

Fiscal Year 2024 Description of Funded Projects

Number of Grants Awarded: 60
Amount of Funds Awarded: \$14,212,274.68

For more information, please visit the grant program's website:

<https://www.ams.usda.gov/services/grants/fmpp>

NOTES:

- The below project descriptions were provided by the grant recipients.
- An asterisk (*) at the end of the recipient's name is used to identify projects funded with annual appropriations.

Alaska

Recipient: Catholic Social Services Inc, Anchorage, AK

District: AK-001

Implementation District: AK-001

Project Type: Capacity Building

Award Amount: \$250,000.00

Match Amount: \$62,500.00

Total Project Amount: \$312,500.00

From Need to Seed: Cultivating Refugee Food Access and Business Growth through Farmers Markets and Value-Added Products

This project will improve food access for refugees and low-income residents in the Mountain View and Muldoon neighborhoods of East Anchorage by supporting multiple food access channels through Catholic Social Services' Refugee Assistance and Immigration Services program.

The project will support a food access hub at Grow North Farm through the coordination of a CSA, roadside stand, and farmers market. The project assists underserved local growers and beginner refugee farmers with selling their produce through various channels including CSA subscriptions and at farmers markets. In addition, the project will expand the applicant's value-added goods program to promote increased earning potential for refugee farmers, equipping them with skills to create value-added products and foster entrepreneurship.

California

Recipient: Livingston Memorial Visiting Nurse Association, Ventura, CA

District: CA-026

Implementation District: CA-026

Project Type: Turnkey

Award Amount: \$74,420.00

Match Amount: \$31,666.00

Total Project Amount: \$106,086.00

Embracing Diversity: Enhancing Marketing Initiatives for Equity at the Camarillo Certified Farmers Market

This project aims to enhance awareness of the Camarillo Farmers Market and promote equitable access to its offerings for the Spanish-speaking and Filipino communities. The project work will include implementing a customer engagement program, advertising in newspapers, amplifying the market's social media presence, hosting interactive workshops, and distributing awareness-raising postcards to residents. It is anticipated that these efforts will lead to a more diverse audience and increased attendance, benefiting both attendees and vendors alike.

Recipient: City of Torrance, Torrance, CA

District: CA-036

Implementation District: CA-036

Project Type: Capacity Building

Award Amount: \$165,728.35

Match Amount: \$41,837.33

Total Project Amount: \$207,565.68

Torrance Farmers Market - Service for Seniors

This project will improve accessibility to the Torrance Farmers Market through a distribution program targeted at senior citizens, residents with disabilities, and all others facing mobility obstacles which prevent them from navigating the Market. Participating residents will receive pre-boxed, assorted fresh produce packages at public distribution sites strategically located throughout the City, allowing them ease of access to locally grown food while still engaging with their local community on a frequent basis. Produce packages will include carefully chosen, diverse products along with recipe cards that include ingredients from the package, promote culinary education, and widening participants' food experiences. The program is expected to increase community engagement with the Market and increase vendor sales. This project will benefit Torrance's local farmers and ranchers who utilize the Market, providing them with wider distribution opportunities to their customer base and allowing them to strategize on food products to include in the boxes in order to minimize produce waste and promote new, unique, or surplus produce. Market staff will work closely with supplying producers and program recipients to improve producer-to-consumer operations, ensuring that Torrance's senior community has access to healthy, fresh, locally grown produce.

Recipient: Dan Ta, Santa Ana, CA
District: CA-046
Implementation District: CA-046
Project Type: Capacity Building
Award Amount: \$249,044.28
Match Amount: \$293,418.50
Total Project Amount: \$542,462.78

Local to Global: Interactive Marketplace Expansion for Southern California Farmers

This project aims to develop an online marketplace integrated with short-form video (as Instagram reels and Youtube shorts), educate participating farmers on short-form video marketplaces and online direct-to-consumer success, and increase sales for farmers. This project will engage participating farmers through comprehensive digital marketing training. Collaborations with local micro-influencers will play a pivotal role, as they produce compelling short-form videos that showcase the unique stories and high-quality products of area farmers. This strategy is designed to drive consumer interest and sales, significantly boosting farmer visibility and market access.

Recipient: Sustainable Solano Inc., Vallejo, CA
District: CA-008
Implementation District: CA-008
Project Type: Turnkey
Award Amount: \$99,981.20
Match Amount: \$30,351.00
Total Project Amount: \$130,332.20

'Buy Local' Marketing Messages for Solano County

This project builds capacity for Sustainable Solano to engage in effective marketing strategies reaching both new and existing market segments in Solano County to support local and regional farmers. Sustainable Solano will partner with University of California, Davis, to develop, test and revise a comprehensive marketing plan, with a special focus on engaging consumer groups with underdeveloped preferences for, and limited access to, locally grown/produced foods. Project activities will include literature review, developmental research, engaging a local marketing agency as advisor, outreach to project beneficiaries and diverse community segments, conducting focus groups, and testing of marketing messages. Additional outcomes and benefits are increased market access and revenue opportunities for small and medium-sized Solano farmers and food producers, increased awareness of healthy, local food choices across diverse populations and retail environments, increased resilience of the local food system, and increased capacity of Sustainable Solano to reach diverse audiences.

Recipient: Heritage Wellness Collective, Claremont, CA

District: CA-028

Implementation District: CA - Statewide

Project Type: Capacity Building

Award Amount: \$247,362.15

Match Amount: \$74,500.00

Total Project Amount: \$321,862.15

Farmers Market Business Accelerator (Farmers MBA): Equipping Producers with the Skills and Guidance Needed to Successfully Market, Sell, and Scale Their Agricultural Products at Farmers Markets.

This project will equip local producers with the knowledge, practical experience, and continued guidance needed to successfully market, sell, and scale their agricultural products at Farmers Markets. This four-month program will be offered twice a year, with each session enrolling a cohort of 10 producers, four of whom will be producers with 0-1 years of experience in markets. The program will be delivered through online gatherings, in-person workshops, mentoring, and peer-to-peer support offered in three phases: Farmers Market Foundations, Farmers Market Success, and Farmers Market Longevity. In addition, a Farmers Market 101 workshop will be offered monthly and open to the public. The ongoing evaluation of this program will measure business and profit growth for producers, increases in the quality and customer engagement of markets supporting the local community, and decreases in retail-level and consumer-level food waste.

Connecticut

Recipient: University of Connecticut, Storrs, CT

District: CT-002

Implementation District: CT-002

Project Type: Community Development Training And Technical Assistance

Award Amount: \$486,078.00

Match Amount: \$121,519.00

Total Project Amount: \$607,597.00

Grown ConNECTed - Increasing Customers and Expanding Access to Local Food in Northeast Connecticut

This project aims to empower University of Connecticut Extension's regional marketing campaign in Northeastern Connecticut (NECT), with a focus on increasing access to farms and farmers markets among underrepresented segments of the community. Through strategic media efforts and collaboration with an emerging regional food hub, the project will also help farms reach new customers via an online marketplace. Central to the project is the goal to increase customer bases for local food producing farms that rely on direct-to-consumer sales in Northeastern Connecticut. Project deliverables include providing technical support to farmers market vendors in accepting assistance program vouchers, outreach to low-income households, promotion of seasonal events, and increasing farms and customers for an online marketplace. Anticipated outcomes include increased transactions for participating farms, heightened

consumer awareness, and the acquisition of new customers through online platforms, to foster sustainable growth for the regional marketing campaign.

Florida

Recipient: Urban Oasis Project, Inc., Miami, FL

District: FL-027

Implementation District: FL-027

Project Type: Turnkey

Award Amount: \$100,000.00

Match Amount: \$32,540.00

Total Project Amount: \$132,540.00

Food for All!

This project is a marketing campaign working with digital and print media that will support an increase in locally grown produce sales at two existing farmers markets, and test two new markets for economic sustainability. Project work will include quarterly print campaigns in *Edible South Florida* magazine, banners and social media posts by *Edible*, monthly print ads in the *Biscayne Times*, ongoing promotion on Yelp, a weekly produced e-newsletter, weekly social media posts and stories, and mailings of postcards to people in market vicinity and targeted neighborhoods.

