



*Fiscal Year 2016  
Description of Funded Projects*

**California**

**Recipient:** Merced County Department of Public Health  
Merced, CA **Award Amount:** \$248,787.00

**Project Type:** Capacity Building

***Farmers Market Promotion Program - Grow Merced***

This project aims to increase local sales for farmers as well as increase access to produce for residents in food deserts in Merced County. Although there are many certified farmers, most travel to sell in large cities. There is only one certified Farmers Market (FM) in the county. In year 1, Merced County Department of Public Health (Department) will work with the City of Livingston to establish a new certified FM. The market will serve Livingston, including 14,289 residents in 2 food deserts. A 2016 survey of low-income residents in Livingston found 91 percent would shop at a FM one to four times a month. This market will accept EBT/CalFresh (i.e., Supplemental Nutrition Assistance Program), Women’s Infant and Children’s vouchers, and Senior Farmer’s Market coupons. In year 2 the Department will work with the Merced FM to increase sales, specifically targeting increased EBT/CalFresh sales. This will benefit residents in the five food deserts in Merced City. The Department will partner with local agencies to promote FMs to low income residents. In year 3 the Department will develop marketing strategies for all FMs, community supported agriculture, and farm stands in Merced County, with the goal of increasing sales for farmers in Merced County.

**Recipient:** Occidental College  
Los Angeles, CA **Award Amount:** \$499,991.00

**Project Type:** Community Development, Training, and Technical Assistance

***Market Together: a community-based solution to improve food access and economic viability in Los Angeles farmers markets***

The Market Together project proposes to increase the consumption of and access to locally produced foods in the Los Angeles region by addressing the need for farmers markets to better reach food-assistance-eligible consumers. Market Together will benefit Los Angeles farmers markets and vendors by creating a model that attracts food-assistance-eligible consumers using a co-marketing strategy developed in cooperation with neighborhood businesses and service providers that serve low-income households. The purpose is to: 1) identify applicable co-marketing strategies through comprehensive research with consumers, market managers, local businesses, and local farmers; 2) design, pilot-test, and evaluate the marketing model; and 3) implement a Training Program providing market managers and operators with direct technical assistance (TA) and training on the Market Together model as well as on acceptance of Calfresh, WIC vouchers, and Market Match incentives. The program goal is to build economic sustainability at markets in the City of Los Angeles serving high numbers of food-assistance eligible-consumers, beginning with the pilot at 3 markets in Northeast Los Angeles, and then expanding to the rest of the city, reaching 30-40 markets through the Training Program.

**Recipient:** Thai Community Development Center  
Los Angeles, CA

**Award Amount:** \$218,148.00

**Project Type:** Capacity Building

***East Hollywood Certified Farmers' Market Expansion, Training, and Marketing Campaign for Food Access in the Hollywood Promise Zone***

The East Hollywood Certified Farmers' Market (EHCFM), opened by Thai CDC in 2012, is located in the Los Angeles Promise Zone encompassing the East Hollywood neighborhood, an area that suffers from rampant food insecurity. After 4 years, the time has come to expand the EHCFM to further the Promise Zone goal of improving fresh food access, health, and quality of life. With its expansion, the EHCFM will further increase domestic consumption of and access to locally and regionally produced agriculture in the Los Angeles Promise Zone and low-income community of East Hollywood by adding another market day. Marketing and promotion of the market will be further aided by a professional public relations firm. The farmers' sales will also be increased by engaging in creative direct producer-to-consumer opportunities between our farmers and the restaurant entrepreneurs that are part of Thai CDC's soon-to-be-opened social enterprise, the Thai Town Marketplace. The expected outcomes include developing a new market opportunity, increasing sales by 130 percent from \$151,879 to \$349,322 for the farmers, and increasing customers by 125 percent from 19,200 to 43,200 at the end of the project period.

## Colorado

**Recipient:** National Bison Association  
Westminster, CO

**Award Amount:** \$218,373.00

**Project Type:** Community Development, Training, and Technical Assistance

***Marketing the Bison Advantage -- A Proposal by the National Bison Association For Education, Training and Outreach To Expand Bison Marketing Opportunities.***

Marketing the Bison Advantage proposes to expand marketing opportunities for U.S. bison producers. The majority of U.S. bison producers maintain herds of less than 40 animals. Direct marketing is key for those producers. However, bison producers are scattered across the Nation and often located at significant distances from major urban markets. This project develops tools that are aligned with those demographics. The curriculum, workshops, and marketing materials proposed in this application include information on food safety and labeling regulations, maximizing farmers' market opportunities, agritourism, and developing a direct marketing business. The curriculum will be available online to increase its distribution. New online directories—including mobile device versions—will increase consumer access to buy bison meat directly from producers, or to participate in agritourism opportunities. Five proposed "Pop-Up" events will engage local chefs to showcase bison-centered recipes with meat from local ranchers.

During year 3, the planning team will conduct a 2-day meeting to assess results, and to plan follow-up activities. The anticipated outcomes listed in the narrative include increasing the number of bison producers participating in farmers' markets, establishing a well-publicized on-line bison meat and agritourism directory, and conducting five successful "Pop-Up" marketing events.

**Recipient:** Northern Colorado Food Cluster  
Loveland, CO

**Award Amount:** \$238,953.00

**Project Type:** Capacity Building

***Improving Direct-to-Consumer Markets and Farm Viability through their assessment, coordination and development in Northern Colorado***

The Northern Colorado Food Cluster was born out of an identified need for a community strategy around local food to more efficiently connect the food system work of the region, build a formal network to enhance economic opportunity, and proactively address food security. As such, the Cluster has identified a need to develop, improve, and expand opportunities in the direct producer-to-consumer marketplace. Through collaboration among its 157 regional members - government, universities, non-profits, producers, restaurants, distributors, developers, restaurants, and retailers – the Cluster learned of a serious challenge facing member farmers and ranchers -- a profound level of discontent with regional direct-to-consumer markets due to stagnating sales. Yet, producers report interest in utilizing and growing sales through these outlets, while regional stakeholders (consumers, farmers markets) report interest in improving these outlets. Part of the challenge has been the absence of a regional plan or coordination; regional farmers markets, as one example, operate independently without an umbrella organization/structure and in competition with one another. This project will work to improve farm and ranch sales opportunities at direct to consumer markets by: 1) assessing current direct-to-consumer outlets and making recommendations to improve farm sales and consumer access; 2) conducting outreach based on assessment results, facilitating enhanced collaboration between regional direct-to-consumer markets, and targeting investment and development; and 3) working with regional producers to facilitate better interaction with market opportunities through education, trial relationships with markets, and supporting innovative business and marketing models.

## Delaware

**Recipient:** New Castle County  
New Castle, DE

**Award Amount:** \$250,000.00

**Project Type:** Capacity Building

***New Castle County Route 9 and Cool Spring Farmers Market Promotion Project. See attached maps (2), Project Narrative, Support Letters, Accounting System, Assurances, Budget.***

The Farmers Markets Promotion Project will increase direct producer-to-consumer opportunities in New Castle County, DE, for farmers and consumers through: two new farmers markets at Cool Spring and Route 9 Library and Innovation District; promotion of farmers; and increased consumption and access to locally produced agricultural products by:

- 1) Increased promotion and marketing for the newly acquired New Castle County Cool Spring Farmers Market serving low income census tracts 10003001500 and 1000302400 (USDA Low-income/Low food access). Develop and implement marketing and promotional plan that will increase participating farmers by 50 percent and provide 25 percent increases in market sales;
- 2) Planning, implementation, and promotion of the new Route 9 Library and Innovation District Farmers Market serving census tracts, 10003015502 and 1003015400 (USDA low income/low food access). Planning, branding, and marketing for new market opening June 2017 that will increase farmers by 50 percent and sales by 25 percent; and
- 3) Targeting farmers to: increase direct producer-to-consumer opportunities; increase consumption of and access to local agriculture products; and build food supply chain. Provide support to farmers entering new markets. Develop regional farmer outreach and recruitment plan, meet with farmers, and increase the percentage of farmers at New Castle County Farmers Markets to include “socially disadvantaged” farmers.

