



Fiscal Year 2022
Description of Funded Projects

Number of Grants Awarded: 55
Amount of Funds Awarded: \$13,101,268.76

For more information, please visit the grant program's website:
<https://www.ams.usda.gov/services/grants/fmpp>

NOTE: The below project descriptions were provided by the grant recipients.

Arizona

Recipient: City of Winslow, Winslow, AZ
District: AZ-001
Project Type: Capacity Building
Award Amount: \$198,392.81
Match Amount: \$59,142.5
Total Project Amount: \$257,535.31

Capacity Building of Producers and Expansion of Mother Road Farmers Market in Winslow Arizona.

Through this project, the Mother Road Farmers Market in Winslow, Arizona, will: 1) develop, coordinate, and expand local direct producer-to-consumer markets; 2) increase access to locally grown agricultural products; and 3) support small farms, new and beginning farmers, and/or underserved producers. The project will establish a full-time Farmers Market Coordinator to support current vendors, add additional food vendors (targeting produce), create programs, promote the market to the community, and evaluate project activities. Expected outcomes are to increase the amount of locally grown produce and food products available to residents by adding 10 produce vendors and creating a consignment program; increase income for local growers – with a focus on small, new, and/or under resourced growers; and improve access to fresh, locally grown food for low-income residents, which includes the community's Indigenous and Hispanic populations.

Recipient: Nalwoodi Denzhone: Strength and Beauty Community, Inc., Globe, AZ
District: AZ-001
Project Type: Capacity Building
Award Amount: \$231,388.00
Match Amount: \$58,098.80
Total Project Amount: \$289,486.80

San Carlos Apache Tribe Farmers' Market Capacity Building Program

This project will address the economic hardships facing the San Carlos Apache communities by building the Tribe's capacity of supporting local-food enterprises with direct producer-to-consumer marketing technical assistance. Project activities include creating a marketing plan, developing regional networks supporting local-food aggregation and distribution, establishing operation policies, food safety plans, and standard operating procedures required for a successful direct producer-to-consumer marketing. Project deliverables will be utilized in the provision of targeted technical assistance and training to beginning and historically underserved farmers, ranchers, and food businesses as a form of job/career training for Apache people. Project outcomes include a strengthened regional food economy on the San Carlos Apache Reservation, increased access to and consumption of local food, and job creation spurred by related economic development.

California

Recipient: Central Coast Ag Network dba City Farm SLO, San Luis Obispo, CA

District: CA-024

Project Type: Capacity Building

Award Amount: \$249,919.95

Match Amount: \$62,500.00

Total Project Amount: \$312,419.95

Scaling and Expanding San Luis Obispo County (SLO) Farmer Collaborative Partnerships

This project will address local and regional barriers to central coast farmers as well as vulnerable low income-low access communities related to equitable and inclusive market opportunities and consumer access. This project will build a Farmer Collaborative that offers sustained supportive services and trainings to empower, and benefit limited resource, beginning, historically underserved, and veteran farmers. In addition, the project will collaborate with Harvestly to expand online sales and Slow Money SLO to integrate farmers with the SLO County Farm to School Program. This project provides capacity needed to unify small-scale, new/ beginning farmers and ranchers, as well as underserved/ historically underserved and veteran producer/consumer communities. Direct beneficiaries include current and future City Farm SLO tenants participating in the Farmer Collaborative, SLO County Farmers, consumers, school districts, and the regional economy. The project's work plan acts as a strategic and structural backbone to growing partnerships in a way that enables farmers to share administrative, knowledge, equipment, and other resources. The project also provides farmers access to extensive trainings, toolkits, onboarding, marketing, and support services. It is intended that this project will act as a pilot demonstration that can be rapidly adopted, replicated, and scaled throughout the County.

Recipient: Jefferson Economic Development Institute, Mount Shasta, CA

District: CA-001

Project Type: Capacity Building

Award Amount: \$100,000.00

Match Amount: \$25,000.00

Total Project Amount: \$125,000.00

Building Local wealth, sustainable small scale farming operations, and a healthy food supply chain through farmers market expansion.

The project seeks to strengthen the regional food system infrastructure in Siskiyou County, California by expanding the Mount Shasta Farmer’s Market and providing development opportunities for the area’s beginning farmers. Through collaboration with other organizations and farmers markets, and by supporting the business development of small-scale farmers and producers, this project seeks to strengthen the role of regional farmers markets in the direct-to-consumer supply chain while also supporting the development of beginning farmers. Project goals include increasing the number of customers patronizing the Mount Shasta Farmer’s Market, actively integrating beginning farmers/producers into the market, facilitating the creation of new value-added products, providing workshops on subjects identified by project stakeholders, identifying opportunities for regional farmers markets to collaborate, and creating new resources focused on outreach to new customers.

