

Farmers Market Promotion Program ~ FY 2010 Awards

“E”	Indicates a new electronic benefits transfer (EBT) project
“EE”	Indicates an existing EBT project
“E+EE”	Indicates a project with new and existing EBT project components

Alaska: \$70,730 to Wrangell Medical Center, Wrangell, AK, to purchase and install renewable energy technology for year-round local food production that will also generate revenue to support a new farmers market and other local agriculture-related activities.

Alaska: \$45,859 to the City of Thorne Bay, AK, to 1) expand direct-marketing opportunities and cooperation among all members of the Prince of Wales community, 2) foster educational and cultural awareness of healthy eating choices, and 3) purchase market supplies and signage.

Arizona: \$58,273 to Community Food Connections, Inc., Phoenix, AZ, to direct market local agricultural commodities at the downtown Phoenix Public Market through extensive promotional efforts, including purchase of print advertising, signage, and expanded social media efforts.

E Arkansas: \$48,102 to the University of Arkansas, Fayetteville, AR, to increase the participation of SNAP, WIC, and Senior FMNP recipients at farmers markets by promoting the benefits of eating locally grown fresh produce and expanding new EBT technology at Northwest Arkansas Farmers Market Alliance member markets.

California: \$65,719 to Santa Rosa Junior College, Santa Rosa, CA, home of a 365-acre demonstration and learning farm, to 1) build upon collaborations with community groups, 2) train the next generation of (student) sustainable farmers, 3) develop marketing plan for 5 new products, 4) develop promotional materials, and 5) create affordable farmers markets for students and other underserved community populations.

California: \$57,144 to the Regents of the University of California, Davis, CA, to 1) establish a new farmers market on the Sutter Davis Hospital campus, 2) provide technical assistance to farmers, and 3) increase local foods in hospital cafeteria and food service, along with staff training.

California: \$97,629 to North Coast Opportunities, Inc., Ukiah, CA, to 1) pay for training in season extension, producer-to-consumer marketing, and value-added production, 2) purchase 2 hoop houses and value-added production supplies, including kitchen rental, and 3) provide training to the farmers market manager.

EE California: \$44,684 to the Community Assistance Network, Crescent City, CA, to expand existing EBT services at the Crescent City Farmers Market (CCFM), increase the availability of fresh produce to low-income residents, and strengthen both local farmers and the CCFM through promotion and advertising.

California: \$75,919 to Los Angeles Mission College, Sylmar, CA, to 1) create the Sylmar Farmers Market in an underserved area of the San Fernando Valley, 2) purchase advertising and conduct marketing and outreach to increase food system awareness among consumers and Farmers Market Nutrition Program recipients, and 3) develop a comprehensive Farmers Market Management Training Manual.

California: \$50,496 to Mandela MarketPlace, Oakland, CA, to purchase a refrigerated truck and conduct outreach and promotion to expand a wholesale product distribution network from farm to market that increases market access to limited-resource and minority producers.

EE Connecticut: \$46,704 to Billings Forge Community Works, Inc., Hartford, CT, to promote an existing EBT program and a winter market to 1) extend the farmers' selling season, 2) jointly develop and execute an advertising campaign, and 3) provide tracking data and analyze results.

Delaware: \$76,958 to Delaware State University–Delaware Center for Enterprise Development, Dover, DE, to promote the recruitment and retention of new farmers at farmers markets and other direct-to-consumer marketing outlets and develop professional expertise for farmers market managers/vendors in the Delmarva Peninsula.

Florida: \$60,204 to the Treasure Coast Regional Planning Council, Stuart, FL, to create and implement a market survey and design a site development plan for the revitalization of the Palm Beach County Public Market, serving low-income consumers.

Florida: \$54,674 to the Coalition of Florida Farmworker Organizations, Inc., Florida City, FL, to 1) establish a centralized, open-air farmers market that will serve citizens of southern Miami-Dade County, 2) train farmers/vendors, and 3) promote greater consumption of locally grown products among low-income residents.

