability of healthy traditional foods in food deserts, and allow American Indian food producers to market their products to customers and native populations in urban areas.

\$52,287 to **Yellowstone City County Health Department dba RiverStone Health**, Billings, MT, to increase the number of farmers/vendors and consumers participating in the Healthy by Design Gardeners' Market by developing and implementing a targeted promotional program for food desert residents.

\$66,050 to **Western Montana Growers Cooperative**, Arlee, MT, to expand the local producer cooperative's Community Supported Agriculture (CSA) coordinated delivery program and improve

NEW HAMPSHIRE

storage and packaging efficiencies, and to initiate a targeted marketing campaign and customer relationship management program to facilitate participation by food desert residents.

\$55,968 to **Merrimack County Conservation District**, Concord, NH, to create a system to make the Cole Gardens Winter Farmers' Market sustainable by providing technical assistance and training to farmers to improve product quality, targeting marketing and promotions to the customer base, and educating consumers in a food desert on the benefits of using healthy, local foods.

\$70,735 to **Miles Smith Farm LLC**, Loudon, NH, to facilitate a partnership with 20 to 30 New England meat producers to educate about and sell fresh, locally-raised meat to health care institutions in local food deserts.

\$62,422 to **Cheshire County**, Keene, NH, to launch a Buy Local campaign with targeted outreach to food desert areas through community partners, increase Community Supported Agriculture participation, and provide professional development and assessment of marketing skills for farmers.

NEW JERSEY

\$89,521 to **Brick City Development Corporation**, Newark, NJ, for a marketing and educational campaign targeted at federal nutrition benefit recipients to increase the number of patrons at Newark's farmers markets using culturally appropriate marketing and educational materials.

NEW MEXICO

\$86,234 to **Taos County Economic Development Corporation**, Taos, NM, for new storage and retail units and a new year-round farm stand for the Taos Food Center, giving producers year-round access to consumers in Taos and surrounding mountain communities.

\$93,946 to **La Semilla Food Center**, Anthony, NM, to expand and strengthen three farmers markets serving food desert and low income areas through an advertising campaign that promotes farmers markets, local agriculture, educational programs, healthy cooking, and market training for socially-disadvantaged farmers.

NEW YORK

\$23,174 to **Rensselaer County**, Troy, NY, for a print advertising campaign to increase the number of customers and local sales at farmers markets, farm stands, and Community Supported Agriculture operations (CSAs) in Rensselaer County.

\$77,663 to **Southern Tier West Regional Planning and Development Board**, Salamanca, NY, to create a local food brand and certification program to increase sales, and to start a new farmers market in the village of Alfred, a low-income, low-access community in southwestern NY.

\$55,590 to **GardenShare**, Canton, NY, to expand and strengthen 10 farmers markets in St. Lawrence County, and to improve Federal food assistance redemption rates by collective market

promotion, training market managers and farmers, recruiting more direct market farmers to accept EBT, WIC, and FMNP, and establishing satellite markets outside WIC clinics.

\$25,786 to **United Community Centers**, Brooklyn, NY, to provide educational tours of urban farms adjacent to farmers markets in East New York to highlight nutritional benefits of local food, and to increase awareness of and traffic to local farmers markets.

EE \$98,257 to **Harvest Home Farmers Market, Inc.**, New York, NY, for: 1) a borough-wide advertising campaign to encourage SNAP participants to use EBT at nine farmers markets in the Bronx, including bus shelter ads and articles in a local electronic newspaper, and 2) diversify the mix of vendors and products to make the market more attractive to current and low-income customers.

\$95,883 to **Cornell Cooperative Extension Association of Jefferson County**, Watertown, NY, to increase direct sales of local foods through two new farmers markets and two new Community Supported Agriculture operations (CSAs) in food deserts in Jefferson and Lewis Counties and to support purchase of local food by Federal food benefit recipients and local institutions through farmer, consumer, and institutional training and technical assistance.

