



United States
Department of
Agriculture

Transportation and Marketing
Farmers Market Promotion Program

Fiscal Year 2018 Description of Funded Projects

Number of Grants Awarded: 49
Amount of Funds Awarded: \$13,355,514.29

For more information, please visit the grant program's website: <https://www.ams.usda.gov/fmpp>

NOTE: The below project descriptions were provided by the grant recipients.

Alaska

Recipient: Calypso Farm and Ecology Center, Fairbanks, AK

Project Type: Capacity Building

Award Amount: \$189,757.00

Growing the Southside Market through CSA, Community Leadership and Local Growers

The Calypso Farm and Ecology Center will build on the success of the Southside Community Farmers Market, a food-focused market established with the support of a 2015 FMPP grant. Located in the lowest income and most food insecure neighborhood in Fairbanks, Alaska, this continuation project creates much needed direct marketing opportunities for local growers and supports the development of new farm businesses while also effectively addressing the food needs of the South Cushman residents. Central to the project is the development of a Steering Committee, made up of local farmers and neighborhood residents, who will strategize to address the self-determined food needs of the community. Community- rooted leadership of this project is the key to long-lasting impacts and project sustainability. In addition to the development of the Steering Committee, the project includes the following initiatives: 1) develop a 100 percent locally grown aggregate CSA made up of vegetables, meat and eggs, serving the Southside neighborhood and offering home delivery, use of food benefits and a sliding pay scale; 2) provide business training and support to local farmers with a special emphasis on existing and aspiring growers in the South Cushman neighborhood; and 3) expand the existing Southside Market to support a significant increase in the number of vendors and customers through capacity building activities, including: cooking demonstrations, community picnics at the market and engaging community-wide promotion. This project will not only have long-lasting impacts in Fairbanks, it will serve as a model for other communities statewide.

California

Recipient: California Certified Organic Farmers, Inc., Santa Cruz, CA

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$480,462.00

Making Farmers Market Work: Tools and Strategies for Small-Mid Scale Organic Producers, a partnership between CCOF, Kitchen Table Advisors and the CA Alliance of Farmers Markets

Small to mid-scale farmers, organic farmers, and small-scale Latino farmers are facing increasing challenges at farmers markets in their efforts to maintain and grow profitable farm operations. A saturated and increasingly competitive marketplace necessitates innovative thinking to keep up with consumer demands on farm product accessibility. Making Farmers Market Work: Tools and Strategies for Small-Mid Scale Organic Producers, a partnership between CCOF (California Certified Organic Farmers), Kitchen Table Advisors and the California Alliance of Farmers Markets, will increase domestic consumption of and access to locally and regionally produced agricultural products, and develop new market opportunities for farm and ranch operations serving local markets, by 1) providing virtual and in-person training and technical assistance to farmers to develop innovative tools and strategies to increase farmers market sales and 2) training farmers market managers on how to improve markets through education about the regulations of organic labeling at farmers markets. The project's objectives include: 1) Knowledge gained by farmers about how to increase farmers markets sales 2) Increase profitability of farmers who market through farmers markets 3) Increase market managers' capacity to support farmer profitability, 4) Increase public understanding of USDA AMS's organic certification program. Approximately 2,500 growers will receive education, assistance and training to grow their sales through 1) online outreach to 2,500 growers, 2) 9 webinars with 360 farmers, 3) 12 farming trainings for 120 farmers, and 4) in depth 1:1 technical assistance with 60 growers, while 120 farmers market managers will receive training on USDA's AMS certified organic program.

Recipient: Modoc Harvest, Cedarville, CA

Project Type: Capacity Building

Award Amount: \$211,773.00

Expanding Modoc Certified Farmers Markets on Both Sides of the Market Table

Our Modoc community has come to embrace and cherish our farmers markets but there is concern with their sustainability due to the prevailing age of our farmers market producers. Most of our farmers and ranchers selling at farmers markets are over the age of 65. Alternatively, local food is not reaching all populations, especially the low-income populations in Modoc County. The project will provide a sustainable flow of local food to all members of our community while supporting our producers. The first goal is to develop a program that allows the transfer of knowledge from the experienced to the beginning producer and to provide peer-to-peer educational opportunities and professional training that benefit all producers. The second goal is to promote our farmers markets and producers to new audiences through online and print campaigns, at local community groups and through health and human services organizations. Finally, the recipients will develop local food education and cooking demonstrations for students, underserved populations, and market customers. Modoc Harvest was

created to support local food access and education and is in the perfect position to carry out this project. In three years, the recipients will increase the number of farmers market producers by 80 percent, double farmers market attendance and overall market income (with 10 percent of customers using nutrition benefits) and reach 400 students and 300 additional individuals with their educational and cooking programs.

Recipient: The Abundant Table Camarillo, CA

Project Type: Capacity Building

Award Amount: \$249,844.80

Expanding markets and models for CSA and farm to institution sales that benefit low income families in Ventura County, CA

The Abundant Table (TAT) will bring together multiple stakeholders to expand the sale and consumption of produce among key low-income constituencies in Ventura County, California. To create new and expand existing institutional food service sales of both whole and lightly-processed produce, this project initiates a comprehensive “relationship building campaign” between local farmers, institutions such as schools, hospitals and universities, and individual low-income consumers that seek to educate and solidify sale commitments. Field trips to TAT’s farm and food hub will deepen the relationship between producer and consumer. Pop-up farm stands at the schools, hospitals and other community venues will highlight nutrition education and serve as sales outlets for produce aggregated from local farms, as well as enable the purchase of community supported agriculture (CSA) boxes via electronic benefit transfer. Professional trainings and “meet and greets” between farmer and food service directors/workers will build preference for and commitment to purchasing locally-sourced and traceable produce. Expanded demand for individual sales will be facilitated through a multi-farm CSA that 1) provides weekly home delivery of culturally-relevant produce to farmworker families, an affordable sales model introduced and sustained through an educational campaign and delivery services provided by paid community-based “promotoras”; and 2) offers a sliding scale “CSA prescription” program for low income patients within the Ventura County Medical Healthcare System and other local clinics, to facilitate increased vegetable intake to improve overall health.

Recipient: University of California, Davis, CA

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$495,186.00

Farmers Market LIFE: Using Participatory Research to Expand the Customer Base of Farmers Market Shoppers

The growth in direct-to-consumer (DTC) sales has begun to plateau for many local food producers. At the same time, many consumers have limited access to DTC sales opportunities. The University of California will address these needs by increasing utilization of Federal nutrition assistance programs and nutrition incentives at farmers markets, expanding the customer- base of farmers market shoppers, and increasing sales for farmers market vendors. This project will engage volunteer peer- to-peer Health Promoters to conduct community-based participatory research to identify obstacles for Federal nutrition assistance users to shop at farmers markets and collaboratively devise locally-relevant

innovations to make farmers markets more inclusive, welcoming, and inviting for the whole community. Structural, operational, and marketing innovations based on research findings will be piloted at three farmers markets to mitigate obstacles for those on Federal nutrition assistance to shop, make markets more reflective of the communities where they are located, and expand the customer-base of shoppers. Transferable promising practices will be scaled to 15 farmers markets across Sonoma and Marin County, California, through a holistic community-engagement marketing campaign that reflects shared values. Pre- and post- evaluation will document changes in Federal nutrition assistance sales, and ascertain changes in customer experience and customer demographics at farmers markets. An evaluation case study, a toolkit, and conference presentations will disseminate best practices for broader impact and adoption by other communities. Project outcomes will improve the financial viability of DTC farmers, support regional economic development, and community health.