E+EE Georgia: \$37,547 to the Upper Ocmulgee River RC&D Council, Inc., Lawrenceville, GA, to 1) promote the nutritional benefits of locally grown foods among low-income citizens, 2) purchase EBT machines and provide training to 8 new local farmers markets, and 3) support the continuing operations of 16 existing EBT markets.

E Georgia: \$30,430 to the Hosea Feed the Hungry & Homeless, Atlanta, GA, to 1) promote availability and accessibility of local fresh produce, 2) offer new EBT capability to East Lake Farmer's Market patrons, 2) double the average number of market vendors, 3) create a sustainability plan, and 4) evaluate the impact of the market on the local community.

Georgia: \$23,356 to Georgia Southern University Research and Service Foundation, Inc., Statesboro, GA, to provide educational programming on growing, purchasing, and preparing local foods to residents of a women's shelter and 270 children in 5 after-school programs in Bulloch County.

E **Hawaii: \$53,529** to the **Kaua'i Food Bank**, Kaua'i, HI, to implement a new EBT project that will increase SNAP recipients' access to 6 farmers markets, 10 roadside stands, and 4 CSAs on Kauai Island. Assistance will be offered to growers to manage EBT transactions, as well as continuing education opportunities to increase grower yield and production to meet the new market demand for their product.

E **Hawaii: \$25,018** to **Hawaii's Volcano Circus**, Pahoia, HI, to 1) establish a new EBT program at SPACE Market, 2) increase purchases of locally grown produce by SNAP recipients and measure dietary changes, 3) increase local farmers' income from locally grown, fresh produce sales, and 4) increase SPACE Market produce customer base.

Hawaii: \$22,991 to the **Kona County Farm Bureau**, Kealahou, HI, to "grow farmers" through a marketing, farmer education, and consumer awareness campaign including purchase of print advertising and supplies, and chef demonstrations.

E **Illinois: \$13,847** to the **Woodstock Farmers Market**, Woodstock, IL, to purchase equipment for, and operate a new EBT program, to include wireless terminals, permanent metal tokens, a computer bookkeeping system, and promotional costs.

EE **Illinois: \$61,784** to **Experimental Station**, Chicago, IL, to create and implement a promotional and educational campaign within a new EBT program to increase the number of federal nutrition benefit clients purchasing fruits and vegetables at the 61st Street Farmers Market, and to assist other farmers markets statewide in implementing new EBT/SNAP and double-value incentive systems.

Indiana: \$53,160 to the **Indiana Cooperative Development Center**, Indianapolis, IN, to 1) organize and establish an Indiana Direct-to-Consumer Market Association and 3 direct marketing retreats, 2) develop a logo, brochure, and marketing materials, and 3) conduct a young farmer training program.

EE **Indiana: \$59,862** to **Orange County HomeGrown**, Paoli, IN, to 1) expand customer base through promotion and use of EBT, 2) provide training and services to market vendors, 3) promote public awareness of nutritional value of locally grown produce in an 8-county region of Indiana, 4) build partnerships to ensure sustainability of 2 existing farmers markets, and 5) create a third market within an underserved community.

Iowa: \$64,346 to **North Iowa Farmers Market**, Mason City, IA, to 1) develop a regional farmers market association in southern Minnesota and northern Iowa, 2) undertake strategic planning, 3) coordinate marketing efforts including purchase of signage and advertising, and 4) provide classes in cooking and canning.

Iowa: \$82,164 to the **Iowa League of Resource Conservation & Development (RC&D), Inc.**, Oakland, IA, to fund a collaborative promotional campaign among 11 RC&Ds that will provide signage and/or advertising to 73 local farmers markets across Iowa.

Louisiana: \$21,352 to the **Louisiana State University Agricultural Center**, Baton Rouge, LA, to convene a 1-day, educational workshop/conference for market managers and key vendors statewide and conduct a follow-up assessment of market operations, management, nutrition programs, food handling and risk management of Louisiana's farmers markets.

