

FY-2009 Farmers Market Promotion Program Grants

“E” – Indicates a new EBT program at farmers market(s)

“EE” – Indicates an existing EBT program at farmers market(s)

Alabama:

\$70,266 to the Alabama State Association of Cooperatives, Inc., Epes, AL, to recruit new farmers and vendors for the Green-Sumter Farmers Market, train new farmers/vendors in the use of a hoop houses and drip-irrigation kits to expand production, and provide consumer education and professional development for the market manager.

Alaska:

\$45,480 to the Igiugig Village Council, Igiugig, AK, to equip a commercial kitchen to comply with food safety standards involved in value-added processing, and develop a long-term economic viability plan for direct-to-consumer regional marketing in a manner that sustains the community’s new way of life through farming.

Arkansas:

\$12,781 to Southwest Arkansas Resource Conservation and Development Project Area, Inc., El Dorado, AR, to provide training and increase the awareness of limited resource, minority, and beginning farmers about the importance of science-based crop production practices, enhancing, and improving marketing strategies to improve farmers market sales.

\$76,420 to Delta Land and Community, Almyra, AR, to improve sales at two existing certified locally-grown farmers markets, and establish two new farmers markets in Arkansas through a series of on-farm and in-market training programs for market managers and new farmers and vendors.

Arizona:

E \$61,893 to the Arizona State University, Tempe, AZ, to expand access to farmers markets and to low-income consumers through EBT use and provide data on both the utilization and effectiveness of the new Arizona WIC cash value vouchers program at 10 farmers markets.

California:

E \$24,966 to Marin Agricultural Institute, San Raphael, CA, to implement a comprehensive EBT promotion program that will increase low-income consumers’ access to fresh, local and nutritious food at eight farmers markets located in Marin, San Francisco and Alameda Counties.

E \$48,400 to the Kern County Department of Public Health, Bakersfield, CA, to initiate new EBT at two (2) established markets and implement a bilingual promotional campaign that increase access to fresh produce for low-income residents that could be replicated in other areas of Kern County.

\$7,969 to the Shasta Growers Association, Redding, CA, to conduct a feasibility study on the potential to acquire and develop a site for a permanent market structure that could be used to provide a year-round farmers market presence in northern California's Sacramento Valley.

\$78,051 to People's Grocery, Oakland, CA, to purchase infrastructure to improve fresh food access in the West Oakland community by establishing a mid-sized and accessible food retail outlet to provide residents with adequate access to fresh and affordable foods, and strengthen and expand a sustainable supply chain of local farmers, producers and People's Grocery own agricultural products.

\$50,000 to Mandela MarketPlace Inc., Oakland, CA, to operate an alternative distribution network for underserved producers, facilitate increase urban market networks to share costs of transportation and wholesale order volume, and conduct marketing, promotion, and outreach activities to build and stabilize farm to store linkages.

\$79,021 to Glenn County Resource Conservation District, Willows, CA, to create a successful new farmers' market in Glenn County, CA that encourages new producer to consumer relationship, while engaging the youth in the agriculture marketing experience, as well as establishing a local growers association.

\$51,106 to Solano County, Fairfield, CA, to promote direct marketing to growers and increase the availability of fresh produce and farm products to local residents through development of a logo, promotional materials and signage, and website.

\$94,445 to County of Fresno, CA, to implement a new farmers market in Fresno County, CA, to increase access for ethnically diverse small and medium-sized local farmers to market their produce directly to consumers, to train them to promote food safety, and implement a consumer awareness program about the health benefits of shopping at farmers' markets.

\$61,380 to the FoodRoutes Network, San Francisco, CA, to plan and implement a three-day conference for the 74 Buy Fresh Buy Local Chapter Network and other national partners. It will provide a comprehensive learning, networking and community building experience for the Chapters.

Colorado:

\$29,700 to National Bison Association, Westminster, CO, to develop curriculum, conduct workshops, develop educational resources, establish an on-line e-commerce site, develop point of sale informational material, and conduct assessment of the these actions for farmers/vendors selling at a new farmers market in Colorado.

Connecticut:

E \$14,590 to Litchfield Hills Food Systems, Inc., Litchfield, CT, to implement new EBT program and advertising campaign at the Litchfield Hills Farm-Fresh Regional Winter Market.

Florida:

\$54,959 to Florida West Coast Resource Conservation and Development Council, Ellenton, FL, to develop a training program, consisting of one-on-one technical assistance to beginning farmers on their unique direct marketing situation including business assessment, marketing techniques, local niches, branding, public relations, and business launching assistance, and accelerate market-readiness for new growers through formal and experimental training.