Recipient: Pajaro Valley Community Health Trust, Watsonville, CA

District: CA-020

Project Type: Capacity Building

Award Amount: \$ 198,245.20

Match Amount: \$117,832.00

Total Project Amount: \$316,077.20

Building the Capacity of El Mercado

This project will sustain and build the capacity of El Mercado, a California-certified, seasonal, and health-centric farmer’s market located in an area with concentrated poverty, limited access to supermarkets or locally grown food, and high rates of health disparities. The project’s goals are to build the long-term organizational capacity of El Mercado by doubling the foot traffic, number of agricultural producers, and average gross sales over a three-year period. Project activities will focus on increasing foot traffic through consumer-centric marketing efforts and community engagement, and subsequently growing the number of participating California-certified agricultural producers. The project will enable the expansion of a direct producer-to-consumer market, increasing access to and availability of locally and regionally produced agricultural products.

Recipient: Project New Village, San Diego, CA

District: CA-051

Project Type: Capacity Building

Award Amount: \$250,000.00

Match Amount: \$62,500.00

Total Project Amount: \$312,500.00

The People’s Produce Mobile Farmers Market

The purpose of the People’s Produce Mobile Farmers Market is to bring healthy, fairly-priced, locally-grown produce and other nutritious foods to low-income residents and food assistance beneficiaries using a refrigerated food truck operated by Project New Village, a 501(3)(c) grassroots nonprofit. The project’s service area will encompass eight weekly sites throughout Greater Southeastern San Diego,

including the City of San Diego's Promise Zone, the City of Lemon Grove, and National City. The project will provide a food retail shopping experience to consumers, meeting them at natural points of service such as libraries, YMCAs, community clinics, church parking lots, and other community-oriented gathering spaces. This project will improve equitable access to good food, which Project New Village defines as food that is: sustainable, healthy, affordable, and accessible to all residents. The project will engage new small farmers and producers, conduct culturally-competent marketing activities to market healthy food products and promote food assistance programs, reaching more than 15,000 customers.

Recipient: The International Rescue Committee, Inc., Sacramento, CA

District: CA-006

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$500,000

Match Amount: \$125,000

Total Project Amount: \$625,000

Refugee & Asylee Market Promotion (RAMP)

The International Rescue Committee in Sacramento's (IRC) New Roots program provides technical assistance, training, and market development for refugee and immigrant farmers. The Refugee & Asylee Market Promotion (RAMP) project will increase refugee farmers' integration into Sacramento's thriving farm-to-fork market, providing community development training and technical assistance to expand financial stability and increase access to culturally relevant produce. With rapidly growing immigrant populations in Sacramento, California, demand for culturally relevant produce has amplified, yet access remains limited due to supply shortages and a lack of connections between markets and farmers. Without access to culturally relevant produce, newly arrived refugees are at a higher risk for food insecurity and chronic illness. In response to this demand, IRC aims to close the gap between Sacramento's refugee and underserved farmers and local markets by training and assisting small-scale farmers to sell to local farmers markets, and enter mid-tier value chain suppliers, including ethnic grocery stores. RAMP's goal is to increase supply by upskilling the farmer base and increasing demand by expanding the portfolio of buyers. By facilitating market linkages through ethnic markets and roadside stands, developing a 'refugee grown' label to increase demand outside of ethnic markets, and growing a variety of culturally appropriate fruits and vegetables, the project aims to improve healthy food access and consumption for low- income immigrant communities, while developing new market opportunities for small-scale farming businesses.

Colorado

Recipient: Initium Health, Denver, CO

District: CO-001

Project Type: Capacity Building

Award Amount: \$229,120.00

Match Amount: \$58,000.00

Total Project Amount: \$287,120.00

Optimizing Revenue Generating Direct-to-Consumer Marketing Frameworks for Farms in Colorado

The project will bring together a multidisciplinary team to shepherd a group of Colorado agricultural producer through a process to identify available consumer markets, assess each operation's challenges and opportunities, and map a process to successfully reach the market(s) that best fits each operation. Project deliverables include a toolkit for producers to enhance their market strategy within modern marketing frameworks, and a facilitated information exchange between farmers and partners specializing in aggregating and advertising local farm produce. Project outcomes include enabling local farms to maximize their capacity, reach new markets, and expand their presence in incumbent markets.