Colorado

Recipient: LiveWell Colorado, Denver, CO

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$283,793.00

Double Up Food Bucks: Building New Customer Bases for Farmers and Farmers Markets by Promoting Nutrition Incentives

LiveWell Colorado will increase the sale of fresh fruits and vegetables at 25 farmers markets and other direct markets over two years, by drawing more consumers who will use their nutrition assistance and incentives to purchase fresh, local produce. LiveWell and the Colorado Farmers Market Association will 1) create regionally tailored promotional and outreach materials to assist low-income consumers shop at their local farmers markets and other direct market retailers, and 2) provide training to market managers and produce vendors on how to offer greater access to fresh fruits and vegetables for low-income consumers in their communities. Over the course of the first year of the project, LiveWell Colorado plans to impact 14 farmers markets, two farm stands, and one community supported agriculture (CSA) program across three target regions, serving nearly 138,000 nutrition assistance recipients. In the second year of the project, LiveWell Colorado will provide the same services and assistance to three additional regions (for a total of six regions over the two-year period).

District of Columbia

Recipient: FRESHFARM Markets, Inc., Washington, DC

Project Type: Capacity Building

Award Amount: \$249,849.55

Expanding Market Success for New and Emerging Mid-Atlantic Farmers Through Training and Multimedia Promotion

For a good grower, establishing him or herself as a successful farmer at market requires both business acumen to promote him or herself physically at market, and virtually online. It also requires adept farming practices to grow a diverse, large supply to meet market demands. Through this FMPP project, FRESHFARM will run a 3-year cycle of developing annual cohorts of new and emerging farmers who receive training and education in business development and farming practices. After three years,

FRESHFARM will have an established training process and greater revenue to reinvest into new and emerging farmers. For consumers, establishing a habit of shopping at farmers markets and increasing the amount they buy requires not only knowledge of available markets and products, but also a belief in the value of buying directly from a farmer at market. To build this knowledge and promote value, FRESHFARM will develop engaging messages and content regarding new and emerging farmers to disseminate broadly in the Washington, DC-area. A specific outreach focus will be to educate low-income residents about how to use nutrition benefits at market. The anticipated outcome of this increased promotion and education will be more consumers familiar with new and emerging farmers and an increase in consumer purchases at Washington, DC-area farmers markets.

Florida

Recipient: A Simpler Place in Time, Inc., Riverview, FL

Project Type: Capacity Building

Award Amount: \$197,460.82

A Simpler Place Farm and Market Roadside Stand and Agritourism Expansion Project.

A Simpler Place in Time will expand an on-farm roadside stand that supports multiple farms and ranches serving a local market; expanding from a seasonal operation, open three days a week, to a year-round market open five days a week. There is local demand for this expansion as there are no other on-farm stands open year-round which support multiple farms within Hillsborough County, Florida. The year-round market will increase access to and consumption of local agricultural products while also creating season extension opportunities and additional direct to consumer market opportunities for local producers. Additionally, the recipients will implement an educational agritourism program that will fulfill a community need to bring education and awareness of local agriculture to community members of all ages. On-farm classes were previously held and project staff found most all attendees desired to return. However, these classes were not continued due to a lack of personnel support and not having a formal program in place. By the end of the project it is expected that consumer awareness of local agriculture will increase through education at agritourism events shifting demand and creating more direct-to-consumer market opportunities for local producers.

Recipient: Boys & Girls Clubs of Northeast Florida, Jacksonville, FL

Project Type: Capacity Building

Award Amount: \$248,054.00

Ready 4 Veggies in Northeast Florida – Going Mobile – Farm to Community

The Boys & Girls Clubs of Northeast Florida will engage over 30 local farmers along with key community partners to make strategic decisions to increase consumption of and access to locally-grown fruits, vegetables and agriculture products in Northeast Florida. The Boys & Girls Clubs of Northeast Florida boasts a network of 25 regional Clubs located in key low-income/low-access areas of this region. Recent data released by the City of Jacksonville indicate that there are 177,000 food insecure individuals, including children and families, senior citizens and veterans in Duval County. Other recent studies indicate that communities that lack access to fresh, healthy foods will likely exhibit increased premature death and chronic health conditions. The service capacity of the Ready 4 Veggies bus will expand over

the next 3 years to reach 15,000 residents, children and families in 5 key food desert areas. Residents will access and consume fresh fruits and vegetables; learn how to prepare and cook what they purchase; and understand the health benefits. Measures will be in place to ensure the project staff are trained and are effectively running the program; business and marketing plans are in place and executed; and the 30+ farm partnerships are fully developed.

Hawaii

Recipient: North Kohala Community Resource Center Kapaau, HI

Project Type: Capacity Building

Award Amount: \$138,011.00

Increasing Access and Expanding Direct Producer to Consumer Market Opportunities in North Kohala

Increasing Access and Expanding Direct Producer to Consumer Market Opportunities in North Kohala serves the rural district of North Kohala on the island of Hawaii. North Kohala has a rich agricultural history and has a community goal "to produce 50 percent of the food it consumes". This project will continue to increase access to and consumption of locally produced agricultural products for residents and visitors, inclusive of the low-income population. It will also expand direct producer-to-consumer markets and increase economic opportunities for local farmers and producers in North Kohala. These objectives will be achieved by expanding the Hawi Farmers Market to include a mid-week market and building a marketing and advertising campaign for the Hawi Farmers Market and agritourism initiative. The project will also revise and distribute the "North Kohala Know your Farmer Directory", provide outreach, training and technical assistance to new and established farmers in North Kohala, and expand the Farm Tours North Kohala agritourism initiative.

Illinois

Recipient: Plant Chicago, NFP Chicago, IL

Project Type: Capacity Building

Award Amount: \$131,934.44

Roots to Raíces: Cultivating a Healthy Food System in the Back of the Yards Neighborhood, Chicago

Plant Chicago's market is located in a low-income, low-access census tract, where over 20 percent of residents speak English as a second language. The market's customer base is growing steadily, but they need to reach more Federal nutrition assistance recipients, low-income customers, and neighborhood residents. In order to reach these populations, the project will increase outreach and marketing activity in the community, and add more educational and culturally-appropriate programming at the market. Through this expansion in outreach and programming, Plant Chicago expects to increase the percentage of locals shopping at the market by 50 percent of the current total market visitors. The project activities will offer new and/or expanded market opportunities for 27 local farmers and 10 food production operations using locally-grown ingredients. Lastly, the project will allow us to increase overall market attendance by 60 percent, Federal nutrition assistance redemption by 100 percent, and local farm & ranch sales at the market by over 100 percent. To supplement community outreach and engagement efforts, project activities will also include farmer and vendor trainings on licensing, marketing, circular

economy business practices, and consumer engagement to help local producers improve their bottom line and develop new market opportunities for local and regional food products while employing responsible social and environmental practices.

Indiana

Recipient: Legacy Foundation, Inc., Merrillville, IN

Project Type: Capacity Building

Award Amount: \$226,119.00

Lake County Eats Local

The Legacy Foundation, The NWI Food Council, City of Gary Department of Environmental Affairs/Gary Food Council and Purdue University Cooperative Extension are partnering to build a more cohesive local food system and address food insecurity in northern Lake County, Indiana. The project is intended to: 1) Increase access to and consumption of locally produced food within Lake County's 24 census tracts designated as food deserts; 2) Provide training, outreach, and technical assistance to area producers and consumers; 3) Develop new market opportunities for existing and new small farmers; 4) Develop and implement an urban communication plan for the area in order to increase awareness of local farming efforts and to ultimately lead to an increase of local food consumption; and 5) Increase the number of local farmers markets and farm stands accepting Federal nutrition assistance. The beneficiaries of the project include both community consumers living within the food deserts as well as the many local farmers in our community. In other words, the 85,900 citizens living within these food deserts would benefit, as well as 28 urban farmers and 10 rural farmers.

