

Farmers Market Promotion Program – FY 2008 Awards

E=new EBT **EE**= existing EBT project **E / EE**=new and existing EBT

Alabama	\$75,000 to State of Alabama Farmers Market Authority, Montgomery, Ala., to develop a comprehensive project aimed at maximizing the full potential of the majority of farmers markets in Alabama through training of farmers market managers and implementation of a statewide promotional campaign.
Arizona	\$67,344 to Arizona Board of Regents for Arizona State University, Tempe, Ariz., to support the development of a collaborative, inclusive, and sustainable farmers markets association in the state; update existing marketing materials across the state; and develop a Web site for use by the public and farmers market organizers.
Arkansas	\$24,827 to the University of Arkansas, Fayetteville, Ark., to organize an educational conference for approximately 100 farmers market vendors and market managers to provide training and professional development, and promote an alliance between eight northwest Arkansas farmers markets, non-profit organizations, and local governments. \$5,900 to the City of Gravette, Ark., to fund equipment, supplies, and promotional and outreach activities for a new farmers market in Old Town Park in Gravette, Ark.
California	\$48,584 to Plumas Rural Services, Quincy, Calif., to implement an EBT project that increases low-income consumers' access at two farmers markets in Plumas and Lassen

counties and to assist farmers/vendors using this equipment.

\$54,439 to the Community Alliance with Family Farmers, Davis, Calif., to provide technical assistance, education, and outreach to Sacramento Valley, Central Coast, and Humboldt small and medium size producers participating at farmers markets; and to assist them in gaining access and growing produce for local institutional food service markets.

\$56,221 to The Regents of the University of California, Oakland, Calif., to enhance and promote a newly created Community Supported Agriculture (CSA) operation in Sonoma County that will facilitate a direct-to-consumer supply chain for county-based livestock producers.

\$52,829 to Fresno County Economic Opportunities Commission, Fresno, Calif., to expand six and start two new farmers markets in the Fresno area to benefit refugees, immigrants, and other nutritionally at-risk groups.

\$74,823 to International Rescue Committee, San Diego, Calif., to promote the City Heights Farmers' Market to ethnic consumers, introduce new specialty crops to market vendors to diversify product mix, and encourage the redemption of EBT and WIC payments through a customer incentive program.

Colorado

\$50,000 to the Mesa Verde County Visitor Information Bureau, Cortez, Colo., to promote agritourism and farmers markets in Montezuma County by implementing a promotional campaign, which will include printing brochures and creating a video and

Web site to encourage agritourism and farmers market participation.

Connecticut

\$63,444 to Wholesome Wave Foundation Charitable Ventures, Westport, Conn., to promote and implement EBT systems at three farmers markets and three farm stands to encourage the redemption of WIC and Senior benefit recipient coupons.

\$42,369 to CitySeed, Inc., New Haven, Conn., to develop a statewide marketing and promotional program to train market managers and vendors through a series of conferences and workshops; provide individual technical assistance to 75 markets and 150 farms; and establish and promote EBT, FMNP, and debit/credit technologies at two Connecticut farmers markets.

Delaware

\$58,185 to Delaware State University, Dover, Del., to develop an educational training and networking program for new farmers and farmers market vendors through a series of workshops on business development and market growth management.

Florida

\$59,317 to Florida Association of Community Farmers Markets, Inc., Gainesville, Fla., to conduct organizational workshops and expand phase two of the Florida Association of Community Farmers Markets "Buy Local Florida" campaign to eight new target regions.

Georgia

\$45,909 to Sparta/Hancock Produce Growers Cooperative, Inc., Sparta, Ga., to establish a new farmers market in the Sparta community, including a promotional and educational campaign to students, residents, and farmers.

\$23,532 to Common Ground Athens, Inc., Athens, Ga., to start a new farmers market in downtown Athens with farmer business training, market development, a marketing

plan, promotional events, and advertisements. The market will involve students at seven local schools.

Idaho

\$27,971 to Grangeville Farmers Market, Grangeville, Idaho, a members' agricultural cooperative, to establish and promote a new farmers market in Grangeville, Idaho, to include annual vendor training, promotional and educational campaigns; and purchase equipment and supplies.

