



Transportation and Marketing Farmers Market Promotion Program

Fiscal Year 2017

Description of Funded Projects

Number of Grants Awarded: 52
Amount of Funds Awarded: \$13,398,332.58

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.

Alabama

Recipient: Wholesome Earth Farms, LLC
Birmingham, AL **Award Amount:** \$245,876.40

Project Type: Capacity Building

Lee Branch Farmers Market Expansion Project: Increasing Local Food Access and Building Local Farm Capacity

Wholesome Earth Farms, LLC will expand the Lee Branch Farmers Market to promote awareness of and access to locally-grown food, with a specific focus on providing technical assistance to first-time and veteran farmers. The Lee Branch Farmers Market is the largest certified “grower only” market in its county. By increasing both producer and consumer participation in the market through outreach, the project will improve the market’s long-term viability. Specifically, project staff plans to double the rate of producer participation in the market from 15 to 30 farms, and also boost their season attendance from 11,000 to 22,000 consumers.

Alaska

Recipient: Alaska Longline Fishermen's Association
Sitka, AK **Award Amount:** \$99,141.00

Project Type: Capacity Building

Employing Science and Story to Enhance Market Opportunity for Rural Producers

The Alaska Longline Fisherman’s Association (ALFA) will promote locally-caught frozen seafood by applying innovative technology to quantify the freshness of flash-frozen seafood; sharing and replicating fresh versus frozen taste-tests; and creating and widely distributing a multi-media Sustainable Seafood outreach toolkit. This flash frozen fish benefits the local economy by reducing waste, extending shelf life, and reducing costs. Currently, less than 1 percent of the fish caught in Alaska stay in Alaska, but fish that remain in Alaska is often flash frozen. By promoting flash frozen seafood, ALFA plans to help small rural producers better provide fresh, local fish; facilitate seasonal fluctuations in availability; prevent seafood perishability; and improve access to flash frozen seafood in isolated Alaskan communities. The multi-media toolkit will allow Alaskans Own and other rural producers to effectively access local and regional markets. The toolkit will also form the marketplace portal within SEABANK (seabank.org), a regional information hub that connects consumers to rural producers.

Recipient: Cook Inletkeeper
Homer, AK **Award Amount:** \$403,334.00

Project Type: Community Development, Training, and Technical Assistance

Building Alaska's Farmers Market Communities: Establishing a Support Network for Farmers and Market Managers

The Cook Inletkeeper will support statewide farmers' market management and market farmer training, providing direct benefits to Alaska's farmers' markets vendors and customers. Additionally, the project team will provide promotional assistance and professional development opportunities to Alaska Farmers Market Association member farmers' markets and producers. This effort will increase market and producer sustainability, helping markets in Alaska assist participating producers, which is as important as it is to strengthen the markets' outreach to consumers. The statewide collaboration, with a targeting pilot effort across the Kenai Peninsula, will identify farmers' market producer needs and provide specific training with measurable outcomes. In this way, markets across the state will benefit from vetted marketing and outreach materials trialed. By connecting new and established markets, State market managers and producers will share best practices for long-term success.

Arizona

Recipient: Desert Botanical Garden
Phoenix, AZ **Award Amount:** \$249,859.00

Project Type: Capacity Building

Our Harvest: South Phoenix's First Farmers Market will Eliminate a Food Desert, Provide Economic Opportunity to Farmers and Offer Easy Access to Fresh, Affordable Produce for Community Members

The Desert Botanical Garden, in collaboration with Roosevelt Elementary School District, residents, and Cultivate South Phoenix, will increase the income of local producers through enhancing the sale of local, fresh produce through farmers' markets and community supported agriculture (CSA) programs. Specifically, the project staff plan to increase the sales at Our Harvest Market and CSA program by 1,458 percent (from \$12,000 to \$187,000). This will be accomplished through a variety of activities, including: 1) increasing the number of south Phoenix, Arizona producers selling at the Spaces of Opportunity farmers' market by fifteen; 2) increasing the number of annual CSA subscriptions for Spaces of Opportunity farmers to 150; 3) providing peer-based education for 2,400 residents focused on the consumption of fresh fruit; 4) providing direct education and training to 200 students on farmers' market business.

Arkansas

Recipient: Communities Unlimited, Inc.
Fayetteville, AR **Award Amount:** \$492,858.00

Project Type: Community Development, Training, and Technical Assistance

Mid-South Food LINC - Expanding the producer-to-consumer network & increasing small-scale farmer production in Memphis & surrounding rural Delta towns to serve low-income residents in food deserts.

Community Unlimited, Inc. will expand the Mid-South Food LINC value chain (a producer-to-consumer network), resulting in increased small-scale farmer sustainability and potential for profit as well as community access to locally grown food. Specifically, project staff will: 1) engage 120 small-scale farmers in growing and selling produce for local consumption by providing technical assistance, promotion support, and financial/management training; 2) provide technical support to 45 small-scale farmers to become compliant with institutional buyer requirements for Good Agricultural Practices (GAP) certification; and 3) expand eight direct producer-to-consumer markets serving food deserts in the Mid-South, with a minimum of four located in or serving rural communities.

California

Recipient: City of Torrance
Torrance, CA **Award Amount:** \$115,513.00

Project Type: Capacity Building

Torrance Certified Farmers Market Access Expansion Project

The City of Torrance plans to expand market opportunities for area growers and producers of agricultural products by increasing their sales by 20 percent at the Torrance Certified Farmers Market. Specifically, project staff will: 1) hire a part-time staff member who will expand the availability of fresh, local produce to all area residents; 2) provide training to growers and vendors; 3) launch a marketing campaign to reach new shoppers in low-income and low-access communities; and 4) provide nutritional education through outreach activities.