# Florida

**Recipient:** City of Orlando, Florida  
Orlando, FL **Award Amount:** \$250,000.00

**Project Type:** Capacity Building

## ***West Orlando Farm to Community Project***

The City of Orlando's Office of Sustainability and Energy proposes an innovative Farmers Market program to include a Community Supported Agriculture (CSA) pilot project that will focus on West Orlando. The West Orlando Farm to Community Project will be comprised of a CSA/Farmers Market position to manage the overall project and oversee the various partner-led activities, which will include a farmers market, healthy cooking classes, fleet farming, CSA education, and area wide outreach and education.

**Recipient:** Common Thread International Inc.  
Melrose, FL **Award Amount:** \$250,000.00

**Project Type:** Capacity Building

## ***A Community Collaboration Partnership to Develop New Marketing Opportunities for Multiple Beginning Farmers and a CSA Weekly Box Program for Low-Income Residents in Eight Gainesville Housing Authorities***

This project is a community collaboration between Common Thread International, Inc. a non-profit marketing and consulting organization, two beginning farmers, a regional food hub, the University of Florida Program for Resource Efficient Communities (PREC), the Florida Survey Research Center, and the Gainesville Housing Authority (GHA), to provide increased access to fresh fruits and vegetables to low-income households located in eight HUD sponsored housing developments in Gainesville FL, located in Food Deserts and food insecure neighborhoods. This project is in response to a 2-year study of Gainesville Food Deserts and is designed to make sustainable changes in the food security of housing residents who experience adverse, nutritionally related, health outcomes such as obesity and diabetes. The program will benefit two beginning farmers who will produce the fresh food, which will be aggregated, with other produce grown in St. Johns, Putnam, and Alachua counties, through the existing First Coast Fresh Regional Food Hub in Elkton Florida. The 24-month project will focus on the development, marketing, and recruitment to low-income housing residents with a goal of delivering 3200 weekly ½ bushel boxes of mixed vegetables over an 8-month season using centralized drop-off points.

**Recipient:** Farmers Market Coalition  
Miami Beach, FL **Award Amount:** \$498,963.11

**Project Type:** Community Development, Training, and Technical Assistance

## ***Strengthening the Farmers Market Customer Base through Data-Driven Messaging Campaigns at Local, State, and National Levels***

Locally grown foods are now available in restaurants, grocery stores, online delivery services, schools, and a host of other access points. More and more often, the public is satisfying their desire for local foods—whether actually local, or used as a marketing ploy—away from the farmers market. Our Nation's market managers are already stretched thin, so the Farmers Market Coalition (FMC) will provide markets and their supporting networks with tools and training to empower them to maximize the impact of the promotional outlets already at their fingertips. Market managers in Washington, DC, and Virginia will be trained in collecting and reporting data on their individual market's impacts using FMC's Farmers Market Metrics system, while State associations and supporting networks will be trained to plan and implement a content marketing strategy using data supplied by the markets. State association leaders will be coached by a national marketing firm, as they identify and engage their State's influencers—public figures who are already posting, tweeting, and blogging about markets—to improve their farmers market-related content. With data-driven, authentic messaging regularly provided by trusted online sources, the content marketing strategy will turn occasional farmers market shoppers into regular customers at local, State, and national levels.

## Georgia

**Recipient:** Athens Land Trust  
Athens, GA

**Award Amount:** \$249,967.00

**Project Type:** Capacity Building

### ***West Broad Farmers Market Promotion Program***

Athens-Clarke County has high rates of poverty and food insecurity. Locally, many small, underserved farmers face barriers to accessing markets and sales outlets. To address these issues, Athens Land Trust (ALT) will expand the West Broad Farmers Market (WBFM), which was established in 2013 in a low-income neighborhood with the goals of increasing food access and economic opportunities for farmers and community members. While the WBFM has grown steadily, there are community members interested in joining the market who need support to do so successfully. There is potential to increase shoppers from the surrounding community by offering education on preparing fresh produce. By hosting a market that puts a priority on education, we can support underserved vendors and shoppers from the low-income community at the same time.

ALT's proposed project aims to: expand its marketing, outreach, and education; provide more technical assistance to growers and producers; and engage local youth in entrepreneurship. We expect increases in grower and consumer participation in farmers markets, direct producer-to-consumer sales, awareness of the benefits of eating fresh fruits and vegetables, knowledge of how to prepare fresh produce, consumption of locally produced agricultural products, and greater food access.

**Recipient:** Metro Atlanta Urban Farm, LLC  
College Park, GA

**Award Amount:** \$222,663.00

**Project Type:** Capacity Building

### ***Expanding Metro Atlanta Urban Farm's (MAUF) Farmers Market***

The residents in College Park, GA, have limited access to fresh, locally grown produce, with many residents living in food desert census tracts. As a result, residents turn to the unhealthy alternatives of processed or fast foods, which in turn leads to future health issues such as obesity, high blood pressure, and diabetes. The Metro Atlanta Urban Farm and the City of College Park seek to improve healthy food access and health outcomes, while supporting local farmers, by expanding the City's only fresh farmers market. MAUF and its partners will recruit four new farmers to sell at its existing farmers market, provide technical assistance and training to farmers and College Park residents, and open a rotating pop-up farmers market and mobile market. The goal of the project is to support and expand local farmer's share of the market as well as improve access and consumption of fresh food in College Park's food desert areas.

## Hawaii

**Recipient:** Friends with Farms Agricultural Cooperative  
Waimanalo, HI

**Award Amount:** \$249,121.00

**Project Type:** Capacity Building

### ***Local Small Farm Aggregation & Coordinated Production Program ("Small-AGG Program")***

This project helps small farmers achieve economies of scale by aggregating their production and selling it directly to consumers via farmers markets and a Community Supported Agriculture (CSA) program. The vast majority of farmers in Hawaii are small-scale producers. On the island of Oahu (City & County of Honolulu), 743 of the 999 farmers produce on only 1-9 acres (source: 2012 Agricultural Census). Many of these small farm operations lack the scale to offer a steady and sufficiently large supply to customers. Moreover, marketing and distribution represent a substantial cost, time drain, and significant business risk. Our project will assist the cooperative in coordinating and aggregating the production of multiple farmers, eventually allowing them to proactively market specific products and offer value-added products. The CSA will enable small farmers to find markets, reduce the time and cost of marketing and distribution, and generate more predictable cash flows. We project growth for the cooperative customer base from 300, at present, to 2,500 by Q3 2019, and to increase quarterly sales from \$38,700 to \$427,161. These increases will be driven by marketing to stimulate demand, as well as an expansion in supply due to aggregation and new farmers entering the market.