Iowa

Recipient: Iowa Valley Resource Conservation and Development, Amana, IA

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$499,925.54

Modernizing Iowa's Farm Marketing: Metrics, Social Media, and Creative Content

Iowa has more than 200 farmers markets, but less than 15 percent of food consumed in Iowa is grown in Iowa. Modernizing Iowa's farmers markets and vendors use of online tools will be critical to expanding the local foods market share. Iowa Valley Resource Conservation and Development (RC&D) will increase economic opportunities for small independent farmers, strengthen Iowa's farmers market industry, and increase consumption of farm-direct agricultural products by building vendor and market manager knowledge and skills related to online marketing and market data collection. This project will create and curate professional Social Media Libraries for rural and urban markets, create and implement coordinated Synergistic Social Media Campaigns, and train markets to become proficient with the Farmers Market Metrics Program. The project will implement one-on-one technical assistance to 30 market managers and 60 market vendors through a Social Media Coaching Program and provide 15 workshops across the state of Iowa to teach and empower stakeholders in the use of social media individually and collaboratively.

Kansas

Recipient: Catholic Charities of Northeast Kansas, Inc., Overland Park, KS

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$279,490.00

Building Direct Market Capacity for Refugee Farmers

Wyandotte County, Kansas, consistently ranks at the bottom of counties in the state for health outcomes and consumption of fresh vegetables and fruits. The farmers in training and graduates of the New Roots for Refugees program are growing in Wyandotte county and struggle with selling their produce. These farmers have great need for better marketing, for expanding their community supported agriculture (CSA) revenues in light of decreasing farmers market sales and for technical assistance and infrastructure improvements around food safety. Catholic Charities of Northeast Kansas aims to meet these needs by creating 1) an effective marketing presence for farmers learning English; 2) an aggregated CSA program to increase scope and retention; and 3) food safety procedures, infrastructure, and education. Outcomes include doubled CSA revenue for these refugee farmers, improved safety practices, and careers created and strengthened.

Kentucky

Recipient: Foundation for Appalachian Kentucky, Inc., Hazard, KY

Project Type: Capacity Building

Award Amount: \$150,608.90

Northfork Local Food Promotion Program

Across the Appalachian region, community leaders, individuals and organizations are on a mission to improve our health and wealth through a robust and integrated food system. From the ground level, citizens are working tirelessly to ensure that healthy, fresh food reaches those who need it most, in a fair and sustainable way. To keep this momentum and build capacity for future food leaders, the Foundation for Appalachian Kentucky (FAKY) created Northfork Local Food (NLF). NLF is working to increase access to locally grown and produced foods within communities along and around the North Fork of the Kentucky River and, with FAKY, to increase investments to most effectively support the infrastructure for producers and consumers in the region. The NFL Food Project specifically will 1) connect farmers to education, mentoring, and resources to increase their production levels and increase their sales; 2) develop market opportunities through which farmers can sell their goods; and 3) engage consumers in ways which increase their access and consumption to healthy, local foods and expands market opportunities for farmers.

Recipient: Western Kentucky University, Bowling Green, KY
Project Type: Community Development, Training, and Technical Assistance
Award Amount: \$481,331.00

FRESH App and a Community Network to Promote Farmers' Markets and other Direct Producer-To-Consumer Market Outlets

Western Kentucky University has assembled an innovative and comprehensive partnership among Need More Acres Farm, the Foundation for Connecting Communities, and three farmers markets to develop a FRESH (Farm Regionally/Locally, and Engage Supportive Households) App to expand direct producer-to-consumer market opportunities for locally-grown fresh produce. Specific goals include 1) developing the FRESH App to modernize and expand marketing strategies in this digital/Internet age; 2) providing training and technical assistance to local agricultural producers; 3) increasing awareness, access, and consumption of locally grown agricultural products among community members including minority groups and low-income households; and 4) making farmers markets more family-friendly and convenient for social interactions as recommended by several studies as consumer-attractive. Expected outcomes include 1) the FRESH App reaching at least 35,200 users locally (many more nationwide); 2) increased consumer awareness by at least 54 percent; 3) increased direct producer-to-consumer markets attendance by at least 40 percent; 4) increased access and consumption of local/regional agricultural products by at least 30 percent; and 5) increased revenues for local/regional farmers by at least 22 percent.

Louisiana

Recipient: Central Louisiana Economic Development Alliance Alexandria, LA
Project Type: Community Development, Training, and Technical Assistance
Award Amount: \$294,286.00

A regional approach: Strengthening the network of farmers markets in Central Louisiana

The Central Louisiana Economic Development Alliance (CLEDA) will improve access to fresh, healthy local food for consumers and improve market opportunities for farm- and ranch-based operations by connecting and strengthening the network of farmers markets in a ten-parish (county) region. All ten parishes are rural, and residents are disproportionately underserved based on age, race, and household income. Supply is not meeting demand for locally-produced food in Central Louisiana communities, and while farmers market exists, they are characterized by stagnated growth, insufficient vendor and manager capacities, and a lack of leadership and support. This project will address consumers' and producers' needs by 1) developing and disseminating models for rural farmers market management and operations; 2) delivering technical assistance to develop food access programs; 3) implementing a regional marketing campaign to educate consumers and promote markets; and 4) establishing a regional farmers market association. Training on tailored models will lead to increased vendor and manager capacity; technical assistance will lead to the development of programs to improve access to fresh, healthy, local food; unified branding and marketing will lead to more informed consumers; and a strategic association will provide leadership and support to ensure sustainability. Together, these efforts will result in thriving farmers markets with diverse customers and increased sales.

Maryland

Recipient: Crossroads Community Food Network, Inc., Takoma Park, MD

Project Type: Capacity Building

Award Amount: \$250,000.00

Building a Sustainable Farmers Market: Planning for Long-Term Food Access for Low-Income Crossroads Community Members

Crossroads Farmers Market was founded in 2007 to bring local, nutritious, and affordable produce to an underserved area outside Washington, DC. Crossroads was the first farmers market in Maryland to accept federal nutrition benefits, and the first in the country to launch a “double dollar” incentive program to match the value of these benefits spent on fresh fruits and vegetables. Like any farmers market, Crossroads needs loyal customers and successful vendors to thrive. Over the course of the next three years, this FMPP Capacity Building grant project will tackle both sides of this equation to strengthen the long-term viability of the market and, by extension, ensure that low-income residents in the Takoma/Langley Crossroads have access to fresh, healthy food. Project objectives include increasing access to and consumption of local, fresh fruits and vegetables by expanding our nutrition education program at the market and by boosting market attendance and CSA participation; increasing market and CSA sales by diversifying our customer base; and helping more than 20 vendors, 75 percent of whom are socially disadvantaged themselves, build the capacity to expand their businesses into new markets. Key partners include local farms such as Vegetales R.L. and Montoya’s Produce. Updates and outcomes of this project will be shared with funders, supporters, and other stakeholders via various communication channels (e.g., website, social media platforms, e-newsletters, infographics/reports), and market data will be entered into the Farmers Market Coalition’s Farmers Market Metrics data portal.