Recipient: Ecology Center
Suite H **Award Amount:** \$456,404.00

Project Type: Community Development, Training, and Technical Assistance

Farmers' Market Alliance New Media and Training Project

The Ecology Center, in collaboration with the California Alliance of Farmers Markets, will increase economic opportunities for small independent farmers, strengthen California's farmers' market industry, and increase consumption of farm-direct agricultural products. This three-pronged effort is designed to: 1) bring new shoppers to farmers' markets and increase repeat shopper frequency; 2) strengthen the identity and recognition of farmers' markets; and, 3) build the managerial, marketing, and compliance capacity necessary to meet the 21st century challenges that the California farmers' market industry faces. This project will benefit 764 California Certified Farmers Markets serving over 2,200 growers. The Alliance will: a) create and launch a statewide social and earned media campaign using farmer-focused videos, images, and content for three major media markets to reach an estimated 2 million viewers; b) train 80 farmers' market managers, representing a minimum of 120 farmers' markets, in current management best practices and promotions; c) roll out the FMC's Farmers Market Metrics tool to enhance the tracking of data for evidence based market management and evaluation; and d) strengthen the California Alliance of Farmers Markets.

Recipient: Housing Authority of the County of Los Angeles
Alhambra, CA **Award Amount:** \$80,894.00

Project Type: Capacity Building

The Growing Experience Multi-Farm Community-Supported Agriculture (CSA) Program Expansion

The Housing Authority of the County of Los Angeles will increase market opportunities for small, local producers by creating a multi-farm community supported agriculture (CSA) program consisting of these producers through The Growing Experience Urban Farm (TGE) in the communities of Carmelitos and North Long Beach. This is particularly important since demand has steadily grown for the existing program and is currently exceeding supply for subscriptions of the participating farmers. Specifically, project staff will: 1) develop overall structure and plan logistics details TGE Multi-Farm CSA model; 2) recruit and train CSA Program Coordinator and underserved youth student workers/interns; 3) engage and recruit small local farmers and agricultural producers for inclusion in Multi-Farm CSA; 4) create branding and marketing plans and conduct targeted community outreach; 5) develop and implement infrastructure to house Multi-Farm CSA operations; 6) develop and implement logistics and operations plan for Multi-Farm CSA distribution; 7) coordinate and implement youth education and trainings; and 8) develop and implement evaluation model, project dissemination plan, and long-term program sustainability post grant funding period.

Recipient: Pacific Coast Farmers' Market Association
Concord, CA **Award Amount:** \$249,940.00

Project Type: Capacity Building

Multi-Channel and Multi-Generational Marketing Strategies to Engage Farmers' Market Shoppers

The Pacific Coast Farmers' Market Association (PCFMA) will increase direct marketing farmers' sales through and knowledge of social media marketing efforts as well as the number of farmers' market consumers within the PCFMA's market geography. Specifically, project staff will develop best practices for market managers and producers using email, social media, and text messaging to inform and motivate farmers' market shoppers in three target generations: Baby Boomers, Generation X, and Millennials. Content types (text, video, image), subjects (recipes, food and farming news, farmer profiles), and frequency (posts per day, week, month) will be tested in multiple urban and suburban farmers' markets in the San Francisco Bay Area. Additionally, farmers will be trained to use this technology, which will also be tested to ensure that the marketing efforts have an impact for participating farmers and farmers' markets. Finally, using customer and farmer surveys, the project will assess the impact of these strategies on farmers' sales in farmers' markets.

Recipient: Public Health Institute
Oakland, CA **Award Amount:** \$249,933.00

Project Type: Capacity Building

Fresno School Farm Stand Project

The Public Health Institute, in collaboration with Cultiva La Salud, the National Hmong American Farmers, and the Fresno Unified School District, will establish farm stands at ten schools, provide promotion and marketing activities, and farmer technical assistance. The stands will reach 7,250 customers and provide a direct market for 20 farmers, generating \$375,000 for them during the 3-year project. The Public Health Institute's staff will provide experience and infrastructure needed for participating producers to expand to other school sites; expand direct marketing opportunities; and further increase revenue growth.

Colorado

Recipient: Southwest Farm Fresh Cooperative
Mancos, CO **Award Amount:** \$229,117.00

Project Type: Capacity Building

Southwest Farm Fresh Cooperative: An Innovative Rural Multi-Farm CSA

The Southwest Farm Fresh Cooperative (SWFF), a 23 farm cooperative, will increase operational capacity to handle direct-to-consumer business growth, achieve financial sustainability, and increase community supported agriculture (CSA) shareholders from 130 to 350 within three years. Emphasis will be placed on increasing the cooperative's and member farms' capacity and sustainability in Colorado. Specifically, activities include conducting a marketing and outreach campaign focusing on new CSA customers; expanding operational capacity by renting a warehouse facility, installing a walk-in cooler, and obtaining advanced CSA management software; and developing SWFF farm and facility food safety compliance readiness, training management and member farms in Group GAPs (Good Agricultural Practices) and compliance with the Food Safety Modernization Act.

Connecticut

Recipient: Stamford Housing Authority
Stamford, CT

Award Amount: \$147,840.00

Project Type: Capacity Building

The Fairgate Farm Market Project

The Stamford Housing Authority will increase the sale of local and regional agricultural products at the Fairgate Farm Market. This will be fulfilled by coordinating with at least four local farmers to sell produce directly to the West Side community; promoting direct producer-to-consumer purchasing through an innovative “virtual” Know-Your-Farmer campaign; partnering with local organizations to promote the market as an affordable source of fresh produce; and increasing access to and consumption of fresh food in a low-income, low-access food desert. Additionally, project staff will provide job training and experience to at least five local youth who will serve as representatives for each local farm partner and transport, sort, and sell their produce at the Fairgate Farm Market.

Florida

Recipient: City of Dania Beach Community Redevelopment Agency
Dania Beach, FL

Award Amount: \$248,871.90

Project Type: Capacity Building

PATCH Farmers Market Promotion Program

The City of Dania Beach Community Redevelopment Agency will increase of sales by urban farmers and regional growers; develop new, visible, and vibrant locations for expanded farmers’ market sites; develop connections and relationships built between farmers/growers with consumers; improve access by consumers to locally and regionally grown fruits and vegetables; and develop marketing and branding opportunities for the expanded and developed farmers’ markets. Specifically, project staff will conduct market location analysis to determine the feasibility of expanded farmers’ market hours, locations, and rotating pop-up/mobile market options. Additionally, training will be provided to farmers’ market and promotions managers on best practices for market vibrancy. The Program will recruit beginning direct-to-consumer growers, develop new and strengthen existing ties between farmers and consumers, and explore direct-to-institution local food sourcing.

