



Fiscal Year 2019

Description of Funded Projects

Number of Grants Awarded: 49
Amount of Funds Awarded: \$11,744,365.78

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:	City of Tuscaloosa Tuscaloosa, AL	Award Amount:	\$159,299.00
		Match Amount:	\$55,602.00
Project Type:	Capacity Building	Total Project Amount:	\$214,901.00

Tuscaloosa Farmers Market Expansion Program

The Tuscaloosa Farmers Market Expansion Program will create five mobile Farmers Markets to reach every district in the city throughout the growing season. These neighborhood Farmers Markets will provide locally sourced produce and goods for people that cannot or do not have access to the main, year-round Farmers Market in the Tuscaloosa River Market. The seasonal neighborhood Farmers Markets will last from April until September. This program will also increase access to healthy food options for economic disadvantaged neighborhoods by increasing access to Farmers markets that will also serve as CSA pickup locations throughout the city where people can pick-up online produce purchases. This project will directly support 70 direct vendors and help expand the Farmers Markets to locations throughout the city.

Alaska

Recipient:	Southeast Alaska Watershed Coalition Juneau, AK	Award Amount:	\$207,776.00
		Match Amount:	\$51,994.00
Project Type:	Capacity Building	Total Project Amount:	\$259,770.00

Strengthening Farmers and Farmers Markets in Southeast Alaska: Building a Regional Network of Markets and Producers.

In response to the need for networking opportunities, business development training, and expanding customer base, the Southeast Alaska Watershed Coalition (SAWC) and its diverse partners will increase direct producer-to-consumer sales of agricultural products in Southeast Alaska. This project aims to do so by 1) improving direct farmer-to-consumer market opportunities through targeted marketing campaigns, and 2) increasing the marketing capacity of farmers through the establishment of the SE Alaska Farmers Marketing network to provide outreach, marketing training, and technical assistance.

Arizona

Recipient:	Ajo Center for Sustainable Agriculture Ajo, AZ	Award Amount:	\$245,685.00
		Match Amount:	\$64,761.00
Project Type:	Capacity Building	Total Project Amount:	\$310,446.00

Development of Direct Producer-to-Consumer Markets on the Tohono O'odham Nation, Arizona

In order to improve economic opportunities for producers in remote rural areas of Southern Arizona, strengthen community food systems, and increase access to and availability of locally-produced, healthy, and culturally-appropriate foods on the Tohono O'odham Nation, which is a designated "food desert" and has one of the highest rates of obesity and diabetes, the Ajo Center for Sustainable Agriculture is partnering with the Tohono O'odham Community College, Alexander Pancho Memorial Farm, San Xavier Coop Farm, Tohono O'odham Soil and Water Conservation District, and other stakeholders and collaborators to establish regular direct producer-to-consumer opportunities on the reservation over the period of next three years. To achieve a sustainable result, the partners will 1. Conduct a market analysis and strategic planning, and develop marketing campaign for direct producer- to-consumer market opportunities on the Tohono O'odham Nation; 2. Start a farmers market in Sells, AZ which will accept WIC, SNAP/EBT and Double Up Bucks; 3. Recruit, educate and train local farmers, ranchers, wild foods gatherers and value-added producers; and 4. Recruit consumers in support of direct producer-to-consumer markets. This farmer-led project will transform occasional and sporadic local sales into a stable regular local opportunity for both producers and consumers and thus substantially increase sales and consumption of locally and regionally produced agricultural products by reaching at least 10,000 consumers, including children and youth. The project will increase capacity of at least 30 farmers and ranchers, of which at least 75% are socially disadvantaged, 15 wild food foragers and 30 value-added producers.

California

Recipient:	Agricultural Institute of Marin San Rafael, CA	Award Amount:	\$499,770.00
		Match Amount:	\$125,000.00
Project Type:	Community Development, Training, and Technical Assistance	Total Project Amount:	\$624,770.00

Growing Success: Expanding Career Pathways and Experiential Learning at the Farmers Market

This project is designed to create career pathways and expand experiential learning at the eight certified farmers markets operated by the Agricultural Institute of Marin (AIM). The project's primary goal is to retain and expand direct marketing opportunities for producers who face increasing competition in an increasingly complex and competitive food landscape. AIM will deliver 3 annual training workshops and offer technical support to over 150 small-scale and mid-sized farmers and producers from 40 California counties. AIM will manage a team of consultants from nine organizations to deliver intensive technical assistance to producers in a range of topics, including business development, social media, finance, regenerative agriculture, and food production. AIM will also incorporate training in technology strategies to support producers, including enlisting producers in a mobile "App," and creating a web-based job board listing jobs or internships at the farmers markets.

Recipient:	California State University, Chico Research Foundation Chico, CA	Award Amount:	\$424,133.00
		Match Amount:	\$106,037.00
Project Type:	Community Development, Training, and Technical Assistance	Total Project Amount:	\$530,170.00

Local Producer Marketing, Technical Assistance, and Feasibility

The North State Planning and Development Collective (NSPDC) at California State University (CSU), Chico Research Foundation is proposing to provide comprehensive training and networking opportunities to assist two sectors within the agricultural producers and food manufacturers operating in Northern California: cottage industries poised to scale up production to boutique retail, and artisan producers poised to scale up to regional or national distribution. Currently, there is a limited amount of training available to agricultural producers, processors and manufacturers in Northern California, particularly in the Sacramento Valley. The NSPDC will tap experts to supply this needed technical assistance paired with their own marketing, data and economic analysis expertise. Glenn County has been selected as the focus and location for this project because of its recent successes supporting these sectors and its growing agricultural economy. NSPDC will offer two course series annually, one tract targeting cottage producers and the other tract targeting artisan producers utilizing subject matter experts on the following topics: Small Business Fundamentals; Leveraging Social Media; Sales and Shipping; Identify, Branding and Retail Sales; Exposure and Creating Prestige; and, Growing Out of Direct Sales. The NSPDC proposes to develop a network of successful and seasoned businesses to serve as a mentoring network to younger, less experienced businesses in these sectors. The network will provide expert advice, best practices and other resources as identified by the local food producers, growers and manufacturers. The final product of this proposal is to facilitate a feasibility study for a co-packing facility with a potential location in Glenn County.

Recipient:	Everyone's Harvest Marina, CA	Award Amount:	\$184,390.00
		Match Amount:	\$47,100.00
Project Type:	Capacity Building	Total Project Amount:	\$231,490.00

Growing Direct Market Sales with Community Partners in Monterey County

Everyone's Harvest's (EH) certified farmers markets and nutrition programs--Market Match, Edible Education, and Fresh Rx - serve diverse communities and low-income families. The project will grow direct producer-to-consumer sales opportunities for minority-owned new farm businesses, building on an existing promotional campaign using Everyone's Harvest's Market Analysis and growth tools, including a database of low-income EBT shoppers, to make local organic foods accessible for families who often would not otherwise access them. The Project will execute a comprehensive marketing strategy to engage community partners to bring new shoppers to farmers markets and build repeat customers. Project objectives include increasing direct farmer sales to EBT/CalFresh customers at Everyone's Harvest's farmers markets by 50%; growing Everyone's Harvest newest farmers market in Seaside, California; and growing partnerships with local chefs and restaurants through Everyone's Harvest Edible Education program.