\$100,000 to The Leesburg Partnership, Inc., Leesburg, FL, to assist the Leesburg Saturday Farmers' Market to develop a commercial kitchen and equipment for local farmers and vendors to enhance product value and sales, extend their market season, and expand their customer base through value-added processing and packaging.

\$100,000 to North South Institute, Davie, FL, to begin a new Community Sustainable Agriculture program, and provide equipment and other infrastructure to create four roadside stands for low-income and beginning farmers cooperatives and other small farmers groups in Florida and Alabama.

E \$37,770 to the City of Sanford, FL, to purchase eight EBT terminals for local farmers, and to implement consumer education programming and a promotional campaign for the Sanford Farmers Market.

Georgia:

\$19,077 to Main Street/Downtown Statesboro Development Authority, Statesboro, GA, to provide professional business training to current and future farmers by providing the necessary tools to effectively market their products, and to expand consumer demand through targeted promotion of the benefits of healthy food options such as locally grown fresh produce.

E \$97,961 to the Upper Ocumulgee River Resources and Conservation and Development Council, Inc., Lawrenceville, GA, to implement educational and outreach activities to low-income and minority citizens on the nutritional benefits of locally grown foods, and provide 16 new EBT machines and training to 16 local farmers markets throughout Georgia.

Idaho:

\$13,860 to Salmon Valley Stewardship, Salmon, ID, to provide technical assistance to recruit and retain Lemhi County Farmers Market vendors, and develop marketing materials that strengthen information sharing between farmers and consumers, thereby increasing vendor sales.

E \$45,542 to the Sustainable Community Connections, Boise, ID, to implement a new EBT project at the Capital City Public Market to expand access to low-income and diverse communities throughout the Boise area.

EE \$34,784 to the City of Moscow, Idaho, to increase access and outreach of the Moscow Farmers' Market to the community, targeting low-income residents and at-risk populations, to promote the existing EBT system, and to provide consumer and vendor educational curriculums.

E \$49,162 to the Somali Bantu Zigua Community, Boise, ID, to implement a new EBT program to increase access to fresh, local, seasonally and culturally appropriate foods within the refugees community in Boise.

Indiana:

\$22,000 to the Refugee Resource and Research Institute of Indian, Inc., Indianapolis, IN, to provide Karen refugees with farm tools and other equipment, translation services, promotional supplies and other materials to assist with marketing their produce at farmers markets, restaurants, and supermarkets in the area.

\$11,348 to the Allen County Agricultural Producers, Inc., Fort Wayne, IN, to develop and implement an educational campaign for consumers emphasizing nutritional benefits of local, freshly-harvested produce.

Illinois:

EE \$76,300 to the Green City Market, Chicago, IL. to increase usage of the existing EBT program; expand marketing and promotional campaigns to the general public, and fund a scholarship program to educate and assist farmers to develop sustainable production and marketing practices.

Iowa:

\$28,327 to the Iowa Food Cooperative, Ames, IA, to implement face-to-face and internet-based training and technical assistance for 125 farmers to increase their ability to market farm products directly to consumers.

Kansas:

EE \$18,160 to the Kansas Grown! Inc., Wichita, KS, to purchase EBT equipment, and to implement a marketing campaign to promote awareness of low-income consumers of the Kansas Grown! Inc. Farmers Market.

\$41,723 to Kansas City Center for Urban Agriculture, Kansas City, KS, to provide training and business development support for refugees and low-income families, and develop the Juniper Garden Farmers Market and other markets for urban growers in low-income neighborhoods in Kansas City.

Kentucky:

\$44,700 to the City of Jeffersontown, KY, to create and communicate a uniform marketing message to the farming community and consumers, expand the community outreach of the Jeffersontown Farmers Market, provide incentives and resources to farmers, and develop innovative ways to recruit new farmers and retain existing vendors.

Louisiana:

\$17,312 to the Morehouse Parish Police Jury, Bastrop, LA, to purchase needed equipment to address operational challenges of pea, bean, and pecan processing services, and improve efficiency and product quality at the Morehouse Parish Farmer's Market.

E \$52,566 to the Big River Economic and Agricultural Development Alliance, Baton Rouge, LA, to implement a new EBT project that increases underserved consumers' access at three farmers markets in the Baton Rouge area, to assist farmers in the use of the new EBT system, and to provide nutritional and outreach education for new consumers who have not previously shopped at farmers markets.