\$48,673 to **Downtown Jamestown Development Corporation**, Jamestown, NY, to increase Federal food benefit participants' use of the Jamestown Farmers Market through targeted advertising, education, and outreach in food deserts, workshops to improve consumers' food identification skills, and establishment of an online ordering system.

EE \$56,082 to **Myrtle Avenue Commercial Revitalization & Development Project Local Development Corporation**, Brooklyn, NY, for increasing access of low income consumers to fresh food at the Myrtle Avenue Farm Stand through innovative outreach efforts, including: 1) distributing EBT market maps and information through direct-mail, posters and postcards, 2) recruiting new farmers/vendors, 3) making market presentations at various community meetings, and 4) organizing tours of the market.

\$81,083 to **Cornell Cooperative Extension Association of Tompkins County**, Ithaca, NY, to expand access to affordable, locally-raised meats and other local foods through consumer education, outreach, and a meat locker facility to serve as a food distribution hub.

NORTH CAROLINA

E \$62,770 to **WakeMed**, Raleigh, NC, to improve food access in Wake County by: 1) purchasing EBT equipment, 2) providing training to farmers, and 4) hiring EBT management staff at two

farmers markets that serve low-income residents of Wake County. \$44,768 to **Foothills Farmers Market Inc.**, Shelby, NC, to expand production, storage, and distribution of perishable food in a food desert by equipping a market facility with refrigeration and starting a multi-farm Community Supported Agriculture (CSA) operation.

\$57,750 to **Town of Huntersville, NC**, to enhance the Huntersville Farmers Market with new infrastructure and signage at the market, to promote the market with an advertising campaign, and to educate consumers about healthy meals with local produce.

OHIO

E \$89,544 to **The Ohio State University Office of Sponsored Programs**, Columbus, OH, to expand the consumption of locally grown farm products, particularly among SNAP recipients by: 1) developing and conducting producer training and outreach, 2) providing technical assistance to 100 farmers, 3) tracking the progress of markets that have established new EBT capacity; and 4) sharing lessons learned through printed reports and online publications.

EE \$38,855 to **City of Kent, OH**, to promote the use of EBT at the Haymaker Farmers Market, and educate low-income residents about the availability and use of EBT through newspaper and other print advertising.

EE \$39,995 to **Famicos Foundation, Inc.**, Cleveland, OH, for a promotional campaign in two designated food deserts, including mailings, door-to-door canvassing and automated phone calls to educate Federal food program recipients about the use of EBT at the Gateway 105 Farmers Market to increase market sales.

\$82,553 to **Logan County Farmers Market**, Zanesfield, OH, to broaden support of the Logan County Farmers Market through outreach to low-income residents to increase awareness, vendor workshops to teach growing, handling, and packaging, and educational events planning and community fundraising.

\$100,000 to **Flying HIGH Inc.**, Youngstown, OH, to recruit and train young urban adults as farmers to grow and sell produce at new farmers markets throughout the City of Youngstown and Mahoning County by providing production and marketing education, technical support services, supplies, and professional development for entrepreneurs in market urban homesteads.

\$75,642 to **Rural Action**, Trimble, OH, to coordinate a collaborative effort to increase market access for small rural farmers markets in southeastern Appalachia Ohio through improving storage and distribution for farm vendors, increasing market sales through social media marketing that links rural markets and vendors, and providing training and assistance in financial management, branding, food safety, and

OREGON

entrepreneurship.

\$100,000 to **Umpqua Community Development Corporation/dba NeighborWorks**, Roseburg, OR, to assist five farmers markets to increase sales to communities and tourist traffic in Douglas County through technical assistance in marketing and management, local branding, and extensive advertising.

\$83,597 to **Friends of Zenger Farm**, Portland, OR, to increase market outreach to low-income communities in food deserts by developing multi-lingual marketing materials to attract consumers and producers, and by creating a tool kit and training program for market managers and Community Supported Agriculture (CSA) farmers throughout Oregon.