## Idaho

**Recipient:** Jannus Inc  
Boise, ID

**Award Amount:** \$250,000.00

**Project Type:** Capacity Building

### ***Building Marketing Capacity for Refugee and Native American Growers through Farmers' Markets and CSA***

This project will build capacity for Refugee and Native American produce growers to market their products through farmers markets and CSAs. Our target audiences will overcome educational, financial, and geographic challenges to market high-quality vegetables and increase their farm income. We will expand successful participation in two large Boise farmers markets and expand an existing pilot program to establish a regular farmers market on the Duck Valley Reservation, in an L1/LA census tract and with a need for increased fresh food. We will expand our CSA program in L1/LAs at local workplaces as part of employee wellness programs, and child care centers as part of the Nutrition Works program. Expected outcomes include increased farmer knowledge on how to market produce directly, implement good food safety practices, package and price produce correctly, and provide good customer service resulting in increased farmer income. Three large local workplaces and 15 child care centers are expected to participate in our CSA program, with total families served increasing from 90 to 160 families. Participating child care centers will also have an option to participate in a farm field trip to increase children's and parents' knowledge of local food production.

## Illinois

**Recipient:** The Land Connection  
Champaign, IL

**Award Amount:** \$84,293.74

**Project Type:** Capacity Building

### ***Champaign Farmer's Market: Expanding Access to Local Foods through Promotion and Training***

Through the FMPP Capacity Building Grant, The Land Connection will increase consumption of fresh, local food and strengthen current market opportunities by diversifying the number and types of patrons attending the market and increasing market sales by: 1) building a sustainable and collaborative marketing campaign to reach potential customers, with a focus on low-income residents; 2) increasing visibility of vendors at the market; and 3) increasing farmer-vendor market readiness by conducting pre-market training. Through promotional efforts and at-market activities, we will increase SNAP use by 100 percent, draw 26 percent more customers to the market and increase overall market sales by 20 percent, or \$28,000 over the course of the project period. The Land Connection and its project partners will increase direct producer to consumer sales, vendor visibility, and vendor success at the market through pre-market training.

## Iowa

**Recipient:** Lutheran Services in Iowa  
Des Moines, IA

**Award Amount:** \$250,000.00

**Project Type:** Capacity Building

### ***Increasing Market Opportunities for Refugee Producers in Central Iowa***

Lutheran Services in Iowa's (LSI) Global Greens program will focus on three main objectives: 1) LSI will increase both attendance and sales at the LSI Global Greens Farmers' market with a focus on Iowa Supplemental Nutrition Assistance Program (SNAP) usage through the Double Up Food Bucks Program; 2) LSI will train and support refugee growers in the areas of marketing, CSA models, food safety, farmer English, and business development; 3) In order to address administrative barriers, LSI will develop an aggregated Community Supported Agriculture (CSA) program as a longer term, consistent market option for refugee growers.

**Recipient:** Resource Conservation & Development for Northeast Iowa, Inc  
Postville, IA **Award Amount:** \$336,603.20

**Project Type:** Community Development, Training, and Technical Assistance

***This proposal will create a 3-part Farmers Market Manager Training Toolkit that will educate, empower and enrich farmers markets managers, vendors and stakeholders.***

The State of Iowa ranks in the top 10 in the Nation for number of farmers markets, but there is no statewide support and little to no coordinated outreach, training, or technical assistance provided to Iowa's market managers, vendors, or stakeholders for this significant and growing segment of Iowa's food system. This project, Building Capacity of Iowa's Farmers Markets Through Market Management Professional Development, will, for the first time, build capacity for Iowa's farmers markets through: regional engagement; analysis of successful strategies already in place across the Nation; and through the development, design, and production of an Iowa Farmers Market Manager Training Toolkit. The Toolkit will be developed in tandem with market representatives and be available statewide. It will include an "Iowa's Lettuce Grow Markets: A Farmers Market Manager Training Handbook" a "Lettuce Grow Markets" Vendor Handout Series, and six "Lettuce Grow Markets Training" events around the State of Iowa. Content for the print materials and the training events will be tailored to match the local need, addressing critical topics related to business viability, farmers market management, and food safety.

## Kentucky

**Recipient:** City of Pikeville  
Pikeville, KY **Award Amount:** \$229,949.00

**Project Type:** Capacity Building

***The purpose of this grant is to help farmers grow more, help consumers access and consume more local farm products, and build consumer's awareness in the Pikeville Farmers Market events.***

Pikeville Farmers Market (PFM) farmers are inexperienced, urgently seeking to build incomes in a lagging coal economy. Consumer demand for local food, especially items identified with Appalachian foodways, exceeds product availability at Saturday market. Tuesday market and early spring/fall/winter markets are new sales initiatives which lack consumer awareness thus hindering sales. Farmers need help managing production and promoting market location and individual farmer's products. The market has no signage, and little budget. This grant's purpose is three fold: help farmers grow more; help consumers access and consume more local farm products; and build consumers' awareness in PFM's events resulting in more farm sales. PMF's goals are to better meet consumer demand through higher production, grow farmers' opportunities to increase revenue through an aggressive advertising and public relations campaign, create new sales avenues through mobile outreach, and clearly establish the primary location of PFM as consumers' choice destination for local food. Expected outcomes include increased consumption of local food, expanded sales opportunities for farmers, higher and more consistent market attendance, and increased pride in Appalachian food culture. This grant will offer a solid foundation for building a local food economy and position farmers for success.

**Recipient:** Community Farm Alliance  
Berea, KY **Award Amount:** \$495,227.00

**Project Type:** Community Development, Training, and Technical Assistance

***Kentucky Statewide Farmers Market Support Program***

The next generation of Kentucky farmers struggle to access reliable markets without supportive systems. The goal of Statewide Farmers Market Support Program (Statewide FMSP) is to provide technical assistance in the form of business development, market development, and networking to Kentucky farmers markets. This project will expand the geographic reach of and incorporate feedback from the successful Kentucky Farmers Market Support Program. The purpose of the Statewide FMSP is to develop sustainable, stable, direct-to-consumer markets for beginning and small farmers and increase consumer access to locally-grown products. In 2015, the Kentucky FMSP supported 15 Kentucky farmers markets in Eastern Kentucky, growing sales by an average of 32 percent. In 2016, 33 markets representing over 775 farmers have applied for support resources. Program demand and results indicate that expanding the geographic range of FMSP services can directly impact over 1,100 Kentucky farmers with at least a 13 percent increase in sales for over 50 markets. This project will support the development of sustainable, accessible farmers markets by: 1) providing one-on-one and group business/organization development assistance to farmers markets; 2) providing assistance to farmers markets to grow market sales; and 3) developing farmers market networking spaces and systems to facilitate information and resource sharing.

**Recipient:** Gateway Farmers Market dba SoKY Marketplace  
Bowling Green, KY

**Award Amount:** \$101,840.11

**Project Type:** Capacity Building

***Growing Opportunities for Regional Producers and Consumers at the SoKY Marketplace***

Demand for fresh local fruits, vegetables, meats, and cheese is growing in South central Kentucky and around the country. The SoKY Marketplace provides an opportunity for consumers to purchase these commodities from local and regional farmers and ranchers. The Growing Opportunities for Regional Producers and Consumers at the SoKY Marketplace initiative will increase the customer base for local farmers and ranchers through the execution of a targeted marketing outreach strategy and the implementation of unique and attractive programs that encourage customers to shop, stay, learn, and play at the SoKY Marketplace. By fulfilling these objectives the farmers market will increase the number of participating vendors by nearly 50 percent and increase producer revenue by 95 percent over the 3-year period while simultaneously increasing consumer access to fresh, healthy, local foods.

## Louisiana

**Recipient:** Twin Parish Port District  
Delcambre, LA

**Award Amount:** \$195,000.00

**Project Type:** Capacity Building

***Delcambre Seafood and Farmers Market Consumer and Vendor Expansion Project***

The Delcambre Seafood and Farmers Market has reached its potential with limited funding sources, yet opportunities for growth remain viable with fiscal assistance. Disasters in recent history (i.e. flooding, hurricanes, the BP Deepwater Horizon Oil Spill, etc.) have impacted the economic stability of the region causing the loss of over half of the producers from 2009-2014.