Recipient: Florida Certified Organic Growers & Consumers, Inc.
Gainesville, FL

Award Amount: \$468,425.00

Project Type: Community Development, Training, and Technical Assistance

Florida Food Safety & Entrepreneurship Incubator for Florida Farmers Markets

The Florida Certified Organic Growers & Consumers, Inc. will provide training, technical assistance, and community development to help farmers and ranchers access information and resources needed to meet regulatory standards, adopt best practices, and expand market opportunities in Florida farmers’ markets. By increasing access to technical assistance, training opportunities, and information resources, this project will advance food safety and competitive business practices for farmers and ranchers in farmers’ markets, help integrate marginalized food producers, enhance the quality and safety of food sold at farmers’ markets, and expand marketing opportunities for farmers and ranchers in Florida’s local food economy. Project staff will specifically create a training facility and free online food safety and entrepreneurship information network; evaluate a pilot training program with a diverse set of stakeholders; and conduct five farmers’ market outreach and education symposiums for farmers, ranchers, and market managers throughout Florida.

Recipient: Performing Arts Center Trust, Inc.
Miami, FL

Award Amount: \$116,000.00

Project Type: Capacity Building

Artful engagement: A Performing Arts Center Employs Celebrity Chef Dinners and Creative Promotional Strategies Used for Artists to Expand Capacity and Opportunities at its 2-Year-Old Urban Market

The Performing Arts Center Trust, Inc., in collaboration with the Café at Books & Books and The Market Company, will increase farmer participation and sales in a two-year-old farmers' market, as well as improve access to locally-produced agriculture in a developing section of downtown Miami. Specifically, project staff plan to grow the average number of farmers at the Arsh Center Farmers Market from five to seven farmers to at least ten to fifteen, while increasing sales for the market by at least 25 percent to achieve a weekly total profit of \$22,500. The project will specifically plan and implement a creative promotional strategy that will employ non-traditional marketing techniques, focusing on the existing direct-to-consumer market while engaging and attracting new patrons to the market.

Georgia

Recipient: Collective Harvest, LLC
Winterville, GA

Award Amount: \$249,046.00

Project Type: Capacity Building

Creating the 21st Century Direct-to-Consumer Cooperative: A Market Expansion Project to Sustain the Collective Harvest Farmer Network

Collective Harvest, a community supported agriculture (CSA) network co-owned by three small direct-to-consumer farms near Athens, Georgia, will increase farmer income and provide a viable marketing channel for new and beginning farmers in the area through trialing a centralized location for aggregation, CSA pick-up, website sales, and new retail sales of farm products to "walk-in" customers. A shared refrigerated delivery vehicle will facilitate an efficient transportation system that prevents product spoilage and ensures equitable contributions among cooperators. The centralized location will also operate as a retail outlet in Athens where local farmers, including those outside of Collective Harvest, can market surplus product.

Recipient: Community Farmers Markets, Inc.
Atlanta, GA

Award Amount: \$250,000.00

Project Type: Capacity Building

Expanding the Local Food Economy in Atlanta through Farmers Markets and Education

Community Farmers Markets, Inc. (CFM) will build the capacity of the farmers' market, partner farmers' markets, and partner organizations by developing and implementing technical assistance programs that result in the creation of a farmers' market or farm stand and pop-up markets in the western side of Atlanta, Georgia. Additionally, project staff will implement a robust marketing and educational outreach approach to increase the markets' customer reach as well as expand CFM's outreach activities and provide direct-to-consumer outreach and marketing to existing and new customers for existing and new outlets. The project will also utilize CFM expertise to mentor emerging markets, supporting the direct producer-to-consumer markets and increasing the number of market patrons.

Hawaii

Recipient: Kaivao Farm, LLC
Kaneohe, HI

Award Amount: \$243,828.00

Project Type: Capacity Building

Hawaii Island Agritourism Capacity Building and Promotion Project

Kaivo Farm, LLC will increase sales and the number of customers visiting agritourism operations (farms and ranches) by building their capacity and creating promotional products. Project staff will develop a Hawaii Island Farm Trail mobile app, webpage, and map brochure, intended to combine information on farm operations, farmers' markets and annual events and festivals related to locally produced food into one easily accessible platform with options for digital or paper access. This will increase consumer awareness of farm operations and associated local agricultural products and activities on Hawaii Island and help determine the effectiveness of proposed promotional products. Additionally, project staff will conduct a baseline study on agritourism in Hawaii County, which will provide information to better inform capacity building endeavors to improve the industry.

Illinois

Recipient: Faith in Place
Chicago, IL

Award Amount: \$216,719.68

Project Type: Capacity Building

Leveraging Faith-Based Interests and Networks to Increase Support for Local Foods in Illinois

Faith in Place will increase sales at its Winter Farmers Market, increasing farm vendor revenue through promoting and improving the existing Winter Farmers Market program, with a focus on bringing more markets and education about local foods to Chicago neighborhoods. The Winter Farmers Market is a traveling farmers' market at 15 different houses of worship in Chicago designed to educate consumers about the importance of supporting locally-produced agriculture products and provide additional producer-to-consumer market opportunities. Project staff will also conduct a feasibility study and market analysis throughout Illinois to measure potential upgrades to allow houses of worship to become community incubator kitchens, as well as the level of interest and capacity among houses of worship to support such vendors.

Indiana

Recipient: Hoosier Farmers Market Association, Inc.
Indianapolis, IN

Award Amount: \$494,394.53

Project Type: Community Development, Training, and Technical Assistance

Growing Indiana Farmers Markets

The Hoosier Farmers Market Association, Inc. (HFMA) will grow Indiana's direct-marketing community through improved technical assistance, developed training, enhanced marketing, and expanded outreach to increase the consumption of and access to locally-produced agricultural products. Emphasis will be on the promotion of markets and the increase of sales for producers at these market as well as consumer knowledge of how to access locally produced food. HFMA specifically intends to enhance its capacity to conduct a statewide direct-marketing assessment and strategic plan; expand direct-marketing outreach via advertising and promotion to include farmers' market directory development; provide training to new and existing direct-market managers; offer technical assistance to farmers' markets, community supported agriculture (CSA) programs, farm stands, and farm markets; and strengthen and support Indiana's statewide direct-marketing community.