Recipient:	Fresh Approach Concord, CA	Award Amount:	\$199,001.90
		Match Amount:	\$49,750.48
Project Type:	Capacity Building	Total Project Amount:	\$248,752.38

Collaborating Across Government and Non-profit Agencies to Promote Local Farmers' Markets and Increase SNAP Spending at Farmers' Markets

This project will coordinate the expansion of proven outreach and promotion strategies to increase the number of Supplemental Nutrition Assistance Program (SNAP) recipients' shopping at farmers markets. By partnering with the County Public Health Department, the Food Bank and County SNAP administrators, farmers market operators and community-based organizations, this project offers a multi-pronged strategy to increase access to locally grown produce for low-income populations by increasing the utilization of SNAP at local farmers markets. The increased awareness built by this project around farmers markets, SNAP use, and other financial incentives in San Mateo County will show ripple and lasting effects in other San Francisco Bay Area SNAP communities by enhancing the demand for locally produced food and increasing the number of low-income shoppers at farmers' markets to create sustained impacts after this project ends.

Recipient:	Sustainable Economic Enterprises of Los Angeles Los Angeles, CA	Award Amount:	\$249,341.61
		Match Amount:	\$62,414.04
Project Type:	Capacity Building	Total Project Amount:	\$311,755.65

Bringing the Farmers Market to Your Phone: Implementing a Direct Marketing Mobile App and Delivery Service in Southern California.

Sustainable Economic Enterprises of Los Angeles (SEE-LA) will launch the first mobile farmers' market app and delivery service in Southern California. The SEE-LA Farmers' Market App will allow wholesale and retail customers to pre-order from, and communicate directly with, market vendors. Customers will have the option to pick up their order at the market for an expedited shopping experience or to choose local delivery. A partnership between Crave Food Systems and SEE-LA leverages existing market infrastructure to respond to changing technology needs to expand direct producer-to-consumer markets for independent farms and ranches. By introducing a bilingual mobile sales app and delivery services to our six markets, we will establish a new farmers' market customerbase and expand direct producer-to-consumer revenue for our farm and ranch vendors. During the project period, we will recruit and assist vendors in creating customer accounts, launch and market the app to English- and Spanish-speaking consumers, build strategic partnerships for a retail and wholesale delivery program, coordinate a stakeholder advisory group, and establish a loyalty and rewards program to incentivize consumer participation.

Colorado

Recipient:	San Luis Valley Local Foods Coalition Alamosa, CO	Award Amount:	\$245,963.14
		Match Amount:	\$65,919.83
Project Type:	Capacity Building	Total Project Amount:	\$311,882.97

Four Farmers Markets in Rural Southern Colorado's Agricultural San Luis Valley - Why Local How Local

The San Luis Valley (SLV) Local Foods Coalition, with a mission to foster an equitable local food system, brings forward an important strategy of the community's Local Foods Local Places plan with this FMPP project. This project will vitalize the economy with local foods by infusing resources into SLV markets. It will build a connected SLV farmers market network that will leverage assets and conduct market promotion. The "How Local Why Local" education strategy will provide consumers with important knowledge using the much-loved "MOKI" mobile kitchen recently upgraded to meet food safety standards. Low-income purchasing tools SNAP and Double Up Food Bucks will be used to enable equitable access. These activities are expected to increase participating farmers annual sales allowing farmers to keep product prices reasonable for the community.

Connecticut

Recipient:	Hartford Food System, Inc Hartford, CT	Award Amount:	\$94,503.00
		Match Amount:	\$23,645.00
Project Type:	Capacity Building	Total Project Amount:	\$118,148.00

Growing Connections: Establishing a Farmers Market Collaborative in Connecticut

This project will expand existing efforts to build capacity of farmers' markets in Connecticut by surveying farmers markets, training farmers market managers and farmers, convening stakeholders, identifying and promoting opportunities for collaboration, and setting up frameworks for long-term collaboration and policy advocacy. Connecticut Food System Alliance, a grassroots network sponsored by Hartford Food System, will work with partners across the state. We will connect farmers markets to regional efforts to increase consumption of local food, led by Food Solutions New England. We will develop messaging that fosters pride and participation in both the Connecticut Grown brand and in the regional food system. The developed messaging and networking approaches will be documented and shared for potential replication in other regions to foster stronger food systems. Outcomes of this project include: improved marketing and other skills for farmers selling direct-to-consumer, improved access to Connecticut grown produce in low access communities, collected best practices for municipalities to support farmers' markets, and increased local and regional food consumption. In addition, the project learnings and outcomes will be used to inform the emerging Connecticut Food Action Plan which the Connecticut Food System is partnering with others to develop.

Recipient:	University of Connecticut Storrs, CT	Award Amount:	\$498,811.00
		Match Amount:	\$124,843.00
Project Type:	Community Development, Training, and Technical Assistance	Total Project Amount:	\$623,654.00

Growing Direct Sales for Northeastern Connecticut Farms

In the 23 rural towns of Northeastern Connecticut, agriculture and its scenic contributions is widely embraced. The Last Green Valley, a National Heritage Corridor that encompasses much of the region, is a tourist destination known for its quintessential New England rural landscape. Residents take pride in the agricultural heritage of the region, but too few are committed to purchasing food from direct-market producers in their midst. Farmers' markets have low attendance, CSA farms struggle to sign up members each spring, and farm stands have uneven sales. Through this project, UConn Extension and its collaborators aim to increase sales and customers for direct-market producers in Northeastern Connecticut and increase consumption of locally grown food. Our project will 1) invest in a research-informed, audience-centric marketing campaign to increase customers for direct-market producers; 2) deliver community presentations and outreach activities in order to increase the number of residents informed about why, how and where to buy local products; and 3) improve the marketing reach of direct-market producers through new marketing trainings and resources. The project's approach is rooted in UConn Extension's capacity to deliver outreach and facilitate collaboration, the expertise of a professional marketing agency, the regional know-how of key collaborators, as well as the active contributions of a nine-member Farmer Advisory Team. Over the course of three years, the project expects to increase direct-market producer sales by 15%, increase customers by 20%, and expand market opportunities for 70 direct-market producers.

Delaware

Recipient:	Food Bank of Delaware Newark, DE	Award Amount:	\$244,703.00
		Match Amount:	\$89,176.00
Project Type:	Capacity Building	Total Project Amount:	\$333,879.00

Increasing the Exposure of Customers and Clients to Local Agricultural Products through the Food Bank of Delaware's farm and CSA sales.

The Food Bank of Delaware (FBD) will provide clients shares in the organization's Community Supported Agriculture program (CSA) to increase their access to local produce. Clients will be able to supplement those distributions with purchases of locally sourced products in the farm stand using SNAP and other eligible benefits. Volunteers, along with other donors will also be offered the opportunity to purchase shares in the CSA, as well as purchase products at the farm stand. The combination of hands on agricultural activities, access to local products through the CSA and farm stand and education and outreach classes provides an opportunity to engage a diverse audience and customer base in the agricultural food system. Local growers and producers will be promoted through farm and CSA sales ensuring that customers are made aware of where the products are sourced from.