The purpose of this Expansion Project is to grow the regional farm and seafood economy by increasing consumption of locally harvested products through direct market access to consumers. Producers and fishermen who leverage the farmer's market report a greater return on their investment by selling direct to the consumer and eliminating the traditional supply chain.

The expected outcome of this project is to increase the farmers market visibility to consumers and increase attendance, thus raising the level of sales for vendors. With grant funds, Delcambre Seafood and Farmers Market's goal is to identify the target consumer and effective means to reach this audience. Additionally, through farmer recruitment, retention, training, and educational activities a diverse population of products will be offered at the market.

## Maryland

**Recipient:** Maryland Farmers Market Association Inc.  
Gambrills, MD

**Award Amount:** \$205,781.26

**Project Type:** Capacity Building

***Increasing Local Food Sales through Maryland's Thriving Farmers Market Network***

Farmers markets are proliferating throughout Maryland, bringing exciting revenue-generating opportunities for local agricultural producers. With this expansion, however, come increasing challenges to operating a thriving market in an increasingly saturated landscape. The purpose of this FMPP proposal is threefold: to provide farmers at Maryland farmers markets with the supports needed to capitalize on this growth, equip market managers with tools to ensure their market's viability, and ensure that consumer demand increases on pace with increasing supply. This project will bolster sales of and access to locally grown agricultural products through Maryland farmers markets. The goals of this project are to: 1) Increase the capacity of farmers to succeed in direct-to-consumer marketing outlets through technical assistance and trainings; 2) Streamline market operations and reduce managers' administrative burden; 3) Attract new patrons to Maryland farmers markets through a robust, Statewide outreach strategy; and, 4) Improve the sustainability and profitability of farmers markets in low-income/low-access areas through a Food Access Farmers Market Strategy. Expected outcomes include: increased attendance at Maryland farmers markets by 8 percent annually; increase in farmer sales at Maryland markets by 8 percent annually; and a Farmers Market Food Access Strategy for low-income/low-access areas, piloted in two LI/LA communities.

# Massachusetts

**Recipient:** Community Health Center of Franklin County, Inc.  
Greenfield, MA

**Award Amount:** \$248,430.00

**Project Type:** Capacity Building

***(Im)Proving the CSA Model***

The central challenge facing the CSA model is to provide fair compensation to farmers, while making shares available at prices that can attract more members. Local CSA markets tend to stop growing once those willing/able to pay a farmer's fair compensation have purchased memberships. If we reduce the cost to consumers without reducing the farmers' compensation, the CSA market can resume growth.

To spur growth, the Community Health Center of Franklin County, Just Roots, and Dr. Berkowitz of the Diabetes Population Research unit at Massachusetts General Hospital seek support for a capacity-building effort combined with a research study on the health benefits of membership in a CSA.

We will build the capacity of Community Health Center staff to promote CSAs to clients and, for a period of 2 years, compare 50 first-time CSA members to a control group, tracking self-reported behavioral changes, vegetable consumption, and blood markers. We believe this study will prove to health insurance providers that dollars would be well-spent offering a CSA Wellness Benefit, opening the door for low-income citizens and incentivizing middle-class citizens to participate in CSAs.

We will bring our research and delivery model to the forefront of discussion of national food policy.

**Recipient:** Community Involved in Sustaining Agriculture, Inc.  
South Deerfield, MA

**Award Amount:** \$500,000.00

**Project Type:** Community Development, Training, and Technical Assistance

***Outreach, training, and technical assistance to expand Massachusetts' direct producer-to-consumer markets***

The goal of this project is to increase the sale and consumption of locally produced agricultural products through direct market channels across Massachusetts. Direct market outlets have grown significantly in Massachusetts over the past decade, in many places outstripping demand. This project will help farmers compete in the crowded direct-market landscape, while expanding demand and increasing the number of consumers who buy direct. CISA, the lead agency, will manage this State-wide project through a network of collaborating 'Buy Local' agricultural nonprofits including: Berkshire Grown, Central Mass Grown, Northeast Harvest, and Southeastern MA Agricultural Partnership. Activities include 48 workshops, 15 networking events and one-on-one assistance to 150 direct market farmers; direct consumer outreach, particularly to select low income, low access communities; cross-promotion and collaborative marketing opportunities for farmers; support for a State-wide network of service providers; and detailed program evaluation. Training and technical assistance will benefit 500 unduplicated farmers. Increased outreach to consumers will generate over a million consumer impressions. Fifteen low-income/access communities will benefit from targeted promotion. Together the work outlined will result in 250 direct-market farmers increasing sales, 400 gaining knowledge, and sales increases of 5 percent.

**Recipient:** Third Sector New England, Inc.  
Boston, MA

**Award Amount:** \$250,972.00

**Project Type:** Community Development, Training, and Technical Assistance

***Strengthening Small-Scale Farm Businesses in Massachusetts through Expanded Direct Marketing Education Programs***

The New Entry Sustainable Farming Project, a comprehensive beginning farmer incubator program in Massachusetts, will collaborate with regional agricultural marketing experts to provide training and technical assistance to 300 beginning farmers around direct-to-consumer market channel assessment, branding, pricing, social media and business positioning to increase farmer revenues and create sustainable, long-lasting farm enterprises in eastern MA. Farmers have cited direct-to-consumer markets as their most lucrative, yet challenging market channels, and statistics show farmers utilizing direct-to-consumer markets stay in business longer than those relying solely on wholesale markets. Farmers also cite lack of access to marketing training as a barrier to increasing sales in direct-to-consumer markets. New Entry proposes to develop and facilitate an 8-session Direct Marketing Education Program aimed at training over 300 beginning farmers in building an individualized marketing strategy, developing and promoting a unique brand, understanding and creating appropriate pricing models, diversifying marketing outlets, accessing available technical assistance, and adding value to farm products. As a result of this 3-year project, 75 small-scale and beginning farmers will adopt new direct marketing strategies and average farmer incomes will increase by 150%. Producers will build sustainable enterprises to increase consumer access to and consumption of fresh, locally grown foods.

## Michigan

**Recipient:** Eastern Market Corporation  
Detroit, MI

**Award Amount:** \$250,000.00

**Project Type:** Capacity Building

***Detroit Community Markets: Building Capacity in Local Food System will support marketing, transportation, training and staffing to expedite an impact on Detroit residents' diets and lifestyles.***

Over the past 5 years, activities to build a sustainable alternative food system in Detroit have led to formation of Detroit Community Markets (DCM), a coalition of neighborhood food access outlets that provides opportunities for Detroit residents to purchase fresh nutritious food at convenient locations. We are seeking funding for our 2017 and 2018 seasons so all 18 farmers markets, mobile food distributors, and food box programs can continue working collaboratively to bring healthy, affordable food to Detroit residents who live in neighborhoods with little access to food. Through joint marketing and programming, the DCM seeks to educate communities about the benefits of incorporating fresh nutritious food into their diets, while simultaneously creating additional sales for local growers and food entrepreneurs. By strengthening collective capacity, DCM also improves the social capital of neighborhoods by creating public spaces where individuals and families can celebrate food and community.

