The Development of a Sustainable Farmers Market Association in Arizona

Board of Regents Arizona State University - $67,344 was granted to Board of Regents of Arizona State University, Tempe, AZ. The funds were used to develop a collaborative, inclusive, and sustainable farmers market association for the State of Arizona. Marketing materials for farmers markets were updated and a website was created for use by the public and farmers market organizers.

Final Report
**Final Performance Report**

Date: November 15, 2010  
Recipient Name: Christopher Wharton, PhD  
Title: The development of a sustainable farmers’ market association in Arizona: reaching and connecting communities through local agriculture  
Grant Number: 12-25-G-0689

**Project Summary**

Programs promoting the purchase and consumption of locally produced foods, such as farmers’ markets (FM’s), comprise a growing trend in the United States and an important growing market for farmers. In 1970, for instance, only about 340 FM’s existed in the United States. By 2006, however, well over 4,000 had come into being. As part of the recent social movement to ‘go local’ (i.e., to purchase and consume more products from regional, rather than national, vendors), this trend of healthy eating through local food has captured the attention of mainstream media and popular culture alike. Popular press books, such as *The Omnivore's Dilemma* and *In Defense of Food* by Michael Pollen, and *The 100-Mile Diet* by Alisa Smith and James MacKinnon, have helped push food to the forefront of this burgeoning movement by highlighting the importance of supporting local agriculture.

The growing trend of ‘going local’ could be quite important for Arizona farmers and FM’s. Many farmers participate in FM’s and depend on these markets as a primary source of income. Currently, there are more than 60 FM’s in Arizona, up from 32 in 2004; about 100 market farmers also currently operate throughout the state. Although data on trends in revenue for FM’s specifically are not available, USDA data from 2002 showed that the market value of agricultural products that were sold directly to consumers in Arizona totaled $4 million, a number which certainly has increased given the growth in FM’s in recent years. Published data from other states suggest that revenue from participation in FM’s in particular can be significant. Most dramatically, one study conducted in 1999 on FM’s in California revealed that annual sales for FM’s in the agriculture-rich state totaled nearly $140 million. Farmers’ markets can also generate significant revenue through services for low-income sectors of the population; coupons redeemed through the Farmers’ Market Nutrition Program, for instance, generated over $26.9 million for farmers across the country in 2004. Arizona is an authorized state for this program, and a subset of farmers’ markets in Arizona also has the capacity to service Food Stamps recipients as another source of revenue. Currently, 15 markets are outfitted with electronic benefits transfer (EBT) terminals.

Recent data also have indicated interest in expansion of venues for local agriculture products in Arizona. In 2004, Community Food Connections, Inc., in collaboration with Arizona State University, conducted a feasibility study for developing a year-round market in the Phoenix, Arizona, area. The survey, funded by the Agricultural
Marketing Service (AMS) of the US Department of Agriculture (USDA), showed that 63% of 79 small-scale food growers responding to the survey were dependent upon FM’s as distribution outlets. Eighty-two percent of these growers also expressed strong interest in new marketing outlets, such as the one eventually developed in Phoenix. In the same survey, 21 Phoenix-area food brokers and wholesalers were interviewed. Nearly 81% were interested in purchasing from local growers and learning more about the market planned for Phoenix. A sister survey of 500 consumers from the metro-Phoenix area showed that nearly 85% of those surveyed considered their ability to consume locally-grown produce to be important or very important.

Interest in local agriculture in Arizona is good for Arizona farmers, but it also can be very good for public health in the state. Growth in farmers’ market venues means increased access to fresh fruits and vegetables for Arizonans, providing a tool to help achieve important state-level goals for public health. For instance, one of the major objectives of the ‘Nutrition’ focus area of Healthy Arizona 2010, a statewide plan to improve the health of Arizonans, calls for efforts to increase consumption of fruits and vegetables by individuals in the state to greater than five servings per day, combined. One of the stated strategies for this objective is to promote increased consumption through retail and other settings, including farmers’ markets. Similarly, the Arizona Department of Health Services (AZDHS) has developed the Arizona Nutrition and Physical Activity State Plan. This state plan includes objectives to improve nutrition and decrease the burden of obesity among individuals, families, and communities in Arizona. In support of these objectives, AZDHS suggested increasing access to and consumption of fruits and vegetables through promotion of venues that can provide them, including farmers’ markets and associated food assistance programs.

The need for a statewide farmers’ market association (FMA) in Arizona

Farmers and markets are spread out over a large area of land in Arizona. The state covers about 113,635 square miles, making it the 6th largest in the nation. FM’s exist as far south in Arizona as the town of Bisbee and as far north as Polacco, a distance of some 480 miles. As such, a number of FM’s operate in relative isolation from others in the state, negating any possibility to learn from other markets and develop best practices. Nor have they been able to organize to create consistent marketing activities from which all markets could benefit, network with other important stakeholders, or learn more about the current policies that affect local agriculture.

Many other states have addressed similar issues by developing state-wide FMA’s, a strategy encouraged in Arizona by both FM organizers and USDA. State-wide FMA’s can be found in states across the country, but also can be found in states neighboring Arizona, such as New Mexico and Colorado. Organizers of FM’s throughout Arizona have been interested in the development of an Arizona FMA for
organizational purposes, to aid in bettering business practices, to broaden the reach of individual markets, to support networking and research opportunities, and to develop a unified voice for local agriculture programs in Arizona. In the Southwest Marketing Network Conference, held in Flagstaff, Arizona, in 2004, AMS representatives from USDA also spoke about the importance and benefits of a state-level FMA. In 2008, we identified this need and pursued a grant from the Farmers’ Market Promotion Program at USDA to develop a statewide FMA that could be an integral tool for promotion of FM’s collectively. It would also be an important tool for working with partners to improve the ability and capacity of individual marketplaces, as well as the existing FMA, to provide multiple services to communities served by FM’s.

*The statewide FMA: developing markets through novel partnerships and activities*

For this project, we proposed to develop a statewide FMA through collaboration with market managers across the state and with Cindy Gentry of Community Food Connections. We planned to develop an organization that would include, 1) creation of a well-developed website for markets to advertise and consumers to use to learn about markets; 2) holding two annual meetings of market managers to come together, share best practices, and learn from invited speakers; 3) publication brochures advertising all markets in the state along with information on WIC and SNAP availability at markets; and 4) development of a mini-grants program to spur research and improvement at markets throughout the state.

**Project Approach**

We ran the project using a two-phase design meant to build momentum and organization across a roughly two-year period. Phase 1 included holding two market managers meetings, updating and printing brochures for market advertisement, beginning the development of a market website, and developing a mini-grants program. Phase 2 included maintenance of programs put in place in phase 1. Approaches are discussed in summary for each aspect of this grant project.

*Market Association Meeting 1*

The first and major activity related to this grant was to plan an initial meeting at which representatives from as many FM’s in the state as possible could congregate, interact, and discuss the possibility of a FMA for Arizona. In order to plan a meeting that would meet the needs of this audience, we conducted one in-person planning meeting and two conference calls with various stakeholders. In collaboration with Cindy Gentry of Community Food Connections, a select group of individuals with great experience with FM’s in Arizona were asked to join in these preparatory calls and meetings. An initial in-person meeting was held October 20th, 2008, at the Downtown Phoenix Public Market location. In attendance were three
representatives of FM’s across the state, Dr. Wharton, his graduate student, and a representative from the University of Arizona’s Extension program. This was a brainstorming meeting at which the grant funds and structure were described, and participants provided input as to what subjects ought to be considered for the initial FMA meeting. Items discussed included who might be invited to speak, what topics to cover, what programs might be important for a FMA to offer, and what elements might be considered for inclusion in the FMA mission statement.