Recipient: Future Harvest, Inc., Cockeysville, MD

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$425,301.00

Amazing Grazing: Stepping up supply and demand for grass-fed meat, dairy, and other local, pasture-based products in the Chesapeake region

Since 1998, Future Harvest, Chesapeake Alliance for Sustainable Agriculture (FHCASA) has provided education and outreach to advance agriculture that is profitable, protects land and water, and serves communities with fresh, nutritious food. The proposed project – in collaboration with Mountains-2-Bay Grazing Alliance, Central Farm Markets, Maryland and Virginia Extension, Maryland Farmers Market Association, and many grazers – seeks to increase supply and demand of locally grown food. To optimize impact, this project will focus on pasture-raised meats and other products produced in the Chesapeake region. The recipients have three objectives: 1) increase number of grazers trained in direct-to-consumer marketing; 2) increase number of consumers informed about how and where to buy local grass-fed products and why it’s important; and 3) increase pasture-based product sales for area grazers. To accomplish these objectives, the recipients will launch a multi-faceted consumer education campaign, starting with updating the Amazing Grazing directory of producers, then piloting a Go Grass-fed Buying Club program, launching a wide-reaching multi-media campaign promoting grass-fed, and

holding tasting events at popular farmers markets and festivals. For producers, the recipients will incorporate direct-to-consumer (DTC) marketing training for grazers into FHCASA's Beginner Farmer Training Program and Field Schools, expand the Grazer Mentorship Program, collaborate on an annual Grazers' Summit, and more. During the project, consumer-oriented activities should reach about 300,000 consumers via events, social media, and press outreach. Producer programs will directly reach 1,500 area grazers. The Go-Grassfed Buying Clubs will initially serve 25 families.

Massachusetts

Recipient: Regional Environmental Council, Inc., Worcester, MA

Project Type: Capacity Building

Award Amount: \$249,834.88

Growing Market Opportunities for Worcester Area Farmers through Increased Training for Non-Conventional New Farmers, Increased Product Diversity, and Culturally Responsive Marketing

The Regional Environmental Council, Inc. (REC) will engage local rural and urban farmers and low-income seniors and families to expand and improve two standing farmers markets and Mobile Farmers Market program to increase impact and sustainability of REC's Mobile Farmers Market program through improved inventory management systems and practices and increased market opportunities; increase customer base of Main South and Beaver Brook markets through collaborative and culturally responsive outreach and increased product diversity at market; improve market environment through training for vendors and market staff to create a more efficient, appealing, and accessible market for the customers the recipients serve; and increase opportunities for non-conventional new farmers (youth, immigrants, refugees, etc.) through sales opportunities, technical support, and employment pathways.

Michigan

Recipient: City of Tecumseh, Tecumseh, MI

Project Type: Capacity Building

Award Amount: \$71,641.49

Tecumseh Area Local Food Access and Distribution Project

The Tecumseh Area has an underdeveloped farmers market, but significant potential to provide fresh and healthier foods to the community through an existing commercial location, The Market on Evans, which the City of Tecumseh purchased for this purpose. Most of the producers that currently participate in the Market struggle to make farming a practical source of income and often fail to make sufficient connections to develop a customer base large enough to support their business. While a dedicated customer core frequents the Market, the available products at the Market are relatively unknown to the larger community. The likely commercial consumers of locally-produced foods, such as restaurants and specialty food markets, are not consistently able to visit the Market and the producers often cannot provide reliable transportation for their products. The goal of this project is to significantly improve the awareness of the Market on Evans by adding amenities such as site furnishings to make the customer

experience more enjoyable. Next, the project will implement a cohesive co-marketing campaign through a Market website, and use of print, radio, and on-line marketing tools. Once the community is more aware, a public education program will be launched on the local foods that are produced in the area, and how to incorporate them in their diets. A new part-time Market Coordinator will organize the efforts and will be employed by the Tecumseh Area Chamber of Commerce.

Minnesota

Recipient: 4-Directions Development, Inc., Red Lake, MN

Project Type: Capacity Building

Award Amount: \$142,897.51

Gitigaanike - Local foods, local access for a healthy Red Lake Nation.

The Red Lake Indian Reservation is located Northwest Minnesota adjacent to the fertile fields of the Red River Valley of the North. The Reservation is a food desert with 27 percent unemployment and a 39.5 percent multi-generational poverty rate. Diet-related disease is diagnosed in epidemic proportion; 50 percent of the adult population diagnosed with Type 2 diabetes and childhood obesity unconscionable. To increase access to locally-grown, nutritious foods, stimulate a local food economy and decrease diet-related health issues, 4-Directions Development will recruit, train and support three new local producers annually to be vendors at the Gitigaanike Food Stand(s) to be located in three remote reservation communities, and expand marketing efforts to increase domestic consumption of locally produced and nutritious foods.

Mississippi

Recipient: City of Hernando, Hernando, MS

Project Type: Capacity Building

Award Amount: \$197,677.00

Increasing sales and consumption of Farm to Table products through technical assistance and targeted outreach for the Hernando Farmers Market.

The City of Hernando will increase the sales and consumption of farm to table products in DeSoto County and the region by increasing the number of vendors and customers through marketing and technical assistance to Hernando Farmers Market (HFM) vendors. It also aims to add targeted outreach to existing and new shoppers and producers in the region. Outreach will be designed following a survey phase of actual market and non-market shoppers to uncover successful message strategies. The project will build on metrics already collected through the Indicators for Impact project run by the Farmers Market Coalition (FMC) and the University of Wisconsin- Madison, which the recipients participated in 2015-2016. To ensure long-term viability and grow HFM into a flagship market for the area, the market will be aided by a new market advisory council that will assist with market promotion and structural planning. The HFM team will facilitate meetings and invite experts to lead training workshops and resource development for market vendors, working in partnership with other markets. Support from Extension will offer seasonal food handling and risk management technical assistance to HFM vendors throughout the three years of the project, ultimately resulting in a handbook for the region's market vendors.

Missouri

Recipient: Meramec Regional Planning Commission, Saint James, MO

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$425,000.00

Show-Me Local: Naturally Meramec Consortium Training and Technical Assistance

The Naturally Meramec Consortium (NMC), comprised of regional agriculture, tourism and culinary businesses, meets bi-monthly to discuss collective marketing and promote each other's products/services. NMC's measurable outcomes as a result of the FMPP 2014 funding have included growth to 102 members in four years, establishment of a website (www.naturallymeramec.org) and Facebook page, "speed-date" events bringing buyers and sellers together "en masse," regional mapped trail to create agritourism and culinary awareness, agri-business training events, and introductory marketing via the website and Facebook. In order to build sustainability of the NMC, MRPC has identified the need to increase the value of membership by expanding benefits/resources for members so that a supporting dues model can be established. Accordingly, requested 2018 FMPP grant funds will be utilized over a three-year period to support new, regionally-focused, innovative, non-duplicated marketing efforts that will assist producers in further expanding the market base and creating food promotion jobs. Focused, relevant activities will include an Entrepreneur Workshop Series; "Taste of (County)" food experiences; product placement assistance; establishment of additional regional trails to promote agritourism and culinary businesses, and increasing collective marketing focused on measurably increasing sales.