Kentucky

Recipient: Franklin County Farmers' Market
Frankfort, KY

Award Amount: \$199,245.00

Project Type: Capacity Building

Local Food for All: Increasing Farm Sales and Access to Fresh Food in Franklin County

The Franklin County Farmers' Market will increase community engagement, attendance, and producer-to-consumer sales at the market. The project staff specifically plan: to 1) develop, expand, and deepen community engagement at the Franklin County Farmers Market by coordinating marketing, community outreach, educational programming, and special events; 2) increase farmers' sales and access to locally produced agricultural products by establishing Farm to Workplace Deliveries, a new direct marketing opportunity for farmers using a community supported agriculture (CSA) model to market produce to the many people who work in Frankfort and Franklin County; and 3) create a Mobile Farmers Market to increase access to and awareness of locally produced agricultural products while efficiently increasing farmers' sales. Project staff anticipate that there will be a 20 percent increase in attendance at the Franklin County Farmers Market, the creation of 300 new regular customers through the two pilot markets, and a \$108,500 increase in overall annual sales for participating farmers.

Massachusetts

Recipient: Berkshire Regional Planning Commission
Pittsfield, MA

Award Amount: \$238,595.00

Project Type: Capacity Building

Berkshire Market Collective

The Berkshire Regional Planning Commission will partner with Berkshire Farm & Table and Alchemy Initiative to address the inefficiencies of operating 20 independent markets. The partnership will build capacity and increase customer volume and sales. First, the Berkshire Market Collective will bring together all of the market managers to provide technical assistance and an outlet to share information, streamline market operations, and reduce managers' administrative burden. A unified market campaign will be developed to advertise the markets within the region, utilizing a customer friendly approach while celebrating the individuality of each market. Lastly, baseline data will be collected that, at a minimum, measures sales in dollars and initial customer count and documents the value of sales increases and percent change in customer count. Anticipated outcomes include increased direct-to-consumer marketing through technical assistance, data collection, and training and improved profit margins for farmers.

Recipient: Marion Institute
Marion, MA

Award Amount: \$233,453.00

Project Type: Capacity Building

Dispelling the Myth of the Farmers Market through Local Influencers to Increase the Sale and Consumption of Local Foods

The Marion Institute, in collaboration with Mass in Motion New Bedford, will create and implement a multi-faceted marketing campaign to increase demand for local food in New Bedford, Massachusetts and dispel the perception that local food and farmers' markets are expensive. This campaign will include a farmers' market promotion campaign and community driven marketing campaign focusing on direct-to-consumer marketing; development of a series of cultural cooking videos highlighting produce from markets; and a local influencer campaign highlighting local farmers, including their land and agricultural products. It is expected that these campaigns will increase market sales by 43 percent and foot traffic by 75 percent. All of the materials associated with these campaigns will be used to increase reach to targeted populations and organizations working with low-income, low-access populations.

Michigan

Recipient: Growing Hope
Ypsilanti, MI

Award Amount: \$231,001.00

Project Type: Capacity Building

Expanding the Reach and Sales of the Ypsilanti Farmers Markets

Growing Hope will increase the economic viability of farmers and other small businesses by growing the numbers of customers and sales at the Ypsilanti Farmers Markets. First, project staff will conduct a marketing campaign to attract new customers by focusing on diverse resident food cultures. Marketing materials will be in multiple languages, and will include instruction for utilizing seven nutrition assistance currencies. Second, Ypsilanti Farmers Market current and prospective vendors will increase market sales via participation in free Building Blocks for the Food Entrepreneur trainings. These trainings will focus on finances, licensing, marketing, food safety, and other skills that will allow vendors to grow their businesses, while meeting the consumer demands of a culturally diverse customer base. Finally, upon completion in 2017 of our Ypsilanti Farmers MarketPlace indoor-outdoor facility, the project will expand the market from seasonal to year-round, greatly increasing the number of shopping days.

Minnesota

Recipient: The Food Group Minnesota, Inc.
New Hope, MN

Award Amount: \$249,258.00

Project Type: Capacity Building

Building Capacity for Beginning, Socially Disadvantaged Farmers to Access Direct-to-Consumer Markets and Reach Low-Income, Low-Access Consumers

The Food Group, in collaboration with Big River Farms, will increase beginning and socially disadvantaged farmers' access to market opportunities and knowledge of important direct-to-consumer market topics. Specifically, project staff will: 1) provide training, education and direct-to-consumer market opportunities for beginning and socially disadvantaged farmers; 2) create new direct-to-consumer markets for farmers through the development of new farm stands, delivery routes, and other innovative strategies; 3) increase direct access for low-income consumers to local, organic produce grown by small-scale immigrant farmers; and 4) provide technical assistance to beginning and socially disadvantaged farmers in accepting electronic payments from customers and keeping accurate records. Four new market opportunities will also be launched and a statewide nutrition incentive program will be implemented at these new sites. This effort is expected to increase sales by 148 percent (from \$78,873 to \$195,725) and customer counts by 227 percent (from 1,258 to 4,750) by the end of this 3 years.

Mississippi

Recipient: City of Moss Point
Moss Point, MS

Award Amount: \$63,613.00

Project Type: Capacity Building

Moss Point Farmers Market

The City of Moss Point, Mississippi will establish a Moss Point Farmers Market that will provide an outlet for local farmers, growers, and food cottage industries, to sell directly to consumers; stimulate economic development; encourage residents to locally grown food; and educate local growers, children, and the community about best practices in food production. The specific emphasis of this project is to create a new outlet for local farmers and growers generate income and expand the availability of fresh local produce to City residents. Specifically, project staff will hire a market manager, who will work part-time, approximately 12 hours per week to recruit farmers, and promote the market to potential consumers. Additionally, project staff will determine the feasibility of adding fresh meats and seafood to the market's offerings.