This in-person meeting was followed by two teleconferences conducted by Dr. Wharton. The first teleconference included the attendees above along with other FM managers, a representative from Arizona’s Department of Health Services and a representative from the Arizona Farm Bureau. During this call, attendees discussed potential programmatic aspects of the FMA meeting being planned. Attendees also discussed other important items for consideration regarding the potential FMA, such as leadership structure and potential bylaws. The second teleconference was smaller and focused on exploring the potential for the FMA to offer insurance programs for FM managers.

These interactions provided Dr. Wharton and his graduate student, Kristen Rasmussen, with enough information to complete the planning of the first FMA meeting. This meeting was held March 2nd, 2009, in Phoenix, Arizona. This meeting, called the Arizona Farmers’ Market Association Kick-Off Conference, was a great success. Of the 52 FM’s in our database prior to the meeting, we had representation for nearly 40 at the meeting. We also had representatives from the Navajo tribe in Arizona. Please see Appendix A for pictures of this event.

The meeting itself ran from 9am to 2:30pm, after which Maya Dailey, who runs a local farm, gave interested participants a farm tour. Please see Appendix B for materials from this first meeting. We were extremely lucky to have a number of individuals come to the meeting to give presentations. In particular, we had Denise Miller who runs the New Mexico Farmers’ Market Association in attendance as our keynote speaker. She described the importance of having a statewide FMA, and this set the tone for the conference. During the first half of the day, other speakers, such as Russ Tronstad, John Dale, Valerie McCaffrey, and Allison Parisi-Giles, discussed the various tools and resources that are either being developed or already exist in the state to support FM’s.

After lunch, which was provided by Elizabeth Milburn (a local chef who cooks samples at FM’s on the weekends), Dr. Wharton led a discussion on both the mission of the FMA and the programs it should offer. Attendees broke out into groups to talk these issues over, then came back and shared their results. In the end, we identified areas of agreement and compiled this information for future reference.

After these discussions, we asked the group: “Do you want a FMA for this state, and if so, would you join the organization?” Nearly unanimously, attendees answered in the affirmative. So, we asked for volunteers to form a working group to hammer
out the details of the leadership structure, the mission, and the programs offered by the proposed FMA for the state of Arizona.

**Brochures**

As part of the preparation for the March 2nd meeting, we updated our contact information list for all FM’s in the state and requested that they provide us any new information on their market locations, times, and other details. This information was used to update the marketing brochure for Arizona FM’s called, *Taste the Freshness*. After a bidding process, we identified someone who could design and print the brochures, which was completed in early 2009. Please see the end of this report for this brochure.

**Website**

Stakeholder input was also sought at the Arizona Farmers’ Market Conference regarding needs for an online resource, the FMA website. The informational website was to be a central repository of information on FM’s (for consumers); and on best practices, policies affecting FM’s, and marketing materials (for FM organizers). Stakeholders at the Arizona Farmers’ Market Conference had the opportunity to identify other important functions they would like to see as part of the website. Based on that input, we began work on the website in 2009 and had the site built by November 2009. The site, which still requires the entry of FM information, can be viewed here: [http://azlocalfoods.net/dev/](http://azlocalfoods.net/dev/). And, as part of the sustainability of this project, we have a graduate student dedicated to working with FM managers to get them to enter their information on this site so that it can go live.

**Market managers meeting 2**

In accordance with member input, our team planned a second meeting over the months of July and August 2009. The meeting was to be a networking and informational meeting, conducted in a forum meant to foster trust and collaboration, at which attendees will discuss policy and research ideas that might foster growth and development of FM’s in Arizona. This “Local Agriculture and Policy Summit” was to be a chance to discuss FM-related policies in Arizona and compare them to those in other states. The meeting was also to provide the opportunity to identify and invite new organizations and researchers that might not yet be involved in agricultural initiatives in the state, in a sense to ‘deputize’ individuals and groups into a collaborative cause of developing local agriculture policy and programs.

Initial ideas for the second meeting included 1) time for market managers to interact with each; 2) time to interact with other potentially interested individuals, such as policy makers or health officials; and 3) time to roll out the new website as it was online by this time. We were able to accomplish all of these objectives at the meeting, which was held March 8th, 2010. As we did for the first meeting, we collaborated with University of Arizona Cooperative Extension to fly in a farmers’ market association coordinator to discuss markets in a neighboring state. The first year, we had New Mexico represented. For the second meeting, we had Nevada
represented. The Nevada representative gave a talk and then we had time for market managers to ask questions, discuss market issues among themselves, and gain a better understanding of the farmers’ market movement in the southwest overall.

We were also able to have health officials and policy makers available to speak to the group. We had one representative from Arizona’s WIC FMNP program, who discussed how the program worked and getting certified to accept FMNP coupons. We also had a lobbyist from the Arizona Farm Bureau discuss agricultural policy in Arizona and how to get involved. We also had our collaborator, Cindy Gentry of Community Food Connections, discuss current policy issues that could affect farmers’ markets as well as how she has gotten involved in policy.

Mini-grants program

Based on the funding we received for the grant, our team decided to focus remaining money towards development of the mini-grants program rather than a second printing of Taste the Freshness brochures. We were not fully funded initially, so we felt this would be the best use of the funds we had left. As such, our team planned and coordinated a mini-grants program in early 2010 based on Denise Miller’s grants program at the New Mexico Farmers’ Market Association. We felt the structure of her program was ideal for markets in this state to improve their infrastructure and connection to their communities and customers. The program was developed to aid FM organizers and other stakeholders interested in growing their FM’s. Grant awards were based on at least two criteria: 1) that the organizer or stakeholder planned to develop either a research project or marketing project meant to improve the reach and accessibility of the FM, and 2) that the organizer or stakeholder attempted to collaborate with a researcher, policy maker, or innovative other partner to facilitate the development, implementation, and evaluation of the project being funded. Please see Appendix C for materials related to the grant program.

We were able to fund eight markets at roughly $8000 for their projects. The results of the project will be made accessible through the FMA and its website for the benefit of other FM’s in the state and to USDA/AMS. Projects are still underway and only a few final reports from this grants program have come in.

Goals and Outcomes Achieved

The ultimate goal of the project was to develop a collaborative, inclusive, and sustainable association for farmers’ markets in the state of Arizona. The objectives of the project were to 1) establish meetings to both organize the FMA and to further the interests and broaden the reach and success of FM’s in Arizona; 2) update existing marketing materials for FM’s across the state; 3) develop a website for use by the general public and FM organizers; and 4) facilitate collaborative projects among FM organizers, researchers, and policy makers through a mini-granting
program to increase access to healthy food for consumers and expand viable outlets for Arizona producers.