Montana

Recipient: Yellowstone City County Health Department, Billings, MT

Project Type: Capacity Building

Award Amount: \$243,155.00

Direct SEED-Senior Engagement for Enhanced Demand

The Healthy By Design Gardeners' Market serves as a critical access point for healthy, affordable fruits and vegetables on the South Side of Billings, Montana. Held at South Park, a neighborhood landmark and natural gathering space, the Gardeners' Market provides an opportunity for community connection and social cohesion among vendors, residents, and neighborhood stakeholders by creating a sense of place. The Gardeners' Market has experienced steady growth in both vendor participation and customer base since its inception in 2011, however, as seniors make up 10 percent of the market neighborhood and 25 percent of the at-large community, they have been underrepresented. The project team aims to develop a comprehensive marketing campaign and referral system, specific to seniors, to increase participation primarily as customers, and secondarily as vendors, at the Gardeners' Market. Additionally, the recipients will recruit additional farm and ranch operations to participate in this weekly event by working with existing vendors to develop a toolkit that will help increase their visibility both at the market and to help them promote themselves to other outlets.

New Jersey

Recipient: Rutgers, The State University of New Jersey, Piscataway, NJ

Project Type: Capacity Building

Award Amount: \$249,960.00

Market Ambassadors: An Innovative Approach to Increasing Sales of Local "Jersey Fresh" Foods at Urban Farmers Markets

The New Brunswick Community Farmers Market (NBCFM) currently offers opportunities for urban residents to access locally grown, fresh fruits and vegetables and for New Jersey farmers to sell their produce. However, the NBCFM is underutilized in the city, largely due to a lack of consumer awareness about the market. To reinvigorate the NBCFM, the Market Ambassador program will engage current and potential customers through collaborations with community organizations, public schools, local businesses, and Rutgers University. A community survey will identify desired culturally-relevant produce varieties and price points among potential customers; results will be shared with local farmers who can tailor their produce offerings to customer needs. A subsequent "You Spoke, We Listened" promotional campaign will advertise the availability of the desired products, bringing additional customers to the NBCFM and directly increasing sales for local farmers. Collaborations between Market Ambassadors and local organizations, businesses, and Rutgers University will likely increase shopper participation from the current 9,700 customers per year to 22,850 annual NBCFM customers by 2021. As customers increase, total annual sales for local fresh fruits and vegetables and other agricultural products are projected to increase by 136 percent from the current \$59,600 to \$140,300 per year by 2021 based on average per-customer expenditures to date. These gains will be sustained beyond the project period as the increased customer base patronizes the NBCFM in future seasons; thus, the Market Ambassador program will increase the opportunities for farmers to successfully sell their local products into the future through continued participation in the NBCFM.

Recipient: Township of Mount Holly, Mount Holly, NJ

Project Type: Capacity Building

Award Amount: \$46,088.00

Mount Holly Township Farmer's Market Initiative

Mount Holly Township, New Jersey, is developing a domestic farmers market in the heart of the community's resurgent commercial downtown. The market will be located in the Township's Main Street Area, a central business and historic district that falls entirely within the boundaries of a low income/low food access Census Tract. In this town of nearly 10,000 people, about 1 in 10 residents are living in poverty and/or are facing food insecurity, demonstrating the local need for this project. Further, the Main Street Area is home to 29 percent of the town-wide population, yet 45 percent of area residents live in poverty and 40 percent receive supplemental benefits and Federal nutrition assistance benefits. The absence of a supermarket offering fresh produce on a regular basis in this neighborhood has a detrimental effect on the health, wellbeing, and quality of life of many Mount Holly residents. A Main Street farmers market is proposed with the goal and purpose of bringing together local farmers, food vendors, and community stakeholders to coordinate a weekly farmers market during the harvest

season from June to November. Desired project outcomes include alleviating food access issues in a Census Tract underserved by supermarkets, increasing the livability and vibrancy of a burgeoning commercial area, and expanding opportunities for local farmers and food vendors to bring their produce to market.

New Mexico

Recipient: Center of Southwest Culture, Albuquerque, NM

Project Type: Capacity Building

Award Amount: \$75,000.00

Rural NM Marketing Network

Land-based, centuries-old Indigenous and Hispanic communities in central and northern New Mexico need alternative economic initiatives to protect their land and water assets while increasing family revenues. The Center of Southwest Culture (CSC) will 1) analyze local and regional markets, identify potential direct farmer-to-consumer market opportunities (including institutional markets) and create marketing agreements for CSC's farming co-op stakeholders; 2) outreach to and recruit new farmers in targeted, Indigenous and Hispanic communities; 3) determine a baseline of (dollar) sales from existing farmer cooperatives, document the number of markets (existing and new) in the network, and if possible, include sales from proposed new cooperatives; and 4) continue training in organic farming techniques, food safety, organic certification standards, and marketing strategies, not only to CSC's existing co-op members, but also to those recruited as new farmers. CSC will seek direct-to-consumer markets and create purchase agreements for stakeholders' produce. With assistance from existing CSC co-op members, CSC will outreach to new Indigenous and Hispanic people and recruit members for three new cooperatives, one at Isleta Pueblo, one at San Felipe Pueblo, and one at Jemez Pueblo. CSC staff will plan, schedule, and implement 40 "kitchen-table" educational and training workshops with existing and new cooperative members over the project year. CSC will also document the value of sales increases and/or changes in the number of markets/customers in the network over the life of the project.

New York

Recipient: Certified Naturally Grown, Inc., Brooklyn, NY

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$328,105.60

Expanding market access for farmers through training while increasing market demand by promoting qualifying farmers markets.

Farmers markets employ a variety of strategies to attract and retain customers. Some set themselves apart by preferring or requiring vendors with certification. But for others, finding high-quality farmer vendors is a challenge. Meanwhile, many farmers seeking better markets struggle to master production practices that would enable them to produce high-quality crops and earn a certification. This project will bridge that gap by training farmers seeking to meet high standards for ecological farming while promoting the markets that set a higher bar for their vendors. The project will 1) expand market access for farms through training, peer support, and certification; and 2) increase attendance at selected

farmers markets by helping these markets gain high-quality vendors and marketing assistance. As a result of this project, 200 farmers will gain knowledge of new market opportunities through educational workshops and webinars, 15 percent more Certified Naturally Grown farmers will report learning something of significant financial value during their annual on-site peer inspection, another 50 farmers markets will qualify for free marketing assistance, and ten markets will see an increase in attendance of 10 percent or more.

Recipient: International Rescue Committee, Inc., New York, NY

Project Type: Capacity Building

Award Amount: \$250,000.00

Connecting Refugee Farmers to New and Expanded Markets in Salt Lake County (Connect SLC)

Refugees and other new Americans face barriers to healthy food access, including unfamiliarity with the U.S. food system and limited availability in neighborhoods with affordable housing. However, the demand for fresh, culturally-appropriate food in low-income/low-access Salt Lake County neighborhoods is there and represents an opportunity for refugee farmers to increase food access in underserved communities while building viable farm businesses. New Roots in Salt Lake City (SLC) addresses these barriers and meets the demand by helping local refugee farmers engage in direct marketing in these neighborhoods. New Roots SLC's "Connect SLC" project will build on past experience and utilize a community-driven model to expand one existing farmers market and develop two new Federal nutrition program-accessible markets where refugee farmers can sell culturally-relevant crops in low-income/low-access neighborhoods. New Roots SLC and partners will also provide culturally and linguistically accessible farmer training and technical assistance on topics including production for market, food safety, financial literacy and farm business management to improve their capacity for direct marketing, grow their businesses, and manage finances and sales. New Roots SLC will provide outreach and training for consumers, including food access orientations for newly arrived refugees, to ensure these new markets reach at-risk populations. Through these integrated activities, Connect SLC will increase awareness of and access to culturally-relevant local produce for over 2,130 consumers in three low-income/low-access communities in Salt Lake County while building technical capacity and increasing farm incomes for 45 refugee farmers. (Note: Salt Lake City is the implementation address. International Rescue Committee, based in New York, is a worldwide relief organization with various projects across the United States.)