Illinois

\$6,128 to Jacksonville Main Street, Jacksonville, Ill., to promote the Jacksonville Main Street farmers market with advertising, signage, and other promotions aimed at attracting new vendors and customers to the market.

Indiana:

\$56,680 to Indiana Cooperative Development Center, Inc., Indianapolis, Ind., to conduct a series of five seminars for market vendors focused on business planning, record keeping, demographic trends and consumer purchasing patterns, food safety and handling, and WIC and EBT payments. Additionally, a Market Master Boot Camp will be offered as part of the seminars to assist managers in providing market rules, strategies, and guidelines.

\$42,130 to the Clinton County Economic Advancement Foundation, Inc., Frankfort, Ind., to develop and implement special programs focusing on education, strategic planning, recruitment of new market partners and stakeholders, waste removal via composting, and equipment and market outlets for new farmers and vendors. Additionally, the project will implement diverse marketing strategies and provide low-income seniors weekly transportation to the Clinton County Farmers Market.

\$2,455 to City of Kendallville, Ind., to promote the Kendallville farmers market through signage and local TV, newspaper, and radio advertisement.

\$35,625 to Eagle Creek Nature Conservancy and Preservation, Inc., Zionsville, Ind., to develop an education and promotional campaign; pilot a transportation and delivery system for farmers at the Green Market at Traders Point, which will include a direct-marketing campaign with advertising and promotional events; and purchase low-cost, hot houses for winter and organic production for farmers.

Iowa

\$42,280 to Buy Fresh Buy Local—Siouxland, Inc., Sioux City, Iowa, to extend the outreach of the market to underserved WIC and SCFMP participants by improving accessibility and visibility through advertising, an interactive Web site, and market enhancements; and by creating a bilingual educational program to inform customers about availability of foods, how it can be purchased, and which vendors accept WIC and SCFMP vouchers.

Kansas

\$66,100 to the Kansas Rural Center, Inc., Whiting, Kan., to train the managers of the 70 Kansas farmers markets through statewide conferences and workshops, follow-up teleconferences, and a Web site and booklets giving information on aspects of managing markets. Training will include practical aspects of market management, including production, promotion, and business management.

\$62,372 to Kansas State University, Manhattan, Kan., to support CSA farms in the Kansas City area. The program will train farmers to run CSA operations, survey local consumers to assess interest in CSA's, and educate and organize consumers. The project will also emphasize, but not be limited to,

organic farmers and consumers.

Kentucky

\$49,346 to Jackson Purchase Resource Conservation and Development Foundation, Inc., Paducah, Ky., to increase consumer and vendor participation in the Farmers Market of Murray-Calloway County by surveying interest and consumer demand, training market vendors in crop diversification and best management practices, and developing an advertising and promotional campaign to inform the large local Hispanic, student, and senior population about the benefits of the market.

\$63,050 to The Kentucky Farmers' Market Association, Sparta, Ky., to develop a step-by-step guide for farmers markets to help them decide whether the technology for EBT and debit card acceptance is cost-effective, and to implement a successful food safety and Good Agricultural Practices program at the market.

Louisiana

\$13,846 to Red River Revel, Inc., Shreveport, La., to implement an advertising and marketing campaign through print, billboards, and television to boost attendance and vendor participation in the Shreveport Farmers Market.

Maine

\$70,740 to Heart of Maine Resource Conservation & Development Area, Inc., Bangor, Maine, to develop a "virtual farmers market" for direct marketing of farm products online that will modify proprietary software to allow farmers to offer products directly to consumers in a variety of ways, including consumer buying clubs, and the ability to place advance orders at farm stands, CSA's, and farmers markets.

\$70,551 to Washington Hancock Community Agency, Milbridge, Maine, for the training of farmers market managers and vendors from

the 10 farmers markets in Washington County, Maine, to better enhance their professional development and expand markets.