Recipient: Regional Food Bank of Northeast Florida, Inc., Jacksonville, FL

District: FL-004

Implementation District: FL-004

Project Type: Capacity Building

Award Amount: \$244,540.00

Match Amount: \$62,500.00

Total Project Amount: \$307,040.00

Feeding Northeast Florida: Jacksonville Farmers Market

This project aims to boost the involvement of local food producers and restore the Jacksonville Farmers Market's prominence as a leading sales venue in the region. This project will explore how best to revitalize the Market in order to benefit both consumers and local food producers. By collaborating strategically with community partners, the Jacksonville Farmers Market can expand market access, aggregation, and distribution channels for small and medium-sized producers. Project work includes developing a comprehensive business and management plan and enlisting the expertise of a consultant to devise a phased implementation process to reestablish the market as a primary sales outlet.

Georgia

Recipient: Concrete Jungle, Atlanta, GA

District: GA-005

Implementation District: GA-Statewide

Project Type: Capacity Building

Award Amount: \$247,647.8

Match Amount: \$61,911.95

Total Project Amount: \$309,559.75

On Farm Food Recovery to Increase Access to Georgia-Grown Produce in Low Income and Low Access Communities

This project will expand a farmer network to increase on-farm food recovery and expand a distribution network to serve approximately 500,000 nutrition-insecure individuals in Low Income and Low Access communities by 2027. Project work will scale Concrete Jungle's operations through hiring additional personnel, expansion of farm and distribution networks, the creation of more efficient trucking and packaging solutions, refreshed marketing materials, and enhancing inventory management and online purchasing platforms.

Idaho

Recipient: Jannus, Inc., Boise, ID

District: ID-002

Implementation District: ID-002

Project Type: Capacity Building

Award Amount: \$250,000.00

Match Amount: \$62,544.00

Total Project Amount: \$312,544.00

International Farmers Market Expands Refugee Farmers' Reach into Diverse Low-Income Neighborhood and Increases Fresh Food Access for Residents

This project will connect, coordinate and cultivate the area's local food economy through public-private partnerships to create a new International Farmers Market in West Boise. This new direct producer-to-consumer market will increase the capacity of the local food system and expand mid-tier value chains. The Market will create a new fresh food resource in an economically diverse low income and low access neighborhood and expand economic opportunities for small acreage producers.

Project activities will include planning, supporting partnerships, marketing, and structural support including vendor agreements, staffing, operations, and technology. Participating farmers will benefit from a new market channel while consumers in the community will have a new opportunity to access fresh, locally produced food.

Indiana

Recipient: City of South Bend, South Bend, IN*

District: IN-002

Implementation District: IN-002

Project Type: Turnkey

Award Amount: \$98,025.00

Match Amount: \$24,506.25

Total Project Amount: \$122,531.25

City of South Bend Linden Avenue Farmers Market

The City of South Bend's Engagement and Economic Empowerment team hosts the Linden Avenue Farmers Market, a seasonal farmers market and family-friendly entertainment venue that runs once per month from June through October. Now in its fourth year, Linden Avenue Farmers Market continues to partner with local and regional small- to medium-scale agricultural producers, prepared food artisans, and food security partners to improve food systems in low-income/low-access neighborhoods that have been disinvested throughout their history. Promoting small-scale farmers markets while simultaneously addressing food security requires a comprehensive approach with innovative mechanisms for vendor recruitment, community outreach, and mission-driven programming; expanding vendor incentives and offerings will bolster the quality and quantity of regional farming and improve consumer access to healthy food systems.

In this proposal, the City will expand its support to local farmers by providing market access opportunities through the Linden Avenue Farmers Market and its wraparound supports: vendors will have access to market equipment such as tents, tables, and electrical accessories. In addition, Linden Avenue Farmers Market staff and volunteers will assist new vendors with pre-market engagement, and day-of logistics.

Kansas

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

District: KS-003

Implementation District: KS-003

Project Type: Capacity Building

Award Amount: \$250,000.00

Match Amount: \$62,500.00

Total Project Amount: \$312,500.00

New Roots Marketing and Sales Expansion to Support Farmers with Language Barriers in Kansas City

This project aims to address the challenges faced by refugees and immigrants with agricultural backgrounds who wish to launch their own small farm businesses by increasing opportunities for the community to access fresh, local produce while expanding farmers' sales through a variety of avenues and increasing the number of new farmers in Kansas City. Project activities will include expanding sales opportunities for farmers and fostering partnerships with local food initiatives to strengthen the local

food system. Sales expansion efforts include piloting winter markets, gathering customer feedback to refine offerings, and improving farmer training in extended-season marketing strategies. Events will be hosted to connect with existing customers and attract new ones. The program will collaborate with a marketing firm to develop strategies and create marketing materials for participating farmers. The project will also enhance farmer awareness and knowledge of value-added opportunities by developing resources to help users access community kitchens, and establish partnerships with experienced value-added producers for knowledge sharing.

Kentucky

Recipient: Western Kentucky University, Bowling Green, KY

District: KY-002

Implementation District: KY-002

Project Type: Community Development Training and Technical Assistance

Award Amount: \$499,921.00

Match Amount: \$139,423.00

Total Project Amount: \$639,344.00

Market Opportunities: Reinforce and Expand Regional Farmers Markets and Other Direct Producer-to-Consumer Market Outlets.

This project will increase market opportunities, and reinforce and expand regional farmers markets and other direct producer-to-consumer market outlets. Through this project, local growers will have access to resources such as networking opportunities and specialized assistance from field-based experts.

The project will also work to augment sales of locally grown agricultural products particularly among socially disadvantaged local growers, reinforce previously supported farmers markets and extend outreach efforts to more markets in the region. The project will expand awareness, access, and consumption of locally grown agricultural products among communities of color, seniors, pregnant women, nursing moms, and vulnerable minor parents.

Recipient: Franklin County Farmers Market, Inc., Frankfort, KY

District: KY-001

Implementation District: KY-001

Project Type: Turnkey

Award Amount: \$99,877.00

Match Amount: \$25,387.00

Total Project Amount: \$125,264.00

Building on Success: Growing Fresh Food for All and Producer Sales at a New Market Location

The Franklin County Farmers Market has been an active presence and sometimes the only source of fresh food in downtown Frankfort, KY, for over 20 years. The Market is being relocated to make way for new development. This project will work to identify a new downtown location to continue the Market and offer expanded opportunities for continued success. Project work includes the development and implementation of a marketing plan to increase community awareness of and engagement with the

market and ensure a successful transition to a new site. The project aims to increase producer sales, develop and expand the online sales program, and partner to expand fresh food access programs to ensure that the Market continues to provide a vibrant and reliable sales opportunity for local farmers and a source of fresh food for the community.

Recipient: Kentucky Horticulture Council, Inc., Lexington, KY

District: KY-Statewide

Implementation District: KY-Statewide

Project Type: Community Development Training and Technical Assistance

Award Amount: \$497,831.26

Match Amount: \$128,593.09

Total Project Amount: \$626,424.35

Future Proofing Farm Shares

This project will amplify and prevent disruptions to direct-to-consumer marketing efforts in Kentucky through outreach, training, and technical assistance, with an emphasis on operations using community supported agriculture (CSA) marketing models. Farm share programs continue to increase yet, based on stakeholder feedback, many consumers are still unfamiliar with purchasing from local growers and directly supporting local farms. Project work will support increasing the capacity of existing and prospective farms offering farm shares, recruitment of institutional buyers and employer-partners, as well as farmers creating robust farm-to-workplace, producer-to-institution models, and the development of a multi-farm CSA model for urban farmers. Project work will provide technical assistance and training to more CSA operations; assist with the development of business plans; generate market assessments; result in collaborations within the local supply network; train stakeholders on direct-to-consumer market channels; improve food safety knowledge in participating farmers; and reach consumers, educating them on purchasing local products. The project will increase competitiveness and resiliency of prospective, new, and experienced producers and improve access to locally-produced agricultural products.