Recipient: Mississippi Delta Council for Farm Workers, Inc. **Award Amount:** \$485,578.00
Clarksdale, MS

Project Type: Community Development, Training, and Technical Assistance

Delta Direct Produce

Through Delta Direct Produce (DDP), the Mississippi Delta Council for Farm Worker Opportunities, Inc. (MDC), will increase fresh, local food sales direct to consumers, expanding access for low-income families, and increase incomes for a network of 45 farmers and producers. Building on four seasons of its Crossroads Farmers Market and related efforts to develop agriculture in this region, MDC will conduct outreach to nearly 20,000 individuals in need of nutrition assistance on how to purchase fresh, local products from DDP venues; launch a community supported agriculture (CSA) program and mobile market serving 70 working families annually; target sales to local school cafeterias; provide technical assistance to increase the production capacity of small, limited resource farms; and coordinate sharing of participants' farming assets. By the end of the project, it is expected that at least 19,950 consumers will be reached; the market's sales will increase by 587 percent (from \$81,000 to \$532,600) with an increase of customer counts by 350 percent (from 704 to 3,172); as well as farm-to-cafeteria income increased by \$50,000 and 3 additional institutional customers.

Recipient: Oxford Community Market **Award Amount:** \$166,655.91
Oxford, MS

Project Type: Capacity Building

Keep on Growing! Oxford Community Market Expansion Project to Establish Year-Round Market in North Mississippi

The Oxford Community Market (OXCM) will expand the capacity of its current, 36-week farmers' market to serve producers and consumers by implementing a sustainable plan to operate OXCM year-round. Project staff anticipate that the completion of this effort will increase market sales by 108 percent (\$144,000 to \$299,000) and increase customer counts by 25 percent (from 500 to 625) by the third year of the grant. Specifically, project staff will expand the organization's capacity to enhance its infrastructure, improve staff knowledge, and augment the role of the Market Director; develop vendor capacity for year-round production and marketing through educational opportunities and technical support; and increase consumer demand through expanded educational outreach and targeted marketing. Emphasis will be made to establish a robust, stable year-round market to serve producers and consumers by the third year of the project; expand direct-to-consumer marketing opportunities to attract and retain north Mississippi producers; and improve access to fresh, healthy locally and regionally produced food for all residents, including traditionally underserved communities.

Montana

Recipient: Lake County Community Development Corporation **Award Amount:** \$158,356.00
Ronan, MT

Project Type: Capacity Building

Expanding Direct Producer-to-Consumer Market Opportunities through the Ronan Farmers Market

The Lake County Community Development Corporation will expand markets for direct producer-to-consumer and increase access to locally-grown food. Specifically, project staff will: 1) hire a market manager; 2) improve market infrastructure, train vendors, increase marketing to consumers; 3) develop kids activities and an annual signature event; 4) implement nutrition incentive programs; 5) form a farmer-owned market cooperative to provide stable leadership to the market beyond the term of the grant; and 6) regularly collect data from vendors and consumers to evaluate progress. It is anticipated that the Ronan Farmers Market will experience a 1,400 percent increase in sales (from \$1,500 per week to \$22,500 per week) by the end of the 3-year project. Additionally, it is anticipated that customer counts are expected to increase by 500 percent (from 25 to 150) over the same period of time.

Nebraska

Recipient: Center for Rural Affairs
Lyons, NE

Award Amount: \$246,316.00

Project Type: Capacity Building

Feeding Community: Farm to Institution on the Omaha and Santee Sioux Reservations

The Center for Rural Affairs will develop and support farm-to-institution sourcing in the Omaha and Santee Sioux communities as part of sovereign, healthy food systems. The intent of the project is to increase capacity of local growers to sell direct to institutions; increase capacity of institutions to purchase and use local produce; and support sustainable sourcing connections. It is expected that by the end of this project, 70 growers engaging in direct sales to 45 institutions, reaching 2,500 people with fresh, healthy, local food. In addition, project staff will train and educate 300 overall growers to increase capacity for local direct sales. In the Omaha and Santee Sioux Native communities, community members are working to reclaim healthy, sovereign food systems through local fresh food production, distribution, and consumption. Growers and institutions are interested in local farm-to-institution sourcing as a way to build economically beneficial local food systems while community members with access to healthy food.

New Hampshire

Recipient: Seacoast Eat Local
Newington, NH

Award Amount: \$176,810.00

Project Type: Capacity Building

Seacoast Eat Local, Local Foods Outreach and Expansion Program

Seacoast Eat Local will work with local partners and the farming community to enhance advertising and outreach efforts as well as undertake activities that will increase direct-to-consumer sales opportunities in towns that are currently underserved by these opportunities to purchase fresh, local foods. Seacoast Eat Local and its partners will work to support local farmers by providing education on best practices for marketing and advertising, as well as to communicate findings from consumer surveys on topics like community supported agriculture (CSA) preferences, farmers' market participation, and preferred agricultural products. As a result of these efforts, the organization expects that farmers' market attendance within its network will increase, that farmers who participate in workshops will report feeling more informed about how to effectively advertise their products and that farms will report an increase in CSA customers and sales.

New Jersey

Recipient: City Green
Clifton, NJ

Award Amount: \$419,754.30

Project Type: Capacity Building

Garden State Good Food Network and Veggie Mobile Operation

The City Green will launch a statewide marketing initiative to expand the Garden State Good Food (GSGF) Network to reach 33 total farmers' markets over the next 3 years. The GSGF Network's nutrition incentive program is currently operating at nine New Jersey farmers' markets and is coordinated by City Green. The program brings greater economic opportunities to farmers and improves access to good nutrition for low-income consumers. In addition, the project will expand the City Green Veggie Mobile operations, reaching some of the highest at risk neighborhoods with the least access to affordable farm fresh produce. This organization will expand over the next 3 years to reach 4 counties and municipalities creating access, running their Double Value Coupon Program, and supporting farmers by operating a mobile market to increase sales.

New York

Recipient: Council on the Environment, Inc. d/b/a GrowNYC
New York, NY

Award Amount: \$355,513.06

Project Type: Community Development, Training, and Technical Assistance

Maximizing Returns for Direct Market Farmers

GrowNYC will increase farm product sales through producer adoption of strategic marketing plans. Business development support for these producers is offered through the FARMroots program and includes direct technical assistance and education through training and workshops. Expected sales outcomes include a 7 to 12 percent increase in overall farmers' market sales. Marketing outcomes include enhanced brand recognition, new product development, and more efficient use of resources. FARMroots staff will use the findings of this project to enhance the understanding of direct market customer behavior across the direct marketing sector. Recommendations on enhanced marketing techniques will be shared through case studies, conference presentations, and online publications. Additionally, one of the producer clients will be GrowNYC's Youthmarket program, which operates 15 youth-run farm stands in lower-resourced communities that lack access to fresh foods.