E Louisiana: \$39,417 to the **Historic Lower 9th Ward Council for Arts and Sustainability**, New Orleans, LA, to 1) purchase equipment, signage, and supplies, 2) develop an advertising and promotional campaign, and 3) establish a new EBT program at the new Sankofa/Lower 9th Ward Farmers Market to sell fresh local produce and seafood.

Maryland: \$33,149 to the **Town of Riverdale Park**, Riverdale Park, MD, to purchase signage, banners, bilingual posters and supplies to implement a comprehensive marketing and promotional campaign to increase the number of customers attending the Riverdale Park Farmers Market.

EE Maryland: \$50,724 to **Crossroads Farmers Market**, Takoma Park, MD, to create a network of well attended and economically vibrant markets in Maryland where people of all income levels can access fresh, nutritious, locally grown fruits and vegetables directly from producers and benefit from expansion of existing EBT programming.

Massachusetts: \$63,657 to **The Food Project**, Lincoln, MA, to 1) create a comprehensive media campaign, 2) engage in innovative partnerships with nutrition and health education programs, and 3) purchase advertising on public transportation in support of the Boston Bounty Bucks program.

Massachusetts: \$81,439 to the **University of Massachusetts Amherst**, Amherst, MA, to professionally develop training videos in English, Hmong, Russian and Spanish on what is required by beginning English and non-English speaking farmers to sell produce at a farmers market.

Massachusetts: \$82,587 to **Nuestras Raíces**, Holyoke, MA, to provide farmer mentors to beginning, immigrant and refugee farmers and purchase packaging/display supplies for farmers, market tents, and promotional brochures and posters.

Michigan: \$28,603 to **Community Farm Kitchen**, Ann Arbor, MI, to purchase commercial kitchen equipment and increase capacity to work with a larger number of small local farmers/producers selling more food products directly to local consumers via an innovative distribution channel.

Michigan: \$76,344 to the **YMCA of Greater Grand Rapids**, Grand Rapids, MI, to 1) establish a new urban farmers market in an underserved community and 2) initiate a promotional campaign to recruit and retain farmers and promote the new market's availability and accessibility of fresh local products.

EE **Michigan: \$39,947** to the **Berrien County Health Department**, Benton Harbor, MI, for supplies and advertising of the market through newspaper and radio promotions to increase low-income consumers' use of a farmers market to access healthy foods and to increase the income of small local farmers by accepting EBT payments.

Michigan: \$90,209, to the **Allen Neighborhood Center**, Lansing, MI, to 1) expand the availability of locally grown produce by developing a mobile farm stand in Urbandale, MI, 2) expand an existing CSA, 3) create a Farmer Apprenticeship program for young adults, and 4) purchase promotional supplies.

Minnesota: \$17,594 to **Renville County**, Olivia, MN, to implement a print and television advertising campaign, and through evaluation of marketing effectiveness, identify additional market opportunities to increase the number of consumers purchasing from local farmers markets.

E **Minnesota: \$34,814** to the **Three Rivers Resource Conservation and Development Council**, Mankato, MN, for the purchase of EBT equipment and supplies to expand existing EBT and credit card capability to the Mankato Farmers Market, and to increase market awareness through community outreach and advertising.

Missouri: \$8,438 to the **Sedalia Area Chamber of Commerce**, Sedalia, MO, to purchase and install signage, and buy print and radio advertising in an 8-county region of Central Missouri to promote awareness of the Sedalia Area Farmers' Market and consumption of fresh, local produce among low income households for the benefit small, local growers.

Missouri: \$67,254 to **Friends of the City Market**, Kansas City, MO, to equip a low cost commercial kitchen facility for vendors to prepare value-added products for direct market to consumers, and to provide education to vendors and consumers on food handling and preparation, food safety, and general nutrition.

E **New Mexico: \$54,086** to the **Santa Fe Farmers' Market Institute**, Santa Fe, NM, to further strengthen the Santa Fe Farmers' Market through professional development workshops, consumer education, and promotion of the existing EBT program for the purchase of healthy, local foods by low-income and WIC families.