## Minnesota

**Recipient:** Farm Commons, Inc.  
Duluth, MN

**Award Amount:** \$228,224.67

**Project Type:** Capacity Building

***Direct to Consumer Farm Law 101***

Direct to consumer farms are legally vulnerable, all across America. Three quarters of direct to consumer farmers do not know the legal fundamentals of their business operation, and are not following legal best practices. This happens because farmers do not have access to affordable, approachable legal education that creates a stronger, more resilient farm business. Farm Commons is partnering with organizations around the country to solve this problem. Through a series of 14 "Direct to Consumer Farm Law" on-site workshops and 10 legal Quick Guides, we will empower direct-to-consumer farmers with the proactive legal education they need to build resilient farm businesses. Over 3 years, more than 7000 farmers will learn how the law affects agritourism, CSA operations, farmers' market sales, food safety, and a range of other legal topics important to the direct-to-consumer farmer. More than 4200 farmers will make a legal change to their business that builds stability and resiliency. As a result, direct to consumer farmers will enter new markets faster, increase their sales with greater stability, and sustain their operation longer-even through adversity.

**Recipient:** Regents of the University of Minnesota  
Minneapolis, MN

**Award Amount:** \$448,410.00

**Project Type:** Community Development, Training, and Technical Assistance

***Building a Community of Farmers Markets for a Healthier Food System in the Twin Cities Metro***

The Minneapolis-St. Paul seven-county metro area is home to about 100 farmers markets, a number of which are located in or adjacent to low income/low access census tracts. With increasing competition among retail outlets for local and fresh food products, farmers markets are urged to communicate their collective impact on the metro area to effectively gain support and resources needed for their resilience on behalf of farmers and communities. This proposal aims to build a community of these farmers markets through collaborative activities so that each of the farmers markets and their associated communities can unite to play a more robust role in the metro-wide food system. The proposed collaborative activities include: 1) collection of standardized metrics including farmer/vendor characteristics and market visitors count; 2) shared marketing and communication efforts; and 3) vendor trainings hosted by the collaborative.

## Missouri

**Recipient:** EarthDance  
Ferguson, MO

**Award Amount:** \$230,021.00

**Project Type:** Capacity Building

***Growing the Ferguson Farmers Market through an Agritourism Partnership***

The Ferguson Farmers Market is an anchor of community and an engine of progress in a city facing serious challenges. Since 2002, the market has provided fresh local food to diverse residents, as well as community gathering space and engagement opportunities for volunteers. Following Michael Brown's death in 2014 and the riots that followed, patronage at the market and other Ferguson businesses declined, depressing the market's funding sources and discouraging vendors from continuing to sell their products at the market.

EarthDance, a nonprofit that engages in farm-based education, food production, and community development in Ferguson, is spearheading this project to reverse the losses the market has suffered. EarthDance will partner with the Ferguson Farmers Market and many community organizations in Ferguson to cross-promote both the market and EarthDance's offerings. The goal is to raise awareness of all that the market provides, and to increase customer loyalty to the market through educational agritourism experiences at EarthDance. The projected outcomes for this project include: increased market attendance of 25 percent over 2016 levels by 2019; increased public commitment to supporting local farmers, as reported by participants in activities at EarthDance; and increased income for Ferguson Market vendors.

**Recipient:** Pulaski County Sheltered Workshop  
Richland, MO

**Award Amount:** \$137,814.45

**Project Type:** Capacity Building

***Harvested Here: Building New, Sustainable Markets for Local Small and Disadvantaged Farmers Through a Multi-Farm CSA, Beginning Farmer Training and Mentorship, and a Community CSA Kitchen.***

The Farmers' Market at Fort Leonard opened in 2015 as part of Fort Leonard Wood's Installation Strategic Sustainability Planning efforts. Now in its second year, the market, managed by a non-profit organization, the Pulaski County Sheltered Workshop (PCSW), is an innovative partnership between local producers, the military and civilian community of Fort Leonard Wood, and the surrounding communities.

This project, "Harvested Here: Building New, Sustainable Markets for Local Small and Disadvantaged Farmers Through a Multi-Farm Community Supported Agriculture (CSA), Beginning Farmer Training and Mentorship, and a Community CSA Kitchen", will build upon food systems studies in the Missouri Ozarks region by assessing local producers' abilities to scale up production to meet targeted consumer demand and will build upon the farmer markets' efforts to eliminate Pulaski County's food insecurity by diversifying and increasing the availability and affordability of local foods. Additionally, this CSA would greatly improve local markets for small and beginning farmers, with potential to seriously alleviate noted barriers to entry by aggregating, processing, marketing, and storing local products for producers in a Community CSA Kitchen. To bolster marketability, this project will research and implement emerging markets-based vocational training, technical assistance, and mentorship for local producers wishing to scale up but who lack resources.

## Montana

**Recipient:** National Center for Appropriate Technology  
Butte, MT

**Award Amount:** \$213,435.00

**Project Type:** Capacity Building

***Building Farmers Market Success in Montana: Implementing a Market Resource Network.***

This 3-year project, Building Farmers Market Success in Montana: Implementing a Market Resource Network, will benefit market managers and producers by providing multiple tiers of capacity building opportunities including, regional farmers market conferences, webinars, a website, manuals, and a listserv. Farmers market managers in Montana have identified networking and peer learning as their preferred method of learning new strategies for their markets. The regional conferences will provide face-to-face interactions with successful market managers. The web page, webinars, and listserv will provide opportunities to continue their conversations and learning.

NCAT and its project partners will also work with market managers to reduce financial barriers and increase low income local food access. They will work with markets and vendors that currently do not accept SNAP, and other farmers market nutrition programs (FMNP), by holding two SNAP sign up days and educational sessions in conjunction with the networking conferences. NCAT and its project partners will provide follow-up technical assistance to ensure that Supplemental Nutrition Assistance Program, Women, Infant, and Children, FMNP, and Senior FMNP benefits are accepted at most markets. The network will share resources and marketing materials to increase these programs' participation at the markets.

## New Hampshire

**Recipient:** Organization for Refugee and Immigrant Success  
Manchester, NH

**Award Amount:** \$250,000.00

**Project Type:** Capacity Building

***Fresh Start Farms - FMPP***

New American farmers require linguistically and culturally appropriate professional farmer training, education, and ongoing marketing technical assistance to successfully develop and sustain market farming enterprises. The proposed project will provide: marketing training and education; pre-, during-, and post-season marketing technical assistance; and consumer retention activities. The project will assist 30 new American farmers living in New Hampshire, who are already enrolled in the organization's Fresh Start Farms program, and local three market managers with the expansion of eight direct-to-consumer sales opportunities. The project will result in farmer and market manager knowledge and skills accumulation, improved farmer and market earnings, and enhanced refugee and immigrant consumer access to affordable, culturally appropriate produce. Fully 6,765 consumers will be reached during the 3-year project, while 8 farmers' markets/roadside stands/CSAs will expand to generate \$37,500 in new revenue for these socially disadvantaged, beginning farmers. The following organizations will collaborate on the project: Manchester Community Market; UNH Cooperative Extension; New American Farmer Cooperative; City of Manchester; Manchester Community Health Center; and the New Hampshire Food Bank.

## New Mexico

**Recipient:** The New Mexico Farmers Marketing Association  
Santa Fe, NM

**Award Amount:** \$499,400.00

**Project Type:** Community Development, Training, and Technical Assistance

***Connecting the Dots: Cultivating New Mexico's Food Value Chain through Training, Technical Assistance and Shared Communications***

For 22 years, the New Mexico Farmers Marketing Association (NMFMA) has been strengthening direct-to-consumer marketing channels for NM-grown food throughout the state. It has helped to grow the number of farmers markets from 20 in 1994 to 75 in 2016 through consistent support and technical assistance to market managers. It has simultaneously worked to build demand, particularly among low-income and underserved rural populations, through providing SNAP and WIC access. In 2015, the NMFMA launched Double Up Food Bucks (providing dollar-for-dollar match for SNAP dollars spent on NM-grown produce) Statewide, which has created potential EBT sales demand averaging up to \$630,000/year for locally produced food. Farmers are becoming aware of this promising marketing opportunity, but lack the skills to meet demand in a consistent and profitable way, which will become even more challenging with the forthcoming Food Safety Modernization Act. Concurrently, many potential consumers have not yet developed shopping habits for NM-grown food. The proposed project seeks to bridge these significant gaps in the direct-to-consumer value chain through training and technical assistance to farmers, regional and statewide marketing, and cultivating farmer membership in the NMFMA. By doing this, we expect to increase direct-to-consumer sales from \$7 million to \$10 million annually.