In terms of outcomes, we achieved each of our goals and are very excited about the momentum they have created for a sustainable continuation of our work. For example, we held both proposed meetings with excellent attendance and excellent success. In fact, this year, market managers are calling to ask to have a third meeting, thus we are working to identify a way to do that for them. We were able to update marketing materials for one of two years. We did not pursue printing of our brochures for the second year because, based on our funding, we were not able to run all proposed projects. We decided that funding would best be used for the mini-grants program. However, we still are using brochures created from our first year with success. Also, we were able to create a beautiful website, which we are excited to use. We are, however, running into issues here in getting market managers to sign on with their information so that we can adequately market the website. To address this issue, I have assigned a graduate student to working with managers on this task specifically. Finally, we ran our mini-grants program and were able to fund 8 markets of the 64 in the state. We are excited to see the outcomes of these projects, many of which include improving marketing capacity or educational outreach programs. Final reports should be coming in over the coming months.

All told, this project was extremely successful. We have built capacity for the Arizona FMA, and in fact we are now looking into creating a true non-profit entity so that the organization may officially exist along with its website and programs we’ve run. We hope this will contribute to the sustainability of the project as well.

**Beneficiaries**

Our project benefitted a great number of individuals. In terms of monetary benefit, eight markets received grants from us to improve their advertising and infrastructure. These include: Douglas Mercado ($1000), Bisbee Farmers’ Market ($1000), Earth Made Farmers’ Market ($880), Verde Valley Farmers’ Market ($1000), Payson Farmers’ Market ($1000), Old Towne Farmers’ Market ($1000), St. David Farmers’ Market ($1000), and Duncan Farmers’ Market ($995). Although we do not have a measure on these markets for future benefits, we believe the investments in their infrastructure, advertising, and educational activities will improve their access and overall business.

Markets generally benefitted from attending our conferences as well. For example, we used our second meeting to let managers know of upcoming research at Arizona State University. To date, at least eight different markets in Arizona are participating in research projects through our Nutrition program or the School of Sustainability. Currently, three market managers are working with our group on our second FMPP grant, and we recruited these markets at our meetings. Also, our meetings and other services provided through this grant met the needs of what
market managers had identified. When we conducted needs assessment research, we found managers were most interested in having help with advertising, fundraising, data collection, and special events (please see the figure below). In fact, our grant projects encompassed all of those interests as we developed brochures and a website for advertising, we provided grant funding to markets, we worked with markets on data collection and records management, and we help special event meetings for our managers to attend and at which they could learn. We hope to continue many of these efforts as time goes on.

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<th>4. A new farmers’ market association in the state of Arizona can provide you with useful services. Please rank the following potential services in terms of importance to you and your market.</th>
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<tr>
<td>Advertising/Marketing</td>
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<td>Fundraising/Grant activities</td>
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<td>Data collection on local demographics</td>
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<td>Insurance (liability)</td>
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<tr>
<td>Insurance (health/life/disability)</td>
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<td>Special events</td>
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**Lessons Learned**

We have learned a number of lessons from this project. In particular, the size of our state makes it extremely difficult to organize disparate and widely dispersed markets. Initial work in doing so was successful, especially in getting market managers to attend meetings. However, continuing to engage markets through the website has been a barrier. We have found that site visits to interact face-to-face with markets helps to ease the barriers that distance can cause, and our graduate student is doing just this to encourage greater participation on the website.

Secondly, we learned about the difficulties in getting market managers to share information with us and with each other. Many managers run their operations as a ‘labor of love,’ and they don’t necessarily have strong organization of data and
information regarding their sales and other business-related information. This is an important barrier for research purposes in particular, because these data allow for benchmarking and establishing baseline data. In order to know how well markets improved in sales, for instance, one must know what sales were like prior to implementation of new programs. As such, we are working with markets to improve their record-keeping, and we have had individual meetings with at least three market managers on record-keeping systems.

However, we’ve also learned how eager managers are to improve the capacity and accessibility of their markets. Proposed projects for our mini-grants program were quite exciting, ranging from advertising markets to WIC participants, to creating promotional banners in multiple languages for advertising markets to the general population. We are looking forward to seeing the end results of this program, which has reached markets all across our state.

**Additional Information**

In terms of project partners, Cindy Gentry of Community Food Connections was invaluable in her efforts to help organize our activities. She was able to facilitate invitations to our market manager meetings, she contributed to the design and update of the *Taste the Freshness* brochure, and she worked with our team to develop the mini-grants program concept (she also put Dr. Wharton in contact with Denise Miller in New Mexico who provided templates for documents related to the program). Other relevant information to help describe our accomplishments can be found in our appendices, including meeting pictures (Appendix A), documents related to our two meetings’ agendas (Appendices B and D), mini-grants documentation (Appendix C), and our *Taste the Freshness* 2009 brochure (at the end of this report).

We would like to thank the USDA for its support of this exciting project. We have blazed trails in Arizona with this funding, and with continued support from USDA and our community partners, we believe we are strengthening the farmers’ market efforts and movement in this state. Please feel free to contact Dr. Wharton, whose contact information is below, for further information you may require.

**Contact Person:**

Christopher Wharton, PhD

480-727-1821

Christopher.Wharton@asu.edu
## Appendix B

### Arizona Farmers’ Market Association Kick-Off Conference

**March 2, 2009**  
9:00 a.m. – 4:00 p.m.  
Maricopa County Cooperative Extension Office Palo Verde Room  
4341 East Broadway Rd. Phoenix, Arizona

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<tr>
<th>Time</th>
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<tr>
<td>8:30 – 9:00</td>
<td>Registration</td>
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| 9:00– 9:30 | **Welcome and Networking Introductions**  
Russ Tronstad (U of A), Chris Wharton (ASU), and Cindy Gentry (Community Food Connections) |
| 9:30 – 9:45 | **The USDA Farmers’ Market Promotion Program**  
Carmen Humphrey (USDA) |
| 9:45-10:15 | **The New Mexico Farmers’ Market Association: Benefits of a Statewide Organization**  
Denise Miller (New Mexico Farmers’ Market Association) |
| 10:15-10:30 | **The Arizona Farmers’ Market Nutrition Program and How to (Further) Involve Your Market**  
Allison Parisi-Giles (Arizona Department of Health Services) |
| 10:30-11:00 | **Break for coffee and local treats**  
Provided by Leave it to Elizabeth and Community Food Connections |
| 11:00-11:30 | **The Baja Arizona Sustainable Agriculture Coalition**  
Valerie McCaffrey (BASA) |
| 11:30-12:00 | **Farmdirectory.org: Local Food Procurement and Tools for Farmers’ Market Managers**  
John Dale and Russ Tronstad (U of A) |
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<th>Time</th>
<th>Event</th>
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<tr>
<td>12:00-1:00</td>
<td>Lunch and Networking</td>
<td>Provided by Leave it to Elizabeth (leave-it-to-elizabeth.com)</td>
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<td>1:00-1:20</td>
<td>Direct Farm Marketing Sales Comparisons in the Last Ag Census</td>
<td>Dave DeWalt (USDA/NASS)</td>
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<td>1:20-2:00</td>
<td>Where We Stand: Possibilities through the USDA Grant, Needs Assessment Survey Results and the Collective Future of the Arizona Farmers' Market Association</td>
<td>Chris Wharton (ASU)</td>
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<td>2:00-2:30</td>
<td>Gathering, dismissal and departure to Maya’s Farm</td>
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<td>3:00-4:00</td>
<td>Farm Tour</td>
<td>Maya Dailey (Maya’s Farm, 6106 S. 32nd St., Phoenix)</td>
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Objectives

Farmers' markets (FM’s) increasingly are an important source of locally grown produce for consumers and an ideal way for the community to support local agriculture. Currently, there are more than 50 FM’s in Arizona, up from 32 in 2004; about 100 market farmers also currently operate throughout the state. Although data on trends in revenue for FM’s specifically are not available, USDA data from 2002 showed that the market value of agricultural products that were sold directly to consumers in Arizona totaled $4 million, a number which certainly has increased given the growth in FM’s in recent years.