Maine:

E \$31,739 to the Aroostook Band of Micmacs, Presque Isle, ME, to implement a promotional marketing campaign and purchase EBT equipment and other needed infrastructure for a new Tribal farmers market halfway between the cities of Presque and Caribou, ME.

\$68,450 to Maine Organic Farmers and Gardeners Association, Unity, ME, to increase purchases of Maine-grown food by the food service program, employees and patients of

Maine General, Maine's third largest healthcare provider; to provide patients with educational materials on the availability, affordability and nutritional advantages of locally grown food; and to provide participating farmers and market managers with outreach and training.

Maryland:

E \$8,920 to Harford County, Bel Air, MD, to fund a new EBT start-up and promotion project to increase low-income consumers' access to the Bel Air Farmers' Market, and to promote the ability to make EBT purchases.

\$66,270 to the Chesapeake Region Agricultural Business Development Corporation, Timonium, MD, to adapt existing software, plan with initial suppliers, determine new buyers, and develop delivery logistics and training to support Maryland farmers in direct marketing their products via the Internet.

Massachusetts:

E/EE \$78,708 to The Food Project, Lincoln, MA, to implement 4 new EBT start-ups and 14 existing EBT programs that will increase EBT access and usage at 18 farmers markets and farm stands in Boston, MA, to train and support market managers in operating the machines, and to implement a citywide promotional campaign with teen interns participation.

Michigan:

E \$45,100 to Food Bank Council of Michigan, Lansing, MI, to implement a new EBT project, and to conduct promotional and outreach campaigns that increases low-income consumers' access to farmers markets in Michigan.

\$92,440 to Michigan Food and Farming Systems, East Lansing, MI, to develop and implement a certificate program for Michigan farmers market managers that will develop professional expertise among farmers market managers and the Michigan Farmers Market Association board of directors and farmers market managers.

\$77,943 to the Alcona Local Foods Association, Harrisville, MI, to promote and support existing and new farmers/vendors through increasing the education of consumers, the income of local growers/vendors, and the awareness of nutrition and health issues for all county residents; and develop a cooperative hoop house that will allow local vendors to lengthen the short Michigan growing season.

Minnesota:

E \$51,047 to Onamia Community Education, Onamia, MN, to implement a new EBT project; “grow” farmer-vendors through ongoing educational programs, including programs for youth, “nurture” consumers through community-wide educational initiatives aimed at low-income residents, families with young children, and senior citizens; and implement a gift coupon program for families of young children.

\$100,000 Minnesota Fruit and Vegetable Growers Association, Ham Lake, MN, to implement an advertising cost-share program, marketing workshops, and targeted point-of-sale materials for local fruit and vegetable producers at pick-your-own operations, on-farm markets, and organized farmers markets.

\$52,793 to Minnesota Food Association, Stillwater, MN, to develop and pilot a replicable and manageable CSA model that meets the needs of new farmers, and the needs of new low-income customers for affordable, and accessible local fresh produce; and to train new immigrant farmers to market directly to consumers using this modified CSA model. The project provides funds to train 10 new farmers in CSA models and support 100 low-income families.

Mississippi:

\$85,800 to Hancock County, Bay St. Louis, MS, to provide infrastructure, education, and other training workshops for local farmers and vendors to sell and promote their products at the new Hancock County Farmers Market.

\$31,075 to Delta State University, Cleveland, MS, to support infrastructure improvements and implement a promotional campaign for the Cleveland Farmers Market to provide local farmers with direct access to consumers, and increase consumer access to locally grown produce and enhance and expand the market.

Missouri:

E \$39,630 to Valley Farms, LLC, Foristell, MO, to increase access to locally grown foods for Supplemental Nutrition Assistance Program recipients through marketing, training, and promoting new EBT use at the Foristell Farmers Market.

EE \$57,251 to The Columbia Farmers’ Market, Inc., Columbia, MO, to support farmer/vendor business education and expansion, increase the effectiveness of the market manager, increase accessibility to and diversity of the market, and to promote the availability of an existing EBT system at the Columbia Farmers Market to area residents.

E \$20,361 to Urban Districts Alliance, Springfield, MO, to implement a new EBT project that increases low-income consumers’ access to two farmers markets in Springfield and southwest Missouri and to assist farmers/vendors using this equipment.

Nebraska:

\$86,462 to the Northeast Nebraska Resource Conservation and Development, Inc., Plainview, NE, to provide training and marketing assistance to rural families, particularly Native American mothers and their families, to become successful new farmers' market growers, and to provide direct assistance to existing and new farmers markets while improving their revenue.