New Mexico: \$63,914 to the **City of Albuquerque**, NM, to organize and establish a grower-directed, aggregator, sales and marketing organization to maximize small-scale producer benefits from a permanent indoor/outdoor growers' market in downtown Albuquerque.

New York: \$33,907 to the **Farmers Market Federation of New York**, Fayetteville, NY, to 1) develop surveys and 4 webinars and increase the use of social marketing to engage consumers and build awareness for agriculture, local foods and local farms and farmers markets and 2) develop a toolkit for developing social media fans and contacts.

EE **New York: \$8,854 to The South Wedge Planning Committee, Inc.**, Rochester, NY, to 1) create a marketing plan and materials, 2) implement an EBT incentive program to expand use of existing EBT at the South Wedge Farmers Market, and 3) improve the eating habits of local residents.

New York: \$31,959 to Cornell Cooperative Extension Association of Delaware County, NY, Hamden, NY, to 1) develop and coordinate educational conferences, meetings, and hands-on production programs for regional honey producers, 2) facilitate a permanent marketing association for producers, and 3) purchase supplies, advertising, and promotional brochures.

New York: \$44,564 to Certified Naturally Grown, Stone Ridge, NY, to 1) convene farmer organizers and farmer advisors **in Georgia and Tennessee** and cultivate robust local farmers' networks and 2) publish a how-to guide, online registry, and other resource materials in support local network development at the grassroots level.

E **New York: \$92,455 to the Harvest Homes Farmers Market, Inc.**, New York, NY, to improve fresh food consumption by low-income, underserved communities through creation and marketing of 8 new EBT-accessible farmers markets.

E **New York: \$10,254 to St. John's Bread and Life**, Brooklyn, NY, to develop software to allow new opportunities for EBT purchase of fresh produce from the Bread and Life Digital Choice Food Pantry kiosk and/or via the internet.

New York: \$71,162 to the International Rescue Committee, Inc., New York, NY, to provide intensive training in direct marketing to refugee producers **in Phoenix, AZ**, to increase their sales and develop a community-supported agriculture (CSA) program at a farmers market that targets low-income neighborhoods and refugee families.

North Carolina: \$45,746 to Foothills Farmers' Market, Shelby, NC, to 1) create a brand for the Market, 2) purchase print, radio, and billboard advertising and expand web/social media efforts, and 3) engage community stakeholders in the development of a strategic plan that guides the growth and continued development of a sustainable local food system.

North Carolina: \$39,585 to the Mitchell County Department of Cooperative Extension, Baskerville, NC, to create an advertising and promotional partnership between Mitchell County Cooperative Extension, local farmers, and community health organizations which will 1) increase awareness of a farmers market and agri-tourism network as a source of affordable, healthy food in rural Mitchell County, 2) diversify the customer base, 3) recruit and retain sustainable farmers, and 4) increase farmers' revenues by 40 percent at participating markets.

E **North Carolina: \$89,880 to The Leaflight, Inc.**, Chapel Hill, NC, to implement the "21st Century Farmers' Markets" program at 21 new farmers markets across North Carolina. The program will train these new market managers and vendors in EBT implementation and provide nutrition education to consumers.

North Carolina: \$70,096 to North Carolina Agricultural State University International Trade Center, Greensboro, NC, to 1) develop a virtual farmers market for farmers who lack accessibility to a physical market, 2) purchase infrastructure and supplies for existing farmers markets, 3) provide good agricultural and good handling practices (GAP and GHP) training to 50 farmers, and 4) produce educational materials for farmers markets and farmers.

North Dakota: \$17,394 to the North Dakota Farmers' Market Growers Association, Bottineau, ND, to design and implement a comprehensive marketing campaign and brand identity for North Dakota agricultural products at farmers markets, including: 1) print and television advertising, 2) a state-wide, rotating billboard, and 3) staging Field Days that will help to raise the awareness and visibility of farmers markets and local producers.