With a grant from the USDA Farmers’ Market Promotion Program, we have the chance to develop a new farmers’ market association for the state of Arizona. The first steps to doing so will occur at the meeting today.

This meeting has three key objectives:

1. Attendees will learn about what a farmers’ market association could offer them, and the foundation will be created, with market manager input, for a farmers’ market association for the state of Arizona.
2. Attendees will have the opportunity to meet each other and network, learning about other farmers’ markets throughout the state.
3. Attendees will hear presentations on tools available to them to increase access to, and visibility of, their markets.
Grant Guidelines

New Market Grants & Capacity Building Grants, 2010
Arizona Farmers’ Market Association

In 2010, the Arizona Farmers’ Market Association is offering grants to existing markets in Arizona called Capacity Building Grants. Please read the description below and complete the application to compete for funds.

Capacity-Building Grants (up to $1,000):

**Purpose:** These grants are intended to strengthen existing farmers’ markets in Arizona by building the capacity and sustainability of market organizations. These grants are awarded on a competitive basis, in order to encourage farmers’ markets to strive to improve their markets, and to leverage resources within their own communities.

**Eligibility:** To be eligible for a New Market grant, markets must:

- Establish their presence on the Arizona Farmers’ Market Association website (contact Dr. Wharton for details);
- Demonstrate that their market includes at least 2 local producers of agricultural goods;
- Be in their second or subsequent year of operation as a market (exceptions may be made at the discretion of Chris Wharton and Cindy Gentry);
- Complete a grant application, including an organizational budget and a marketing plan

**Grant Size:** Maximum grant per farmers’ market is $1,000.

**Selection:** A Grants Committee of the Arizona Farmers’ Market Association and Cindy Gentry will select the best proposals, and determine the level of funding to be allocated. The committee will rank proposals according to the following criteria:

- Market demonstrates how it will use the funding to build market capacity (10 points);
- Market demonstrates need for funding (this includes taking into consideration the fact that a market has not received funding through this program recently) (15 points);
- Market states one or more goals that are realistic and measurable (see the Capacity Grants Info document for details) (10 points);
- Market demonstrates that AZFMA funds will be used to leverage new funding and resources (see the Capacity Grants Info document for details), building closer relationships between the market and the rest of the community (15 points);
- Market is involved with AZFMA and the network of markets across the state (10 points);
Discretionary points awarded by committee for such things as a market making a particularly strong effort to build capacity, or dealing with an adverse situation (10 points);

**Eligible Uses of Funding for New Market & Capacity Grants:**
1. Stipends to market staff for activities related to improving the capacity of the market.
2. Purchase of equipment or supplies to build the capacity of the market.
3. Other uses that demonstrably improve the sustainability of your market in the future.
4. Staff Development: expense of sending market staff/volunteers to training, workshops, or conferences, in order to acquire the skills needed to run markets.

Where the market is run by a city or other agency, funds cannot be used to cover overhead fees charged by such an organization.

**How to Apply**
1. Complete the application and the W9 form and return to us by June 30, 2010 as described below.
2. E-mail the application to Christopher.Wharton@asu.edu. If you don’t have e-mail, fax the application to 480-727-1064 with a short cover letter noting that the application should go to Christopher Wharton.
3. Also mail a the original hard copy of the application to: Christopher Wharton, Arizona State University, 6950 E. Williams Field Rd., Mesa, AZ, 85212.

**How to get the Money:**
Funding is provided through a completed contract with Arizona State University, so markets must complete a W9 form and return with the application.

Once you have spent the funds approved in your grant, please send us:
- A final report (using the form we will send you)
- A packet of invoices for your expenses, totaling the grant amount, with proofs of payment by the market (for example, canceled checks, invoices stamped “paid” or a copy of the front of the check, and the bank statement that indicates it has cleared).
- 2010 market data on customers, gross sales and vendor days, on the form provided by AZFMA.

*** We recognize that sometimes circumstances change during the course of the season – if you have to significantly modify your work plan mid-project, please discuss this with us.

**Deadlines:**
June 30, 2010 Deadline for sending applications to us.
July 10th, 2010 AZFMA notifies applicants that they have/have not been selected

Markets will be ineligible for future funding if they are found to have misused the funds given by the AZFMA, or if they have not submitted appropriate paperwork and proof of how the funds were used. This will be at the discretion of the Grants Committee.
CAPACITY BUILDING GRANTS APPLICATION, 2010
Arizona Farmers’ Market Association

Market: __________________________ How long has your market been in operation? _______

Contact Name: ________________________ Address: _______________________
Phone: ________________________ Email: ____________________________

1. How much money are you requesting for the 2010 market season (maximum grant size is $1,000 per market)? ______________________________

2. What is market’s total current operating budget?

3. Please describe what you intend to use the funds for (see “Purpose” and “Eligible Uses”):

4. How will you use the funds to build the capacity and sustainability of your market? (10 points);

5. Please explain why your market needs this funding. (15 points);

6. Please state one or more measurable goal that you intend to achieve with this grant, that demonstrates capacity-building. (Examples of measurable goals: Increase number of vendors by __%; increase numbers of customers by ___; improve customer satisfaction by ___% as demonstrated by customer survey at beginning and end of season). (10 points)

7. How will the AZFMA funding be used to leverage new funding and new resources, and how will it help you build closer relationships between the market and your community? (15 points);
8. How does your market participate with the AZFMA and the network of farmers’ markets across the state? (10 points);

Show your estimated budget for the requested funds here (or attach a separate sheet). Please break the total amount requested into categories such as Professional Services, Staff, Equipment, Travel, Conference registrations, postage, phone, etc.)

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<td>TOTAL</td>
<td>$______</td>
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</tbody>
</table>

This application must be signed by two officers of your Board of Directors or governing committee – or, if you have neither of these – by two vendors from your market (please, no immediate family members!).

_________________________________________ _________________________
Market Manager Date

_________________________________________ _________________________
Signature of Board member Board member’s name Date

_________________________________________ _________________________
Signature of Board member Board member’s name Date

Please submit an electronic copy AND a hard copy of this application by June 30, 2010. The electronic copy may be scanned and emailed to Christopher.Wharton@asu.edu, or you can fax it, with cover letter, to 480-727-1064. The hard copy should be mailed to Dr. Christopher Wharton, Arizona State University, 6950 E. Williams Field Rd., Mesa, AZ, 85212.
Please keep a copy of this completed form for your records!

GRANT INFORMATION & GUIDELINES

Capacity Building Grants
Arizona Farmers’ Market Association

1. What do we mean by “leveraging” resources?

Leveraging resources means using one set of resources (like Capacity Grants) to grow or attract additional resources. For example, if a market uses $1,000 in capacity grant funding to pay for a sponsorship coordinator who then goes into the community to develop relationships and cultivate business sponsorships, the idea is that not only will the market benefit from the additional funds raised that year, but it should make it easier to go back out the following year and re-enlist the same sponsors. Another example might be using a capacity grant to recruit board members and foster board development. Some of the money might pay for the manager’s time recruiting and formalizing board structure and operations, and some might be used for the board to get training. While there may not be immediate financial payback from a stronger board, the fact that the market organization itself is becoming strengthened can have a multiplier affect. For example, maybe those board members are now activated to go out into the community and represent your market. That is also leverage.