Maryland

\$5,600 to Brunswick Main Street, Inc., Brunswick, Md., to start a farmers market in downtown Brunswick, Md., including recruiting and training vendors, and purchasing promotional materials, signs and other equipment for the market.

\$5,000 to the Town of Snow Hill, Md., to implement a multi-faceted advertising campaign, which will include fliers, local newspaper ads, and roadside billboards to increase sales at its farmers market.

Massachusetts

\$72,813 to the Massachusetts Federation of Farmers & Gardeners Markets, Waltham, Mass., to develop a “viral marketing” (word-of-mouth) model for farmers markets, develop a Web site to help consumers to locate farmers markets, and provide low-cost promotional materials in an effort to identify alternatives to conventional advertising for farmers markets.

\$56,989 to Community Involved in Sustaining Agriculture, Inc., South Deerfield, Mass., to educate farmers about winter crop varieties and products; train farmers on direct marketing, financial planning, merchandising, and food safety; increase market managers’ understanding of the benefits of selling extended-season agricultural products; and educate consumers on availability of agricultural products year-round.

\$70,818 to Nuestras Raices, Holyoke, Mass., to train immigrants and refugees in farming skills and business necessary to raise and sell products at farmers markets and other direct-to-consumer venues in Western Massachusetts; provide infrastructure for farmers to participate in markets and farm

stands; and develop a multi-lingual (English, Spanish, and Russian) advertising and EBT marketing campaigns for the community to support local farmers markets.

Michigan

\$1,000 to the City of Ithaca, Mich., for recruiting and training of vendors; and promoting the Ithaca Farmers Market through advertising to increase new vendor awareness and participation.

\$13,167 to the City of Allegan, Mich., to revitalize the Allegan Farmers Market by adding facilities and amenities, and promoting the market with an advertising campaign that educates consumers on the benefits of buying locally grown produce.

\$25,941 to the Eastern Market Commission, Detroit, Mich., to train 180 vendors at the Eastern Market through a 10-month series of workshops in marketing, insurance, customer service, EBT, and safe food handling practices.

\$44,725 to Michigan Food and Farming Systems, East Lansing, Mich., to increase access to farmers markets for low-income and diverse communities by creating a statewide working group to address the issues, develop and assess consumer education strategies; and promote the availability of EBT at farmers markets.

\$5,000 to Nature's Best Farmers Market, Fairview, Mich., a member-owned association, to assist in starting a new farmers market in Fairview, Mich.; and provide signage and promotional materials for the market.

Minnesota

\$49,170 to Farmers Legal Action Group, Inc., St. Paul, Minn., to provide technical assistance, legal education, and resources to assist beginning, immigrant, and minority farmers in conducting direct-to-consumer marketing.

Mississippi

\$31,585 to Indianola Main Street, Inc., Indianola, Miss., to train farmers to sell at a farmers market; to promote the Indianola Open Air Market through a multi-media approach, including the dissemination of consumer information through local schools and agencies; and to assess the results of the promotional campaign with surveys.

\$37,600 to Mississippi Fruit and Vegetable Growers Association, Poplarville, Miss., to conduct workshops and tours for 25 Mississippi farmers to learn about the profit potential of season-extending, high-tunnel production technology; and to purchase 25 high-tunnel production kits.

Missouri

\$59,500 to Friends of the City Market, Kansas City, Mo., to enhance the Wednesday Farmers Market in Kansas City, Mo., through recruitment of new vendors, encouraging an increase in local and ethnic farmer participation, and to promote the market and "Wellness Wednesday" to local seniors, minorities and low-income shoppers.

Montana

\$41,504 to Cascade City-County Health Department, Great Falls, Mont., to facilitate a WIC voucher program, provide education, and distribute promotional materials to encourage WIC consumers to use the vouchers at the Great Falls Farmers Market.

New Jersey

\$17,050 to the Rutherford Downtown Partnership, Rutherford, N.J., to implement a multifaceted advertising campaign to attract new farmers, vendors, and customers; and introduce four composting systems for the market to reduce waste disposal costs.