Recipient: Jamestown Renaissance Corporation
Jamestown, NY

Award Amount: \$179,512.20

Project Type: Capacity Building

Access to Fresh Foods - Food Desert Component 2.0

The Jamestown Renaissance Corporation will engage a variety of community partners to make strategic enhancements that will help farmers connect with a greater number of consumers at the Jamestown Public Market, as well as increase consumption of and access to locally-produced agricultural products. Specifically, project staff will: 1) increase average yearly sales for New York State farmers; 2) improve access to and consumption of locally produced agricultural products; 3) create effective marketing tools to make residents aware of transportation incentives, mobile market sites, workshops and market amenities; and 4) offer high quality workshops and cooking demonstrations to provide consumer education on identification, benefits and preparation of healthy local farm fresh foods. The project's intent is to enhance profitability of small-scale farmers in Chautauqua County by providing a mobile market service and increasing consumer attendance at the weekly farmers' market in downtown Jamestown.

Recipient: National Young Farmers Coalition, Inc.
Hudson, NY

Award Amount: \$249,114.00

Project Type: Capacity Building

Developing Farmer-Owned Technology Infrastructure for Direct-to-Consumer Sales of Local Farm Products

The National Young Farmers Coalition, in collaboration with Evolving Media Network, will build new software and online tools that will be defined through a participatory design process with farmers. The software application will allow farmers engaged in direct marketing to meet their most critical business needs, and effectively manage sales and customer communications across multiple outlets. This project will also provide educational materials to farmers to improve their understanding of online direct marketing strategies. It is expected that 1,500 farmers will start using the software by the end of the 3-year grant period, and will increase their direct market sales. The software application will be maintained beyond the grant period by establishing a cooperative farmer-owned business.

North Carolina

Recipient: Feast Down East, Inc.
Wilmington, NC

Award Amount: \$128,818.00

Project Type: Capacity Building

Mobile Produce Market

The Mobile Produce Market project is the key to expanding Feast Down East's (FDE) Healthy Communities Program (HCP). While the HCP's produce distribution service is well established and has seen growing sales, reaching each location requires significant time and resources. This particular project is expected to provide more efficient distribution through a mobile market model, resulting in greater access for individuals. The program also benefits local producers because product is sourced from limited-resource farmers in the rural surrounding counties via the FDE Food Hub. Therefore, anticipated outcomes include increased access to and consumption of healthy, local food by low-income consumers in food desert areas and increased income for farm businesses owned by limited-resource farmers.

Recipient: North Carolina State University
Raleigh, NC

Award Amount: \$249,863.00

Project Type: Capacity Building

Fork2Farmer: Leveraging the High Visibility of Celebrated Chefs to Increase Small Farms' Direct Product Sales and Farm Visit Sales

North Carolina State University's (NCSU) Fork2Farmer project leverages high-profile chefs to enhance the viability of small farms through new direct-to-consumer income from product sales and farm visit sales. Fork2Farmer engages with chefs willing to serve as catalysts for a marketing campaign promoting farm experiences and products offered by small farmers, and an Extension program mentoring small farmers on how to pursue new market opportunities. The project will collaborate with tourism, local foods, and Extension partners to create short films focusing on partnerships between chefs and small farmers that supply them. The project will also build marketing coalitions that allow small farmers to sell farm experiences and products to the public. Finally, the organization will offer a train-the-trainer program that enables the recruitment and accompaniment of participating small farmers. Through a 2016 pilot of Fork2Farmer, NCSU engaged high-profile chefs with video-production and social media efforts, obtained financial support for video production from participating counties, and partnered with a tourism retailer to sell farm experiences by participating farmers. The team is now positioned to use the resources afforded by this project to build on the concept and develop partnerships, processes, and materials to scale-up across the North Carolina and to other States.

Ohio

Recipient: Appalachian Center for Economic Networks
Athens, OH

Award Amount: \$162,140.00

Project Type: Capacity Building

Growing Market Momentum

The Appalachian Center for Economic Networks (ACEnet) will build the capacity for the Athens Farmers Market (AFM) to expand and provide many more opportunities for specialty crop producers, livestock and dairy producers, orchardists, prepared food makers and value-added processors to increase sales and strengthen their rural livelihoods. The project will create a larger economic outlet for local food supply, allow farming operations to scale, enhance community support, and increase tourist visitation as a cultural destination for local food. Specifically, this project will: 1) build the management and membership decision-making capacity of AFM Executive Committee, Board of Directors, management staff, and vendor membership to relocate the AFM to a permanent home on City of Athens Community Center property; 2) provide technical assistance and training to AFM leadership, staff, and vendors as well as complete a comprehensive marketing and promotion campaign for customer expansion; 3) provide contracting services from national consultants to train project partners on site design, facilitate stakeholder engagement, public forums and project management support for the relocation process; and 4) incorporate new management metrics and evaluation methodology through the assistance of a professional market evaluator to track current baseline and post relocation metrics.

Recipient: SID Public Services Association
Columbus, OH

Award Amount: \$145,838.00

Project Type: Capacity Building

Promoting the Pearl Market: Move to Ohio Statehouse and Consumer Education on Preparing Farm Fresh Food

The SID Public Services Association (SPSA) will develop and implement a promotion campaign highlighting the Pearl Market's move to a new site to new farmers and customers as well as highlighting fresh, local produce through cooking demonstrations, recipes, and videos. The campaign will specifically target millennials, low-income individuals, and others interested in cooking. It is expected that this campaign will: 1) increase sales of local and regional farm products by marketing new location and capturing new shoppers; 2) create new direct-to-consumer market opportunities for local farmers and food vendor/producers through the new, larger location; and 3) increase sales of local and regional farm products by providing information on how to prepare farm fresh products.