## New York

**Recipient:** Cornell Cooperative Extension of Rensselaer County  
Troy, NY

**Award Amount:** \$318,209.51

**Project Type:** Community Development, Training, and Technical Assistance

***Harvest Connection: Creating Links to Local Ag Products - connecting farmers to consumers utilizing web-based mechanisms with the goal of increasing the consumption/sales of local agriculture products***

A local survey conducted in 2015 indicated marketing agricultural products was an obstacle for farmers, ranking 5th as a topic requested by producers for Cornell Cooperative Extension program offerings. Additionally, in a survey distributed to area specialty crop producers, 72 percent of respondents indicated that they were using social media for direct marketing, but did not feel they were using it effectively. Producers have not fully explored digital marketing paths. This is a marketing avenue that requires slow expense input compared to conventional print marketing, with great potential to increase consumer engagement and sales.

Harvest Connection aims to expand on what has been developed through the Capital Region Specialty Crops Block Grant (SCBG) project that included the development of a web-based promotional platform and searchable directory of available specialty crops. With this as a foundation, we will offer technical trainings to producers and consumers to break down technology barriers, teach social media marketing strategies to increase producer-to-consumer linkages, and continue to promote area producers through the Harvest Connection website. Our outcome aspires to result in a 5 percent increase in local agriculture product sales and a 5 percent increase in the number of local consumers purchasing local agricultural products.

**Recipient:** Glynwood Center, Inc.  
Cold Spring, NY

**Award Amount:** \$249,839.00

**Project Type:** Capacity Building

***Hudson Valley CSA Coalition Development & Outreach***

This proposal to the USDA-AMS Farmers Market Promotion Program (FMPP) requests support for the Hudson Valley (HV) CSA Coalition of direct-market producers in their efforts to develop and initiate educational and marketing activities that will increase local sales, focusing primarily on 10 New York State counties: Albany, Columbia, Dutchess, Greene, Orange, Putnam, Rensselaer, Rockland, Ulster, and Westchester. Coalition producers predominantly use Community Supported Agriculture (CSA) as their main distribution method and have indicated that they want to sell more product locally, but face significant challenges marketing their products and increasing consumer demand for them.

Glynwood is an agricultural non-profit with a mission to ensure that the Hudson Valley is a region defined by food, where farming thrives. We work to advance regenerative agriculture that benefits the natural environment, energizes local economies, enhances human health, and strengthens rural communities. Glynwood will lead the efforts described in this proposal, with significant support from HV CSA Coalition leadership and members, and other strategic collaborators. Glynwood has vast experience working directly with farmers on market access and capacity building issues, as well as a deep network of aligned organizations and agencies.

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

**Award Amount:** \$250,000.00

**Project Type:** Capacity Building

***Farmers' Market Promotion Program: Cultivate Sacramento: Consumer Education and Farmer Training Project IRC Sacramento FY16***

The International Rescue Committee (IRC) in Sacramento's (Sacramento, California) establishment of an urban incubator farm has led to the development of a new cohort of refugee farmers who are restarting their agricultural careers in the United States. At the same time, with the arrival of increasing numbers of refugees, demand for culturally appropriate, fresh produce has increased, while access remains limited due to knowledge gaps, vendor shortages, and lack of access to healthy food in food-scarce, low-income communities.

In response to this demand, the IRC in Sacramento proposes the Cultivate Sacramento: Consumer Education and Farmer Training Project (Cultivate Sacramento) that will cultivate a nourished community of refugees and immigrants with increased agricultural opportunities in Sacramento. In collaboration with partner organizations, the IRC in Sacramento will:

- 1) Train local refugee and immigrant farmers to grow, prepare, and market produce for direct sales;
- 2) Provide nutrition education and U.S. food system orientation to newly-arrived refugees; and
- 3) Establish a community pop-up farm stand for refugee farmers to sell locally-grown and culturally-appropriate produce to refugee communities.

**Recipient:** Seven Valleys Health Coalition, Inc  
Cortland, NY

**Award Amount:** \$108,597.00

**Project Type:** Capacity Building

***Promoting, Sustaining, and Expanding the Local Food Impact in Cortland County***

To increase consumption of and access to locally and regionally produced agricultural products by supporting, promoting, and exploring expansion of all methods of producer to consumer direct sales, including farmers' markets, Community Supported Agriculture(CSA), roadside stands, and agritourism activities in Cortland County via a dynamic marketing campaign including radio, print, consumer education, promotional materials, and social media. Support of expansion activities will focus on a market analysis and strategic plan for the interest in, long-term feasibility and viability of, and location for, a potential, year-round indoor market and commercial kitchen in Cortland County. One component of the media campaign will focus on increasing access to nutritious, local foods for the low-income population of Cortland County via strategic media, targeting SNAP, WIC, and/or FMNP beneficiaries, and researching and implementing best practices to reduce barriers to the target population's patronage of existing direct producer to consumer venues. A half-time staff person will be added to coordinate these efforts in cooperation with existing local SNAP-Ed and WIC-Ed curricula programs.

## Oklahoma

**Recipient:** Choctaw Nation of Oklahoma  
Durant, OK

**Award Amount:** \$499,902.00

**Project Type:** Community Development, Training, and Technical Assistance

### ***Researching Successful Strategies for Farmers and Markets to Serve Tribal Food Deserts***

The Researching Successful Strategies for Farmers and Farmers Markets to Serve Tribal Food Deserts (Choctaw FMPP Project) will provide outreach, training, and technical assistance to farm/ranch operations serving local markets within the jurisdictional boundaries of the Choctaw Nation of Oklahoma. The project is in response to the tremendous food insecurity faced by Choctaw Nation citizens. To address this identified need, the Choctaw FMPP's goals include: 1) implementing training and education opportunities for farmers/ranchers/managers; 2) providing technical assistance to farmers/ranchers in promoting locally/regionally produced agricultural products; 3) developing direct-to-consumer market opportunities with corporate, non-profit, and public institutions to build Choctaw Nation producer-to-consumer networks which coordinate with other tribal, State, regional, and national level channels; and 4) providing technical support for producers to become compliant with all applicable specifications and standards in order to increase direct-to-consumer market opportunities. The projected outcomes include: 1) increase number of consumers, operators, and Community Center Kitchen Professionals buying/selling/consuming local agricultural products; 2) increase customer base at local farmers markets generating more sales and income; 3) increase number of farmers markets including festival booths; and 4) increase number of careers and jobs in local food production.

## Oregon

**Recipient:** Oregon Cheese Guild  
Portland, OR

**Award Amount:** \$155,766.00

**Project Type:** Capacity Building

### ***Expanding Marketing and Sales for Oregon Farmstead and Artisan Cheese***

Improve awareness of and access to Oregon's locally produced farmstead and artisan cheese and increase creamery sales by conducting a direct-to-consumer marketing campaign establishing Oregon Cheese Month, which includes events, radio and print advertising, media outreach/PR, social media, consumer research, rebranding and creation of promotional materials, website improvements, product demonstrations at farmers markets and local retailers, a series of meet-the-cheesemaker dinners, and development of a marketing toolkit for local creameries.