Delaware

Recipient: New Castle County Department of Community Services, New Castle, DE

District: DE-001

Project Type: Capacity Building

Award Amount: \$125,109.00

Match Amount: \$62,513.1

Total Project Amount: \$187,622.10

The Bellevue Farmers Market and the Readers Café Farm Table, Farm Fresh Program

The New Castle County (NCC) Department of Community Services (DCS) will develop, coordinate, and expand direct producer-to-consumer markets, increase producers' economic opportunity, and expand access and availability of locally and regionally produced agricultural products through the acquired Bellevue Farmers Market and its new Reader's Café Farm-to-Table, Farm Fresh Initiative. The NCC DCS will use the FMPP funding to develop new market opportunities for and expand direct producer-to-consumer sales opportunities at the Bellevue Farms Market and the Reader's Café Farm-to-Table, Farm Fresh Market. This project will also target outreach, marketing, and promotion to engage new and existing regional and local farmers and producers and promote agricultural products available at the Bellevue Farmers Market and the Reader's Café Farm-to-Table, Farm Fresh Market. The goal is to create new economic opportunities for regional and local farmers and producers by recruiting new and established repeat customers through partnerships and community engagement with USDA Low-Income/Low-Access Census Tracts, other low-income communities, and the general public.

Florida

Recipient: City of Panama City, Panama City, FL

District: FL-002

Project Type: Capacity Building

Award Amount: \$195,965.00

Match Amount: \$55,200.00

Total Project Amount: \$251,165.00

Panama City Farmers Markets

This project will use grant funds to solidify the City's two farmers markets—Glenwood Farmers' Market and The Market at St. Andrews—as reliable and flourishing resources that improve the community's access to fresh, healthy food. This project has four primary components: 1) Hire a Market Manager responsible for the ongoing operations of both the Glenwood Farmers' Market and The Market at St. Andrews; 2) Develop and implement a producer recruitment strategy that reduces barriers to market participation and increases the markets' vendor base of local and regional farmers; 3) Develop and implement a consumer marketing strategy that not only increases visitation to both markets, but ensures that residents living in and around the City's food deserts are aware of the benefits of healthy eating and are taking advantage of the markets' provision of fresh food; and, 4) create processing and packing stations that allow participating producers to diversify their product inventory and increase their sales potential.

Recipient: Clara White Mission, Jacksonville, FL

District: FL-005

Project Type: Capacity Building

Award Amount: \$249,813.18

Match Amount: \$75,183.32

Total Project Amount: \$324,996.50

White Harvest Farms Regional Farmers Market and Training Program Expansion

The Clara White Mission (CWM) will use FMPP Capacity Building grant funds to expand a regional farmers market network and training program at the Mission's agritourism destination in Northwest Jacksonville, White Harvest Farms (WHF). The White Harvest Regional Farmers Market will strengthen local food system infrastructure in a food desert community. This project will include up to 50 local farmers, ranchers, and regional food stakeholders to sell in-person at the farmers market, online and stock products in a retail space. This project builds a regional network of farmers for marketing goods direct-to-consumer and increases market opportunities for farmers, ranchers, and regional food stakeholders. The program will also expand CWM training in food safety.

Recipient: Village of Wellington, Wellington, FL

District: FL-021

Project Type: Capacity Building

Award Amount: \$68,864.00

Match Amount: \$17,216.00

Total Project Amount: \$86,080.00

Wellington Farmers Market Promotion Project

The Village of Wellington will use grant funding to improve the promotion and marketing of the Lakeside Market at Wellington Town Center Farmers Market. The goals for the Wellington Farmers Market Project are to increase the farmers market attendance, increase the number of vendors, improve the cultural diversity of those vendors, and engage the public through more active participation in healthy educational presentations.

Georgia

Recipient: City of Fort Oglethorpe, Fort Oglethorpe, GA

District: GA-014

Project Type: Capacity Building

Award Amount: \$112,514.00

Match Amount: \$28,129.00

Total Project Amount: \$140,643.00

Stable 41 Farmer's Market Expansion Program

The City of Fort Oglethorpe requests funding to support and promote a domestic direct producer to consumer market, increase healthy food options to low-income populations in and around the city, and educate consumers about healthy food options. Activities performed will include the development, coordination, and expansion of direct produce to consumer market opportunities. Expected outcomes are to increase the number of consumers that visit the market.

Recipient: Retaaza, Atlanta, GA

District: GA-011

Project Type: Capacity Building

Award Amount: \$152,093.00

Match Amount: \$63,000.00

Total Project Amount: \$215,093.00

Retaaza Mobile Market

Retaaza will build a new supply chain infrastructure in rural Southeast Georgia. Our project establishes a Mobile Market to change the food landscape in Clinch and Ware counties, serving as a much-needed oasis in a food desert to overcome barriers to healthy eating and increase access to fresh foods in pockets of extreme poverty. Local farmers are also important piece of the solution, to achieve the mission of connecting hungry Georgians to available local foods. Families will have healthy options available to them without the limitation of lack of transportation and farmers will be able to increase their income by selling produce that previously went to waste.