\$98,598 to Community CROPS, Lincoln, NE, to develop a series of workshops and one-on-one training, and a technical assistance program for beginning and socially-disadvantaged farmers/vendors in Nebraska to sell their produce at farmers' markets.

\$84,123 to the Center for Rural Affairs, Lyons, NE, to promote and facilitate the gradual advancement of knowledge, skill, and hands-on application of growing, production techniques and farm business management to increase the numbers of Hispanic/Latino farmers in Iowa and Nebraska.

New Mexico:

\$98,334 to the Santa Fe Alliance, Santa Fe, NM, to increase sales of farm products directly to restaurants in Santa Fe, by facilitating mutually beneficial relationships between growers and restaurants; to improve buyer access at the farmers market, to develop a system for product aggregation and distribution, and to increase consumer awareness of and demand for local foods in restaurants.

E \$26,070 to New Mexico Farmers' Marketing Association, Santa Fe, NM, to continue the expansion of new EBT usage at state's farmers' markets and increase access at five new markets.

New York:

E \$100,000 to the Greenmarket, Council on the Environment of New York City, New York, NY, to initiate new EBT at six Greenmarkets, and to revitalize the Wholesale Farmers Market by increasing the diversity of products and promoting the benefits of local food to potential buyers and customers in underserved communities.

E \$100,000 to the Friends of the Rochester Public Market Rochester, NY, to implement the Market Trolley Trail, which will increase customer access to this urban, year-round farmers market by providing transportation to customers from off-site parking to the market. A welcome center will provide market information, EBT token and gift certificate sales, and nutrition education to customers.

E \$98,570 to Cornell Cooperative Extension of Tompkins County, Ithaca, NY, to evaluate and make recommendations that will strengthen the capacity and viability of 24 small community farmers markets, and create agency connections to make EBT use feasible for food stamp transactions at some of these markets.

\$66,754 to United Community Centers, Brooklyn, NY, to conduct consumer education focused on women receiving WIC, to expand venues for new products and new vendors, and enhance the atmosphere of the East New York Farms! Saturday market so it will draw more shoppers and encourage those already at the market to stay longer.

\$12,732 to Certified Naturally Grown, Stone Ridge, NY, to establish workshops to help direct-market North Carolina and Virginia bee keepers, to develop and produce marketing materials for use by bee keepers who use natural methods, and to capitalize on consumer demand for locally produced honey produced with natural practices that help protect the health of bees.

North Carolina:

\$69,289 to Appalachian Sustainable Agriculture Project, Asheville, NC, to develop individual training modules and delivery materials to strengthen and expand farmers markets in Western North Carolina for the support of local working farms. The materials will include, best market practices in food safety, market regulations, display and salesmanship, market structure and management, and market and farm promotion techniques.

\$12,495 to Warren County Government, Warrenton, NC, to develop and execute promotional resources for the Warren County Farmers Market, and to build vendor capacity through training and software tools to supplement local small farmer's income.

\$29,960 to Coastal Harvesters, Inc., Buxton, NC, to establish the Hatteras Island Farmers' Market and develop a blueprint for establishing farmers markets in coastal communities such as the Hatteras Island community, farmers in northeastern North Carolina, and other coastal areas.

Ohio:

E \$61,229 to SID Public Services Association, Columbus, OH, to establish a new winter farmers market and to implement a new EBT system at both an existing summer market and the new winter market that will increase consumer access to farmers markets and provide farmers and vendors direct retail opportunities.

Oregon:

\$73,321 to the Gorge Grown Food Network, Hood River, OR, to build a regional market network that will strengthen market managers' management skills; strengthen farmer-vendors' direct marketing, farming and business skills; increase low-income access options at every market; increase regional resource-sharing, marketing, and networking through a community of practice; and develop and improve the Gorge Grown Mobile Market as a model for launching and anchoring emerging markets in very small communities.

\$23,468 to Adelante Mujeres, Forest Grove, OR, to expand its micro enterprise program and to implement an anti-hunger and nutrition program for low-income and underserved populations at the Forest Grove Farmers Market by providing vendors with assistance in booth displays and shoppers on how to use farmers market produce to prepare healthy meals.

\$44,448 to the Calapooia Food Alliance, Brownsville, OR, to purchase infrastructure, implement an advertisement campaign, and update information technology to increase the amount of local food that is produced and consumed, with particular focus on low-income families and on small farms/farmers.