Recipient: Northeast Organic Farming Association of New York, Farmington, NY

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$227,774.83

Bridging the Gap at Farmers Markets and Through Direct Sales in the 21st Century

Northeast Organic Farming Association of New York (NOFA-NY)'s project will increase the consumption and access of locally and regionally-produced agricultural products by providing an enhanced mobile platform to link organic, sustainable and small-scale farmers with consumers, as well as education and outreach to strengthen that connection. This project is a continuation of previously-funded FMPP project that developed NOFA-NY's Price Index and made our Food and Farm Guide accessible online.

NOFA-NY will build off of current tools to create a NOFA-NY Market App that will house an Organic Price Index to support farmers as they benchmark and set pricing for organic/sustainable products; a Food and Farm Guide that promotes NOFA-NY farmers across the state, including specific products and marketing channels; and a Farmers Market Database as a new collaboration with the Farmers Market Federation of New York (FMFNY) to help consumers find their local farmers market. The app will increase the reach all three resources making them more accessible in today's mobile environment. In conjunction with marketing the app, NOFA-NY and FMFNY will provide education to consumers on the importance of purchasing local products from small scale sustainable farmers and the health benefits of fresh food consumption. The project reach is anticipated at 1,050 farmers and will be accessible to all residents seeking local organic sustainable food 12,050 reaching those living in low food access tracks.

Recipient: RiseBoro Community Partnership, Brooklyn, NY

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$499,170.94

RB Farmers Markets Expansion Project: Increasing Consumer Connections with Local Farmers is an initiative to increase the sale of local farm products in a low economic access community.

RiseBoro Community Partnership, together with Brooklyn Community District 32 schools, affordable housing residents and local aggregators will increase sales to and by local farmers/producers through direct-to-consumer and farm share opportunities while enhancing equitable access to local foods in the Bushwick community of North Brooklyn. The project will generate an increase of at-market and farm share/community supported agriculture (CSA) sales of at least 523 percent - from \$17,600 to \$109,600 - by bolstering market demand for local farm products and simultaneously addressing the food- access needs of low-income Bushwick residents. The project activities will be focused on 1) conducting educational presentations to 3,000 community members on local food systems, highlighting the value and accessibility of farmers markets; 2) growing the number of farmers/local producers participating in the RiseBoro (RB) Farmers Markets to twelve; 3) facilitating the adoption of 200 farm share/CSA memberships; and 4) promoting the RB Farmers Market farmers and local food producers through a community-scale marketing campaign.

North Carolina

Recipient: Appalachian Sustainable Agriculture Project, Asheville, NC

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$479,623.00

Growing Direct Sales for Appalachian Farms

The Appalachian Sustainable Agriculture Project will improve and expand direct sales for farmers in Western North Carolina (WNC) and increase the consumption of locally grown food. With growing demand for authenticity and transparency, there is significant untapped potential to expand direct sales, specifically through farmers markets and community supported agriculture (CSA). In WNC, direct sales through these outlets are hampered by low-resourced farmers markets, low-capacity market management, farmers that have undeveloped customer service skills, and lack of effective marketing. This project will address these issues through activities to professionalize markets and farmers, provide

farmers and market leaders with tools and skills needed to effectively promote markets and CSAs, create market environments that attract and retain customers, and develop a regional learning community to support farmers market managers and vendors. This project will serve new and beginning farmers (including women-owned), with limited resources, and/or those impacted by the terminating Federal tobacco support program. For these farmers, farmers markets and CSAs offer a lower barrier to entry, higher rates of return, and more stable income than other options. Through project activities, 490 farmers will benefit; during the performance period, direct sales will increase by 45 percent and direct sales customers by 20 percent.

Recipient: Piedmont Conservation Council, Inc., Durham, NC

Project Type: Capacity Building

Award Amount: \$250,000.00

Alamance County Farmers' Market Network

The North Park Farmers market started as a public health initiative to increase access to fresh food in Alamance County's largest food desert. Currently, the market receives its operational support from Healthy Alamance, a non-profit organization with one full-time employee. To expand the capacity of the market, Piedmont Conservation Council, Inc. in partnership with Healthy Alamance, will hire a fulltime Market Manager / Coordinator who will run the North Park Farmers Market, as well as serve as a manager for Elon Community Farmers Market and assist the City of Graham with developing a new farmers market. At this time, all farmers markets in Alamance County are operated by volunteers or farmers. The ultimate goal of this project is to create a network of Alamance County farmers markets connected by a single Market Manager/Coordinator. All the markets would work together to attract vendors and customers, as well as adopt the same rules and practices, building a resilient regional farmers market system that increases direct to consumer sales.

North Dakota

Recipient: Dakota College at Bottineau, Bottineau, ND

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$297,325.00

Enhancing Consumer Marketing Strategies of North Dakota Farmers Markets and Market Producers

Dakota College at Bottineau will increase the capacity of North Dakota Farmers Markets. The state's changing demographics and increased interest in local foods present great opportunity for farmers market vendors. However, North Dakota's rural volunteer-run farmers markets lack the time, resources, and training to effectively meet increased consumer demand. The project will benefit 50 farmers markets and 500 farmers market vendors. Project objectives include a thorough market needs assessment, market manager training online course, coordinated marketing materials, farmers market internship program and farmers market marketing workshop. Enhanced marketing activities will create

a 15 percent increase in customer numbers, 10 percent increase in vendor numbers and 15 percent increase in sales at North Dakota farmers markets. The project will improve viability and increase sustainability of farmers markets in North Dakota resulting in increased access to and consumption of locally produced agricultural products.

Ohio

Recipient: Farmers Market Management Network, Columbus, OH

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$265,284.28

Growing Central Ohio Markets Through Public/Private Partnerships: Planned Growth, Professional Development and Collaborative Branding for Farmers, Food Producers and Market Managers

The Farmers' Market Management Network (FMMN) will increase consumption of and access to locally and regionally produced agricultural products in Central Ohio (Franklin, Union, Delaware, Licking, Madison, Pickaway, Fairfield and Fayette counties) through: targeted technical assistance and training for market managers; the development of a regional marketing campaign; and a market assessment to create a strategic plan for the improvement and growth of farmers' markets. By the end of these 3 years, the FMMN will: 1) establish baseline data for Central Ohio markets; 2) professionally certify approximately 75% of Central Ohio market managers 3) increase consumer awareness of and demand for local food 4) establish a regional market collaborative prepared to guide future growth.

Oklahoma

Recipient: Oklahoma State University - Oklahoma City (OSU-OKC), Oklahoma City, OK

Project Type: Capacity Building

Award Amount: \$250,000.00

Local Food Initiative in Oklahoma City

Oklahoma State University – Oklahoma City (OSU-OKC) will increase domestic consumption of and access to locally produced agricultural products as demonstrated by our goals to 1) increase awareness of the OSU-OKC Farmers Market and its offerings to Federal nutrition program recipients as well as the general public; 2) increase sales of locally-grown fruits and vegetables; and 3) partner with community agencies to provide educational opportunities for market-goers, community members, and public school students who will carry the messaging home to their families. Since 1998, the OSU-OKC Farmers Market has served Oklahoma City as a community meeting place for growers, artists, and customers. The market is in a food desert in a low income/low food access census tract. In January 2015, the market began accepting Federal nutrition assistance benefits, thereby increasing the number of potential customers. Through expanded marketing efforts, community involvement, and nutrition education events, OSU-OKC will provide outreach and education primarily targeting underserved populations to improve fruit, vegetable, and fresh food consumption rates. Project outcomes include a healthier community with citizens that consume more produce – ultimately resulting in increased market sales, more financial security for farmers, and the ability to accommodate more vendors.