Oregon

Recipient: U.S. Farm Stay Association
Alsea, OR

Award Amount: \$146,831.00

Project Type: Capacity Building

Growing Oregon Farm Stay Agritourism through Marketing, Outreach and Training

The U.S. Farm Stay Association (USFSA), in collaboration with Oregon farmers' markets, will promote farm stays to the public, provide training, and technical assistance for farm stay operators, and update and promote www.farmstayus.com to help the public locate farm stays in Oregon. Farm stays welcome guests for short-term lodging on working farms and ranches, immersing them in the experience of local food and farm life. This project is expected to result in five new farm stay locations, a 10 percent increase in revenue for 34 Oregon farm stay operators, and 15 percent more traffic to www.farmstayus.com. Project staff plan to 1) increase number of Oregon small-scale farmers and ranchers sustaining their agricultural production through diversification with farm stay operations that also allow for more on-site local food sales and education about local and regional foods; 2) improve hospitality, sales and marketing skills of Oregon farm stay operators, leading to an increase in bookings and food sales income for their operations; 3) increase public awareness of Oregon farm stay operations and participation in farm stay experiences based around local food production, consumption, education, and sales; and 4) increase support of local farms and consumption of local food by farm stay guests during their farm stay and after their return home.

Pennsylvania

Recipient: Rodale Institute
Kutztown, PA

Award Amount: \$191,564.00

Project Type: Capacity Building

Organic Food and Farming Promotion Project of the Greater Lehigh Valley

The Rodale Institute will promote, support, and boost sales opportunities for local organic farming enterprises throughout the region by creating a comprehensive consumer's Regional Organic Producers Guide to the Greater Lehigh Valley (ROPG) and supporting alternative models for direct-to-consumer market opportunities within these neighborhoods. The goals of the project are to enhance the food and farm economy in the Lehigh Valley and to enhance access to local farm products in urban neighborhoods and rural regions surrounding the farm. It is expected that by September 2020 there will be new direct marketing opportunities for 8 to 20 regional organic producers at farmers' markets; increased consumer exposure for up to 150 regional organic producers; increased organic fresh food access; creation of one seasonal job and three annual internships; creation of a mobile farm stand; and facilitating cooking classes impacting at least 200 community members.

Recipient: The Food Trust
Philadelphia, PA **Award Amount:** \$374,471.00

Project Type: Community Development, Training, and Technical Assistance

Growing Local Food Sales: Training and Technical Assistance to Promote Farmers Markets and Expand Farmer Capacity in Pennsylvania and Camden, NJ

The Food Trust, in collaboration with Pennsylvania Department of Agriculture, Penn State University Extension, and Just Harvest, will increase sales for farmers selling their products at farmers' markets, farm stands, or on-farm in Pennsylvania and Camden, New Jersey. Specifically, the Food Trust will deliver peer-to-peer workshops and provide technical assistance to address the capacity-building needs of farmers in geographically diverse settings. A series of twelve workshops and four webinars will be developed, coordinated, and delivered while project staff will also provide targeted technical assistance and resources, to increase farmer sales. Training and technical assistance will be offered in three tracks, focusing on urban farmers, rural farmers, and "next-level training" for established farmers vending at markets. Farmers in rural and urban regions of Pennsylvania and New Jersey will benefit by developing new revenue streams through acceptance of new or enhanced payment methods and increasing their knowledge and strategies for improving their marketing, promotion, and customer relations skills.

South Carolina

Recipient: Family Health Centers, Inc.
Orangeburg, SC **Award Amount:** \$250,000.00

Project Type: Capacity Building

Family Health Centers, Inc. Farmer's Market Expansion Project

The Family Health Centers, Inc. (FHC) will expand the Orangeburg Farmers Market by adding another market day and creating a new farmers' market at the clinic site in Denmark, South Carolina. Additionally, project staff will determine the feasibility of creating a community supported agriculture (CSA) program to diversify small agricultural producers' income and serve low-income residents. The project is specifically expected to: 1) increase the number of venues for small agricultural producers to sell their products directly to consumers; 2) increase the number of vendors selling their products to consumers in low income/low access communities; 3) improve knowledge among consumers of fresh fruits and vegetables enhancing their consumption and increasing demand for the products; and 4) increase opportunities for small agricultural producers to sell their products directly to consumers.

Tennessee

Recipient: Appalachian Resource Conservation and Development Council
Johnson City, TN **Award Amount:** \$496,864.00

Project Type: Community Development, Training, and Technical Assistance

Farmers Market Promotion Program in Northeast Tennessee and Southwest Virginia

The Appalachian Resource Conservation & Development Council (ARC&D), in collaboration with the Appalachian Sustainable Development, Center for Profitable Agriculture, Jonesborough Locally Grown, Northeast Tennessee Tourism Association, and the Town of Unicoi, will implement a multi-pronged approach to increase the economic viability of small and mid-size family farms in the region and consumption of locally produced agricultural products. Major project activities include training and technical support for farmers, a region-wide marketing and promotion campaign for 20 participating farmers' markets, implementing a new regional farm tour, and outreach and promotion targeted households that receive nutrition assistance.

Texas

Recipient:	Alamo Ranch Farm Market, LLC San Antonio, TX	Award Amount:	\$247,368.00
Project Type:	Capacity Building		

Alamo Bases Farmers Market - Project To Create And Operate A Farmers Market On Fort Sam Houston

The Alamo Ranch Farm Market, LLC will create a farmers' market at Fort Sam Houston in northeast San Antonio, train local farmers and ranchers in direct-to-consumer sales, expand nutrition assistance programs, provide training on locally-produced food preparation; and support the local veteran and military community. Expected outcomes that will result from implementing this project include the: 1) expansion of local farmer and rancher operations due to increase of sales at farmers' market; 2) increase in the number of jobs provided by local farmer and rancher operations; 3) increase in the health and wellness of local community due to increased access to fresh food; and 4) better management of local farmer and rancher operations due to increased experience and training provided at the market.