Maryland

Recipient: Farm to School Frederick, Frederick, MD

District: MD-006

Implementation District: MD-006

Project Type: Turnkey

Award Amount: \$99,000.00

Match Amount: \$25,000.00

Total Project Amount: \$124,000.00

Marketing and Promotion for Five Farmers Markets Located in Frederick County, Maryland

This project will conduct a comprehensive needs assessment, develop a dynamic marketing strategy and create diverse promotional materials to attract a wide-ranging customer base. Farmers Market managers and a marketing firm will provide guidance and produce professional content. The project will actively engage communities through interviews, focus groups, and surveys to gather insights for improving

market accessibility and increasing farmer sales. Data collection and analysis will evaluate the campaign's impact on attendance, revenue, and sales, ultimately aiming to enhance the visibility and prosperity of Farmers Markets while fostering a more inclusive local food system.

Recipient: Moon Valley Farm, Inc., Woodsboro, MD

District: MD-006

Implementation District: MD-006

Project Type: Capacity Building

Award Amount: \$249,995.00

Match Amount: \$62,500.00

Total Project Amount: \$312,495.00

Mid-Atlantic Year-Round Online Farmers Market Expansion: Growing Farmer Collaborations to Increase Regions Food System Resilience

This project seek to expand the Mid-Atlantic Online Farmers Market by strategically grow partnerships among regional producers, market them through storytelling and expand delivery routes by thousands of new customers. The project seeks to increase the capacity of the online farmers market to collaborate with more farmers, sell to more local customers and to reach

communities in low-income and low-access areas. Through investing in videography, photography, advertising and marketing funnels and by launching a new delivery route, this project will provide a robust sales channel for producers and healthy local food for new customers.

The work of forming partnerships with new producers will be accomplished by hiring an aggregation manager to strategically form and cultivate new farm producer relationships by collaborating with the Office of Agriculture and non-profit organizations. Outside of this, the aggregation manager will onboard the new farmers by showcasing this opportunity to a wide pool of regional growers, field their questions, and cultivate mutually beneficial partnerships. For long term proficiency and resilience, the Aggregation Manager will ensure the new farmers' logistics are streamlined and attended to, their products are food safe and in attractive packaging, and that their farm operations and products are highlighted in the marketing. To generate professional, evergreen marketing materials for the growers the project will contract with graphic design, photography and videography professionals to capture their stories. A marketing team will employ collaborative strategies to engage a robust network of email subscribers and social media followers to expand the retail channel.

Recipient: Future Harvest, Inc., Cockeyville, MD

District: MD-02

Implementation District: MD-Statewide

Project Type: Community Development Training and Technical Assistance

Award Amount: \$493,665.50

Match Amount: \$124,732.00

Total Project Amount: \$618,397.50

Delicious Chesapeake: Supporting Direct-to-Consumer Agricultural Marketing in the Mid-Atlantic

This project will support a regional marketing initiative focused around cooking culturally appropriate food and will be designed to assist farmers in accessing direct-to-consumer market channels. Project activities will provide 24 on-location field days to teach farmers how to market products to a direct audience and to ground market managers in best practices. These field days will be complemented by one-on-one technical assistance and coordinated in cooperation with the Mid-Atlantic Black Farmers Caucus. The project will help build consumer demand by facilitating live and recorded cooking demonstrations. The project will also provide consumer education materials that farmers will be able to access and share.

Michigan

Recipient: Growing Hope, Inc., Ypsilanti, MI

District: MI-006

Implementation District: MI-006

Project Type: Turnkey

Award Amount: \$100,000.00

Match Amount: \$25,000.00

Total Project Amount: \$125,000.00

Grow Local Downtown: Promoting the Relocation of the Ypsilanti Farmers Market

This project will support the viability of local farmers and food businesses through heightened awareness and visibility of the Ypsilanti Farmers Market, coinciding with relocating it to a vibrant downtown location in 2025. To meet this objective, the project will execute a dynamic marketing plan. Project work includes developing a comprehensive marketing strategy and tailored promotional materials to emphasize the market's new location and local food options. Expected outcomes include increased attendance, sales, utilization of food assistance, and heightened awareness about the market's relocation and offerings. Additionally, transitioning the Ypsilanti Farmers Market to a downtown location will expand the space for vendors by 50%, increasing the number of participating vendors, particularly among marginalized groups. This project will benefit farmers, food businesses, Ypsilanti residents, and the downtown Ypsilanti business district. Each party participates by fostering community engagement and economic growth while prioritizing access to fresh, local, culturally relevant food. Strategic collaborations and community engagement will ensure that the project simultaneously boosts market visibility, ensures a seamless transition, promotes local food systems, and addresses food access challenges.

Recipient: Michigan Farmers Market Association, East Lansing, MI*

District: MI-008

Implementation District: MI-Statewide

Project Type: Community Development Training and Technical Assistance

Award Amount: \$161,585.00

Match Amount: \$40,396.00

Total Project Amount: \$201,981.00

Advancing Racial Equity at Farmers Markets and Strengthening Community Between Market Managers

In order to address inequities and barriers in the farmers market sector, Michigan Farmers Market Association intends to strengthen ties between Michigan farmers market managers and empower them as leaders in their communities to create anti-racist initiatives to improve their markets. The goal of the Market Manager Racial Equity Cohort is to empower market managers to foster greater understanding with the communities they serve by dismantling systems of oppression and implementing the tenets of the Farmers Market Coalition's Anti-Racist Farmers Market Toolkit. Grant funds will be used to support market managers participating in the cohort to implement racial equity initiatives at markets.

Additionally, Michigan Farmers Market Association will create and publish a curriculum for the cohort program and share outcomes from the project with Michigan Farmers Market Association members and the broader national farmers market sector. The overall goals of this project are to support meaningful impacts in the participating markets communities and create a program model that can be replicated in other regions and other sectors of the food system.

Missouri

Recipient: Ivanhoe Neighborhood Council, Kansas City, MO

District: MO-005

Implementation District: MO-005

Project Type: Capacity Building

Award Amount: \$131,450.00

Match Amount: \$33,190.00

Total Project Amount: \$164,640.00

Ivanhoe Farmers Market Food Equity & Minority Farmer Empowerment Initiative

This project will strengthen the capacity of a crucial direct-to-consumer farmers market operation within the local food system, support food producers in the development of marketing strategies that are culturally and technologically relevant, and drive access and consumption of locally produced agriculture products. Project work will increase community engagement in the local food economy, consumption of local food, and increase upward mobility opportunities for local producers. The successful expansion of market operations, awareness of fresh and locally grown foods producers, and the training and development of minority, urban farmers will create significantly more direct- to-consumer sales that benefit both the small, historically underserved producers and an urban community facing food insecurity.

Montana

Recipient: Community Food & Agriculture Coalition, Missoula, MT

District: MT-001

Implementation District: MT-001

Project Type: Turnkey

Award Amount: \$97,630.15

Match Amount: \$24,620.00

Total Project Amount: \$122,250.15

Local Food and Farm Passport Adventure Guides and Partners on the Plate: A Two-Part Marketing Plan that Makes New Connections for Rural and Beginning Farmers to Local Residents, Tourists and Wholesale

This project includes two marketing and promotion campaigns that connect rural and beginning farmers and ranchers across five Western Montana Counties to individual consumers, tourists, and wholesale buyers located in more densely populated hub locations. This project will work to increase producer engagement and promotion within a diverse array of market opportunities centered on direct producer-to-consumer market channels. Local Food & Farm Adventure Passports, guides and maps will be used as the foundational components of planning regionally specific marketing campaigns that are fun, interactive and breathe new life into experiencing Montana's local agriculture in the Flathead, Missoula and Bitterroot Valleys. The project will also work to forge new connections between producers and markets that result in increased market location opportunities and helps producers market their farm/ranch offerings in a way that maximizes networking time and quality.