Ohio: \$46,424 to Appalachian Center for Economic Networks, Athens, OH, to 1) implement a regional branding and social media campaign to leverage consumer awareness in 3 rural Appalachian counties and 2) develop 10-15 workshop modules on food safety and food handling, soil amendments, production and harvesting techniques, natural pest management, packing, transporting and handling, and financial planning for low-wealth farmers and vendors.

Oklahoma: \$75,605 to the Mvskoke Food Sovereignty Initiative, Okmulgee, OK, to 1) equip a value-added production facility, 2) provide extensive professional development to the community in food safety and value-added processing, and 3) develop a regional marketing plan for locally produced, value-added products that can be used by producers as a model for economic sustainability in rural communities, both Native and non-Native, throughout the Muscogee (Creek) Nation in Oklahoma.

E Oregon: \$33,894 to Neighborhood Economic Development Corporation, Springfield, OR, to fund a comprehensive project aimed at introducing EBT at 9 new markets in Lane County, OR, facilitate consumer education and access to local foods, and ensure the long-term viability and sustainability of farmers markets in the South Willamette Valley.

E Oregon: \$40,498 to the Community Action Program of East Central Oregon (CAPECO), Pendleton, OR, to purchase EBT equipment and supplies, provide training and networking assistance for new EBT markets and vendors, develop nutritional training materials for SNAP and WIC recipients, and develop a regional marketing plan to support greater availability, access and consumption of local foods.

E Oregon: \$28,224 to Silverton Hospital Network (SHN), Silverton, OR, to implement a comprehensive, grass-roots effort that introduces new EBT capability at the Wellspring Saturday Marketplace, sited at the Wellspring wellness and chronic disease management center, and increase access to fresh produce low-income families.

E **Pennsylvania: \$96,482** to the **Reading Terminal Market/Farm to City Program**, Philadelphia, PA, to 1) acquire equipment and supplies to implement EBT at 19 farmers markets in Philadelphia and nearby communities, 2) train 40 farmers on use of EBT equipment, and 3) develop and distribute EBT promotional materials.

Pennsylvania: \$84,209 to the **Nurture Nature Center**, Easton, PA, to 1) market and promote producer-to-consumer opportunities, 2) build relationships to create a network of distribution points in underserved communities, and 3) educate consumers in order to build the Lehigh Valley local food economy.

E **Pennsylvania: \$22,402** to the **Center for Community Action**, Everett, PA, to 1) implement an EBT and market-on-wheels project that expands access to, and patronage of, the Huntingdon Farmers' Market to low-income residents, including a SNAP incentive program and 2) conduct educational outreach to familiarize new patrons with market produce and simple preparation techniques.

E **Pennsylvania: \$89,613** to **The Enterprise Center Community Development Corporation** (TEC-CDC), Philadelphia, PA, to develop an innovative community-based agriculture model in West Philadelphia with personnel for farm build-out and community grower training; to obtain equipment and supplies, including infrastructure for the farm, a retail farm stand, lighting and signage, and EBT machines; and to develop direct marketing promotional materials for door-to-door community outreach.

Pennsylvania: \$89,654 to **Urban Tree Connection**, Philadelphia, PA, to 1) initiate a mixed-income community-supported agriculture (CSA) program on an urban farm located in the heart of the neighborhood; 2) provide production skills to community members to grow their own food, and 3) purchase CSA and market supplies.

E **South Carolina: \$62,568** to **South Carolina Association of Farmers Markets**, Columbia, SC, to implement educational workshops to assist market managers and farmers to enhance marketing and social networking skills; promotional campaigns designed to improve and highlight the presence of farmers markets across South Carolina; and new EBT projects at 3 under-served areas resulting in increased profitability for farmers/vendors and better access to fresh, locally grown produce for customers.

E **South Carolina: \$17,804** to the **City of Greenville, SC**, to implement an EBT project that increases access to fresh produce for Supplemental Nutrition Assistance Program (SNAP) clients and benefits farmers by increasing their customer base.

EE **South Dakota: \$51,142** to the **Vermillion Area Farmers Market**, Vermillion, SD, to increase the consumption of fresh, local foods by expanding the market and educating vendors and consumers; creating community kitchens that both vendors and consumers may utilize; and promoting the existing EBT program at the market.