District of Columbia

Recipient: World Central Kitchen
Washington, DC

Award Amount: \$105,452.13

Match Amount: \$26,745.60

Project Type: Capacity Building

Total Project Amount: \$132,197.73

Expanding Smallholder Farmers' Access to Markets and Agritourism in Puerto Rico

World Central Kitchen (WCK) aims to help smallholder farmers in Puerto Rico rebuild their productive capacity and exceed their pre-hurricane María output of produce, animal proteins, and added-value products as well as to gain increased access to diverse markets in their communities and across the island. Our support is intended to help farmers recover as well as to increase their capacity for food production, distribution, sales, technical knowledge, and business skills over the long-term. WCK's well-connected position in the hospitality industry can assist farmers in increasing their sales by gaining access to WCK's network of distributors, restaurants, and hotels, as well as to our capacity-building programs and trainings. WCK has identified a need and interest to increase access to fresh, nutritious produce in low-income urban areas, and to connect tourists with agritourism experiences in rural communities. WCK's goal is to establish a regular organic Farmers Market in the island's capital that can provide a viable and worthwhile option for smallholder farmers who cannot enter into or compete with the island's more commercial farmers markets. Through our Agritourism Program, WCK will guide travelers from city hotels to rural communities in which they can volunteer on farms thus contributing not only their human capital in terms of community and farm service, but also tourism dollars from the visitor economy to these underserved rural areas.

Georgia

Recipient: Barrow County Board of Commissioners
Winder, GA

Award Amount: \$65,250.07

Match Amount: \$21,750.00

Project Type: Capacity Building

Total Project Amount: \$87,000.07

The Barrow County Farmers Market

Establishment of a Barrow County Farmers Market will meet the desire for fresh, sustainably grown food that sustains the local community. This market will meet the need for access to fresh food in two low income, low access tracts. The market will be located behind the Barrow County Historic Courthouse, which is located in one of these low-income tracts, and less than .5 miles from another. The goals of the market are to 1) increase market opportunities for new and beginning farmers; 2) promote local agriculture; 3) increase farmer profitability; and 4) increase consumer access and utilization of fresh local food. The anticipated outcomes for this grant are the implementation of a weekly farmers market that will be open nine months of the year with 20 participating vendors. In addition, the market will provide training for farmers and educational opportunities for consumers.

Hawaii

Recipient:	Sustainable Molokai Hoolehua, HI	Award Amount:	\$407,061.00
		Match Amount:	\$101,968.00
Project Type:	Community Development, Training, and Technical Assistance	Total Project Amount:	\$509,029.00

Development of Hawaii Farmers Market Association and Supporting Resources

The overarching goal of this project is to strengthen Hawaii's community food systems by improving a key component of them—our farmers markets. There are currently a significant number of farmers markets (100+) across six of the Hawaiian Islands; however, that number is often changing, as many of the markets struggle to remain operational and to offer various services, such as accepting SNAP-EBT payments. This instability has negative impacts on both farmers and customers, especially low-income customers. To address this issue, this project will (1) conduct a statewide Farmers Markets Needs Assessment to determine what the key challenges are; (2) develop technical assistance resources to address those challenges—including a Hawaii State Farmers Market Managers Manual—and deliver trainings to provide market managers with the information/skills they need to prevent market failure as well as to increase acceptance of SNAP-EBT and offering of Double Bucks; and (3) identify members of a Hawaii Farmers Market advisory group and assist in the legal incorporation of the Hawaii Farmers Market Association. The intention is that this Association will go on to be an independent entity that continues to support farmers markets across the state, and collaboratively seeks and implements solutions to the issues they are facing. These combined results will enhance farmers markets collective success and stability, expand community access to healthy local foods, increase farm/ranch profitability, and contribute to the development of more sustainable and equitable regional food systems.

Illinois

Recipient:	Global Garden Refugee Training Farm Montgomery, IL	Award Amount:	\$121,144.00
		Match Amount:	\$30,891.00
Project Type:	Capacity Building	Total Project Amount:	\$152,035.00

Expanding Market Opportunities for Refugee Farmers in Illinois

Global Garden Refugee Training farm proposes to improve food safety practices and increase earnings from direct-to-consumer produce sales for six displaced refugee farmers who have established incubator plots at GGRTF in 2019 through formal training in crop sales and marketing, in-field technical assistance, assistance with increasing outlets for direct sales to consumers and local restaurants which buy produce direct from farmers, and GAP certification. Proposed project activities will increase farmer earnings beyond the 2019 base line, open new markets to these farmers through GAP Certification and identification of previously unfamiliar mainstream and niche markets, and improve the quality and shelf-life of farm produce through better food safety and post-harvest practices. Training will focus on crop selection and planning to match consumer demand, promotion of value-added crops such as baby greens and prepared salad greens which sell for higher prices, and food safety and post-harvest handling to improve crop shelf-life for consumers. It is expected that this 3-year project will increase each of six participating farmers' individual income from an baseline of \$2,770 to at least \$5,000 per year, for a more than 200% increase in farmer income; expand customer counts by 300%; double the number of farmers markets where participants sell produce from 2 to 4; and increase the number of local chefs and restaurants, and other local, independent retailers who purchase produce directly from the farmers from one to 4. At least 10 socially disadvantaged farmers will receive 52.5 hours of formal training and 10 hours each of one-on-one technical assistance for marketing, sales, and post-harvest food safety.

Recipient:	The Experimental Station Chicago, IL	Award Amount:	\$120,271.00
		Match Amount:	\$34,077.00
Project Type:	Capacity Building	Total Project Amount:	\$154,348.00

Experimental Stations 61st Street Farmers Market Increasing Farmer Profitability, Enhancing Food Access, and Creating Employment Opportunity

Experimental Station aims to increase access to and consumption of locally grown agricultural products and to provide additional forms of support to new and established direct-market producers by 1) offering a 61st Street Farmers Market shuttle for Jackson Park Terrace adults and families and other local residents to reduce mobility barriers to the Market; 2) undertaking expanded Market promotion in the 3-block radius around the Market and across Chicago's south side; and 3) providing farmers market seller job training and employment opportunities for young African-American adults residing in the community.

Iowa

Recipient:	Healthy Harvest of North Iowa Kanawha, IA	Award Amount:	\$240,888.00
		Match Amount:	\$65,248.50
Project Type:	Capacity Building	Total Project Amount:	\$306,136.50

Expanding Customer Base and Market Development Through Online Sales in North Iowa

During the 2020 and 2021 market seasons, Healthy Harvest of North Iowa will partner with the University of Northern Iowa's (UNI) Local Food program and North Iowa Fresh, LLC (NIF) to pilot a local food online ordering system for curbside order delivery at five local farmers markets. This will build on NIF's successful use of Local Food Marketplace, an online ordering platform, by increasing the number of farmers utilizing the system, and adding a broader audience base, with the aim of increasing local food purchases in North Iowa. We will promote the farmers markets and online sales options through a variety of promotional opportunities including digital billboards, social media, and radio. This project will improve the success of farmer markets across North Iowa by reaching a new audience of online shoppers and help increase consumption and access of locally produced agricultural products benefiting both consumers and producers. This new market opportunity will also assist farmers market vendors by encouraging pre-orders, providing a source of risk management.