2. What does “measurable” results mean?

A measurable result is a result that can be quantified in some way so that you are able to easily assess whether you have reached it. A non-measurable result that would be more difficult to assess would be “the market looks and feels better than it did before.”

A measurable result would be “customer traffic increases by 20% over last year.” One of the reasons we ask you to keep market data is so that you are better able to create and evaluate measurable results. We request measurable results for your capacity building grant because we want to see how your market is growing/changing over time.
Results could also be called goals: where you want your market to be at the end of the season.

Note: When creating goals, think SMART, make your goals Specific, Measurable, Attainable, Realistic and Time bound.

Examples of Eligible Uses of Funding for Capacity Grants:

- Stipends to market staff for activities related to improving the capacity of the market.
  (this could include a volunteer coordinator, a fundraiser/sponsorship solicitor, etc)
- Purchase of equipment or supplies to build the capacity of the market.
- Other uses that demonstrably improve the long-term sustainability of your market.
- Staff Development: expense of sending market staff/board/volunteers to specific training, workshops, or conferences, in order to acquire the skills needed to run markets.

Where the market is run by a city or other agency, funds cannot be used to cover overhead fees charged by such an organization.

Capacity-Building Grants (up to $1,000):

**Purpose:** These grants are intended to strengthen existing farmers’ markets in Arizona by building the capacity and sustainability of market organizations. These grants are awarded on a competitive basis, in order to encourage farmers’ markets to strive to improve their markets, and to leverage resources within their own communities.

**Eligibility:** To be eligible for a New Market grant, markets must:

- Establish their presence on the Arizona Farmers’ Market Association website (contact Dr. Wharton for details);
- Demonstrate that their market includes at least 2 local producers of agricultural goods;
- Be in their second or subsequent year of operation as a market;
- Complete a grant application, including an organizational budget and a marketing plan

**Grant Size:** Maximum grant per farmers’ market is $1,000.

**Selection:** A Grants Committee of the Arizona Farmers’ Market Association and Cindy Gentry of Community Food Connections will select the best proposals, and determine the level of funding to be allocated. The committee will rank proposals according to the following criteria:

- Market demonstrates how it will use the funding to build market capacity (10 points);
Market demonstrates need for funding (this includes taking into consideration the fact that a market has not received funding through this program recently) (15 points);
Market states one or more goals that are realistic and measurable (10 points);
Market demonstrates that AZFMA funds will be used to leverage new funding and resources, building closer relationships between the market and the rest of the community (15 points);
Market is involved with AZFMA and the network of markets across the state (10 points);
Discretionary points awarded by committee for such things as a market making a particularly strong effort to build capacity, or dealing with an adverse situation (10 points);

Where the market is run by a city or other agency, funds cannot be used to cover overhead fees charged by such an organization.

**How to Apply**
4. Complete the application and the W9 form and return to us by June 30, 2010 as described below.
5. E-mail the application to Christopher.Wharton@asu.edu. If you don’t have e-mail, fax the application to 480-727-1064 with a short cover letter noting that the application should go to Christopher Wharton.
6. Also mail a the original hard copy of the application to: Christopher Wharton, Arizona State University, 6950 E. Williams Field Rd., Mesa, AZ, 85212.

**How to get the Money:**
Funding is provided through a completed contract with Arizona State University, so markets must complete a W9 form (attached to this application) and return with the application.

Once you have spent the funds approved in your grant, please send us:
- A final report (using the form we will send you)
- A packet of invoices for your expenses, totaling the grant amount, with proofs of payment by the market (for example, canceled checks, invoices stamped “paid” or a copy of the front of the check, and the bank statement that indicates it has cleared).
- 2010 market data on customers, gross sales and vendor days, on the form provided by AZFMA.

*** We recognize that sometimes circumstances change during the course of the season – if you have to significantly modify your work plan mid-project, please discuss this with us.

**Deadlines:**
June 30, 2010 Deadline for sending applications to us.
July 10th, 2010 AZFMA notifies applicants that they have/have not been selected

Markets will be ineligible for future funding if they are found to have misused the funds
given by the AZFMA, or if they have not submitted appropriate paperwork and proof of how the funds were used. This will be at the discretion of the Grants Committee.

For any questions on this grant opportunity, please contact Christopher Wharton Christopher.wharton@asu.edu, or at 480-727-1821. Emailed questions will receive the quickest responses.
Appendix D

Arizona Farmers’ Market Association Meeting

March 8, 2010
9:00 a.m. – 2:00 p.m.
Maricopa County Cooperative Extension Office Palo Verde Room
4341 East Broadway Rd. Phoenix, Arizona

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8:30 – 9:00</td>
<td>Registration</td>
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</tbody>
</table>
| 9:00– 9:30 | Welcome and Introductions<br>
Russ Tronstad (U of A), Chris Wharton (ASU), and Cindy Gentry (Community Food Connections) |
| 9:30-10:15 | A Nevada Perspective on Farmers’ Markets<br>
Ann Louhela (Nevada Farmers’ Market Association) |
| 10:15-10:50 | Farmers’ Market Nutrition Program Updates<br>
Allison Parisi-Giles (Arizona Department of Health Services) |
| 10:50-11:05 | Break for coffee and local treats<br>
Provided by Leave it to Elizabeth and Community Food Connections |
| 11:05-11:30 | Farmers’ Market Manager and Producer Tools for Procuring Local Food,<br>
Russ Tronstad and John Dale (U of A) |
| 11:30-12:00 | Where We Stand: A Farmers’ Market Association, Research, and Promotion<br>
Chris Wharton (ASU) |
| 12:00-1:00 | Lunch and Market Manager Networking<br>
Provided by Leave it to Elizabeth (leave-it-to-elizabeth.com) |
| 1:00-1:40 | Farm and Food Policy in Arizona<br>
Joe Sigg and Cindy Gentry (Farm Bureau and Community Food Connections) |
| 1:40-2:00 | Q & A with Joe Sigg and Cindy Gentry<br>
Joe Sigg and Cindy Gentry |
| 2:00-2:30 | Gathering, dismissal and departure to Downtown Public Market, Phoenix |
| 2:45-4:00 | Market Tour<br>
Cindy Gentry |
Arizona Farmers’ Market Association
Second Annual Conference
hosted by
Arizona State University
Community Food Connections
The University of Arizona Cooperative Extension
ARIZONA COOPERATIVE
EXTENSION
THE UNIVERSITY OF ARIZONA.

with support from
a USDA Farmers’ Market Promotion Program grant

and
the Risk Management Agency

Community Food Connections

Arizona Farmers’ Market Association
Second Annual Conference
March 8, 2010
Maricopa County Cooperative Extension Office
4341 E. Broadway Road
Phoenix, Arizona

Interested in attending?
Please contact Chris Wharton for more information and to RSVP.
(480) 727-1821
cwharton@exchange.asu.edu
http://www.polycsa.org/afma.html

Maricopa County Cooperative Extension is located at 4341 East Broadway Road in Phoenix. This is just south of Interstate 10 between 40th and 48th streets near the Tempe/Phoenix border.