Tennessee: \$68,248 to the **Community House Cooperative**, Newport, TN, to 1) undertake a strategic planning process to ensure long term sustainability of the market, 2) recruit new farmers and consumers through an intense outreach effort, 3) provide professional development training on marketing principles, and 4) purchase promotional items and print, radio, and billboard advertising.

E Texas: \$35,432 to the **City of Texarkana, TX**, to implement an EBT project for the Downtown Farmers' Market which will improve access to locally grown produce for low-income consumers across 10 counties within a 4-state area and boost the economic viability of area farmers by increasing their sales.

E Utah: \$40,214 to **United Way of Northern Utah**, Ogden, UT, to 1) expand the awareness of the Garden Farmers' Market to the population of inner city Ogden, providing training and marketing materials in Spanish and other languages; 2) establish an on-going training schedule on gardening, sanitation, green technology, and techniques on displaying and selling produce; 3) expand the number of vendors participating in the Garden Farmers' Market and a winter market; and 4) establish an EBT project.

E Vermont: \$33,954 to the **Association of Africans Living in Vermont**, Burlington, VT, to promote the consumption of local agricultural commodities, specifically among low-income and geographically marginalized households, by establishing 4 new EBT-accessible markets in public housing complexes, and at a downtown public transportation hub that will improve earnings for 35 new African-American farmers.

Virginia: \$82,856 to the **Western Virginia Workforce Development Board**, Roanoke, VA, to 1) purchase a mobile teaching kitchen, 2) conduct 14 farmer/vendor training sessions on business development, production and profitability, and certifications and logistics, 3) conduct 7 consumer classes on cooking with local produce, canning, farmers market affordability, and food safety, and 4) purchase print advertising.

E Virginia: \$50,041 to **Friends of the Farmers Market**, Blacksburg, VA, to implement a new EBT/debit program that will enable farmer/vendors to expand and diversify their clientele, as well as improve access to locally produced nutritious foods for SNAP benefit participants and college students.

Virginia: \$77,653 to **The Highland Center**, Monterey, VA, to 1) undertake market assessments and create improvement plans, 2) provide 8 training workshops for farmers market managers on market oversight and direct marketing and for market vendors and farmers on business planning and direct marketing to increase profits for farmers in 4 counties in Virginia and West Virginia.

Virginia: \$54,834 to **The Jefferson Area Board for Aging**, Charlottesville, VA, to study the feasibility of building a bulk freezing and frozen meals operation that uses Virginia-grown food to provide meals and products for senior nutrition programs, home delivered meals, schools, and child daycare.

E **Washington: \$79,408** to the **North Olympic Peninsula Resource Conservation and Development Council**, Port Angeles, WA, to implement a new EBT project, improve access to fresh food from local farms for citizens of rural Jefferson and Clallam Counties, and increase the economic viability of local farmers in the area.

Washington: \$87,509 to **Washington State Farmers Market Association**, Suquamish, WA, to 1) develop an updated and expanded Market Management Tool Kit, 2) purchase and distribute promotional brochures, and 3) convene 3 strategic planning sessions for the Washington State Farmers Market Association Board of Directors.

E **Wisconsin: \$90,449** to the **University of Wisconsin Cooperative Extension Waukesha County**, Waukesha, WI, to implement the use of EBT machines at 10 farmers markets, and study the success of EBT programs at farmers markets by measuring increases in customers, consumption levels for fruits and vegetables, and farmer income over a 2-year period.

E **Wisconsin: \$39,029** to **Pierce County Public Health**, Ellsworth, WI, to increase access, availability and affordability of fruit and vegetables by building the farmers market infrastructure in Pierce County, and implement new EBT capabilities to increase low-income consumers' access.

Wisconsin: \$66,341 to **Growing Power, Inc.**, Milwaukee, WI, to 1) recruit, train, and enable small scale producers to take advantage of direct market opportunities in urban venues and 2) purchase marketing and packaging supplies.