Recipient: Augusta Locally Grown, Inc., Thomson, GA

District: GA-012

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$493,027.00

Match Amount: \$123,256.75

Total Project Amount: \$616,283.75

The Farmers Market Collaboration Project: Strengthening and Stabilizing the Farmers Markets of Georgia and South Carolina through a Comprehensive Market Training Program, On Farm Support, and Farmer Business Classes

Augusta Locally Grown (ALG) plans to provide business best practices training to mostly underserved farmers of all scales and to regional farmers markets to increase sustainability for our regional food system. ALG has developed an effective model for supporting both the farmer and the market that enhances product-to-consumer and mid-tier value chain opportunities, increases visibility through marketing, and leverages regional and state partnerships for scaling. Through ALG's new position as a regional food hub at our location in The HUB for Community Innovation of Augusta, ALG will serve as the regional authority on farmers market best practices, moving to enhance our food system's infrastructure. Partnerships with the South Carolina Food Hub Association and Georgia Organics, as well as with other markets in the region, will bring more connectivity and capacity to our regional food system and thus to local food economies. Overall, strengthening the farmers, the farmers markets, and the food systems will result in increased access and availability of local agriculture products for underserved communities.

Iowa

Recipient: ChopLocal, Wayland, IA

District: IA-002

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$355,972.50

Match Amount: \$90,018.94

Total Project Amount: \$445,991.44

Ecommerce Training and Technical Assistance for Livestock Farmers, Ranchers and Seafood Harvesters Serving Local Markets

Ecommerce has grown in recent years, but farmers, ranchers and seafood harvesters focused on selling locally-produced meat and fish have struggled to adapt. Changing technology needs and a lack of knowledge regarding online marketing and shipping frozen meat have deterred producers who serve local markets from rapidly adopting ecommerce as a way to increase their sales of locally-produced meat and seafood. ChopLocal, an "online farmer's market" for niche meat producers, will provide training and technical assistance to 500 livestock farmers, ranchers and seafood harvesters selling direct-to-consumer, to assist them with digital marketing and ecommerce platform establishment and maintenance. Training will include an educational blog, webinar series and online course. Technical assistance will also be provided to assist producers one-on-one in establishing an ecommerce store. This project will result in an increase of participating producers establishing ecommerce stores.

Idaho

Recipient: Regents of the University of Idaho, Moscow, ID

District: ID-001

Project Type: Capacity Building

Award Amount: \$ 198,412.00

Match Amount: \$62,500.00

Total Project Amount: \$260,912

Connecting Farmers and Food with the Community via the Tuesday Community Market

The goal of this project is to expand the Tuesday Community Market (TCM) in Moscow, Idaho, by recruiting more vendors and customers. The program will increase consumption of locally produced fresh vegetables, fruits, eggs, meat, and value-added foods. The promotion program will include a new online farmers market, a marketing and advertising campaign for the three-year old TCM, and the project team working with and training producers to expand their businesses to better meet local demand. The online and in-person farmers market development will necessitate collaboration between University of Idaho (UI) Extension, local producers, U.S. Military Veteran-Producers, the Soil Stewards Student Club (UI agriculture students), Latah County Fair and Event Center staff, Latah County Master Gardeners, Robin Ohlgren Consulting, Backyard Harvest, and community members who are the customers. These partners have already been working together in various ways. This project has the potential to empower the next stage of development in the local food system; utilization of these connections to help increase sales and income for local producers and increase the consumption of fresh, local foods.

Illinois

Recipient: City of Chicago Department of Cultural Affairs & Special Events, Chicago, IL

District: IL-007

Project Type: Capacity Building

Award Amount: \$ 168,000.00

Match Amount: \$43,500.00

Total Project Amount: \$211,500.00

City of Chicago "Shop Your Local Farmers Market" Marketing Campaign

The FMPP grant will support City of Chicago's Department of Cultural Affairs & Special Events (DCASE) efforts to increase awareness of farmers markets through a major marketing campaign throughout Chicago. A component of this wide-ranging campaign is out-of-home advertising, to include digital billboards across the city encouraging viewers to shop at farmers markets. To reach the widest audience, this grant will help to implement an extensive Chicago Transit Authority advertising campaign, to reach riders of both buses and trains. Targeted community outreach and a social media campaign will help to connect with people negatively impacted by a lack of affordable and accessible fresh foods. Vetted marketing professionals, rooted in communities identified as the most under-resourced, will be engaged to create grassroot campaigns specific to targeted areas, including Austin, Bronzeville and West

Humboldt Park. Desired outcomes are healthy food access for everyone, a rise in farmers markets sales, and strengthened relationships between local farmers and residents.