Kansas

Recipient:	Lawrence Farmers Market, Inc. Baldwin City, KS	Award Amount:	\$154,894.49
		Match Amount:	\$38,775.26
Project Type:	Capacity Building	Total Project Amount:	\$193,669.75

Plowing New Ground: Capacity building for expansion of the Lawrence Farmers Market

The Lawrence Farmers Market (LFM) seeks to broaden the base of farmers market customers through creative, consistent outreach, grow farmer-vendor revenues through technical assistance and training, and position the LFM board and partners to design a long-term location for the market. These objectives build upon a previous collaboration with our Douglas County Food Policy Council to assess the strengths and weaknesses of our county's farmers market sector. This grant project seeks to grow farmers market community and forge stronger connections between consumers and the farmers that grow their food. This will be facilitated by a permanent location with amenities that improve both the vendor and shopper experience. The vendors at the market will have the tools they need to increase sales through improved signage, product display, and sampling. Potential farmers market shoppers in the community will be better informed of the market locations, times, and available products. Partnerships between LFM and community partners will be strengthened and formalized. And finally, the Board will have the tools they need to facilitate productive decision-making for the market's future.

Kentucky

Recipient:	Kentucky Horticulture Council, Inc. Lexington, KY	Award Amount:	\$495,668.00
		Match Amount:	\$126,271.62
Project Type:	Community Development, Training, and Technical Assistance	Total Project Amount:	\$621,939.62

Strengthening Kentucky's Direct Marketing Network

The Kentucky Horticulture Council's Strengthening Kentucky's Direct Marketing Network project will leverage strong partnerships to improve and increase capacity of agriculture producers state-wide who are selling directly to consumers. Project stakeholders note high consumer demand for locally-produced foods in urban and rural areas, but often there is limited availability of and access to local foods. Project goals are to 1) create a formal direct marketing network for direct-to-consumer operations to address the need for better access to and availability of local food in Kentucky; 2) provide training and technical assistance that will improve farmer capacity and local food quality; and 3) implement a strategic marketing and promotion campaign that will increase grower competitiveness, increase sales, create jobs and, ultimately, increase farm revenue. The project is expected to provide educational programs and technical assistance to at least 80 farmers markets, 12 CSA operations, 117 on-farm and other markets, 38 agritourism venues, and 2,000 individual producers. Implementing a strategic marketing campaign is expected to reach an additional 17,090 producer and consumer stakeholders. Expected outcomes include better-educated prospective, new, and experienced producers and consumers as well as expanded direct producer-to-consumer opportunities which will increase access to and availability of locally-produced agricultural products in Kentucky.

Maine

Recipient:	Maine Federation of Farmers Markets Belfast, ME	Award Amount:	\$160,111.00
		Match Amount:	\$45,781.44
Project Type:	Capacity Building	Total Project Amount:	\$205,892.44

The Workplace To Market Project

Workplace to Market is a collaborative, multi-faceted project that aims to cause consumer behavior change through targeted incentives to working-age adults at their workplace. Project partners will trial and monitor the impact of shopping incentive models that drive new customers to farmers' markets. The findings will be shared through online and print resources, serving as a new marketing strategy for farmers' markets across the country to use. The project goals are to 1) increase the number of new shoppers patronizing farmers markets and other direct-to-consumer outlets across Maine through workplace incentives with local employer-partners; 2) create a toolkit resource in print and online for farmers markets to utilize in cultivating new business partners; and 3) conduct a promotional campaign to educate consumers and cultivate new partnerships among employers and farmers markets. Outcomes include an increase in farm sales and an increase in the number of new and returning customers at farmers' markets over the long haul. A toolkit, based on the piloted models and the findings of various partnerships across Maine, will be developed and distributed as a resource for farmers to develop their own partnerships with employers in their communities.

Massachusetts

Recipient:	Mill City Grows, Inc. Lowell, MA	Award Amount:	\$250,000.00
		Match Amount:	\$63,880.00
Project Type:	Capacity Building	Total Project Amount:	\$313,880.00

Fresh Food in Every Language: Expanding Access to Fresh Produce through Culturally Competent Marketing, Outreach, and Education

Lowell, MA residents have many obstacles to procuring fresh, culturally relevant produce. 20% of families with children live below poverty level, 25% of residents are refugees or immigrants, and many residents struggle with diet-related diseases. Specifically, Lowell's large population of Cambodian Americans have a 38% rate of diabetes (much higher than in the general population). Local studies have shown that a lack of translation and interpretation services remains a major obstacle to positive health outcomes for our diverse community members. The Fresh Food in Every Language program, led by Mill City Grows (MCG), will increase the supply of fresh, affordable, locally-grown and culturally relevant food to low-income customers in Lowell. To do this we will create a multi-lingual and culturally competent marketing campaign to reach the large population of Cambodian Americans living in Lowell, including experiential taste tests and food demos; and increase the number of growers producing and selling culturally-relevant produce. Through these activities we will increase consumption of locally produced food through Farmers Markets, Mobile Markets and CSAs; increase number of residents who know where to access and learn about local produce through demonstrations; increase customers and sales of local agricultural products; create and sustain local jobs and careers in agriculture, particularly for refugee and immigrant growers; and increase the cultural competency of Lowell's local food system, expanding the customers base of Farmers Markets, Mobile Markets, and CSAs to be inclusive of Lowell's diverse language communities.

Recipient:	Southeastern Massachusetts Agricultural Partnership S. Dartmouth, MA	Award Amount:	\$488,185.40
		Match Amount:	\$122,629.03
Project Type:	Community Development, Training, and Technical Assistance	Total Project Amount:	\$610,814.43

Welcoming Markets: Training and Promotion to help Massachusetts Farmers Markets Better Serve Low-Income Community

The goal of this project is to support farmers markets to serve low-income communities and expand access for local farmers. This project will help farmers and farmers markets ability to attract and retain SNAP customers, increasing market attendance and sales through improved training and technical assistance, better advertising and reciprocal communications. SEMAP, the lead agency, and collaborators will conduct 21 training workshops or networking meetings; direct assistance to markets and farmer vendors and outreach and promotions to LI/LA communities through improved multilingual signage, printing and distribution of materials to market SNAP, HIP, WIC and Elder coupons, advertising, and outreach to service providers; support for a state-wide network of service providers; and program evaluation. The work outlined will result in 250 direct-market farmers increasing sales, 400 gaining knowledge, and sales increases of five percent.

Recipient:	Town of Weymouth Weymouth, MA	Award Amount:	\$171,570.00
		Match Amount:	\$71,555.00
Project Type:	Capacity Building	Total Project Amount:	\$243,125.00

The Weymouth Farmers Market Sustainability Study & Plan

The purpose of the Weymouth Farmers Market Sustainability Study & Plan is to address the threats to the sustainability of the Weymouth Farmers Market including, but not limited to: location; attendance/participation; management; and achieving the market's mission long-term. This proposal will study the current market and analyze its outcomes through the use of a full-time Market/Program Manager. In addition, a study will be conducted to identify how the farmer's market can improve its service as a direct producer-to-consumer market opportunity.