Recipient: Yellowstone City-County Health Department, Billings, MT*

District: MT-002

Implementation District: MT-002

Project Type: Turnkey

Award Amount: \$100,000.00

Match Amount: \$25,000.00

Total Project Amount: \$125,000.00

Cultivating Connections: Empowering Vendor Growth Through Strategic Marketing

A weekly farmers market is held at South Park located in the South Side of Billings; a neighborhood that is a USDA defined food desert having lost its only grocery store in 2013. Potential and existing market vendors have expressed several barriers to regular participation, including limited customer base beyond the neighborhood and a lack of multiple anchor vendors to attract customers. The Healthy By Design coalition is dedicated to fostering resilient local food systems that promote community health and well-being. Through this award, the Healthy by Design coalition will increase vendor recruitment and expand customer reach using a targeted marketing campaign. The proposal aims to strengthen vendor capacity and participation through innovative retention-focused marketing tools and increase market visibility across the community. By expanding market attendance and vendor participation, the project aims to enhance the economic and health outcomes of the broader community.

Nevada

Recipient: City of Henderson, Henderson, NV

District: NV-003

Implementation District: NV-003

Project Type: Turnkey

Award Amount: \$98,938.00

Match Amount: \$24,734.50

Total Project Amount: \$123,672.50

Premier Harvest: Elevating Henderson's Farmers Markets Through Strategic Promotion and Marketing

This project aims to increase access to healthy foods for populations in low income/low access census tracts, especially seniors, low income, and benefit eligible populations. This project will seek out the development, implementation, and evaluation of a Farmers Market Feasibility Study to identify ways to promote and market existing and new farmers markets. Through a public-private partnership, the city will work with contracted farmers market operator(s) to enhance existing markets, increase the frequency the markets are offered, and expand to new locations. Along with these efforts, marketing materials and supplies will be purchased with the goal to boost foot traffic and awareness of the various markets, and healthy foods will be more accessible to a wider population of the city.

New Hampshire

Recipient: Seacoast Eat Local, Inc., Lee, NH

District: NH-001

Implementation District: NH-001

Project Type: Turnkey

Award Amount: \$100,000.00

Match Amount: \$25,000.00

Total Project Amount: \$125,000.00

Rejuvenating Farmers' Markets in the Seacoast of New Hampshire and Maine

This project seeks to reinvigorate numerous local food outlets that have struggled to be consistent in the wake of the COVID-19 pandemic and related economic impacts. Project work will create and implement a marketing plan for four outdoor summer farmers markets which will include a number of targeted digital and print marketing efforts. The project will further strengthen the visibility of the other farmers markets and farms in the region by redesigning an online local food guide to make it more interactive, informative, and user friendly. Furthermore, the project will expand printing and distribution of the local food guide to reach more households. The cumulative impact of these efforts will provide invaluable exposure for the area farms, fisheries, and value-added food producers in the region leading to more a reliable and consistent customer base.

New Jersey

Recipient: Pinelands Preservation Alliance, Southampton, NJ

District: NJ-003

Implementation District: NJ-003

Project Type: Capacity Building

Award Amount: \$249,948.00

Match Amount: \$66,960.00

Total Project Amount: \$316,908.00

South Jersey FEAST Farmers Market Initiative

This project aims to provide new markets for local produce farms and wider access to their produce for residents of three underserved neighborhoods in South Jersey by operating weekly farmers markets in areas that have not been able to sustain commercial farmers markets in the past. The project's core objective is to connect more local growers with more underserved consumers, to the benefit of both. The project will facilitate markets that are financially worthwhile for growers while providing access to produce at prices low-income residents can afford.

The collaborating farms and nonprofits will work with additional local growers to aggregate and transport produce from rural and urban growers and sell the produce through at least three farmers market stands at prices each neighborhood can support, including but not limited to consumers using benefit programs. Through experience and customer surveys, the project will gather information about the produce varieties, pricing, presentation and food education services that can sustain each market into the future. By serving as anchor stands and demonstrating the methods that make each location economically successful, the initiative aims to recruit additional farmers and individual retailers to join each site. The project will develop business plans based on local experience to sustain each market into the future.

New York

Recipient: Certified Naturally Grown, Inc., Stone Ridge, NY

District: NY-018

Implementation District: Western Virginia and Central Arkansas

Project Type: Community Development Training and Technical Assistance

Award Amount: \$407,489.06

Match Amount: \$101,886.55

Total Project Amount: \$509,375.61

Opening Doors and Boosting Sales for Local and Certified Producers in Arkansas and Virginia

This project seeks to increase market opportunities and sales for direct-market farmers by providing training and technical assistance in marketing and business planning, boosting customer demand through consumer-facing events and strategic social media campaigns, and increasing farmers' direct sales to independent grocers by conducting outreach to grocers and farmers, offering marketing support

to the grocers and facilitating connections. This work will be carried out in western Virginia and central Arkansas, two regions where there is a young but growing local food movement.

Recipient: Capital Roots, Inc., Troy, NY*

District: NY-020

Implementation District: NY-021

Project Type: Turnkey

Award Amount: \$98,965.00

Match Amount: \$24,741.25

Total Project Amount: \$123,706.25

Retail Food Access Marketing Plan Execution: Connecting Underserved Urban Customers to Rural Farmers through Capital Roots' Retail Market Program.

Capital Roots' Food Access Programs support new market opportunities for Upstate NY farm operations by cultivating retail spaces in the Region's disadvantaged neighborhoods. Capital Roots, Inc. has a Food Hub that purchases directly from the 11-county Capital Region producer community and they offer their agricultural products at affordable prices to low-income individuals, families and seniors who lack access to fresh food in their communities.

The project will implement a new Retail Market Promotion Plan- a multi-layered roadmap to increase sales of farm products within the Capital Region's underserved communities using electronic, print, and public marketing. These efforts will promote the Good Food Market, a new 2,000 sq. ft. full-service, locally unique, farm-to-consumer retail market in the food desert city of Troy, NY. In addition, the project will support a mobile market program serving low-income communities in the area. Capital Roots will collaborate with the major housing authorities and community builders to increase outreach in Capital Roots' market neighborhoods. The project will also partner with Delmar and Stillwater Farmers Markets, both smaller local markets on the south and north ends of the organization's service area, to cross-promote and increase local fresh food access within rural and suburban communities- creating a continuum of geographic marketing opportunities for Capital Region farmers.

Recipient: Common Ground Farm, Inc., Wappingers Falls, NY *

District: NY-018

Implementation District: NY-018

Project Type: Turnkey

Award Amount: \$99,253.22

Match Amount: \$28,568.26

Total Project Amount: \$127,821.48

Hudson Valley Market Vendor Training and Support

The Hudson Valley Market Vendor Training and Support project will support 150 farmers market vendors participating in the Newburgh and Beacon Farmers Markets to strengthen the vendor community, increase vendor sales, attract new vendors and customers, and grow the local economy. The project will conduct vendor and community engagement to inform and implement workshops, mentorship

opportunities, and one-on-one consultation services for market vendors. In addition, the project will support the development of an online resource library for market vendors.

Recipient: Cornell Cooperative Extension Association of Saint Lawrence County, Canton, NY

District: NY-021

Implementation District: NY-021

Project Type: Community Development Training and Technical Assistance

Award Amount: \$489,191.14

Match Amount: \$122,297.79

Total Project Amount: \$611,488.93

Empowering Food Producers with Regional Kitchen Incubator Program and Strategic Marketing

This project reduces barriers for small farms and food entrepreneurs through three mutually beneficial initiatives. First, the project will offer a comprehensive food business incubator program across a tri-county region. In addition, the project will establish relationships with area retailers that improve the marketing channels for agricultural businesses. Third, the project will boost visibility at the retail level about local purchasing. The project will be anchored by two shared-use kitchens and will be available to all farmers and food producers in northern New York. An exciting aspect of this incubator program is providing professional services to producers who have completed a critical mass of workshops. These entrepreneurs gain access to technical services from project collaborators, valued up to \$3,000 per business, to improve their operations including website development, brand management, product labels, photography, and videography. The project will increase the quantity of local products in retail and restaurant locations with value chain coordination plus customized marketing. Technical assistance will benefit food producers and marketing will support farms, retailers, and food businesses.