\$96,095 to **Warm Springs Community Action Team**, Warm Springs, OR, to increase agriculture-based employment on the Warm Springs Reservation by training tribal members in growing, marketing and promoting at farmers markets throughout Oregon and providing infrastructure, supplies, advertising, and technical assistance needed to develop a farmers market on the reservation to supply locals and tourists with healthy fresh foods.

\$42,547 to **Confederated Tribes of Siletz**, Siletz, OR, to develop a community food program that will initiate a farmers market and community food processing and preservation facility and establish cooperative relations with other Tribal and non-Tribal groups to increase availability of healthy food and improve farm income for low-income residents of the Siletz area.

\$88,966 to **Port Orford Ocean Resource Team**, Port Orford, OR, to expand Port Orford Sustainable Seafood's Community Supported Fishery operation and create a direct-to-consumer fisherman marketing cooperative by recruiting and training new members, developing a business plan, and purchasing operational equipment that will increase healthy food access in food deserts and low-income communities.

\$30,115 to **Adelante Mujeres**, Forest Grove, OR, to increase sales and enhance product values of limited-resource Latino immigrant farmer by developing a community kitchen to produce value-added products, and providing business and marketing training for local farmers.

\$37,100 to **Central Oregon Intergovernmental Council**, Bend, OR, to develop a legal and binding private/public partnership and create a working food hub model to address fresh local food access for vulnerable populations in low income communities.

PENNSYLVANIA

\$89,546 to **Pennsylvania Association for Sustainable Agriculture**, Millheim, PA, to expand a direct producer-to-consumer marketing program in Pennsylvania by broadening the messaging of Buy Fresh Buy Local® (BFBL) to include low-income and minority

populations, creating web and print toolkit resources, mounting a promotional campaign, and providing training for farmers, market managers, BFBL chapters and community organizations.

\$73,413 to **Nurture Nature Center**, Inc., Easton, PA, to provide affordable Community Supported Agriculture (CSA) delivery to an Hispanic food desert, to educate students about healthy foods through personal contact with farmers and classroom activities, and to expand food availability by training farmers in direct retail practices and advertising farm products.

PUERTO RICO

\$84,625 to **La Tierra Prometida**, Aguadilla, PR, to initiate a program of farmer-led workshops related to gardening, food preparation, and healthy nutrition in a low-income area farmers market to increase knowledge about and awareness of local foods.

SOUTH CAROLINA

- E \$100,000 to **SCF-Organic Farms, Ltd.**, Sumter, SC, to supply locally grown, fresh and organic foods, to local area residents in low-income communities by: 1) initiating a new mobile farmers market under the banner “Midlands Organics Mobile Farmers Market” 2) purchasing appropriate cooling equipment, promotional materials, and supplies, and 3) setting up mobile market to accept SNAP, EBT, and WIC.

SOUTH DAKOTA

\$71,041 to **Lakota Fund, Inc.**, Kyle, SD, for a mobile farmers market and promotional campaign on the Lakota Reservation to help farmers on the Pine Ridge Reservation, a food desert, increase direct producer-to-consumer sales.

\$73,041 to **Value Added Agriculture Development Center**, Pierre, SD, for a multi-phase introduction of new farmers markets in rural and Tribal reservation communities in food deserts, and for technical assistance to sustain the markets and design a tool kit for market managers.

TENNESSEE

- E \$12,985 to **City of Jackson, TN**, to improve access to healthy, local food at the West Tennessee Farmers Market by: 1) purchasing an EBT machine and related transaction equipment; 2) training vendors to use EBT equipment; and 3) conducting marketing and community outreach to increase awareness about the farmers market and its EBT capacity.

\$10,000 to **Downtown Crossville, Inc.**, Crossville, TN, to improve and expand a young and growing farmers market through producer-to-consumer promotion and marketing activities and by increasing sales among participating farmers through the enhancement of market amenities and advertising.

TEXAS

\$93,170 to **Plant It Forward**, Bellaire, TX, to establish a Community Supported Agriculture (CSA) program, build storage and refrigeration capacity, and provide training and mentoring for refugee farmers.