**Recipient:** Portland Farmers Market  
Portland, OR

**Award Amount:** \$194,984.00

**Project Type:** Capacity Building

### ***Lents International Farmers Market – Grow, Sustain, Thrive Assure success of the culturally diverse farmers who sell to a diverse community of shoppers during management and community change.***

The Lents International Farmers Market (LIFM) in southeast Portland is centered in one of the city's most impoverished and culturally diverse areas, where 40 percent of residents speak a language other than English. The LIFM started in 1999 and features immigrant farmers and vendors who reflect the cultural diversity of shoppers. Today, the market is at risk due to management transition and extensive redevelopment of the Lents area which may require the market site to move each year.

FMPP funds would assist Portland Farmers Market, the entity newly in charge, to manage the LIFM, engage the community, and assure economic success for participating farmers. The project will result in increased farmers' sales and shopper consumption of locally grown products by:

- 1) training PFM staff to improve culturally appropriate communications with vendors and shoppers;
- 2) training farmers to improve their business acumen, extend their growing season and foster relations with new buyers;
- 3) implementing culturally appropriate marketing and programs to attract shoppers, educate, inspire and build loyalty; and
- 4) engaging with the city and private developers to find a long term site for the market.

# Pennsylvania

**Recipient:** Ethical Farming Fund  
Pittsburgh, PA

**Award Amount:** \$225,061.80

**Project Type:** Capacity Building

***The Local Food Chains Project aims to strengthen the connection between livestock farmers and consumers in Southwestern Pennsylvania.***

The Ethical Farming Fund (EFF) is a 501(c)(3) nonprofit dedicated to supporting and promoting sustainable animal farming. Founded in 2013, the EFF currently operates on a staff of volunteers to promote the benefits of sustainable animal farming to human health, animal welfare, and the environment, and to highlight the livestock farmers serving Southwestern Pennsylvania. Most recently, the EFF distributed its own grant to a local animal farm for the purpose of implementing a rotational grazing system, a project which is in the implementation phase.

Through the Local Food Chains Project, the EFF intends to solidify the network of livestock farmers that serve Southwestern Pennsylvania through consumer outreach and education, farm web development services and consultation, increasing the transparency of the local food system through virtual tours, and connecting local animal farms with vendors and restaurants. This project's purpose is to increase the consumption of locally produced, direct-marketed meat, eggs, and dairy. Expected outcomes of this project include increased consumer engagement in and knowledge of the Southwestern Pennsylvania food system as it pertains to livestock, enhancement of local livestock farms' ability to market and sell their products, and more wholesale sourcing by area restaurants and vendors of local livestock farms.

**Recipient:** Lawrence County Economic Development Corporation  
New Castle, PA

**Award Amount:** \$79,000.00

**Project Type:** Capacity Building

***Fresh Marketplace at New Wilmington Center Expansion Project***

From the past 6 years of experience at FM@NW, EDCOM realizes that growth of the operation is hampered by inadequate/inconsistent marketing to farmers and consumers, inadequate farmer merchandising equipment, and insufficient customer accommodations that would increase and diversify farm product sales. Without this project, it would be difficult to increase the number of farms selling, their sales, product diversity, and the number of consumers taking advantage of local food/farm products especially those from the City of New Castle where there is limited access to healthy, affordable locally sourced foods.

# Texas

**Recipient:** Good Local Markets/ White Rock Local Market  
Dallas, TX

**Award Amount:** \$249,520.00

**Project Type:** Capacity Building

***Good Food, Better Health, Best Markets: Creating Local Food Awareness and Sales in Dallas, Texas***

“Good Food, Better Health, Best Markets” will increase customers and improve sales for local farmers at Good Local Market (GLM) locations in Dallas, TX, by hiring vital staff, launching a dynamic marketing and education campaign, and developing two community markets in low-income areas. As the ninth largest city in the United States, with an estimated 1.9 million residents, Dallas has significant poverty, 25 percent of the city is in a food desert, and while we have many productive area farms, there are few markets, and only three Dallas farmers markets that accept SNAP. Good Local Markets will meet the need for more awareness and use of farm products and farmers markets by:

- 1) Hiring vital GLM staff to manage farmers markets as well as education, marketing, and outreach activities;
- 2) Starting two new community-driven farmers markets that accept SNAP in distinct low-income neighborhoods/ food deserts of Dallas;
- 3) Enhancing Dallas residents’ awareness of the benefits of eating local foods and expanding our reach within Dallas communities by creating a dynamic print, radio, and internet grassroots marketing campaign that educates about our farmers markets, our local vendors, and local seasonal produce; and
- 4) Partnering with Texas A&M Extension Service for an education campaign to increase awareness of the health benefits of eating locally grown fruits and vegetables with demonstrations and classes on how to use seasonal produce and other farm products in daily meals.

Good Food, Better Health, Best Markets will boost a citywide awareness of the benefits of local foods and reduce barriers to access while creating revenue-generating opportunities for farmers.

**Recipient:** The Greater East End Management District  
Houston, TX

**Award Amount:** \$249,883.00

**Project Type:** Capacity Building

***East End Farmers Market Capacity Building Project***

The Greater East End Management District proposes to expand the effectiveness of its Farmer’s Market, in Houston, TX. The market project is located in a “food desert”; and the majority of the residents in the area have limited income and access to fresh produce and healthy foods, which contributes to poor health, and in particular, unusually high childhood obesity rates. Consequently, the purpose of this project is to provide more fresh produce and healthy foods to area residents and to enhance opportunities for local farmers to engage in direct-to-consumer sales.

Goals:

- Expand vendor participation on each market day, with focus on increasing the number of vegetable and fruit producers;
- Increase attendance at the market, with a specific focus on recruiting SNAP participants; and
- Promote good agricultural and business practices by providing food safety and other relevant training.

Expected outcomes:

- An increase the availability of fresh produce;
- More awareness of the nutritional importance of fresh produce, and ways to incorporate fresh produce into everyday family meals;
- Increased opportunities for direct-to-consumer sales, along with increased skill levels in food safety, good agricultural practices, and business planning; and
- An increased number of farmers who sustain successful businesses.

**Recipient:** Vernon College  
Vernon, TX

**Award Amount:** \$500,000.00

**Project Type:** Community Development, Training, and Technical Assistance

***Red River Valley Local Food Expansion Project***

The purpose of the Red River Valley Local Food Expansion Project is to increase the consumption and sales of local agricultural products through the promotion of regional farmers markets; the improvement and expansion of the Wichita Falls and Vernon farmers markets; and through training of new and established farmers on how to develop, promote, and expand direct producer-to-consumer market opportunities. The Red River Valley area is an economically challenged area with many poor health indicators. While the area has a long tradition of agriculture, recent environmental and economic changes have created economic hardships in the agricultural sector. The goals of the Project are to increase the availability and consumption of local food to improve the health of the area's residents and to increase the sales and market opportunities for regional farmers. The outcomes of the project will be an increase in sales at regional farmers markets, the creation of a regional local food network alliance to coordinate a local food campaign, and the development of new market opportunities for local farmers.