Recipient: Cornell Cooperative Extension of Nassau County, East Meadow, NY*

District: NY-004

Implementation District: NY-003 and NY-004

Project Type: Turnkey

Award Amount: \$99,728.07

Match Amount: \$45,421.70

Total Project Amount: \$145,149.77

CCE Nassau's Eat Local - Shop Local Promotion Program

The Cornell Cooperative Extension Nassau Farmers Market provides residents throughout the county with access to locally grown and sourced food and goods, and a location for local businesses to promote their goods. The project will support the branding and marketing of the market. As part of this work, the project will support the creation of a website and social media campaign designed to promote the Farmers Market and its vendors, along with other local farmers markets and farms. The project will also aid in the development and implementation of programming at the market, educating the public on the importance and benefits of eating and supporting locally produced foods. Located in a diverse area, special focus will be placed on promoting resources to members of low income communities. The

project's goal is to spread awareness of the benefits that eating and shopping locally-grown foods has on individuals, local businesses, and communities.

Recipient: Cornell University, Ithaca, NY

District: NY-019

Implementation District: NY-Statewide

Project Type: Community Development Training and Technical Assistance

Award Amount: \$489,312.00

Match Amount: \$122,329.00

Total Project Amount: \$611,641.00

Marketing Success: Transforming Farmers Markets in New York and Pennsylvania Through Smart Data and Inclusive Strategies

This project will increase sales of local foods at farmers markets using analysis of farmers market vendors' customer spending data obtained from Point-of-Sale software. Point-of-Sale data are paired with Rapid Market Assessment consumer surveys in 3 focus regions of New York and Pennsylvania. The project will utilize vendor data and local demographics to understand shopper and vendor diversity dynamics, vendor sales performance, and identify opportunities for vendors and farmers market managers to make farmers markets a more inclusive environment. The project will compare individual and aggregate results to identify practical marketing practices to increase access to and sales of locally grown foods. In addition to marketing techniques informed by participant data, the project will incorporate recommendations from the Farmers Market Coalition's Anti-Racist Toolkit; thus addressing implicit bias commonly found in farmers market culture and communications, and working to remove barriers that discourage a broad diversity of consumers and vendors. The project will produce data-informed recommendations to farmers, vendors, and farmers market managers working together to create a welcoming shopping environment.

Recipient: County of Erie, Buffalo, NY

District: NY-026

Implementation District: NY-026

Project Type: Turnkey

Award Amount: \$99,708.00

Match Amount: \$24,927.00

Total Project Amount: \$124,635.00

Find Fresh Erie County

This project will address food insecurity, promote awareness of fresh local food sources by facilitating access to fresh and local produce for underserved communities located in areas of concentrated poverty with limited access to fresh locally or regionally grown food, and increase sales for farmers and producers in Erie County, NY. Project work will collate a live database of local fresh food purchasing locations, including grocery and community stores, mobile markets, and farmers' markets. The project will promote utilization of 211 essential community information text services to help Erie County residents find nearby locations selling fresh local produce. Promotion of these services will be advertised

through a public transit marketing campaign for maximal exposure to the target audience. The campaign's focal message, "Text FRESH to 898211 to find fresh local food in your area," will be visible on public transit buses and bus shelters. The project will also include a promotional campaign for three underutilized market locations within low-food access communities. Through the promotional campaign coupons will be distributed to customers to use at participating markets, the Erie County Food Policy Council (FPC) will collect the coupons and reimburse participating farmers and vendors. (FMPP funds will not be used to reimburse the dollar value to farmers.) FPC will evaluate the effectiveness of the campaign by administering a pre- and post-campaign surveys to market vendors about basic sales and foot traffic data.

Recipient: Farm Generations Cooperative, Germantown, NY*

District: NY-019

Implementation District: NY-Statewide

Project Type: Turnkey

Award Amount: \$99,616.00

Match Amount: \$24,904.00

Total Project Amount: \$124,520.00

Evaluating Return-on-Investment for Marketing and Promotional Campaigns

Farm Generations Cooperative will collaborate with its thirteen farmer members to create a promotional plan for the farms' direct-to-consumer sales to be implemented in the cooperative's "GrownBy" marketing platform. The project will measure the effectiveness of each farm's promotional campaign using GrownBy sales and customer data, focusing on the return-on-investment realized from each distinct promotional campaign. In addition, the project will test and evaluate the effectiveness of multiple digital marketing campaigns in encouraging first-time customers to shop from participating farms.

Each of these marketing campaigns will leverage customer-centric strategies that increase sales by increasing existing customer retention, increasing average purchase size, or increasing sales to new customers. The project will use behavioral marketing segmentation in an attempt to produce project results that are actionable for farmers to use in their own communities. The project will rely on features already implemented in the GrownBy platform to offer targeted customer promotions, to keep records segmented by farm, customer, and product, and to report data for analysis.

Recipient: Fulton Market Association, Inc., Brooklyn, NY

District: NY-010

Implementation District: NY-010

Project Type: Capacity Building

Award Amount: \$194,040.00

Match Amount: \$48,600.00

Total Project Amount: \$242,640.00

Seaport Public Market Planning and Development

The purpose of the project is to collect key indoor farmers market facility and stall design needs and specifications from 20 interested Fulton Stall Market farmers and producers. After design needs and specifications are identified, a farmer- focused architectural design plan will be created, and a financial proforma and business plan developed for the Seaport Public Market, a multi-vendor indoor farmers market in Lower Manhattan. The intended beneficiaries are participating New York and regional farmers, consumers, low-income residents of adjacent Lower East Side and Chinatown neighborhoods served by Fulton Stall Market. Also, this project will benefit the economy and social vitality of Lower Manhattan harmed by 9/11, Hurricane Sandy, and COVID-19 pandemic.

Recipient: Good Food Farmers Network, Old Chatham, NY*

District: NY-019

Implementation District: NY-Statewide

Project Type: Turnkey

Award Amount: \$76,148.63

Match Amount: \$19,037.16

Total Project Amount: \$95,185.63

A Member Engagement Campaign to increase revenue by 30% to expand market access for small-scale and beginning farmers in NY, MA, and VT and build permanent in-house capacity for continued growth.

Good Food Farmers Network is an online sales platform established to expand market access for small-scale and beginning farmers, collaborating with 25 producers. This project will support a Member Engagement Campaign to increase participating farms annual revenue by 30%. To achieve this increase in annual revenue, the project will work to increase average transaction value per order and to increase average weekly member order rates. To achieve this, the project will support developing and disseminating weekly online social media and print content promoting available products and educating consumers on how to use available foods emphasizing quick and convenient meals.

Recipient: Saint Lukes Episcopal Church, Jamestown, NY

District: NY-023

Implementation District: NY-023

Project Type: Capacity Building

Award Amount: \$250,000.00

Match Amount: \$62,500.00

Total Project Amount: \$312,500.00

Grow Jamestown: Increasing Sales for Local Farmers by Extending Market and CSA Seasons

This project will develop and expand the capacity of a successful farmers market and Community Supported Agriculture program to operate year-round. In response to a growing push from farmers and consumers, this project will launch an extended direct-to-consumer-sales schedule by adding winter and spring Community Supported Agriculture program as well as an indoor farmers market in the offseason. This project will help develop new product offerings, and retain customers and farmer vendors, including at least two historically underserved producers. Free training for farmers will be offered in partnership with Cornell Cooperative Extension in Chautauqua County and will include education on business, marketing, and the development of value-added agricultural products. Targeted outreach to people in Jamestown's low-income households and food desert neighborhoods will help ensure that the expanded programming is accessed by the community members who need it most. The result of this project will increase revenue for local farmers and improve access and availability of healthy foods for an underserved community.