\$59,320 to **The Montalvo House**, Brackettville, TX, to increase efficiency and quality control for produce delivered to the Community Farmers Market by improving refrigerated transportation capacity and scheduling capabilities.

\$86,559 to **Town of Little Elm, TX**, to establish a new farmers market to bring locally grown fresh food to residents, to hire a professional market manager, develop a website, and to provide advertising and promotion.

- E \$59,475 to **The University of Texas - Pan American**, Edinburg, TX, to increase SNAP/WIC participation at The Market at Alhambra and The Market at Weslaco, in Hidalgo County, TX, by: 1) conducting bi-lingual marketing and outreach campaigns, 2) initiating training workshops for vendors, and 3) implementing educational seminars for residents that will improve access to fresh, locally grown food for nearby low-income populations and increase the customer base for area farmers.

\$66,979 to **City of El Paso, TX**, to establish a farmers market in downtown El Paso in conjunction with an existing artists' market to provide low-income consumers access to healthy, affordable locally-grown food.

\$64,705 to **Harris County Hospital District**, Houston, TX, to promote clinic-based produce markets in food deserts using educational and promotional materials targeted at low-income communities.

\$65,040 to **Westchase District Farmers Market**, Houston, TX, to launch an advertising and marketing campaign to promote a new year-round farmers market in the Westchase District that offers local food access and serves as an economic development anchor for the District.

UTAH

\$90,000 to **Downtown Alliance**, Salt Lake City, UT, to provide additional revenue opportunities for farmers during the off season and alternative outlets to purchase local food by establishing a winter farmers market and training farmers in winter food production.

VIRGINIA

\$26,488 to **Grayson LandCare, Inc.**, Fries, VA, to professionalize the Independence Farmers Market with a permanent market manager and Board of Directors and to promote it as a viable, self-sustaining retail outlet for local growers and a venue for consumers to buy local fresh produce, meats, and eggs.

\$61,160 to **Five Points Partnership, Inc.**, Norfolk, VA, to establish a weekly mobile market and deliver Community Supported Agriculture (CSA) produce to low-income community members.

\$84,756 to **Christopher Newport University**, Newport News, VA, to establish an on-campus farmers market, and advertising campaign for that market, and farm internships to increase the

revenue of local farmers and producers and educate students about farming.

\$76,020 to **Market Central, Inc.**, Charlottesville, VA, to promote the Charlottesville City Market and to sponsor cooperative canning businesses for low-income communities that will provide jobs, skills, and income to low-income individuals and offer a new market for produce seconds from local farmers.

\$83,125 to **Enrichmond Foundation**, Richmond, VA, to enhance the viability of the La Plaza Farmers Market by professionalizing the market management, recruiting Latino and African-American vendors, and providing healthy food and lifestyle promotions for the low-income food desert community served by the market.

WASHINGTON

\$40,916 to **Twisp Public Development Authority**, Twisp, WA, to develop a local brand and logo, design and implement a marketing campaign for retailers and consumers, and train farmers in marketing skills to bring local food into the existing food desert and boost sales to consumers and tourists.

E/EE \$71,105 to **Washington State Farmers Market Association**, Seattle, WA, to: 1) train market managers; 2) provide support to farmers markets using wireless EBT technology, 3) institute a "lead regional managers" program, 4) improve data availability regarding the use of Federal nutrition benefit programs at farmers markets, and 5) increase public awareness about using benefits at farmers markets.

WISCONSIN

E \$34,256 to **West Wind Community Co-op**, Cumberland, WI, to improve access to locally grown, healthy food by: 1) developing two new storage hubs, 2) purchasing refrigeration equipment, 3) acquiring a refrigerated delivery truck, 4) expanding its Local Ordering System, and 5) enabling and promoting EBT usage at numerous, convenient locations around the area.

EE \$22,270 to **Appleton Downtown Street**, Appleton, WI, to sustain the Downtown Appleton Farm summer and winter markets; and increase consumer traffic, market sales, EBT usage, and consumption of locally grown produce by partnering with two local television stations for the production and airing of targeted advertising, public service announcements and live news segments.