## Vermont

**Recipient:** Milton Community Youth Coalition Inc.  
Milton, VT

**Award Amount:** \$59,142.00

**Project Type:** Capacity Building

***Milton Farmers Market Community Expansion***

The rural community of Milton, Vermont, struggles with significant barriers pertaining to socio-economic status (SES) and healthy food access. The town is a Governor's designated underserved area based on school lunch criteria and school testing results, with 38 percent of its elementary students eligible for reduced or free lunch. To increase healthy food access and consumer-to-producer opportunities, The Milton Community Youth Coalition (MCYC) seeks to expand the current farmers market, establishing it as a hub for local food, particularly among lower SES populations. With the USDA grant funds, the market will involve and engage all community members from youth through seniors by 2019. In year 1 we will hire a market manager. We will implement Power Of Produce youth program. We will purchase mobile picnic tables, add entertainment for each market day, expand the market season into November, and recruit a structured Market Committee. In year 2 we will develop Market Committee self-sustainability and lay the groundwork for an Area Farmers Market Collaborative. We will continue youth programs, add cooking demos using vendor produce and goods, and implement sustainability measures. In year 3 we will finalize the Area Farmers Market Collaborative and the Market Committee.

**Recipient:** Northeast Organic Farming Association of Vermont  
Richmond, VT

**Award Amount:** \$465,874.76

**Project Type:** Community Development, Training, and Technical Assistance

***Direct Markets 3.0: Market Analysis and Training to Strengthen the Next Generation of Direct-to-Consumer Markets in Vermont***

NOFA-VT has a vision of strong and dynamic direct markets across Vermont - serving as hubs of community activity, contributing to the economic viability of participating farms, and meeting the local food needs of the whole community. While Vermont leads the Nation in direct markets, crowding, competition, and stagnation in the marketplace have become common refrains among many new and seasoned growers as well as farmers market leaders. The fast rate of growth seen in the 2000s in direct market sales appears to be slowing, yet more farmers are interested in using these outlets as a way to sustain their businesses. In addition, competition for local food sales from other retail venues is creating a marketplace where consumers are increasingly being driven to purchase what is marketed as the most convenient and cheapest options. This project seeks to bolster the economic viability of Vermont's direct-to-consumer markets in two primary ways. First, this project will increase the skills and capacity of farmers and farmers market leaders to assess and therefore improve their direct markets. Secondly, this project will increase shopper awareness about direct-to-consumer market opportunities and benefits to increase sales of local agriculture products sold in direct market channels.

# Virginia

**Recipient:** Buy Fresh Buy Local Hampton Roads  
Virginia Beach, VA

**Award Amount:** \$90,516.00

**Project Type:** Capacity Building

## ***Cultivating a Resilient Local Food System with Mobile Technology.***

Hampton Roads (HR) embodies an agricultural heritage that actively champions a robust local food system (LFS). This LFS, however, is visible and accessible to only a fraction of HR's 1.6M residents. This project, "Cultivating a Resilient Local Food System with Mobile Technology," presents a unique opportunity to increase demand, production, purchasing, and consumption of local food by developing a mobile guide to farms, farmers markets, and locally sourced restaurants and craft food endeavors. It will create a virtual producer-to-consumer network that amplifies the voices of local producers with advertising, promotion, and networking support. The application will also feature an evolving online platform to inform people where to access local food with SNAP benefits. This program will: 1) Develop and Operate a mobile app and organizational model; and 2) Connect and Market LFS participants. This application will create an active network to nurture the development, improvement, and expansion of agricultural direct-to-consumer endeavors by initiating personal relationships between producers and consumers, individuals and institutions. 3.) Educate LFS consumers about the benefits of an equitable LFS where farms are financially successful, and all income levels participate in the LFS.

**Recipient:** Rappahannock-Rapidan Regional Commission  
Culpeper, VA

**Award Amount:** \$249,285.00

**Project Type:** Capacity Building

## ***Virginia Piedmont Local Food and Agri-tourism Promotion***

Partnering with Culpeper Renaissance, Madison Farmers Market and Piedmont Environmental Council (PEC), the Rappahannock-Rapidan Regional Commission (RRRC) proposes to utilize the FMPP grant to promote locally grown food and agritourism in Virginia's Northern Piedmont. The majority of the funds would be spent developing and conducting a local foods marketing campaign, including a regional brand, eye-catching imagery, and cohesive messaging that will resonate with local consumers' values. Funds would also support targeted marketing efforts at the Madison and Culpeper Farmers Markets, as well as continued publication of PEC's Buy Fresh-Buy Local guide.

The second aspect of the proposed project specifically targets agritourism promotion through further development of RRRC's Tween Rivers Trail. Many of the trail sites are small business owners with little to no marketing budget or experience. Expansion of this regional agritourism trail combined with quarterly training and networking workshops focused on marketing will help address these issues.

The third aspect promotes direct-to-consumer local food markets within the region by building sourcing channels. In 2014, PEC launched the online tool, Farmer-Chef Express to facilitate connections between buyers and sellers, including institutional buyers. Grant funds would be used to hold two farmer-buyer "speed-dating" events, and a regional food expo.

## West Virginia

**Recipient:** West Virginia Food & Farm Coalition  
Fayetteville, WV

**Award Amount:** \$460,133.32

**Project Type:** Community Development, Training, and Technical Assistance

### ***“I Grow West Virginia”: A Strategic Marketing Campaign to Grow West Virginia’s Local Retail Food Economy and Small Farm Viability***

West Virginia consistently ranks in the top 10 for poverty (18.5 percent), obesity, hypertension, and diabetes, and is currently ranked third in unemployment (6.9 percent). Nine out of 10 people in West Virginia do not have adequate access to nutritious food, causing 24.2 percent of the State to experience food hardships. Increasing local food production and consumption addresses both health and economic disparities. Collaborative efforts among academic, nonprofit, and community partners are changing the face of the food system in West Virginia. Across the State, farmers markets, school gardens, food hubs, training programs, food banks, and mobile farmers markets are addressing food access while providing market opportunities for farmers. This work is expanding, but must be supported by greater visibility and a unified message. To engage more residents in the local food movement, we propose a Statewide marketing campaign branded, “I Grow West Virginia.” The campaign goals are:

- 1) Generate a “call to action” to support the movement by purchasing locally grown food;
- 2) Create a stylistically consistent message that increases visibility and awareness of existing markets to increase profitability and sustainability; and
- 3) Increase awareness of local markets and community supported agriculture (CSA) programs accepting EBT benefits

## Wisconsin

**Recipient:** REAP Food Group  
Madison, WI

**Award Amount:** \$203,500.00

**Project Type:** Capacity Building

### ***Wisconsin Farm Fresh Atlas Project***

Wisconsin has a wealth of farmers who grow and sell top-quality food directly to consumers. However, Wisconsin consumers have problems sourcing local foods due to the lack of a single, comprehensive, informative, and updated guide to products for sale near where they live and travel. Five independent regional print publications, called Farm Fresh Atlases, began linking consumers with Wisconsin farmers in 2002. Cumulatively, the 5 atlas regions’ publications showcase over 300 farms and 200 farmers markets in their annual publications, with the number of listings increasing every year. While paper guides are still popular, their reach is limited and declining. Varying levels of technology among the regions has led to under-utilization of the Farm Fresh Atlases as a tool to find local food.

This project will expand farmer-to-consumer marketing in Wisconsin and strengthen the regional Farm Fresh Atlas partner organizations by: 1) creating one statewide mobile- friendly, searchable database and website of sustainable farms, farmers’ markets, and businesses; 2) launching a Statewide marketing campaign to promote the website and printed atlases; and 3) evaluating and improving the effectiveness of online and print atlases for farmers, farmers markets, and consumers.

Outcomes will include: 1) increased consumer knowledge and improved attitude towards local foods; 2) increased number of people who report buying more local foods; 3) increased sales tied directly to atlas promotion; 4) increased producer-to-consumer market opportunities; and 5) increased farmers’ knowledge about effective ways to promote their products to buyers.