Indiana

Recipient: Greater Lafayette Commerce Community & Economic Development, Lafayette, IN

District: IN-004

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$160,000.00

Match Amount: \$50,030.00

Total Project Amount: \$210,030.00

Greater Lafayette Farmers Market: Equipping Vendors to Market Directly to Consumers

This project is to help create a sustainable method for vendors of the Downtown Lafayette Farmers Market to promote and market themselves. The goal is to equip the vendors with tools they can utilize to enhance their marketing efforts, and train them to use these tools and others at their disposal. The project is broken into 3 key initiatives: 1) Development of Marketing Tools: An enhancement of the Lafayette Farmers Market website to allow vendors to create and manage their own pages on the site; 2) Online training Library and in-person training covering a variety of marketing strategies for vendors to engage directly to consumers; and 3) Individualized, 1-1 technical assistance and training on digital marketing initiatives, ecommerce implementation, social media, etc. to help eliminate barriers for vendors to market directly to consumers.

Kansas

Recipient: The Farm School At Gibbs Road Inc., Kansas City, KS

District: KS-003

Project Type: Capacity Building

Award Amount: \$249,453.00

Match Amount: \$66,861

Total Project Amount: \$316,314.00

Stronger Together: Growing a robust farmers market system in Wyandotte County

This project will unite a network of four separate farmers markets in Wyandotte County, Kansas. The project will grow capacity for individual markets, maximize opportunities for consumers in low income, low access tracts to access local food, and increase opportunities for local farmers and value-added goods producers in the region. Project activities include collective impact resource sharing, bilingual marketing, promotion, educational materials creation and outreach efforts. Immediate project outcomes include increasing capacity, economic opportunity, and consumer impact for all project partners. The long-term goal of this project is to develop a robust Wyandotte County farmers market coalition that maximizes access to nutrient-dense local food for consumers and increases economic opportunity for local food and value-added products.

Louisiana

Recipient: Marketumbrella.org, New Orleans, LA

District: LA-001

Project Type: Capacity Building

Award Amount: \$248,357.83

Match Amount: \$62,464.58

Total Project Amount: \$310,822.41

Expanding Resources and Sales Opportunities for Local Food Producers with Crescent City Farmers Markets

This project will support and promote local direct producer-to-consumer marketing for farmers markets, develop marketing strategies for producers of local food and value-added products, and respond to changing technology needs in direct producer-to-consumer marketing. The project will expand vendor technical assistance (TA) capacity with a focus on expanding staff capacity to provide greater small business and marketing TA to prospective and existing vendors, with the goal of helping small food producers start and operate successful small businesses. Assistance will target increasing vendor sales and brand visibility, diversification of products at market, and increasing the demographic diversity of vendors represented at markets. The project will also develop a new Community Marketing Strategy focused on growing the customer base for community markets in order to increase total vendor sales.

Recipient: Central LA Economic Dev. Alliance dba Louisiana Central, Alexandria, LA

District: LA-005

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$356,006.00

Match Amount: \$90,601.00

Total Project Amount: \$446,607.00

Active Engagement for Rural Farmers Market Growth in the Deep South

The Alexandria Farmers Market's FMPP project will reinforce and expand its current State, land-grant university, local government and community-based partnerships to catalyze better market access and farm business viability for rural small-scale agricultural producers in central Louisiana. These objectives will be achieved by: 1) improving farmer success and vendor retention through training on food safety, cottage food laws and business financial literacy; 2) intentionally recruiting a more diverse range of prospective market vendors for training in order to improve economic prospects for lower-income rural residents and expand the multicultural appeal of the market; and 3) attracting record numbers of Federal nutrition benefit recipients to the market through a variety of innovative outreach and promotional strategies and family-oriented community events.

Minnesota

Recipient: Renewing the Countryside II, Hammond, MN

District: MN-002

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$451,768.89

Match Amount: \$114,452.00

Total Project Amount: \$566,220.89

Come and Get It! Using On-Farm Community Events to Expand Local Food Customers

Local farmers and food producers need innovative ways to increase visibility and sales in their communities. Many travel long distances to access customers willing to pay the higher prices local farmers need to be viable. Additionally, consumers are often unaware of the true cost of food and how locally-spent food dollars ensure long-term food security and stimulate local economies. Through this project, farmers and community members will create safe, on-farm festivals that generate local sales, build customer loyalty, and strengthen rural communities. We will bring together an experienced event and community organizing team to identify and train eight community-based teams, made up of farmers and food advocates, to produce a series of unique, on-farm festivals. Featuring pop-up farmers' markets highlighting local farmers and food makers, fun educational elements will help attendees understand the value of purchasing local foods. Events will create a one-day revenue stream, and connect local farmers to ongoing individual and wholesale customers.