Recipient: Schenectady Greenmarket, Inc., Schenectady, NY*

District: NY-020

Implementation District: NY-020

Project Type: Capacity Building

Award Amount: \$250,000.00

Match Amount: \$62,500.00

Total Project Amount: \$312,500.00

Building Capacity to Increase Vendor and Customer Participation, Outreach, and Retention at Schenectady Greenmarket

Schenedy Greenmarket's project aims to foster diversity among market vendors and customers through recruitment, outreach, and retention strategies, with a focus on historically underserved populations. The project seeks to support historically underserved producers by providing resources including a Vendor Success Toolkit and small business trainings. Additionally, mentorship opportunities will be offered by senior vendors to new vendors to refine their marketing strategies. The project also seeks to enhance the environment of inclusivity by expanding the market's Food Box Program and increasing marketing and outreach efforts to low-income and socially disadvantaged community members. Expansion of the Food Box Program will provide additional revenue streams for local producers and increased access to fresh, affordable foods for low-income residents. Overall, these efforts aim to support the success and sustainability of historically underserved producers, increase vendor and customer diversity within the market space, and improve access to local foods for low-income residents.

North Carolina

Recipient: JohnAnge Kernodle, Burlington, NC

District: NC-004

Implementation District: NC-Statewide

Project Type: Capacity Building

Award Amount: \$245,217.00

Match Amount: \$61,304.25.

Total Project Amount: \$306,521.25

Enhancing Local Food Systems through Digital Innovation: A Mobile Platform for Direct-to-Consumer Farm Sales

Locally Grown is an Uber Eats-style marketplace for small farms selling direct to consumers. The applicant mission is to simplify marketing and operations for local producers by connecting them directly to their target market and providing a simple way to manage orders and inventory. Currently, the marketplace supports 50 farms in North Carolina and over 4,500 consumers. This initiative is designed to generate \$750,000 in total farmer revenue by expanding the capacity to onboard additional farms up to 1,000 local producers, and to attract 100,000 app downloads from consumers eager to support farm partners. This will be accomplished by adding marketplace features requested by many of the farm partners and applying targeted marketing strategies to boost consumer engagement and, subsequently, farm revenues. Key activities of this project include enhancing technical resources, deploying new marketplace features like notifications for past customers and localized promotions to help farmers reach their audience, and developing marketing materials to promote the farm partners and attract new customers. These enhancements will increase the visibility of local farms and make the buying process more accessible and efficient for consumers, contributing to a more connected local food system.

Oklahoma

Recipient: Oklahoma State University, Stillwater, OK

District: OK-003

Implementation District: OK-005

Project Type: Community Development Training and Technical Assistance

Award Amount: \$363,411.00

Match Amount: \$91,852.75

Total Project Amount: \$455,263.75

Sustaining Eastside Fresh Market by Expanding Producer Capacity and Local Food Marketing to Increase Healthy Food Access to Central Oklahoma.

This project addresses key producer needs through technical training and marketing support, and community needs by scaling up targeted marketing campaigns. The project will support producers by connecting them with resources and specific training to market their producer-to-consumer enterprises. In addition, the project will support existing and beginning farmers in navigating the technical hurdles of

sustaining their direct-to-consumer enterprises. The project will also increase the capacity of the Eastside Fresh Market itself by expanding the customer base.

Oregon

Recipient: Montavilla Farmers Market, Portland, OR

District: OR-003

Implementation District: OR-003

Project Type: Turnkey

Award Amount: \$95,940.00

Match Amount: \$24,643.00

Total Project Amount: \$120,583.00

Montavilla Farmers Market Winter Season Marketing Plan: Creating More Year-Round Shoppers to Increase Farmer Sales in the Winter

With the expertise of marketing and communications professionals, this project will assess the community's needs, create and implement a customized winter season marketing plan, and evaluate the effectiveness of the work. A marketing plan will increase customer counts by educating, reminding, and inspiring our community. Communications will include promoting farmer stories focusing on winter food availability, the sustainability and economic benefits of shopping at farmers markets. Implementation of a professional plan will result in abundant summer shoppers attending the market during the winter months, increasing direct producer-to-consumer sales. This project will engage the community to support local farmers year-round. The winter farmers market season will thrive, extending an essential fresh food access point for consumers and increasing sales opportunities for small producers.

Recipient: North Coast Food Web, Astoria, OR*

District: OR-001

Implementation District: OR-001

Project Type: Turnkey

Award Amount: \$73,988.77

Match Amount: \$18,497.20

Total Project Amount: \$92,485.97

2024 North Coast Food Web Marketing Plan: Development, Design, Implementation, and Evaluation

Through this project, North Coast Food Web will develop, design, implement, and evaluate a marketing plan to support local direct product-to-consumer markets to increase access to and availability of locally and regionally produced agricultural products. This plan will focus on how each of North Coast Food Web's producer-centered programs can effectively engage their appropriate audience, expand their audience to historically under-served populations through language and accessibility improvements, and increase partnership engagement to develop a stronger network for cross-promotion. Project deliverables include a marketing plan with audience-specific organizational branding, collaborative marketing tools, cohesive messaging strategies and marketing guidelines for product development. Design and purchase of digital and printed marketing materials will include a content calendar tool and

plan, email marketing plan, print materials, and Spanish-language materials. Evaluation of marketing and promotion activities will include collection and synthesis of internal and external data via forms, surveys, and conversations with focus audiences to inform on-going work. Expected outcomes include a 15% increase in local producer-to-consumer market engagement, access points, education, access to new operational methods, and increased producer participation and sales. Intended beneficiaries include producers, consumers, community members, and partnering organizations - including Astoria Sunday Market and Astoria Co-op.

Recipient: Portland Farmers Market, Portland, OR*

District: OR-003

Implementation District: OR-003

Project Type: Turnkey

Award Amount: \$82,779.00

Match Amount: \$20,695.00

Total Project Amount: \$103,474.00

Vendor Recruitment & Training for Diverse, Accessible and Prosperous Farmers Markets

Through this project, Portland Farmers Market aims to increase accessibility and awareness of farmers markets as direct-to-consumer sales opportunities for historically under-served farmers and ranchers. Project work will focus on the provision of trainings to enhance vendors' success in diverse marketplaces and activities to increase the number of vendors at Lents International and King Farmers Markets. Vendor Recruitment activities will utilize digital outreach, vendor information sessions, simplification and translation of market application and informational materials to improve access for vendors with limited English proficiency. In addition, the project will support collaboration with organizations serving new farmers and ranchers to present workshops on developing a farmers market enterprise. The project will conduct a training series on enhancing vendor success and customer service in diverse marketplaces. In addition, Peer-to-Peer Workshops will be conducted where vendors can share knowledge and discuss common challenges in a panel-style format. Further, incubator booths at Lents International and King Farmers Markets will enable new farmers to experience selling at market and learn from experts. These initiatives will engage both current and prospective market vendors in training and workshop opportunities.

South Dakota

Recipient: Main Street Market of Tyndal, Tyndall, SD

District: SD-001

Implementation District: SD-001

Project Type: Capacity Building

Award Amount: \$125,988.09

Match Amount: \$41,999.38

Total Project Amount: \$167,987.47

Main Street Market of Tyndall Market Manager

This project will leverage community resources for enhancing the grower-consumer relationship at the Main Street Market of Tyndall. The project will support a local market for growers and consumers. Project work includes regular food demonstrations held at area venues to promote local products. The market will serve a venue for a Community Supported Agriculture food box subscription program that establishes season-long sales demand for growers. The project will also work with the local school system to create age-appropriate programs that explain all aspects of the local food market.