Oregon

Recipient: Oregon Farmers Markets Association, Salem, OR

Project Type: Capacity Building

Award Amount: \$247,267.62

The Beginning Vendor Support Network is a capacity-building project to study and support 5 small- to medium-sized Oregon farmers markets in their role as business incubators.

Oregon farmers markets have the opportunity to reduce barriers to creating businesses and jobs that offer living wages, ensure stewardship of natural resources, and promote public health by supporting the expansion of the local food system. Sustainable economic development is a critical need, particularly in rural Oregon. The state's abundant farmland and capacity to support over 220 different crops combined with a growing market of residents and tourists makes expanding sales of traditional agricultural products as well as value-added farm products possible statewide. Furthermore, this system allows workers of all educational levels to build skills and use their entrepreneurial talents to start businesses, and this is where farmers markets and this project play a critical role. The Beginning Vendor Support Network is a capacity-building project to study and support 5 small- to medium-sized farmers markets in their role as business incubators. A 3-year case study will document and evaluate current and proposed trainings and technical assistance to increase these markets' capacities to recruit, support and retain their beginning vendors. Three participating markets are in rural and/or low income and low access areas. Project activities include: formation of a multi-level community of practice committed to supporting new vendors; annual convenings for training and peer learning; systematic market data collection; customized initiatives that expand opportunities for beginning vendors at these markets; an interview-based case study of the 5 market operators and beginning vendors; and developing a toolkit of resources to be available to all markets in subsequent years.

Pennsylvania

Recipient: Nurture Nature Center, Easton, PA

Project Type: Capacity Building

Award Amount: \$248,373.00

Targeted Growth for Producer Markets in the Greater Lehigh Valley

Pennsylvania's Greater Lehigh Valley (GLV) is home to a robust local food system, comprising 14 producer-only farmers markets, nearly 30 Community Supported Agriculture programs and many direct-market farmers selling at roadside stands and retail farm markets. Despite growth over the past decade, direct-marketing farmers and producer markets have reported slowing sales since 2016. Many consumers lack a full understanding about the importance of "buying local" and how farmers contribute to the social and economic wellbeing of their communities. Direct-market farmers also face challenges in reaching new customers as local branding becomes clouded by the greater availability of regional produce in large retail outlets. The Nurture Nature Center will address these challenges through a robust, data-driven promotional campaign that seeks to engage the public in new ways. In 2017, the Nurture Nature Center embarked on a widespread data collection project at 8 local markets. Efforts are now needed to develop and test marketing strategies created from the rich data collected. This project will standardize data collection across all GLV markets (allowing for comparative and collective analysis)

and use the data to create targeted growth plans. GLV markets will serve as a living laboratory to develop “best-practices” for achieving various growth metrics, including increased sales of locally produced food and new opportunities for beginning farmers. An innovative collective marketing strategy will be implemented to reach the broader public and strengthen local branding. The project will also pilot use of a mobile app as a method to increase sales for farmers.

Rhode Island

Recipient: Hope & Main, Warren, RI

Project Type: Capacity Building

Award Amount: \$178,288.50

Driving Direct-to-Consumer Supply & Demand for Local Food in Rhode Island

Hope & Main, Rhode Island’s first food business incubator, is a major engine for local food production for the State and the region. The project has established 155 new food businesses since opening in October 2014, and one of every 3 new food businesses licensed in RI in the past two years was launched through this organization. The recipient’s uniquely-integrated incubation model combines technical assistance for food production with promotional programs that connect member businesses to direct consumers and purchasers through onsite markets and other channels, i.e., the recipient intentionally drives both supply and demand for local food. A 2015 FMPP grant enabled the organization to launch these markets and provided strong proof of concept for their effectiveness in assisting new food businesses to scale and succeed. This continuation aims to build Hope & Main’s capacity to collect and analyze actionable data to shape the organization’s strategy, to better understand and improve the impact of the innovative approach to driving local food production and consumption. Through markets and partnerships with Farm Fresh RI and Crave Food Systems, the recipient will increase sales of local product to a broader consumer and institutional purchaser base. This will boost sales for the farmers, ranchers and fishers from whom member businesses source their raw, local ingredients. Finally, the recipient will enhance the effectiveness and expand the reach of community education programs.

Tennessee

Recipient: Jonesborough Locally Grown, Jonesborough, TN

Project Type: Capacity Building

Award Amount: \$174,441.35

Growing Sales for Market Sustainability

Jonesborough Locally Grown (JLG) operates two direct-to-consumer, producer-only markets. The recipients currently promote markets through traditional and social media, but only using outlets that are free of charge. With FMPP funding, the recipients will invest in a multi-faceted campaign to significantly increase customer engagement and farmer sales, including 1) developing and implementing a comprehensive public relations strategy using a professional consultant to optimize design and target the current and desired customer demographics; 2) conduct outreach to a diversity of customers through interactive weekly local food events (tastings, cooking demonstrations); 3) implement a customer loyalty program to engage consumers at Boone Street Market with targeted text and email promotions, while also tracking detailed customer data. The project aims to reach at least 110,000 consumers and increase

farmer sales by 30 percent by the end of the project. The evaluation will compare farmer sales, event participant numbers, and social media engagement to baseline numbers, and results will be documented and shared with other markets.

Texas

Recipient: City of Texarkana, Texas, Texarkana, TX

Project Type: Capacity Building

Award Amount: \$174,220.00

Texarkana, Texas Farmer's Market: Cultural Food Diversity Initiative

The City of Texarkana, Texas and its project partners will support of a growing downtown Farmers market, the continued expansion of a Mobile Market aimed at elevating food deserts, and begins a Cultural Food Diversity Initiative. The FMLFPP funds will implement programs that will expand the downtown market season and provide better access to regionally-grown agricultural products. Centered on a "Shop Us First" branding campaign, the market will work to establish itself as the first source for fresh local food and to enhance direct sales of producer to consumer market activities. Furthermore, the Market's growth and expansion will be within in the recently-designated Texas Cultural District by the Texas Commission on the Arts. Additionally, the funds will be used to increase capacity through an existing partnership with the Housing Authority of Texarkana, Texas for a Mobile Market in low to moderate income neighborhoods aimed at alleviating local food deserts. Finally, consistent programing will be provided around the varied cultural and ethnic foods of the area. The initiative seeks to position the Market to be to be a local cultural food center, and as an extension as a regional center for agritourism, and a strong community member servicing low income, low access neighborhoods via the Mobile Market.

Utah

Recipient: Terrapeutic Herbs, LLC, Enoch, UT

Project Type: Capacity Building

Award Amount: \$249,979.51

FARM FRESH FOODSHED – The Market in a Box

Local producers lack effective access to consumer markets. Repeated changes in market locations coupled with inadequate marketing result in consumer confusion and stagnating sales. Lack of certified processing facilities limits the items that can be offered to the public. Consumers want more local foods and greater variety, but access is hindered by lack of certified processing facilities, farmers market season, hours, and weather. The primary purpose of the FoodShed Project is profitably increasing market size and penetration for producers while creating convenient access and enhanced food safety for consumers. Establishing a sustainable connection between producers and consumers by developing a reliable 24-hour certified processing center/retail market is the goal. The FoodShed Project expands market opportunities and establishes convenient access to local foods using technologies that have revolutionized small business. Expected outcomes include 1) increased access, using computerized 24/7 secure access, without traditionally high labor costs; 2) increased knowledge and consumption of local foods through a promotional campaign to attract new customers and demonstrate the use of local

produce in everyday meals; 3) enhanced food safety through certified processing and producer training; 4) infrastructure and support stimulate direct-to-consumer market opportunities; 5) increased profitability from minimized labor/capital expenditures through shared use facilities and automated systems.