Michigan

Recipient:	Michigan Farmers Market Association East Lansing, MI	Award Amount:	\$362,791.00
		Match Amount:	\$105,315.93
Project Type:	Community Development, Training, and Technical Assistance	Total Project Amount:	\$468,106.93

Promoting Michigan Farmers Markets to Residents and Tourists and Tracking Impacts on Consumer Attendance and Sales

Through this project, MIFMA will work to enhance the viability of Michigan farmers markets by expanding consumer awareness of, attendance, and purchasing at Michigan farmers markets. The project will include a robust statewide consumer outreach campaign targeting residents and tourists alike, developing and strengthening technology tools that help consumers find local farmers markets, and strong evaluation to gauge the impact of this work on farmers market attendance and consumer purchasing. Efforts will be sustained by training market managers and providing them with tools and templates to support their individual outreach, market evaluation and reporting efforts. Our overarching goal is to sustain and grow farmers markets as a means of ensuring the viability of farmers and ranchers selling direct to consumers in Michigan.

Minnesota

Recipient:	Arrowhead Economic Opportunity Agency Virginia, MN	Award Amount:	\$240,586.00
		Match Amount:	\$64,489.00
Project Type:	Capacity Building	Total Project Amount:	\$305,075.00

Local Farmers Feed the Range

The project will conduct market analysis, outreach, recruitment, training, and support for farmers and farmers markets to expand the production and sale of local food. The goal is to increase local food sales in the Northeastern Minnesota region by strengthening producer-to-consumer market opportunities through restaurants, grocery stores, farmers markets, school districts, and a new aggregated CSA. Training for new and existing farmers will help grow capacity and recruiting six new farmers to sell to consumers. Promotional efforts will focus on outreach to consumers through the "Arrowhead Grown" campaign, which encourages consumers to buy local food.

Recipient:	Farm Commons, Inc. Duluth, MN	Award Amount:	\$186,383.00
		Match Amount:	\$46,615.00
Project Type:	Capacity Building	Total Project Amount:	\$232,998.00

Empowering Direct Market Farmers with Proactive, Community-centered Farm Law Education, Resources, and networks

This project will help 270 direct market farmers build stable legally resilient businesses through adoption of best practices in risk-management. The process of "Cultivating Your Legally Resilient Farm" (CYLRF), will include a workshop and community coaching for farmers and peers to plan for more resilient business management. It begins with Part 1, the CYLRF Workshop where farmers create an Legal Resiliency Action Plan for their farm. Then, part 2, Community Coaching, provides the support from specially trained farmer peer-coaches and farm law experts. This will create a long-term system of support that will address the legal vulnerabilities of direct market farmers, experienced through unwritten leases, farm employment law non-compliance, uneven and unclear enforcement of zoning codes, confusing interpretation of agritourism and farm event food safety obligations, and more. The CYLRF curriculum was created under a 2016 FMPP grant, and it has been tested and refined over 3 years and 20 different workshop events. About 70% of participants have made a concrete, risk reducing change to their farm business within 3 months. With this project, we will implement a crucial shift in programming. Through Community Coaching, we will reach farmers in 9 communities currently without direct market farm law infrastructure in place.

Mississippi

Recipient:	Mississippi State University Mississippi State, MS	Award Amount:	\$452,698.00
		Match Amount:	\$113,628.00
Project Type:	Community Development, Training, and Technical Assistance	Total Project Amount:	\$566,326.00

From Gravel Roads to City Streets

The project "From Gravel Roads to City Streets" will create economic opportunity, improve access to healthy foods, and strengthen the capacity of regional food systems by improving marketing, enhancing capacity, and recruiting growers for the four existing farmers markets as well as build capacity for local food development in one county (Noxubee) which does not have an existing farmer's market. The project will also involve providing cold storage for the Aberdeen Farmers Market, so that more commodities could be offered at the market and they could host educational cooking workshops in the renovated depot building adjacent to the market space. The objectives of the project will be to 1) increase producer to consumer sales by expanding and diversifying the audience interested in purchasing local food and attending farmers markets; 2) improve product quality, variety and availability at markets by increasing grower participation and offering cold storage in at least one county; and 3) increase direct producer-to-consumer sales of local food products by increasing the availability of licensed local food products in downtown businesses and restaurants.

Missouri

Recipient:	Columbia Farmers Market Columbia, MO	Award Amount:	\$249,979.27
		Match Amount:	\$62,497.96
Project Type:	Capacity Building	Total Project Amount:	\$312,477.23

Columbia Farmers Market Vendor Marketing Training Program

This project will provide capacity building through advertising training and technical assistance programs to farmers and value-added producer vendors that will increase customer and producers connections, and sales of local food at Columbia Farmers Market (CFM). The objectives for CFM are to 1) empower producers to improve marketing skills and connections with customers through: development of an attractive website, best social media practices training, production of written and video vendor profiles; 2) reach more customers by expanding our Market Ambassadors' ability to present to community service groups about CFM producers and local food product offerings at the new Farmers Market Pavilion and; 3) update and transfer CFM's website platform to a new user-friendly platform and be consistent with new vendor websites.

Nebraska

Recipient:	Board of Regents, Univ of Nebraska, Univ of Nebraska-Lincoln Lincoln, NE	Award Amount:	\$207,697.00
		Match Amount:	\$51,924.25
Project Type:	Capacity Building	Total Project Amount:	\$259,621.25

Growing Rural Farmers Markets in Nebraska: Statewide Market Manager and Vendor Training, Promotion, and Coordination

The proposed project will implement a capacity building program to equip market managers and vendors with the skills, knowledge and resources to grow their markets, leading to increased sales for Nebraska producers, greater access to healthy, local agricultural products for Nebraska consumers, and vibrant markets that contribute to the vitality of rural communities. Nebraska Extension, with partners the Center for Rural Affairs (CFRA) and Buy Fresh Buy Local Nebraska (BFBL), will work with 30 farmers markets in Nebraska to adopt best practices developed by the project team. With an emphasis on community engagement, the project team will select markets in communities that strategically align with ongoing efforts by our respective organizations. As the project lead, Extension will draw from our statewide network of educators to engage stakeholders in the nine core communities where in-person trainings will be held (3 per year). Market managers and vendors that serve communities surrounding core communities will be engaged to attend trainings, deliver online and print resources and network with peers. This project will leverage the resources, expertise and networks of the team to deliver training and technical assistance across rural Nebraska to build resilient markets that benefit their communities.

Recipient:	YWCA of Adams County Hastings, NE	Award Amount:	\$52,801.00
		Match Amount:	\$18,264.00
Project Type:	Capacity Building	Total Project Amount:	\$71,065.00

Cultivating Growth: Hastings Downtown Farmers Market

The YWCA of Adams County, in partnership with Healthy Hastings, will expand the Hastings Downtown Farmers Market by engaging and training new farmers, increasing affordability and access of locally grown produce to low-income populations via implementation of EBT and Double Up Food Bucks programs, and creating a coordinated outreach strategy. These activities will allow for a 30% increase in direct to consumer farmer vendors, attendance and sales. The market is located one block north of a LI/LA tract. The timing of the market is suited to meet the needs of busy working parents.