New Mexico

\$49,060 to the Pueblo of Pojoaque Poeh Cultural Center, Santa Fe, N.M., to implement a training program for the vendors at the

Pueblo of Pojoaque Tribal Farmers Market; develop an outreach program for disadvantaged producers; and strengthen the farmers market through market infrastructure improvements.

\$49,097 to the Santa Fe Farmers Market, Santa Fe, N.M., to develop a business plan for expansion of the Santa Fe Farmers Market, and launch a marketing and advertising campaign to build customers and increase income for farmers.

New York

\$56,572 to City Harvest, Inc., New York, N.Y., to create a network of local farmers who will sell produce to New York City childcare agencies that serve meals and snacks to low-income children; develop a Web site ordering and distribution system for state procurement officials; and educate state procurement officials, the respective children, and their families about local agriculture, and enable them to connect directly to local farmers through agency activities.

\$58,954 to the New York City Department of Health and Mental Hygiene, Brooklyn, N.Y., to launch a community advertising and mobilization campaign to increase residents' patronage of farmers markets; and purchase EBT terminals, as part of a Farm-to-Bodega project, which will increase farmers' revenues and the availability and convenience of purchasing fresh produce at local markets.

\$30,713 to the Farmers Market Federation of New York, Fayetteville, N.Y., to increase the skills of farmers market managers through a one-on-one mentoring and training processes, which will bring about positive changes in management practices, market policies, procedures, and programming to better serve farmers, consumers, and host communities. A Web-based interface will be utilized to share

training materials, mentor/mentee applications, and other project deliverables.

\$53,125 to Council on the Environment, Inc., New York, N.Y., to provide training, educational programs, and resources that will allow the New Farmer Development Project's immigrant farmers to develop their farm businesses and increase their participation in local farmers markets.

North Carolina

\$75,000 to The North Carolina Coalition of Farm and Rural Families, Fayetteville, N.C., to establish and equip a micro-commercial, food preparation facility in a converted packing shed that will be utilized as a test kitchen and farmers market. Additionally, the project will improve access to relevant marketing and financial information for over 300 predominately African-American small, limited-resource vendors/producers, and provide them with training and educational workshops in areas such as alternative purchasing methods (EBT, WIC, etc.).

\$18,000 to Columbus Community Farmers Market, Inc., Whiteville, N.C., to organize a community advisory/advocacy support committee to promote the Columbus County Farmers Market; develop a market research plan to increase the number of farmers/vendors and their income, to increase market attendance -- particularly among low-income and diverse community residents, and to increase the use of WIC and Senior Farmers Market Nutrition Program coupons; and implement a comprehensive business plan and marketing campaign through the use of incentives based on research results.

\$31,000 to Sandhills Family Heritage Association, Spring Lake, N.C., to strengthen and expand the Sandhills Farmers Market which will provide an affordable, efficient, and

effective market place for underserved, limited-resource landowners, farmers, and handcrafters to sell their products and goods. Additionally, through a series of farmer and consumer training workshops and a gleaning program, the project will promote community health and well-being.

South Dakota

\$10,000 to Aberdeen Downtown Association, Aberdeen, S.D., to solicit new vendors for the Downtown Aberdeen Farmers Market through a multi-media advertising campaign.

Tennessee

\$55,404 to Rural Resources, Inc., Greenville, Tenn., to improve and promote the Mobile Farmers Market through tastings, cooking demonstrations, and cooking classes using local food; and to enhance market sales through a novel online ordering approach, which includes direct delivery of pre-ordered food baskets to churches and hospitals.

Texas

\$64,050 to The University of Texas–Pan American, Edinburg, Texas, to recruit and train women, minority, immigrant, transitioning, and young farmers to grow and direct-market produce, to develop direct-market outlets, and to share effective strategies and best practices within a 26-county region of South Texas.

\$39,870 to the Texas Longhorn Cooperative, Rice, Texas, to improve and promote the sale of grass-fed, lean, longhorn beef at farmers markets through an organized marketing campaign and a more efficient transportation system.

\$3,050 to Keep Brownwood Beautiful, Brownwood, Texas, a grassroots non-profit organization, to increase participation in the Brownwood Area Farmers Market by implementing an advertising campaign with billboards, posters, brochures, and guides.