Nevada

Recipient: Board of Regents, NSHE, obo University of Nevada., Reno, NV

District: NV-002

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$500,000.00

Match Amount: \$125,000.00

Total Project Amount: \$625,000.00

Meet Me at #NVFarmersMarkets: Community-based integrated marketing training and campaign for Nevada farmers markets

Throughout the state of Nevada, farmers markets have been operating with some success. However, they urgently need help with consumer marketing. The vast majority of farm vendors are small operations with limited marketing resources. According to *NevadaGrown*, a quasi-association of Nevada farmers markets, typical farmers markets are also small operations not equipped to engage in comprehensive consumer marketing. To address these challenges, we will conduct a community development training and technical assistance project. The first year will be devoted to a comprehensive needs assessment and a marketing plan development. In the second year, we will implement the marketing plan by providing training and technical assistance to farmers market managers and farm vendors during the off-season and orchestrating a community-based integrated marketing campaign during the peak season. In the third year, we will repeat the training/technical assistance and campaign cycle to enhance retention and fluency of the knowledge and skills gained. In

every stage of this project, the needs of farmers, farmers market managers, and consumers—especially those in underserved communities—will be prioritized and the project team composition and structure will reflect the community orientation.

North Carolina

Recipient: Farmers Market Management Services, Charlotte, NC

District: NC-012

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$ 166,023.14

Match Amount: \$43,098.28

Total Project Amount: \$209,121.42

Growing a North Carolina Farmers Market Network

The purpose of this project is to strengthen and build capacity of local food systems by expanding a statewide farmers market network. As one of the leading states in numbers of farmers markets (over 200), North Carolina scrambled to communicate time-sensitive resources at the onset of Covid-19 because there was no organization responsible. An informal NC Farmers Market Network emerged as a COVID-19 emergency response. This network provided market managers a space to learn and develop best practices, share in the comradery of running a market during a pandemic, and interact and share resources with state agencies. Since the initial development, members of the network have identified additional needs to support markets across the state to build capacity at the local level. This project will build on the momentum gained during the pandemic to develop effective solutions that will support strong and resilient food systems in North Carolina. To do this, the NC Farmers Market Network proposes to 1) establish a state-level farmers market network as a 501(c)3 organization, 2) develop and distribute tools, techniques, practices, and trainings to market managers, and 3) promote farmers markets and local food producers across the state. Expected outcomes include increased local food sales, increased professionalism and profitability of farmers markets, and better community and government understanding of the essential nature of farmers markets to food access. The beneficiaries of the project are market managers, direct-to-consumer farmers, including small and beginning farmers and historically underserved farmers, and consumers.

New Hampshire

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

District: NH-001

Project Type: Capacity Building

Award Amount: \$250,000.00

Match Amount: \$62,500.00

Total Project Amount: \$312,500.00

Creating Sustainable and Successful Direct-to-Consumer Market Opportunities for Advanced Practice Trainee Farmers in New Hampshire

The goal of the proposed FMPP project is to develop successful and sustainable direct-to-consumer market opportunities for 25 refugee and immigrant farmers in New Hampshire at the Morningstar and Pustizzi Farm Stand markets. The program is designed to develop these opportunities through: 1) creating and sustaining diverse direct-to-consumer pathways for local agricultural production for advanced practice farmers and increase sale of locally produced agricultural products; 2) training and assisting advanced practice agricultural producers in direct-to-consumer market strategy and engagement; and 3) evaluating program outcomes and building a model for future direct-to-consumer market opportunities. Program outcomes will include the further sales, marketing, and consumer engagement training of advanced practice farmers and the development of a sustainable market strategy and customer base at the Morningstar and Pustizzi Farm Stand markets. Ultimately, the program is designed to create the self-sustainability of these two markets and their agricultural producers, creating a replicable model of direct-to-consumer market development focused on the economic success of New American (refugee and immigrant) farmers.

New York

Recipient: Cornell Cooperative Extension of Cortland County, Cortland, NY

District: NY-022

Project Type: Capacity Building

Award Amount: \$248,208.47

Match Amount: \$62,836.21

Total Project Amount: \$311,044.68

Developing Sustainable and Resilient Direct Producer-to-Consumer Markets in New York's Southern Tier

This project will improve upon food system viability, sustainability, and resiliency by identifying new and appropriate producer-to-consumer opportunities and by supporting and promoting existing producer-to-consumer efforts. This project will ensure community members continue to have access to locally produced foods by assisting new producers in our communities. These objectives will be met through a market analysis, developing new and existing farmer educational opportunities and resources (focusing on producer-to-consumer direct market education), hosting an annual farm trail, and the development of an underserved farmer plan. Beneficiaries include community members and new and existing farmers in the 4-county region of New York that includes Broome, Chenango, Cortland, and Tioga Counties.