Phoenix Public Market is located at 14 East Pierce / 721 North Central. This is the northeast corner of Pierce St. and Central Ave., 3 blocks south of Roosevelt Ave.
Agenda

8:30–9:00  Registration
9:00–9:05  Welcome and Introduction
           Russ Tronstad (U of AZ), Chris Wharton (ASU), Cindy Gentry
           (Community Food Connections)
9:15–9:30  The USDA Farmers’ Market Promotion Program
           Carmen Humphrey (USDA)
9:30–10:15 A Nevada Perspective on Farmers’ Markets
            Ann Louhela (Nevada Farmers’ Market Assoc.)
10:15–10:50 Farmers’ Market Nutrition Program Updates
            Allison Giles (AZ Dept. of Health Services)
10:50–11:05 Break for coffee and locally grown and/or produced treats
11:05–11:30 Farmers’ Market Manager and Producer Tools for
            Procuring Local Food
            Russ Tronstad and John Dale (U of AZ)
11:30–12:00 Where We Stand: Possibilities through USDA and Other Grants,
            and Updates on the Arizona Farmers’ Market Association
            Chris Wharton (ASU)
12:00–1:00 Lunch (provided by Leave It to Elizabeth) and market manager
           networking
1:00–1:40  Farm and Food Policy in Arizona
           Joe Sigg (AZ Farm Bureau) and Cindy Gentry (Community Food
           Connections)
1:40–2:00  Q & A with Joe Sigg
           Joe Sigg (AZ Farm Bureau)
2:00–2:30  Gathering, dismissal, and departure to the Downtown Public
           Market, Phoenix
2:45–4:00  Market Tour
           Cindy Gentry
ARIZONA
FARMERS’ MARKETS
2009

FRUIT DAIRY MEAT VEGETABLES
SALSAS POULTRY JAMS SAUCES
PLANTS BAKED GOODS HERBS
FLOWERS HERBS EGGS HONEY
PREPARED FOODS CHOCOLATES
COFFEE PASTA OLIVE OIL WINE
EXPERIENCE THE FRESHNESS
For generations, the diverse geography of Arizona has supported its farmers and ranchers who cultivate an exciting variety of fruits and vegetables, meat and poultry, and eggs and dairy products. Farmers’ markets all over the state bring the best of these directly to you.

Come and experience the vibrant colors, the aroma of freshly harvested herbs, and savor the taste of the season’s finest products. Each market has its own local flare and flavor. Among them you’ll find an array of farm fresh items as well as baked goods, prepared foods, jams, honey, flowers, arts and crafts, and more.

**FARMERS’ MARKETS ARE**

- A natural gathering place that celebrates community and supports our state’s rural economy
- An affordable way to enjoy in-season foods raised by Arizona’s own farmers and ranchers
- A chance to put a personal face on where your food comes from in a fun, outdoor setting
- An opportunity to explore healthier food choices and recipes for you and your family

**WHAT TO BRING**

- Bags with handles
- Cash in small bills
- Water
- Sunscreen
Low-income women and children participating in the WIC program and senior citizens (60 years+) enrolled in CSFP (Food Plus) may use their Arizona Farmers’ Market Nutrition Program (AZ FMNP) coupons at select markets.

Food stamp customers may shop at participating markets statewide.

LOCATIONS AND CONTACTS

Arizona growers and producers are on-site at the markets listed below, with the best of their local harvest.

APACHE COUNTY

CONCHO
Concho Farmers’ Market
Corner of Hwy 61 and 180A
Saturdays, May 9 - October 31
8am - Noon, May - September
9am - Noon, October
928-357-3934, Theresa Ledford
info@ConchoFarmers.org
www.ConchoFarmersMarket.org

COCHISE COUNTY

BISBEE
Bisbee Farmers’ Market
Vista Park in the Warren Section
Saturdays 8am - Noon
April 25 - September 26
Fall Hours, 9am - 1pm
October 3 - December 12
520-236-8409, Laura Smith
laura.haba@gmail.com
www.bisbeefarmersmarket.org

DOUGLAS
Douglas Farmers’ Market
Raul Castro 10th St Park
(Inside historic building at 10th St & G Ave in bad weather)
Sundays 9am - 1pm
May 31st - end of October
520-805-0086, Lea Dodge
leadodge@msn.com

ELFRIDA
Elfrida Farmers’ Market
10566 Hwy 191
(N of Elfrida on Hwy 191, NW of the Chiricahua Community Health Centers)
Fridays 2pm - 6pm, May - September
520-642-2222, Dan Zamora
probinson@cchci.org
www.cchci.org/wellness.htm

SIERRA VISTA
Sierra Vista Farmers’ Market
NW corner of Carmichael and Wilcox, downtown
Thursdays, Year-round
Noon - 4pm
520-510-2973, Valerie McCaffrey
vallima@cox.net

COCONINO COUNTY

FLAGSTAFF
Flagstaff Community Market
City Hall West, parking lot
(Corner of Rt 66 and N Stgutreaves St)
Sundays 8am - Noon
June 7 - October 11
928-774-7781, Art Babbott
art@flagstaffmarket.com
www.flagstaffmarket.com

Flagstaff Community Market - Eastside
St. Pius Catholic Church, parking lot
257 E Cedar Ave
(Corner of Cedar Ave and 4th St)
Wednesdays 4pm - 7pm
July 8 - September 9
928-774-7781, Art Babbott
art@flagstaffmarket.com
www.flagstaffmarket.com

TUBA CITY
Tuba City Farmers’ Market
100 Aspen Dr
(West side of St. Jude’s Catholic Church, in front of food bank)
Wednesdays 5:30pm - 7:30pm
August and September
928-282-6886
stjudefoodbank@frontiernet.net

GRAHAM COUNTY

SAFFORD
Safford Farmers’ Market
Firth Park, 10th Ave & Thatcher Blvd
Tuesdays 7am - 9:30am
May - end of September
Saturdays 7am - 9:30am
June - end of September
928-428-7690

MARICOPA COUNTY

ANTHEM
Anthem Farmers’ Market
Outlets of Anthem (NW corner of I-17 and Anthem Way, Exit 229)
Entrance to the Food Court
First Saturday of every month
10am - 3pm, October - May
480-585-8639, Monique Lightner
mmevents@juno.com
www.azfarmersmarkets.us

ARIZONA FARMERS’ MARKETS

Arizona growers and producers are on-site at the markets listed below, with the best of their local harvest.
CAREFREE
Carefree Farmers’ Market 🌟
100 Easy St
New Amphitheater Gardens
Fridays 9am - 1pm, October 1 - June 30
623-848-1234
Samantha Halvorson/Dee Logan
info@arizonafarmersmarkets.com
www.arizonafarmersmarkets.com

CAVE CREEK
Cave Creek Farmers’ & Crafts Market
Hammerhead Jack’s
6900 E Cave Creek Rd
Saturdays 9am - Noon
End of October - End of May
480-585-8639, Monique Lightner
mmevents@juno.com
www.azfarmersmarkets.us

CHANDLER
Downtown Chandler Farmers’ Market 🌟
A.J. Chandler Park
Arizona Ave (S of Chandler Blvd)
Thursdays 3pm - 7pm, Year-round
480-855-3539, Diane Webb
dwebb@downtownchandler.org
www.downtownchandler.org