New York

Recipient:	Cornell Cooperative Extension of Oneida County Oriskany, NY	Award Amount:	\$247,548.00
		Match Amount:	\$73,102.00
Project Type:	Capacity Building	Total Project Amount:	\$320,650.00

Oneida County Public Market Local Food Outreach Education and Marketing Enhancement Initiative

The Oneida County Public Market Local Food Outreach Education and Marketing Enhancement Initiative promotes local farmers and ranchers by enhancing venues for local farmers and producers to sell directly to consumers, and attracting low-income and low-access community members to the market. The project provides farmers with business education including food safety, marketing, legal and finance advising through a collaboration with the Farm and Food Business Incubator (FFBI) at Mohawk Valley Community College (MVCC). To develop new market opportunities for farm and ranch operations serving local markets, OCPM will create an online sales platform replicating the convenience of an online meal-kit and pick-up in store option, while featuring locally sourced ingredients. Outreach to low-income and low-access households and the local refugee population will increase consumption of local foods and increase SNAP benefit usage at the market. The establishment of an ambassador corps will enhance the consumer market experience in assisting SNAP and refugee populations with navigating the market experience and using benefits; an established trained professional source of manpower supports sustainability of Oneida County Public Market and related community outreach efforts. On-site amenities such as shopping carts and wayfinding signage facilitates the market experience, and offering comfortable, accessible and inviting spaces with seating to linger, enjoy ready-to-eat food options, and visit with friends, family and market vendors creates a communal experience unique to that of a farmers' market. Enhancing the farmers' market and adding online sales options will increase the access, sales, and consumption of locally and regionally produced agriculture products.

Recipient:	Cornell Cooperative Extension Sullivan County Liberty, NY	Award Amount:	\$245,137.00
		Match Amount:	\$75,754.00
Project Type:	Capacity Building	Total Project Amount:	\$320,891.00

The Catskills Farmers Market Training Project

The Catskills Farmers Market Training Project provides training and marketing outreach project for farm and food producers and farmers market managers. The project aims to 1) support and promote direct producer to consumer marketing through our regional farmers' markets for both existing and new farm and food producers; 2) develop marketing strategies for farm and food producer and market managers to increase sales and outreach of their products and farmers markets; 3) develop food safety and food licensing trainings and technical assistance methods for both farm and food producers and market managers; and 4) increase the SNAP and FMNP redemption rates at Sullivan County farmers markets, specifically the mobile market and Sullivan Fresh Farmers Market at Monticello. The strategies employed include the development of training programs on the above mentioned topics (both in person and webinars) for farm and food producers, individualized marketing support for farmers' markets and expansion of the mobile and Monticello farmers markets. Overall, the end result will be increased consumption of fresh fruits and vegetables, increased direct-to-consumer sales at farmers markets and increase direct to consumer sales outlets for new and beginning farmers.

Recipient:	Cornell University Cooperative Extension of Suffolk County Riverhead, NY	Award Amount:	\$144,025.00
		Match Amount:	\$72,164.00
Project Type:	Capacity Building	Total Project Amount:	\$216,189.00

Continuation of a Choose Local F.I.S.H. Marketing and Education Campaign to Promote Locally Caught and Grown Seafood on Long Island

This project will expand an established program to grow the Long Island (LI) marketplace for locally-harvested seafood. In 2016, Cornell Cooperative Extension (CCE) launched the “Choose Local F.I.S.H.” marketing campaign to brand and promote LI seafood as Long Island “F.I.S.H. – (Fresh, Indigenous, Sustainable, Healthy)”. The project increased consumption of local seafood through improved consumer awareness and integrated supply-side ability to support demand. CCE will utilize the established framework to expand the scope of the successful marketing campaign and magnify consumer/supplier commitment to local seafood. CCE will conduct local seafood cooking demonstrations at fish markets and restaurants. Through a collaboration with American Culinary Federation, CCE will conduct “Seafood Literacy” presentations to culinary professionals which will further the knowledge, presence and demand for local seafood as the trend for choosing local products grows. CCE will create and distribute effective promotional materials to increase demand for local seafood in retail outlets and at relevant events.

Recipient:	Farm Generations Cooperative Hudson, NY	Award Amount:	\$247,797.00
		Match Amount:	\$65,450.00
Project Type:	Capacity Building	Total Project Amount:	\$313,247.00

Farmer-Owned Point-of-Sale Mobile Application with Scale, QuickBooks, and Marketing Integrations

GrownBy.app, a software platform for CSA management, was developed by the Farm Generations Cooperative in 2018. With partners GrowNYC, Michigan Farmers Market Association, Georgia Farmers Market Association, National Young Farmers Coalition, and Moonfarmer, we will expand GrownBy, GrownBy.app, a software platform for CSA management, to include a Point of Sale (POS) mobile application that unifies farmers market and CSA sales in one platform. The POS will process credit, check, and cash transactions at farmers markets. Data from these transactions will thread into a dashboard of financial and customer data, and sync to QuickBooks and Mailchimp. Our project will 1. Identify critical feature requirements for a farmers market POS; 2. Identify a strategy for integrating the POS into Grownby.app; 3. Build the POS mobile application; 4. Beta-test the application; and 5. Share the POS mobile application with farmers nationwide. The farmer-owned POS mobile application produced by this project will be tested by a minimum of 50 farmers. We anticipate a 10% increase in their sales during the project period.

North Carolina

Recipient:	Foothills Farmers Market, Inc. Shelby, NC	Award Amount:	\$242,360.00
		Match Amount:	\$157,968.00
Project Type:	Capacity Building	Total Project Amount:	\$400,328.00

Building Market Capacity through Implementation of a Comprehensive Strategic Business Plan

This project launches implementation of a comprehensive strategic business plan, recently developed to build market capacity. The plan’s goals are to stabilize organizational leadership, reduce burnout and turnover of market management, and foster purposeful collaborations with community stakeholders. Mission-critical activities include repositioning our brand, modernizing marketing and promotions efforts, increasing engagement with affinity groups, and leveraging additional human and financial resources. Our marketing and outreach efforts will be inclusive of citizens living in LI/LA census tracts. The project creates new income opportunities for farmers by bolstering agritourism and by financing a feasibility study on a shared-use commercial kitchen to support manufacture of value-added food products for direct sale.