Recipient: East End Food Institute, Southampton, NY

District: NY-001

Project Type: Capacity Building

Award Amount: \$250,000.00

Match Amount: \$62,500.00

Total Project Amount: \$312,500.00

East End Food Market in Riverhead

East End Food Institute is a New York based nonprofit organization dedicated to improving eastern Long Island's food system. With this funding the East End Food Market will expand the Indoor Farmers Market to become a year-round sales opportunity for local producers on Long Island, NY. Expand Virtual Farmers Market serving direct-to-consumer and mid-tier value chain to diversify sales channels for small scale producers on Long Island, NY. Launch a new website and marketing campaign to increase awareness of the Indoor Farmers Market and Virtual Market as a means of boosting sales for local producers on Long Island, NY. In addition to providing an important year-round sales channel for local farms and producers, East End Food Market will benefit small business owners, institutions, and members of the public with increased access to affordable local foods.

Recipient: Farm Generations Cooperative, Germantown, NY

District: NY-019

Project Type: Capacity Building

Award Amount: \$242,675.00

Match Amount: \$60,669.00

Total Project Amount: \$303,344.00

Accelerating Community Supported Agriculture in New York City with Technology, Education, and Community Collaboration

In this project, three organizations will come together to support coordinated marketing efforts, farmer education, and community collaborations through educational opportunities and technological innovation. The organizations include: the Farm Generations Cooperative, GrowNYC, and Just Food. Within the scope of this project this team will: 1) assess the current state and needs of CSA programs in New York City with a survey and publicly available summary report; 2) add two new community-facing features to GrownBy, a cooperatively-owned farm sales app, that support marketing and expansion of CSA programs in New York City; 3) train 40 farmers on best practices for CSA; and 4) release an updated digital toolbox and guide for managing New York City CSA programs.

Recipient: Field & Fork Network, Buffalo, NY

District: NY-026

Project Type: Capacity Building

Award Amount: \$245,476.00

Match Amount: \$61,369.00

Total Project Amount: \$306,845.00

Reimagining the Niagara Falls City Market

Funding through the Farmers Market Promotion Program will allow the Niagara Falls City market to advance by providing the resources necessary for the market to build capacity and reimagine itself with the input of key stakeholders (farmers, consumers, and others). This project centers around the idea of reimagining the Niagara Falls City Market, which perfectly aligns with the Local Agriculture Market Program (LAMP) objective of supporting "the development, coordination, and expansion of direct

producer-to-consumer marketing, local and regional food markets and enterprises, and value-added agricultural products.”

Recipient: RiseBoro Community Partnership, Inc., Brooklyn, NY

District: NY-007

Project Type: Capacity Building

Award Amount: \$249,998.10

Match Amount: \$62,500.00

Total Project Amount: \$312,498.1

Maintaining Community Traditions from the Farm to the Market: Intergenerational Agriculture Practices, Retail Diversification, and Equitable Food Access

This project will allow for the identification and establishment of a third farmers market location, recruit sixteen new local producers, and further establish their markets as an affordable and accessible source of heritage agricultural products. Aiming to increase farm income, the project will also assist in establishing wholesale opportunities with neighborhood restaurants, markets, and non-farmer RiseBoro Farmers Market (RBFM) producers. In partnership with RBFM farmers, the project will further evaluate the feasibility of new retail opportunities, including farm-to-institution sales and value-added product lines.

Ohio

Recipient: SID Public Services Association, Columbus, OH

District: OH-003

Project Type: Capacity Building

Award Amount: \$175,489.60

Match Amount: \$43,873.00

Total Project Amount: \$219,362.60

Rebuilding the Pearl Market: Connecting Farmers with Consumers at a Revitalized Urban Farmer’s Market

This project will continue ongoing work to help boost the overall sales and number of local farmers participating in Pearl Market. SID Public Services Association (SPSA) seeks to re-deploy a highly targeted digital ad and outreach campaign to re-connect employees and downtown residents with the market and help farmer increase sales, continue to target low income/low access community members, and recruit emerging new farmers and retain current farmers by providing marketing support and training.

Oklahoma

Recipient: Scissortail Park Foundation, Inc., Oklahoma City, OK

District: OK-005

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$375,198.85

Match Amount: \$94,784

Total Project Amount: \$469,982.85

Harnessing technology to enhance the expertise of Oklahoma agricultural producers while partnering with community organizations for long-term sustainability of the Scissortail Park's Farmers Market

The Farmers Market at Scissortail Park opened in April 2020 and is a direct producer-to-consumer market in Oklahoma City. It is a diverse, successful weekly Saturday market averaging 3,000 consumers and more than 70 producers. It supports FMPP's mission to increase access and availability of locally produced agricultural products. The purpose of this project is to expand the skills of local producers through the use of technology, training, community building, implementing a secondary mid-week market, and marketing to increase sales and attendance, benefiting our local producers as well as the Oklahoma City community. Technology would be improved by enhancements to the website allowing for the aggregation of resources and increased Wi-Fi system. There would be three types of training: 1) four off-season programming sessions on utilizing technology and marketing techniques such as display or booth presentation, 2) a symposium event for all producers in Oklahoma with topics on marketing as well as presentations from experts in the field of farmers markets, and 3) two food safety trainings in a certified kitchen. Scissortail Park is also completing the last 32 acres of the park to the south side of Oklahoma City, which is currently a food desert. A mid-week market targeting this area with local partnership and marketing efforts in social media, ads, and bus wraps will reach a new neighborhood for the Farmers Market and would increase awareness. Project outcomes would include increased sales, increased vendor recruitment, and increased participation in the market for consumers in the surrounding neighborhoods.