Tennessee

Recipient: Nourish Knoxville, Inc., Knoxville, TN*

District: TN-002

Implementation District: TN-Statewide

Project Type: Capacity Building

Award Amount: \$249,435.01

Match Amount: \$77,748.00

Total Project Amount: \$327,183.01

Digging Deeper: Connecting and Nourishing East Tennessee's Farmers, Producers, and Community with a Local Food Campaign

Nourish Knoxville's Digging Deeper project will help bridge the gap between producers' need for more direct-to-consumer market opportunities and buyers' increasing interest in local food. The project will enlist marketing professionals, producers, buyers, and seven partnering organizations to develop and promote a marketing campaign with impactful, user-friendly, accessible resources to connect the East Tennessee local food system. Nourish Knoxville will overhaul their printed local food directory into an agritourism-focused local food guide that will expand to cover 36 counties with a combined population of 2.5 million. Concurrently, Nourish Knoxville will launch the online East Tennessee Local Food Guide, offering user-specific gateways to find agritourist experiences with maps and farm trails, wholesale providers, CSAs, restaurants and stores featuring local foods, local artisanal food producers, and farmers markets. Nourish Knoxville and its partners across the region will actively promote registrations into and use of both guides to their networks and the public. Digging Deeper will increase producers' economic opportunities, increase access to local food, and strengthen the capacity of the region's local food network.

Texas

Recipient: Texas Center for Local Food, Elgin, TX*

District: TX-010

Implementation District: TX-Statewide

Project Type: Community Development Training and Technical Assistance

Award Amount: \$242,841.00

Match Amount: \$60,720.00

Total Project Amount: \$303,561.00

Training to Increase Farmer and Rancher Sales at Farmers Markets Through Family Engagement Activities

This project will increase sales for Texas farmers and ranchers by increasing family engagement at farmers markets. A cohort of twelve Texas farmers markets will be trained in a peer-to-peer training model to create family engagement events focused on Texas-grown fruits and vegetables. The cohort will host family engagement events with planning and design support from education specialists and trainers at the Texas Center for Local Food. Participating market managers will co-design events that fit their communities' strengths and needs. Localized outreach will be implemented in partnership with community organizations identified by market managers. Collaboration with community partners is an essential project component to strengthen the capacity of local food systems.

Project work will produce a toolkit of ten family engagement activities that increase local food sales, to be shared widely, a digital toolkit for other farmers markets to produce similar programming, and an online course on family engagement programming and customer service strategies for farmers markets and farmer vendors.

Vermont

Recipient: Center for an Agricultural Economy, Hardwick, VT

District: VT-001

Implementation District: VT-001

Project Type: Capacity Building

Award Amount: \$186,069.00

Match Amount: \$46,517.25

Total Project Amount: \$232,586.25

Hardwick Farmers Market Promotion and Expansion

This project will strengthen and expand the historic Hardwick Farmers Market in Hardwick, VT, an economically challenged but agriculturally rich community. The project will invest in strategic long-term planning, professional development, and concerted marketing tactics to increase market visitors, thereby increasing sales for underserved farm vendors. This project will lead to an increase in the number of participating vendors and increase the market's earned revenue. One of the market's guiding principles is to act as an incubator for small and beginning producers. As such, new vendors added through this project will be drawn primarily from this cohort, providing them with new direct market opportunities.

This project will inject strategic investments into improving and strengthening market systems and experiences, benefiting low-income shoppers, small producers who rely on this direct market, and the community by creating a more robust and resilient market for the years to come.

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

District: VT-At Large

Implementation District: VT-Statewide

Project Type: Community Development Training and Technical Assistance

Award Amount: \$500,000.00

Match Amount: \$125,000.00

Total Project Amount: \$625,000.00

Empowering Vermont's Direct Marketing Farms: Strategies for Resilience and Access

Vermont's direct marketing farms are facing significant challenges due to pandemic-fueled inflation, increasingly severe and erratic weather events caused by climate change, and critiques that direct market channels are not accessible to everyone, all of which threaten to neutralize their hard-earned gains in recent years. This project will promote Vermont's direct markets through targeted, inclusive, research informed campaigns, and agritourism opportunities. In addition it will enhance a statewide online producer directory. The project will provide training and professional development for farmer market leaders, focusing on market viability and inclusion. In addition, the project will provide customized marketing technical assistance and professional development to strengthen direct marketing farms resilience.

Virginia

Recipient: The International Rescue Committee, Inc., Charlottesville, VA

District: VA-005

Implementation District: VA-005

Project Type: Community Development Training and Technical Assistance

Award Amount: \$500,000.00

Match Amount: \$125,000.00

Total Project Amount: \$625,000.00

The International Rescue Committee in Charlottesville's New Roots Refugee Farmer and Consumer Market Expansion Project

This project will build direct-to-consumer marketing capacity of beginning refugee and immigrant farmers, improve operations of Charlottesville's rapidly expanding farmers market, and improve food security among Low-Income and Low-Access consumers. Multi-sector stakeholders and project beneficiaries will include undeserved growers as beginning refugee and immigrant farmers, producers and value-added vendors from Central Virginia counties, and low-income and low-access refugee and immigrant consumers. Project work will improve and sustain the operations of the markets which currently serve as critical venues for direct-to-consumer marketing in Charlottesville. Investment in training and technical assistance, and strategies to stabilize and expand the local food economy will yield

an increase in sales among participating refugee and immigrant farmers over the life of the project. The project will also increase sales revenue across local and value-added producers at Market Central farmers markets, and accompanying improvements to food safety practices, infrastructure, and regulatory compliance by participating producers and programs. Finally, the project will utilize basic community outreach to strengthen the utilization of public benefits by low-income and low-access consumers.

Washington

Recipient: Northwest Agriculture Business Center, Mount Vernon, WA

District: WA-002

Implementation District: WA-002

Project Type: Capacity Building

Award Amount: \$241,704.00

Match Amount: \$60,426.00

Total Project Amount: \$302,130.00

Farmstand Fresh: Increasing Economic Viability of Skagit Valley Direct-to-Consumer Markets

This project will facilitate expansion of existing markets via the Genuine Skagit Valley program's Farmstand Fresh and other promotional campaigns. Consumers will be drawn to Skagit County and surrounding communities through promotion of agritourism activities and farm stand products through paid advertising, social media, website links, and cross-promotion partnerships and collaborations. Consumers will be encouraged to favor Skagit farm products in buying choices, as identified by the Genuine Skagit Valley certification mark. Program participation will be improved through farmer outreach. Barriers to program benefits for non-English speaking Latino producers will be lowered through translation and interpretation of the promotional toolkit and other materials into Spanish, and by working with producers to improve culturally relevant pathways to participation.

Recipient: Public Health - Seattle & King County, Seattle, WA

District: WA-009

Implementation District: WA-009

Project Type: Capacity Building

Award Amount: \$250,000.00

Match Amount: \$62,500.00

Total Project Amount: \$312,500.00

Growing from the Roots: Revitalizing the Tukwila Village Farmers Market for Long Term Sustainability

This project will support Tukwila Village Farmers Market in strategically increasing their customers, vendors, and operational capacity. Project work will conduct community outreach to assess needs and desires, revamp promotional activity, restructure the Farmers Market's incentive program, conduct targeted recruitment to diversify the vendors, develop a volunteer program, and complete a strategic plan. Through this project, Tukwila Village Farmers Market will be able to grow to a new level to support more vendors and customers in accessing fresh, local, and cultural produce.

Recipient: Vancouver Farmers Market Association, Vancouver, WA

District: WA-003

Implementation District: WA-003

Project Type: Turnkey

Award Amount: \$100,000.00

Match Amount: \$25,000.00

Total Project Amount: \$125,000.00

Farmer Forward Marketing & Promotions Project: Developing a Strategic Marketing Plan for Vancouver Farmers Market Focused on Increasing Financial Viability for Small-Scale Local Farms

This project seeks to address critical challenges faced by small-scale agricultural producers in Clark County, Washington by developing and implementing a strategic marketing and promotions plan. Project work will create a brand and positioning strategy document to refine the promotion of local farms. In addition, project work will develop signage for the Farmers Market and Clark County farm booths to elevate the markets' visibility and highlight information about growers such as distance from market and growing practices. The project will also support a farm finder website tool that will provide detailed farmer information and help consumers navigate and inform purchase decisions. Finally, the project will improve social media promotions through enhanced photography and a film series captured through farm visits and grower interviews.