North Dakota

Recipient:	FARRMS Tuttle, ND	Award Amount:	\$118,263.00
		Match Amount:	\$29,566.00
Project Type:	Capacity Building	Total Project Amount:	\$147,829.00

Growing ND Food Systems through Training, Marketing and Value Chain Exploration

For nearly twenty years the Foundation for Agriculture and Rural Resources Management and Sustainability (FARRMS) has provided farmer-led, farmer-focused education and financial support for direct market farms, ranches, and food businesses in North Dakota. The producers we serve sell at farmers markets, roadside stands, operate CSAs, conduct agritourism, and other direct producer-to-consumer marketing activities. North Dakota's direct market producers are requesting training and support for business planning, marketing and value-added production to meet consumers' demands for local food. Our project will assess producers needs and provide enhanced training in business planning, marketing, and value-added production. We will provide tours to value-added businesses and food hubs, provide marketing interns to producers, and conduct a statewide "face of the farmer who grows your food" coordinated marketing campaign, spotlighting local producers. Our goals are to increase the number of direct market and value-added businesses and increase the number of customers purchasing from these businesses. We will educate at least 100 producers, resulting in the creation of at least 24 new direct market and/or value-added businesses. By project completion more than half of participants will report an increased number of customers purchasing locally produced food.

Ohio

Recipient:	Trumbull Neighborhood Partnership Warren, OH	Award Amount:	\$197,452.84
		Match Amount:	\$50,303.91
Project Type:	Capacity Building	Total Project Amount:	\$247,756.75

Increase Direct to Consumers sales at Farmers Markets in the Mahoning Valley

Through one on one interviews, grassroots collaboration, and conversations with project collaborators, market managers and vendors in the Mahoning Valley and greater Northeast Ohio, are seeing a decrease in sales and turnout at their local markets. Despite this challenge, Trumbull Neighborhood Partnership (TNP) has been able to steadily increase sales and attendance at its Warren Farmer's Market, while also starting a new monthly neighborhood market as part of the revitalization of a community that has seen a lack of investment for decades. Using skills in marketing, collaboration, and grassroots organizing, TNP will provide technical support and promotional assistance to other markets while building capacity and long-term resilience through the creation of the Mahoning Valley Farmers Market Network. The Mahoning Valley Farmers Market Network will serve as a collaborative entity of Farmers Markets and Farmers Market Vendors and will work together to share best practices in marketing and food safety to build a sustainable Farmers Market system in the Mahoning Valley. Through this project, markets will increase their skill and realize their power to promote this critical piece of the local food system in the Mahoning Valley that provides access to individuals that lack sufficient access to fresh produce in their community.

Oklahoma

Recipient:	Rogers County Volunteers for Youth, Inc. Claremore, OK	Award Amount:	\$250,000.00
		Match Amount:	\$62,500.00
Project Type:	Capacity Building	Total Project Amount:	\$312,500.00

Rogers County Farmers Market

The Rogers County Farmers Market will increase the sale and consumption of fresh local produce. Currently, SNAP cannot be utilized in Rogers County to purchase healthy food options directly from our local producers. Our market will accept SNAP and offer a matching benefit providing a sustainable supply of local food in our community. To help sustain our local producers, the Market will open in our rural communities to coincide with special events. Farmers will also have the opportunity to receive classes and training related to the business development of farming. Through these efforts, farmers will increase annual revenue and show larger profit margins.

Oregon

Recipient:	Adelante Mujeres Forest Grove, OR	Award Amount:	\$250,000.00
		Match Amount:	\$62,500.00
Project Type:	Capacity Building	Total Project Amount:	\$312,500.00

Building a Robust Food System and Thriving Economy for Washington County

The Forest Grove Farmers Market (FGFM) serves the whole community and encourages access to local produce for diverse populations such as low-income, minorities and senior shoppers through targeted outreach efforts and nutrition incentives. This capacity building project will help to launch another farmers market in the City of Cornelius. Like the FGFM, the Cornelius Farmers Market (CFM) will serve as a small business incubator for new, beginning and Latino farmers and food-based entrepreneurs in our Microenterprise programs. The goal of this proposal is the sustainable launch of a new farmers market in the city of Cornelius to further strengthen our local food system and enhance our economic vitality by providing producer-to-consumer market access for new, beginning and Latino farmers. We expect to 1) attend both farmers markets with overall crowd counts at the CFM increasing from 750-1,000 in year one to 1,250-1,500 by year three; 2) boost household income of 10-12 farmers market vendors; and 3) create new opportunities for shoppers to spend their money locally.

Recipient:	Holly Hutchason / Portland Area CSA Coalition Portland, OR	Award Amount:	\$249,170.00
		Match Amount:	\$61,565.45
Project Type:	Capacity Building	Total Project Amount:	\$310,735.45

Cultivating a Healthy Food System in Portland by Expanding Direct Market Opportunities for CSA through Outreach and Improved Access

This project will study CSA markets in the Portland region, from the farmers' perspective and the consumers' perspective, to understand the attributes that drive CSA sales. Information gathered from this study will inform the Portland Area CSA Coalition's (PACSAC) future outreach strategies, and can be used by farms to design CSA programs suited to current market demands. PACSAC will develop outreach to bring CSA to LI/LA neighborhoods. Community members will be engaged to maximize outreach activities and programs that encourage SNAP recipients to purchase CSA shares will be expanded. With farmer education events, the number of farms that are certified to accept SNAP will increase. Through studying CSA in our region, expanding CSA access to underserved populations, and growing marketing and outreach for our programs, more Oregonians will learn about CSA. This will result in a more resilient, regional CSA system with more engaged and diversified consumers.

South Carolina

Recipient:	Hub City Farmers Market Spartanburg, SC	Award Amount:	\$107,618.60
		Match Amount:	\$30,413.30
Project Type:	Capacity Building	Total Project Amount:	\$138,031.90

Adapting to the Unexpected: Finding Creative Ways to Increase Farmers Market Participation through Improved Marketing, Nutrition Education, and Farmer Training

Due to unintended consequences of Hub City Farmers Market's location at Northside Harvest Park, there is a decrease in market participation that negatively affects vendor sales. Currently, the Northside neighborhood is being revitalized, but in order to expand market awareness, there is a need to solve the challenges that came from the market's relocation. The purpose of this project is to bring more awareness to Hub City Farmers Market Saturday Market and its other programs and in so doing increase vendor sales. Our overarching goal is to recreate Northside Harvest Park for HCFM vendors as well as a frequently visited public space for the community to access healthy, local food. This project will help grow market participation through targeted marketing strategies, farmer training, nutrition education, and nutrition assistance currencies. Through the encouragement of more community members to visit Northside Harvest Park at the Farmers Market and other daily uses, such as the HCFM Urban Teaching Farm, we will grow participation at the Farmers Market from 600 people a week to 800 people a week, increasing vendor's sales by 10%.

Texas

Recipient:	Farmshare Austin Cedar Creek, TX	Award Amount:	\$154,138.00
		Match Amount:	\$38,534.50
Project Type:	Capacity Building	Total Project Amount:	\$192,672.50

Fresh for Less Mobile Markets: Building Markets for Central Texas Farmers While Improving HealthyFood Access in Austin's Eastern Crescent and Eastern Travis County

This project will address the demonstrated need for access to fresh, healthy, affordable foods in Austin and Travis County by bringing healthy food into neighborhoods experiencing economic and geographic barriers. Farmshare Austin's Fresh for Less Mobile Markets connect consumers to local producers by sourcing, aggregating and marketing local produce, along with healthy grocery staples, directly to customers. The markets currently operate 7 sites and will expand to 14, in 2020, to meet demonstrated need. The markets will undergo a performance audit and a qualitative evaluation to improve customer experience and program operations. This project expects to contribute over \$60,000 in annual projected sales to the local food economy and over 7,000 annual projected customer experiences. Markets provide a minimum of 35 unique high-quality locally grown produce and grocery items in addition to local eggs and local honey. The markets also will continue to serve the diverse food needs of their customer base by providing culturally appropriate products for sale.