FOUNTAIN HILLS
Fountain Hills Nocturnal Farmer & Crafts Market 🌟
Verde Road
Thursdays 2pm - 6pm
January 10 - April 24
480-585-8639, Monique Lightner
mmevents@juno.com
www.azfarmersmarkets.us

GILBERT
Agritopia Farm Stand
3000 E Ray Rd (Higley & Ray)
Saturdays 8am - 1pm
November - May
480-988-1248, Clark Furlong
clark@agritopia.com
www.agritopia.com

Power Ranch @ Trilogy
4569 E Village Pkwy
Second and fourth Wednesday of the month
9am - 1pm, October - May
480-585-8639, Monique Lightner
mmevents@juno.com
www.azfarmersmarkets.us

GOODYEAR
Estrella Lakeside Market 🌟
Estrella Mountain Ranch
10300 S Estrella Pkwy
Third Saturday of the month
10am - 2pm, October 18 - May 16
480-585-8639, Monique Lightner
mmevents@juno.com
www.azfarmersmarkets.us

MESA
Mesa Community Farmers’ Market 🌟
263 N Center St
(Just south of University, under the olive trees by the sidewalk)
Fridays 9am - noon, Year-round
623-848-1234,
Patricia Foster/Dee Logan
info@arizonafarmersmarkets.com
www.arizonafarmersmarkets.com

PEORIA
Trilogy at Vistancia County Club Farmers’ Market
12902 W Yellow Bird Lane
Fourth Friday of every month
10am - 2pm, September - May 22
480-585-8639, Monique Lightner
mmevents@juno.com
www.azfarmersmarkets.us

San Tan Village Farmers’ Market
2298 E Williams Field Rd
(Williams Field & San Tan Fwy
Loop 202, between Sleep Number Store & FitChix)
First and third Wednesday of the month
9:30am - 2pm, October - May
480-585-8639, Monique or Jennifer
mmevents@juno.com
jennifer.munn@westcor.com
www.azfarmersmarkets.us

GLENDALE
Downtown Glendale Farmers’ Market
5734 W Glendale Ave
(Mad Hatter’s parking lot)
Saturdays 8am - Noon
Check website for dates
623-848-1234, Dee Logan
info@arizonafarmersmarkets.com
www.arizonafarmersmarkets.com

Westgate Farmers’ Market
Second Saturday of the month
9am - 1pm, October - May
480-585-8639, Monique Lightner
mmevents@juno.com
www.azfarmersmarkets.us
PHOENIX
Ahwatukee Farmers’ Market
4700 E Warner (W of Blockbuster Video)
Sundays, Year-round
9:30am - 2pm, November 1 - April 30
8am - noon, May 1 - June 30
7:30am - 11am, July 1 - October 31
623-848-1234, Samantha Halvorson
info@arizonafarmersmarkets.com
www.arizonafarmersmarkets.com

Downtown Phoenix Public Market
721 N Central
Saturdays 8am - 1pm, October - April
8am - Noon, May - September
Wednesdays 4pm - 8pm
602-493-5231, Cindy Gentry
gentry@foodconnect.org
www.phoenixpublicmarket.com

Farm at South Mountain
6106 S 32nd St
Saturdays 9am - 1pm, October - May 16
480-236-7097, Maya Dailey
vayaconmaya@cox.net

Mountain Park – Baseline Market
635 E Baseline Rd
Wednesdays 9:30am - 1pm, April 1 - June 30
9:30am - 1pm, September 1 - October 31
623-848-1234, Dee Logan
info@arizonafarmersmarkets.com
www.arizonafarmersmarkets.com

Phoenix Camelback Market
3930 E Camelback Rd
Saturdays 9am - 1pm, October - May 1
602-224-0225, Leevon Guerithault
info@vincentsoncamelback.com

Roadrunner Park
Farmers' Market
3502 E Cactus
Saturdays, Year-round
8am - 1pm, October 1 - April 30
7am - 11am, May 1 - September 30
623-848-1234, Dee Logan
info@arizonafarmersmarkets.com
www.arizonafarmersmarkets.com

St. Mary’s Food Bank
2831 N 31st Ave (by the WIC clinic)
Tuesdays
8:30am - noon, April 1 - June 30
8:30am - noon, September 1 - October 31
623-848-1234, Dee Logan
info@arizonafarmersmarkets.com
www.arizonafarmersmarkets.com

Craftsman Court Go Green Street Market
Southeast corner, 5th Ave and Craftsman Ctr
Sundays 10am - 2pm, January 18 - May 6
623-848-1234, Dee Logan
info@arizonafarmersmarkets.com
www.arizonafarmersmarkets.com

Desert Canyon Center Farmers’ Market
10405 McDowell Mountain Rd
Tuesdays 10am - 2pm, October 7 - May 5
480-585-8639, Monique Lightner
mmevents@juno.com
www.azfarmersmarkets.us

Market at DC Ranch
5E corner Pima & Thompson Peak Pkwy
Saturdays 10am - 2pm, Seasonal
480-367-7000, Lynneah Hudson
hudson@dmblinc.com

Scottsdale’s Old Town Farmers’ Market
E 1st St and N Brown Ave
Saturdays
8:30am - 1pm, November 1 - May 31
7:30am - 11:30am, June 1 - July 31
623-848-1234, Dee Logan
info@arizonafarmersmarkets.com
www.arizonafarmersmarkets.com

Surprise
Clinica Adelante
Tidwell Family Clinic, parking lot
16560 N Dysart Rd
Thursdays
8:30am - Noon, April - June
8:30am - Noon, September - October
623-848-1234, Dee Logan
info@arizonafarmersmarkets.com
www.arizonafarmersmarkets.com

Tonopah
Tonopah Valley Farmers’ Market
35838 W Buckeye Rd
Saturdays
8am - 2pm, November - April
7am - 1pm, April 25 - July 25
623-386-3033
tonopahrob@gmail.com
www.tonopahrob.com

Scottsdale
Borgata of Scottsdale
6166 N Scottsdale Rd
(between McDonald Rd and Lincoln Rd)
Fridays 1pm - 7pm, November - April
480-585-8639, Monique Lightner
mmevents@juno.com
www.azfarmersmarkets.us

-tone Bluff
Mountain Market and Art Walk
Show Low Bluff
Commerce Pkwy - Penrod
Saturdays 9am - 1pm
Memorial Day - Labor Day
928-537-1711, Melody or Linda sunshineherbs@hotmail.com

-Navajo County
Huning Street Farmers’ and Artisans’ Market
1020 E Huning
Wednesdays 9am - 1pm
June 4 - October
928-537-1711, Melody or Linda sunshineherbs@hotmail.com
www.tonopahrob.com
PIMA COUNTY

GREEN VALLEY
Green Valley Village Farmers’ Market  ★ ★
Esperanza and I-19
Wednesdays 10am - 2pm, October - April
8:30am - 12:30pm, May - September
520-490-3315, Annie

MARANA
Marana Farm Market  ★ ★
12375 N Heritage Park Dr
Mondays 4pm - 7pm, May - September
3pm - 6pm, March - April
& October - November
520-622-0525 x242, Sara Rickard
snickard@communityfoodbank.org
www.communityfoodbank.org

SAHUARITA
Sahuarita Summer Nights Farmers’ Market
Sahuarita Town Hall (Sahuarita Rd)
Thursdays 5pm - 8pm
May 7 - September
520-490-3315, Annie Duncan