Recipient: Washington State Farmers Market Association, Seattle, WA*

District: WA-007

Implementation District: WA-Statewide

Project Type: Community Development Training and Technical Assistance

Award Amount: \$167,022.85

Match Amount: \$41,872.00

Total Project Amount: \$208,894.85

Cutting the Learning Curve: Targeted Trainings for New Managers, Board Members, and Market Producers

This project builds on prior efforts that provide basic tools, resources, and connections to set vendors on a positive professional path in their first farmers market season. The project will work with State partners in Alaska, Oregon, Idaho, and Ohio, to improve the effectiveness and inclusivity of the Washington State Farmers' Market Association Farmers Market Boot Camp for new market managers and board members. The project will create a Boot Camp "add-on" specifically for new board members and informed by existing vendor experience, and will pilot a Boot Camp specifically for new producers.

West Virginia

Recipient: West Virginia National Guard Foundation, Inc., Charleston, WV

District: WV-001

Implementation District: WV-001

Project Type: Community Development Training and Technical Assistance

Award Amount: \$434,236.00

Match Amount: \$109,704.00

Total Project Amount: \$543,940.00

Patriot Gardens: Supporting Veteran Agribusinesses into New Markets and Opportunities

This project will focus on reaching veteran farmers with the intention of reaching new markets for their whole farm products, value-added products or through the addition of agritourism/ecotourism operations on their property. During the project, educational programming will be developed and delivered at three primary locations: Base Innovations Small Business Center in Charleston, WV, Patriot Apple Project in Summersville, WV and the Patriot Gardens Urban Farm in Dunbar, WV. Each of these locations represent areas which have been deemed food insecure, but also offer opportunities to reach direct-to-consumer markets in the local areas. Patriot Gardens staff will reach individuals through education and on-farm technical assistance, the vast majority of whom will be seeking to find new market opportunities such as farmers markets, restaurants and Community Support Agriculture to sell their products. The project will seek to work with military veterans, actively serving military and military family members such as spouses and children as they look to start or expand agricultural operations in the state. Many of the military connected individuals will be members of the West Virginia National Guard, however service members from all branches and affiliations are welcome to participate.

Recipient: High Rocks Educational Corporation, Hillsboro, WV

District: WV-001

Implementation District: WV-001

Project Type: Community Development Training and Technical Assistance

Award Amount: \$499,983.24

Match Amount: \$125,167.6

Total Project Amount: \$625,150.84

Reframing an Equitable Local Food System and Ensuring Living Wages for Appalachian Farmers

This project will focus on developing a living-wage pricing list and marketing toolkit for fresh produce, educating farmers on fair pricing strategies, launching branding and marketing campaigns to educate consumers, and increasing access to local foods, especially for vulnerable populations like seniors and participants in nutrition assistance programs. The project will collect data, provide training, pilot new food access markets, and engage with industry stakeholders. Project work will include creating a cost-tracking tool, developing a "Living Wage for Appalachian Farmers" brand and certification, training farmers, and conducting consumer education campaigns. By promoting fair pricing and increasing market opportunities, the project aims to create a sustainable and equitable local food system that ensures living wages for Appalachian farmers and enhances food security for local communities. The

project will leverage data collection, stakeholder engagement, and targeted marketing to achieve its objectives and set the stage for broader implementation across the state.

Recipient: Grow Ohio Valley, Inc., Wheeling, WV

District: WV-002

Implementation District: WV-002

Project Type: Capacity Building

Award Amount: \$187,298.00

Match Amount: \$46,824.5

Total Project Amount: \$234,122.5

Local Food and Market Success Project

This project will benefit producers, vendors, and retailers by addressing system-level barriers to growth in the local food system. Low-income food entrepreneurs and farmers will gain affordable entry points for their operations, supported by sales, marketing and technical assistance to sell their product.

This project will enable the expansion of outreach and marketing initiatives to raise awareness about the benefits of buying local and supporting the community's farmers. Project work will develop and implement targeted marketing campaigns to promote local farmers and their products. In addition, the project will host events and workshops to educate consumers about the importance of sustainable agriculture and the benefits of buying local. The project will collaborate with local farmers to increase their visibility and sales through the store and other local sales channels. As a result of this project, local farms and vendors will see an increase in annual sales and customers will gain a greater awareness of local food available in the Ohio Valley.

Wisconsin

Recipient: FairShare Community Supported Agriculture Coalition, Inc., Madison, WI

District: WI-002

Implementation District: WI-Statewide

Project Type: Community Development Training and Technical Assistance

Award Amount: \$498,555.00

Match Amount: \$124,701.00

Total Project Amount: \$623,256.00

CSA for All: Strategic Marketing for Equitable CSA Expansion

This project will redefine Community Supported Agriculture by enhancing its inclusivity and accessibility. This project seeks to broaden the Community Supported Agriculture landscape, offering more opportunities for both farmers and consumers from diverse backgrounds to engage with Community Supported Agriculture. Utilizing the national Community Supported Agriculture Innovation Network, the project will employ equity-focused strategies in Community Supported Agriculture marketing and technical assistance.

Project work include assessing innovative Community Supported Agriculture models that prioritize equity and food access, conducting a survey to gauge the values and preferences of Community

Supported Agriculture members from various demographics, and emphasizing farmer input through a Farmer Advisory Committee and listening sessions. This work will guide the creation of marketing campaigns and multilingual materials, designed to highlight Community Supported Agriculture benefits to a diverse audience, thereby boosting support for local farms and promoting a more inclusive Community Supported Agriculture community.

Recipient: University of Wisconsin System DBA U of Wisconsin SYS BD RGNTS, Madison, WI*

District: WI-002

Implementation District: WI-Statewide

Project Type: Community Development Training and Technical Assistance

Award Amount: \$271,687.94

Match Amount: \$68,291.83

Total Project Amount: \$339,979.77

Providing Finance-Forward Training, Technical Assistance and Peer Circles to Increase Sales and the Profitable Expansion of Direct to Consumer Farmer Market Opportunities

This project will train and support 100 direct-to-consumer farmers to understand key sales, business, and financial management systems that will result in increased sales and profitability. In addition, 20 farm finance consultants will be trained to better support their network of direct-to-consumer farmers within their communities.

The project will support both early career and growth stage direct-to-consumer farmers through training and technical assistance related to improved financial management skills and costs of sales, improved financial acumen to access capital to diversify and expand sales, foster peer-to-peer connections to improve financial and sales management confidence, and support farmers throughout business stages. As a result of this project, farmers will have improved financial skills, carefully priced products in targeted direct-to-consumer channels that ensure profitability and increased access to capital to implement growth strategies; and farm finance consultants will have increased financial and sales management skills to support direct-to-consumer farmers in their network. The project will also publish three Business Model Optimization Reports to showcase local farmer financial and sales benchmarks and business model successes.

Recipient: Wood County Health Department, Wisconsin Rapids, WI*

District: WI-003

Implementation District: WI-3,7,8

Project Type: Community Development Training and Technical Assistance

Award Amount: \$499,999.97

Match Amount: \$142,640.00

Total Project Amount: \$642,639.97

Central Wisconsin Farmers Market Collaborative: Demonstrating a Return on Investment from Improving Food Equity at Farmers Markets.

The Central Wisconsin Farmers Market Collaborative is a community-led initiative that has been assessing needs and building partnerships to address food equity and improve low income access at

Farmers Markets in central Wisconsin. With many barriers to technology, including limited broadband internet access, only a small fraction of market vendors in the project service area utilize electronic or mobile payment services, especially among Amish/Mennonite, non-English speaking vendors, and farmers with limited income. This project will provide technical and educational support to farmers markets to expand and diversify their customers and vendors. It will support markets to adopt emerging electronic and mobile sales technologies. Through the implementation of strategic communication plans the project will also work to improve outreach to and accessibility for low income community members. In addition, the project will support the development of business plans that leverage local partnerships.