Recipient:	H.O.P.E. For Small Farm Sustainability Harlingen, TX	Award Amount:	\$247,449.60
		Match Amount:	\$62,070.00
Project Type:	Capacity Building	Total Project Amount:	\$309,519.60

Building Markets for Organic Farmers/Rancher in the LRGV of Texas, Including Veterans, SES, IDD, and New and Beginning Farmers/Ranchers

Regional economic opportunities for farmers and marketing investments are needed in the Lower Rio Grande Valley of Texas. This project will help local farmers expand their markets to meet a growing interest in organic produce, which is currently in low supply regionally. The goal of this project is to assist SES, veteran, IDD, and new and beginning organic farmers develop and expand their customer base through marketing and cooperative options, so they can launch and later expand their farming businesses to ensure viable and sustainable operations while expanding local organic food options. Other aims include reducing farmers' expenses, increasing their income, developing sustainable farm operations, and increasing demand for local organic produce as we continue to develop new farmers, new careers and jobs, in this economically disadvantaged region.

Vermont

Recipient:	Vermont Fresh Network Richmond, VT	Award Amount:	\$167,883.73
		Match Amount:	\$42,326.00
Project Type:	Capacity Building	Total Project Amount:	\$210,209.73

Strengthening the Vermont Agritourism Industry Through Expansion of the VT Agritourism Collaborative and increasing the Effectiveness of DigInVT

In 2012, in Vermont, 10 producer associations joined together to collectively launch DigInVT.com, an online platform that aggregates and markets agritourism services. Vermont Fresh Network (VFN) now manages this project for the group. In 2018, VFN relaunched a significantly upgraded DigInVT.com. During this upgrade, we identified critical marketing, technical assistance, and training needs that remain unmet and without clear plans to address them. The primary needs are to 1) improve training in best practices for farms to translate agritourism activities into ongoing local & regional product sales; 2) improve technical assistance for navigating current regulations around agritourism enterprises; and 3) build a program to replace Vermont Farms! Association. Planning to meet these needs will allow farmers utilizing DigInVT to improve the contribution of agricultural tourism activities.

Washington

Recipient:	Northwest Agriculture Business Center Mount Vernon, WA	Award Amount:	\$347,989.00
		Match Amount:	\$86,983.00
Project Type:	Community Development, Training, and Technical Assistance	Total Project Amount:	\$434,972.00

Genuine Skagit Valley: Increasing Local Producer Sales through Place-Based Marketing & Training

The purpose of this project is to increase the sales of locally grown Skagit Valley-grown agricultural products. Northwest Agriculture Business Center (NABC)'s goal is to facilitate the identification and promotion of locally-grown agriculture products through the Genuine Skagit Valley (GSV) certification mark program as a marketing strategy benefitting producers of local food and value-added products, and improve producers' marketing skills. The primary expected outcome of the project is the increase in direct-to-consumer sales of locally grown products to wholesale and retail buyers, and end consumers. Methods include heightening consumer awareness of and connection to verified, authentically local farms and farm products. The companion training and technical assistance program NABC will provide will improve the skills of local producers in place-based marketing and use of related technology tools to maximize the benefits of participation, enhance local farmers' business skills, lead to an associated preservation and creation of jobs, and contribute towards Skagit Valley producers' success.

Recipient:	Public Health - Seattle & King County Seattle, WA	Award Amount:	\$250,000.00
		Match Amount:	\$62,500.00
Project Type:	Capacity Building	Total Project Amount:	\$312,500.00

Fresh for All: Peer to Peer Education and Outreach to Promote South King County Farmers Markets

This project will help new and existing South King County farmers markets reach new customers, with a specific emphasis on engaging Low Income/Low Food Access (LI/LA) communities. Through the use of peer marketing strategies and targeted advertising, we will work to add farmers markets to SNAP eligible residents' shopping behavior. Targeted LI/LA census tracts that are located in the implementation area (IA) include Burien, Federal Way, Auburn, Des Moines, Kent, Renton, SeaTac, and Tukwila, Washington. In partnership with the Food Innovation Network, Community Food Advocates (Advocates) will conduct peer-to-peer marketing strategies to promote farmers markets to the communities that the Advocates represent, as well as engage with local market vendors. Through this engagement, farmers markets will have a better understanding of how to serve low income residents and new marketing opportunities, low-income families will be better prepared to access the markets, and local producers will not only gain new customers, but also be more informed about the unique crops that LI/LA communities would like to see in their markets.

West Virginia

Recipient:	Reconnecting McDowell Charleston, WV	Award Amount:	\$250,000.00
		Match Amount:	\$168,550.00
Project Type:	Capacity Building	Total Project Amount:	\$418,550.00

Reconnecting McDowell Go Growcery Project

The Go Growcery Market is a program of Reconnecting McDowell, a nonprofit serving McDowell County, West Virginia through partnership development and community and economic development. McDowell County, West Virginia boasts some of the worst health statistics in the country and has a long history of economic weakness. The aim of the Go Growcery Market is to develop a mobile farmers market program that will visit 10-15 communities, two senior centers, and all 10 schools. The market is expected to provide the framework for aggregation from small growers in McDowell County, including the McDowell County Youth Producers Association. A contracted market manager will work with partners like the WV Food and Farm Coalition and West Virginia University Extension service to develop placemaking and agritourism activities to be hosted as part of the mobile market experience in community. Nutrition classes and tastings will help create demand for more produce, which will both increase the health of McDowell County residents and build small grassroots economic development opportunities for the area. During the three-year period, it is expected that the market will return \$125,000 in sales to local growers and small producers, engage 10 separate communities in mobile market development, and provide aggregation for 20 producers and backyard growers.

Recipient: Grow Ohio Valley, Inc.
Wheeling, WV

Award Amount: \$240,727.00

Match Amount: \$66,800.00

Project Type: Capacity Building

Total Project Amount: \$307,527.00

The Public Market: Growing Regional Agriculture with a Year-Round Farmers Market

GrowOV is launching the Public Market, a year-round, non-profit consignment farmers market in downtown Wheeling designed to serve as a central platform in cultivating a regional food economy. This farmer-first venture will be the first and only year-round outlet for local food in the Upper Ohio Valley. The Public Market will improve income and economic opportunities for more than 75 producers and food businesses through a year-round direct-to-consumer sales platform, while bringing fresh and local food to the heart of three USDA-classified food desert census tracts. In addition to economic opportunities, the Public Market will support farmers in areas including development of a food safety plan, connection to resources and facilities to pursue value-added products, and marketing support. The Public Market itself will serve as a local food education and marketing platform reaching across the Upper Ohio Valley, through a slate of events, classes, chef demos and sampling, promotional campaigns and more.