Recipient:	The Montalvo House Brackettville, TX	Award Amount:	\$82,121.30
Project Type:	Capacity Building		

Existing Farmer's Market Expansion

The Montalvo House will increase access of locally produced agricultural products to new customers, in effect increasing demand for greater production at local farms by expanding its business model for the Motalvo House Market. Specifically, project staff expect to increase the market's current purchasing from local farms by at least 50 percent, increase the number of patrons currently served by 40 percent, and provide a minimum of 3 job opportunities. This will be accomplished through the expansion of its market's operation hours and staff to include both paid employees and volunteers as well as its hours of operation to accommodate a growing number of patrons and farmer vendors. Project staff will also develop an online ordering and delivery system, increasing access and sales of locally produced agricultural products.

Vermont

Recipient:	Vital Communities, Inc. White River Junction, VT	Award Amount:	\$236,069.30
Project Type:	Capacity Building		

Increasing Farm Vendor Income through an Upper Valley Farmers' Market Collaboration

Vital Communities, Inc. will increase vendor and market income and customer base through collaborative outreach, assessment, peer-to-peer learning, technical assistance, and marketing. Representatives from the region's 17 farmers markets will attend an annual Roundtable, select a steering committee, prioritize capacity-building projects, and participate in project implementation and evaluation. Project staff will provide a platform for sharing, problem-solving, and partnership by facilitating steering committee meetings and supporting collaborative projects chosen by the membership. Planning conversations indicate interest in peer mentorship, consumer incentive tools/events, market assessments, a shared advertising campaign, and more.

Washington

Recipient: Seattle Tilth Association, dba Tilth Alliance
Seattle, WA

Award Amount: \$482,738.00

Project Type: Community Development, Training, and Technical Assistance

Helping Farmers become more Successful at Direct Sales through Farmer Education, Consumer Education, and the Development of Better On-Line and Mobile Platforms to Connect Consumers and Farmers

The Seattle Tilth Association, dba Tilth Alliance, will enhance small to mid-sized farmer knowledge of direct marketing strategies as well as consumer awareness of locally produced agricultural products through the development and implementation of a producer educational program and a marketing campaign highlighting community supported agriculture (CSA) programs and farmers' markets. Additionally, project staff will conduct a comprehensive statewide direct marketing platform that facilitates public visibility of local farms and is simple to use for both farmers and consumers. Tilth Alliance will accomplish this through focused educational programming at an annual conference and additional networking events held throughout the State; 2 "buy local/eat local" campaigns annually; and significant improvements to and expansion of the Farm Guide digital platform. Overall, project staff expect that, as a result of this project, of the just over 18,000 farmers in Washington State making under \$10,000 a year, 1,945 will gain knowledge about new marketing opportunities, and 415 will experiment with new marketing avenues to expand their sales.

Recipient: Washington State Farmers Market Association
Seattle, WA

Award Amount: \$495,880.00

Project Type: Community Development, Training, and Technical Assistance

Igniting Growth for Washington's Farmers Markets: Regional Capacity Building and Statewide Consumer Marketing

The Washington State Farmers Market Association will refresh the narratives about farmers' markets and local food by implementing a two-pronged effort to entice new and existing customers and re-energize member market organizations. The implementation of this project is expected to increase the sale and customer counts for participating farmers and ranchers as well as farmers' markets. Project staff will specifically: 1) expand the WSFMA's Regional Leads program to include all counties and markets in Washington state; 2) develop training and technical assistance programs for Regional Leads and member farmers' markets to improve operations and organizational development; 3) work with marketing professionals to create and launch a new statewide communications strategy that will reframe and enhance the story/appeal of local food and farmers' markets; 4) develop training and technical assistance programs for Regional Leads and member farmers' markets to improve marketing and promotional capabilities; 5) pilot a new data collection model to improve precision and reliability; 6) in collaboration with marketing professionals, develop and roll out a statewide multimedia consumer marketing campaign promoting the purchase and consumption of local foods from Washington State direct market farmers; and 7) collaborate with Regional Leads to customize the resources of the statewide consumer campaign to promote their individual region's markets and direct market farmers.

West Virginia

Recipient: Wayne County Farmers Coop, Inc.
Dunlow, WV

Award Amount: \$249,807.00

Project Type: Capacity Building

Improving Food Access & Small Farm Income through the Wayne County Farmers Cooperative

The Wayne County Farmers Cooperative (WCFC) will assist small farmers to grow more food by extending the growing season; establish markets for consumers to access and consume locally-grown food; strengthen consumer awareness about the coop and the benefit of consuming locally-grown food; and increase farm sales through traditional and social media outlets. Expected outcomes include increased knowledge of best practices for farmers to extend the growing seasons as well as an increased awareness by the general public, which in turn will increase consumption and sales of local food.

Recipient: Williamson Health and Wellness Center
Williamson, WV

Award Amount: \$250,000.00

Project Type: Capacity Building

Increasing Healthy Local Foods Consumption at the Williamson Farmers' Market and CSA

The Williamson Health and Wellness Center will expand promotion of the existing Williamson Farmers Market and complementary programs of a multi-farmer community supported agriculture (CSA) program and mobile farmers' market and recruit/retain farmers/producers to sell direct-to-consumer through these channels. The market will be promoted to the general public and low-income populations, through traditional marketing avenues and health care providers, with an expected 126 percent increase in market attendance, a threefold increase in CSA member shares, and five regular mobile market locations. Six new farmer/producers will be recruited and annual market program revenues are expected to increase fourfold.

Wisconsin

Recipient: SLO Farmers Co-op
Seymour, WI

Award Amount: \$247,191.00

Project Type: Capacity Building

SLO Farmers Co-op Meat CSA Project

The SLO Farmers Co-op will address the need for a product line that matches current meat consumption patterns through the development of a meat community supported agriculture (CSA) program. The project staff will specifically develop: 1) a product line of mixed meat packages that meet the eating/shopping practices of today's households; 2) a marketing plan that educates residents of the Fox Valley and northeastern Wisconsin Lake Michigan communities about the opportunity to purchase locally raised meat through SLO as well as about the positive impact grazing farmland has on protecting water resources and encourage them to spend their meat dollars on sustainably farmed products; 3) a production schedule for SLO members to maintain the meat CSA product line and add new members as the product line grows; and 4) a process for collecting and delivering the meat CSA product line. It is expected that the meat CSA will grow from 60 members the first year to 400 by the end of the grant cycle, making the project self-sufficient and raising the income and capacity of local farms and of SLO to serve them.