TUCSON
Broadway Village Farmers’ Market
Broadway and Country Club
Fridays 9am - 2pm, October - April
8am - 1pm, May - September
520-603-8116, Ed
emdubis@aol.com

Community Food Bank
Farmers’ Market  ★ ★
3003 S Country Club Dr
(Between Ajo & 36th St)
Tuesdays 8am - Noon, Year-round
Also accepts MC/VISA
520-622-0525 x242, Sara Rickard
snickard@communityfoodbank.org
www.communityfoodbank.org

Downtown Farmers’ Market
Arts and Crafts Mercado
South lawn of the Main Library
Wednesdays 9am - 2pm, Year-round
520-526-7810, Alan Ward
changs@webtv.net

El Presidio Mercado
Corner of Church and Alameda
Fridays 9am - 2pm
520-526-7810, Alan Ward
changs@webtv.net

Farmers’ Market at the University of Arizona  ★
Main Gate Square on University Blvd
(between Euclid and Park)
Fridays
Winter: 10am - 2pm, September - May 22
Summer: 5pm - 8pm, June 5 - August 21
520-621-4550, Gale Welter, MD, RD
welter@email.arizona.edu
www.farmers.health.arizona.edu

Oro Valley Farmers’ Market  ★
Oro Valley Town Hall, 11000 N La Canada
(SE corner of La Canada & Naranja)
Saturdays, Year-round
9am - 1pm, winter
8am - Noon, summer
520-918-9811
Manish Shah, Roxanne Garcia
rox@mayatea.com

Plaza Palomino Food Faire
2970 N Swan
Saturdays, Year-round
10am - 2pm, winter
8am - 1pm, summer

Rincon Valley Farmers’ and Artisans’ Market  ★
12500 E Old Spanish Trail
Saturdays, Year-round
9am - 2pm, winter
8am - 1pm, summer
520-591-2276, Laura Brumbelow
rvfm@rinconinstitute.org
www.rvfm.org

Santa Cruz River Farmers’ Market  ★
NE corner Speedway Blvd & Riverview
(Between the Arizona School for Deaf & Blind and El Rio Neighborhood Center)
Thursdays 3pm - 6pm, March - April
and October - November
4pm - 7pm, May - September
Also accepts MC/VISA
520-622-0525 x242, Sara Rickard
snickard@communityfoodbank.org
www.communityfoodbank.org

St. Philip’s Plaza Saturday Farmers’ Market
4300 N Campbell Ave
(Campbell & River Rd)
Saturdays 9am - 2pm, October - April
8am - 1pm, May - September
520-603-8116, Ed
emdubis@aol.com

Tucson Farmers’ Market at St. Philip’s Plaza
4380 N Campbell Ave
(SE corner of River Rd & Campbell Ave)
Sundays, Year-round
9am - 1pm, winter
8am - Noon, summer
520-918-9811
Manish Shah, Roxanne Garcia
rox@mayatea.com
Value Food Store
3003 S Country Club Dr
(Country Club and 36th)
Tuesday - Friday, Year-round
9am - 4:30pm
520-622-0525 x 203, Todd West
twest@communityfoodbank.org
www.communityfoodbank.org

PINAL COUNTY

CASA GRANDE

Casa Grande Farmers’ Market
The Christian Church of Casa Grande, parking lot
1510 N Casa Grande Ave
Tuesdays 8am - Noon, Year-round
520-866-7313

ORACLE

Oracle Farmers’ Market
2805 N Triangle L Ranch Rd (Highway 77 and Rockliffe Blvd)
SATURDAYS 9am - Noon, Year-round
520-896-9005, Sharon Holnback
info@triangleLranch.com
www.triangleLranch.com

SANTA CRUZ COUNTY

SONOITA

Sonolita Growers Market
Diamond JK Nursery
Highway 83
(1/2 mile S of Hwy 82 & Hwy 83)
Saturdays 9am - Noon
May 1 - September 10
520-455-9262, Ken Karrels
kkarrels@yahoo.com

TUBAC

Tubac Farmers Market
Tubac Plaza, Exit 34 of I-19
Thursdays 10am - 2pm
October - April
520-884-7178, Adela

YAVAPAI COUNTY

K & B Farms
NW corner 1-17 and Orme Dugas Rd
(6 miles N of Cordes Junction, 18 miles S of Camp Verde)
TUESDAY - SATURDAY 9am - 5pm
June 1 - November 10
928-202-7393, Kelly Cathcart

Verde Valley Farmers’ Market
Main St & Holloman
Ramada next to Ft Verde State Park
Saturdays 8am - Noon
June 18 - October 3
928-634-7077, Jane Davie
jcdeavie8@msn.com

CHINO VALLEY

Chino Valley Farmers’ Market
Highway 89 in Chino Valley
Thursdays 3pm - 6pm
June 4 - October 1
928-713-1227, Erin Lingo
info@prescottfarmersmarket.org
www.prescottfarmersmarket.org

CORNVILLE

Corvallis Farmers’ Market
Windmill Park, 9950 E Corvallis Rd
Mondays 4:30pm - 7pm or dark
June - September
928-649-5100, Lois Hook
loishoo@cableone.net

COTTONWOOD

Cottonwood Farmers’ Market and Jamboree
791 N Main St
Thursdays 5pm - 9pm
July 2 - September 24
928-639-3200, Hezekiah Allen
hallen@ci.cottonwood.az.us

HUMBOLDT

Dewey Humboldt Farmers’ Market
2581 South Highway 69 (N of Main St)
Saturday - Sunday, 9am - 3pm
602-510-9600, Sandy

PRESCOTT

Prescott Farmers’ Market
Yavapai College, 1100 E Sheldon
(main parking lot)
SATURDAYS 7:30am - Noon
May 16 - October 10
928-713-1227, Erin Lingo
info@prescottfarmersmarket.org
www.prescottfarmersmarket.org

Sedona Community Farmers’ Market
525 Posse Grounds Rd (Ramada area)
FRIDAYS 8am - 1pm,
June 5 - October 8
928-821-1133, Katrin
Katrin.Themlitz@gmail.com

SEDONA

Sedona Farmers Market
Main St & 2nd/3rd Sts
Tuesdays 10am - 3pm
December - March
928-343-1243, Shelly or Courtney
info@yumafoodbank.org

YUMA COUNTY

YUMA

Downtown Farmers Market
Main St & 2nd/3rd Sts
Tuesdays 10am - 3pm
December - March
928-343-1243, Shelly or Courtney
info@yumafoodbank.org

Low-income women and children participating in the WIC program and senior citizens (60 years+) enrolled in CSP (Food Plus) may use their Arizona Farmers’ Market Nutrition Program (AZ FMNP) coupons at select markets.
Food stamp customers may shop at participating markets statewide.
This brochure is a publication of Community Food Connections.

Though every attempt has been made to provide correct information, occasionally things change. For updated market lists, contact Community Food Connections, www.foodconnect.org, 602.493.5231.

The Arizona Farmers’ Market Nutrition Program (AZ FMNP) is administered by the Department of Health Services. For more information on which markets offer AZ FMNP and accept Food Stamps, please call: 1-866-229-6561. For general information on the Food Stamp program please call the Department of Economic Security, 1-800-352-8401 or visit www.arizonaselfhelp.org.

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