Recipient: Utah State University, Logan, UT

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$494,292.24

Connecting Low-Income/At-Risk and Ethnic-Minority Populations to Utah Direct Market Farmers and Farmers Markets

In Utah, nearly 85,000 households rely on Federal nutrition assistance programs, many of whom are ethnic minorities. Fifty percent of all single mothers with children under five years old in Utah also live in poverty. Utah State University, Utahns Against Hunger, Urban Food Connections, Comunidades Unidas, and the Utah Department of Health (UDOH) have teamed up to connect low-income/at-risk and ethnic minority individuals to healthy local food. Objectives include 1) providing Federal nutrition assistance training, outreach, and other capacity-building workshops to farmers market managers statewide, including planning support for the Utah Farmers Market Network; 2) training direct market farmers on community supported agriculture (CSA) programs, including how to accept Federal nutrition assistance benefits; and 3) designing targeted outreach to low-income/at-risk and ethnic minority individuals regarding local farmers and farmers markets accepting Federal nutrition assistance benefits. This work will result in increased domestic consumption of and access to locally and regionally produced agricultural products and development of new market opportunities for farmers by improving and expanding outreach to low-income/at-risk and ethnic minority populations in Utah.

Virginia

Recipient: National Recreation and Park Association, Ashburn, VA

Project Type: Capacity Building

Award Amount: \$250,000.00

Strengthening the Capacity of Local Parks and Recreation to Promote Access to Farmers Markets

As trusted public spaces located in nearly every community across the United States, local park and recreation (P&R) agencies are optimal settings for farmers markets, community-supported agriculture programs, and strategic initiatives to increase food access. However, limited knowledge and capacity are significant barriers to establishing and operating successful producer-to-consumer markets or programs in P&R, especially in rural and/or underserved communities. This program will promote local P&R agencies as a venue for farmers markets and community-supported agriculture programs nationwide. National Recreation and Park Association (NRPA) will provide targeted training and technical assistance (TA) to Tunica County P&R and Arkansas City P&R to expand and evaluate program models. NRPA will offer capacity building assistance to the entire P&R field through webinars, micro-learning opportunities and the development and dissemination of a P&R/farmers market best practices guide and digital-storytelling journal. Expected outcomes include 1) increased consumption of and access to locally and regionally produced agricultural products; 2) increased number of farmers market consumers and

increased sales of local and regional agricultural products; 3) development of new market opportunities for farm and ranch operations serving local markets, including farmers markets and community-supported agriculture programs in P&R sites; and 4) increased capacity of P&R agencies to establish, improve, and/or expand farmers markets nationwide.

Washington

Recipient: Neighborhood Farmers Market Alliance, Seattle, WA

Project Type: Capacity Building

Award Amount: \$151,860.50

Growing Sales to Farms in Changing Seattle: expanding underperforming farmers markets and opening commuter- focused farmers markets as part of transit oriented development

The Neighborhood Farmers Markets (NFM) manage 7 highly-regarded farm and food-only markets in diverse Seattle neighborhoods, serving over 600,000 shoppers per year, with gross sales to farmers totaling \$7,707,862 in 2017. This project expands under-performing markets to increase sales to farmers while also developing new farmers markets related to transit- oriented development projects as part of Seattle's new light rail system. New market opportunities will increase long term sales opportunities for current direct market farmers while also allowing new farmers to access the Seattle market. The NFM has already completed significant improvement efforts at most of its markets, mostly in response to development that pushed markets from their previous locations. These efforts resulted in expanded markets that attracted a wider shopper base and achieved sustainable sales levels. The Lake City Farmers Market needs more sustained attention and funding to grow to break-even status. This is a market that predominantly serves a low-income population, so efforts to increase and expand those efforts will be a concurrent goal. This project includes the work necessary to relocate the market, as well as develop an additional weekday market and explore other commuter-focused product offerings. The NFM will also use this model to pursue additional market locations associated with transit stations opening in 2021/22.

West Virginia

Recipient: Tri-State Local Foods, Inc., Huntington, WV

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$260,920.00

The Wild Ramp: Expanding Accessibility and Availability of Local and Regional Agricultural Products

Local farmers need more marketing options for direct producer-to-consumer sales to increase their earning potential in oversaturated fresh produce markets. The short growing season and limited marketing hours limit farmers' sales and enterprise growth. Tri-State Local Foods dba, The Wild Ramp will leverage the assets of a commercial kitchen, indoor marketing space open 60 hours per week, capacity of staff, partnerships, customer following and a new food access project to expand consumption of local and regionally grown agricultural products. The project will increase sales and consumption by creating value-added products and prepared foods, hosting producer-to-consumer events, and providing consumer cooking and health education. This will be supported by increasing

supply and year-round availability by promoting season extension resources, coordinating year-round production planning, and assisting farmers and ranchers in sustaining a successful direct-to-consumer business model. This project expects to impact 60 farm businesses and create 10 farm and food production businesses that feature local ingredients. The project is also expected to grow the consumer audience of The Wild Ramp by 18 percent. Ultimately, the project is expected to sustain and expand farmer's direct producer-to-consumer enterprises by increasing the accessibility and availability of local and regionally grown agricultural products.

Wisconsin

Recipient: FairShare CSA Coalition, Inc., Madison, WI

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$492,352.28

Developing a CSA Network "Community of Practice" and Shared Technical Assistance Resources

The community supported agriculture (CSA) model benefits farmers economically, and increases consumer consumption of fresh fruits and vegetables, creating a win-win interaction. However, nationwide CSA sale stagnation, challenges inherent to the CSA model, and competition from CSA-like products indicates a need for consumer education about the structure and benefits of CSA. Many farms look to CSA technical assistance (TA) organizations for support in addressing these issues, creating a need to expand capacity among these organizations to adequately support CSA growers. New innovations from across the country have emerged to address CSA model challenges, culminating in a need and interest in sharing resources and developing a collective response as a national movement. The Fairshare CSA Coalition will coalesce CSA TA organizations into a national CSA network "Community of Practice," to share resources, develop training, and collectively address key challenges in CSA.

Wyoming

Recipient: Bould Development, Casper, WY

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$401,794.71

Wyoming Local Food Marketing Campaign

To face increasing demand for local food production with limited resources, Bould Development will develop innovative models for local food production and distribution. These innovations must not only occur in large population centers, but also flourish in economically and socially-disadvantaged rural communities by promoting environmentally sustainable and resilient agriculture. A key strategy and approach for this project is increasing local direct-to-consumer market opportunities for Wyoming producers. Project staff will achieve specific goals by developing and implementing 1) a statewide marketing plan for increase local food awareness and consumption; 2) promoting technical assistance to producers and markets to increase education and resource availability; 3) enhancing communication between local food stakeholders; and 4) providing cold-chain transportation for inter-regional product diversification and adequate food safety during transport. Critical to this strategy is expanding awareness and demand for local food among consumers. It is led by the Wyoming Farm-to-Plate

stakeholder network and has the potential to build awareness among prospective new consumers and encourage producers to meet the unmet local food demand through direct-to-consumer markets.