Pennsylvania:

E \$74,030 to Capitol Resource Conservation and Development Area Council, Harrisburg, PA, to purchase 14 wireless EBT terminals and support their use through training and program development, and to create marketing “toolkits” with templates, ideas for market promotion, and information for consumers and vendors about nutrition, health, food preparation and micro-business development.

E \$54,318 to The Food Trust, Philadelphia, PA, to establish and operate two new farmers markets, recruit farmers, promote access to EBT at the two markets, and provide technical assistance and training to farmers to maximize their product sales at nearby schools and corner stores.

E \$26,725 to the City of Easton, PA, to implement a new EBT project, increase access to fresh food for low-income and Hispanic consumers at the Easton Farmers’ Market, and increase vendor sales.

E \$11,413 to Main Street Farmers Market Inc., Washington, PA, to establish an EBT program at the Main Street Farmers Market, to educate market managers, vendors and others on EBT use and to promote EBT use to low-income consumers.

South Carolina:

\$17,698 to the City of Greenville, SC, to fund an educational and marketing campaign aimed at increasing Carolina First Saturday Market utilization. It will stress the important role farmers markets play in promoting local products, increasing farmer profits, and eating nutritionally sound foods.

Texas:

E \$45,881 to the Brownsville Farmers’ Market, Brownsville, TX, to implement EBT technology and improve market access by low-income families, increase sales, and grow the number of participating farmers.

Tennessee:

E \$32,320 to Appalachian Native Plants, Inc., Mountain City, TN, to solidify establishment of operations of and promote the new Johnson County Farmers Market through a multi-faceted marketing campaign, provide new EBT equipment and operations for market vendors and customers, and host four vendor workshops.

Vermont:

E \$94,789 to the Northeast Organic Farming Association of Vermont, Richmond, VT, to strengthen farmers markets, community supported agriculture outlets, and farm stands in Vermont through professional development of market managers, board members, and farmers; and to increase consumer access to these direct marketing outlets in Vermont through the use of new EBT programs.

Virginia:

\$56,761 to Jefferson Area Board for Aging, Charlottesville, VA, to provide infrastructure for the food storage, and to implement systems for supplying produce items from farmers markets to food banks and distribution centers thereby connecting low-income residents and seniors with local produce.

E \$95,779 to Appalachian Sustainable Development, Abington, VA, to expand and strengthen the Appalachian Farmers Market Association in a comprehensive program of training, technical assistance, support for vendors and market leaders, development of emerging farmers markets in limited-wealth communities and expansion of EBT from one to at least three farmers markets in this rural Appalachian region.

Washington:

\$68,000 to Northwest Agriculture Business Center, Mount Vernon, WA, to fund a community-based project aimed at growing new farmers utilizing a CSA farm model at historic Greenbank Farm. Farmer-trainees will implement a variety of direct market strategies, including workshops and demonstrations for the general public to increase the number of consumers and consumer sales at the markets.

\$59,205 to the Northwest Cooperative Development Center, Olympia, WA, to provide administrative and technical assistance in the development of materials that will be the basis for standardizing business planning, market growth management, and recordkeeping for new and existing online farmer's markets.

Wisconsin:

\$13,588 to On Broadway, Inc., Green Bay, WI, to fund a promotional campaign and feasibility study involving a possible street closure to secure better long term safety and

communications solutions for the rapidly growing Farmers Market in downtown Green Bay.

\$75,769 to Growing Power, Inc., Milwaukee, WI, to implement a commercial urban agriculture training program designed to train and mentor urban, peri-urban, and rural farmers, to improve their profitability and increase low-income consumers' access to healthy, nutritious, and locally produced food.

\$94,724 to the Browse and Grass Farmer Association, Downing, WI, to purchase infrastructure and market locally grown ancient grains and flours to consumers that value more authentic or gluten-free food products, and to develop a curriculum on partnering with East African producers.

\$35,296 to the Waukesha County University of Wisconsin Extension, Waukesha, WI, to implement the creation of a statewide farmers market manager association, and create a website for the publicity of farmers markets that will serve as a networking and resource site for market managers.

E \$27,405 to the City of St. Croix Falls, WI, to implement innovative approaches to market operations and management, including the purchase and set-up of infrastructure for EBT and credit/debit technologies, the development of a Ride to Market program for recipients of the Farmers' Market Nutrition Program vouchers, and the creation of a revolving loan fund for market vendors.

E \$13,900 to the Wisconsin Apple Growers Association, Inc., Waterloo, WI, to implement an EBT project and a promotional campaign that increases low-income consumers' access at a newly established winter farmers' market in Milwaukee County.