Utah	\$43,340 to the Great Salt Lake Resource, Conservation, and Development Council, Salt Lake City, Utah, to implement a promotional project that targets small producers allowing them to sell directly to the public via a CSA, and procure season-extending production equipment for use by participating farmers.
Vermont	\$8,000 to the Town and Village of Waterbury, Vt., to make the Waterbury Farmers Market more accessible to low-income families, senior citizens, and refugees by installing an EBT system and promoting the market with several events.
Virginia	\$68,906 to Appalachian Sustainable Development, Abingdon, Va., to increase participation in 12 regional farmers markets by training and mentoring new farmers, purchasing EBT equipment to attract poverty-level and underserved consumers, and implementing promotional events for these markets. \$10,645 to the Agricultural Development Office, County of Halifax, Va., to provide bi-weekly consumer-based educational program at the Downtown South Boston Farmers Market for new and existing vendors and customers; purchase equipment that will enhance market operations; and improve market visibility through promotional activities and an advertising campaign involving churches, local social services offices, and the health department. \$48,823 to Jefferson Area Board for Aging, Inc., Charlottesville, Va., to develop a food system to provide nutritious, local food for area seniors, which will include contracts with local farmers, menu development, equipment to prepare the meals, and a transportation system to deliver the cooked meals.

Washington

\$10,000 to the San Juan Islands Agricultural Guild, Friday Harbor, Wash., to finance the planning and design for a new, year-round, multi-use agricultural facility on San Juan Island, which will include a farmers market, food processing area, storage capability, and space for educational instruction.

\$65,625 to Community to Community Development Projects (C2C), Bellingham, Wash., to create a Farm Center that will develop, train, and equip a network of Latino agricultural partners to grow, process, and direct-market food, including organics, for local sales.

West Virginia

\$47,520 to Wes-Mon-Ty Resource, Conservation and Development Project, Inc., Philippi, W.V., to increase farmers market participation in West Virginia by: 1) creating an EBT system; 2) utilizing a EBT voucher incentive system for use at farmers markets; 3) promoting and advertising farmers markets to the public; 4) developing a series of public service announcements (PSA), presented on school television networks, that will include children purchasing, preparing, and consuming local produce; 5) creating associated lesson plans for teachers; 6) providing chef demonstrations at markets; and 7) educating social workers.

\$65,602 to Farmers' Market Coalition, Martinsburg, W.V., to survey the needs of state and regional farmers market associations, provide networking and leadership opportunities to them, and develop professional training opportunities to improve their capacity to assist farmers markets, market managers, and farmers/vendors.

\$16,357 to the Rural Appalachian Improvement League, Mullens, W.V., to develop and promote a new farmers market in

Pineville, W.V., to serve Wyoming and McDowell Counties through an alliance that will provide educational programming, farmer recruitment, and improved communication for low-income, transitioning farmers.

Wisconsin

\$3,000 to the Shawano Business Improvement District Board, Shawano, Wis., to develop a new farmers market in Shawano, Wis., through recruitment of local vendors, market publicity, and market management.

\$22,581 to Ashland County, Wis., to add EBT capabilities at eight mobile markets and one farmers market; promote EBT capabilities at these markets with advertising and signage; and further the growth of the Veggin' Out nutritional program for youth.

\$13,080 to the Oneida Tribe of Indians of Wisconsin, Oneida, Wis., to train local farmers in sustainable gardening and direct marketing so they will, in turn, train other Oneida residents and expand the Oneida farmers market.

\$75,000 to Michael Fields Agricultural Institute, East Troy, Wis., to study innovative direct marketing models in the Midwest; build a Market Toolkit based on the study findings; and promote Local Dirt, a Web site that allows customers to place orders online with participating farmers/vendors for all farmers markets in the United States.

\$69,729 to the Waukesha County University of Wisconsin Extension, Waukesha, Wis., to create a short course to train Wisconsin market managers in marketing and promotion practices, and develop a self-study booklet for managers unable to attend the course.