Oregon

Recipient: Full Farm CSA, LLC., Junction City, OR

District: OR-004

Project Type: Capacity Building

Award Amount: \$250,000.00

Match Amount: \$62,500.00

Total Project Amount: \$312,500.00

Enhancing the accessibility to locally produced, organic food to people living in Oregon's Willamette Valley

This project will enhance the accessibility to high quality, organic, locally produced food to people living in Oregon's Willamette Valley. Full Farm CSA, LLC (FFCSA) plans to expand geographic outreach, increase

members, and improve operational efficiencies for its full-diet CSA program. Offering a wide range of food in a single package increases food access by the simplicity and convenience of having it all delivered at once while also providing economies of scale for the distribution, packaging, and marketing for participating farms. FFCSA will expand the geographic outreach to serve additional communities in the Portland Metro area, Salem, Corvallis, and Albany. The project aims to build to a target of 600 full diet CSA subscriptions, from a baseline of 320 subscriptions, by the end of the project with a \$2,400 average annual subscription covering the array of available products. Intended beneficiaries of this project are farmers who can double product sales to FFCSA and the additional consumer members, (adding 280 subscriptions through the project). Operational efficiencies will be achieved through the purchase of food handling equipment to reduce labor in packing boxes. Marketing support, graphic design assistance, and engagement of an online marketing (e.g. Google ad-words) expert are included to engage and boost sales.

Recipient: South Central Oregon Economic Development District, Klamath Falls, OR

District: OR-002

Project Type: Capacity Building

Award Amount: \$227,365.72

Match Amount: \$59,574.16

Total Project Amount: \$286,939.88

Klamath Grown: Connecting, supporting and building capacity among local producers

To increase the number of Klamath County (local) and regional producers (Central Oregon, Rogue Valley), this project will 1) conduct a series of feasibility studies with producers, regional supply chain networks, and customers; 2) implement orientation and standards through regular communication and by farm training/networking events to increase capacity of new and existing producers; and 3) create a digital directory of local producers, facilitate school bulk sales, and initiate a local foods marketing campaign to increase the direct producer-to-consumer sales. A first-of-its kind Harvest Box will be developed to aggregate, store and deliver a value added product of local and regional foods for underserved residents. An estimated 50 local and regional farmers and ranchers will produce more products of greater variety and quality because of this project. A regional supply chain and local marketing campaign will increase consumer and bulk sales. Sales of Klamath Grown Online Marketplace will be sufficient to sustain the networking purpose of the nonprofit, Klamath Grown, as will the rich data gleaned from needs assessments. The successful launch of a local value added product will spawn other similar ventures. Advancements of established partnerships will ignite other food markets and opportunities that increase access to locally and regionally produced foods.

Recipient: St. Johns Center for Opportunity, Portland, OR

District: OR-003

Project Type: Capacity Building

Award Amount: \$146,185.44

Match Amount: \$36,546.36

Total Project Amount: \$182,731.8

St. Johns Farmers Market: Capacity Building to Grow and Support Entrepreneurship

The St. Johns Farmers Market (SJFM), a program of St. Johns Center for Opportunity (SJCO), is preparing for its fourteenth season. Much of the market's service area is within the Low Income/Low Access Census Tract where community members are impacted by rising housing costs as the populace migrates from Portland's city center into adjacent neighborhoods. In 2020, the market was forced to relocate unexpectedly due to construction of a luxury condominium in the neighborhood's downtown core, then Covid-19 emerged, imposing size restrictions on the market. While the market now exceeds its pre-2020 size, cash reserves were expended to prioritize food access and staffing needs through a period of instability. SJCO's project will invest in long neglected marketing and equipment upgrades needed to revitalize the market for its second decade of operation. In strengthening customer communications and supporting their preferences, we support vendors in achieving desired sales, allowing SJFM to grow and reinvest in our farmers for years to come. In addition to external communications, marketing funds will be used to develop and translate materials to better promote SJCO's business development resources to our market vendors. By helping our current vendors be successful through greater sales and access to resources, SJFM will also become a more appealing marketplace for vendors, which will in turn support long term

Recipient: Lane County Farmers Market, Eugene, OR

District: OR-004

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$161,179.00

Match Amount: \$52,017.00

Total Project Amount: \$213,196.00

Increasing Accessibility, Reducing On-Farm Waste, and Expanding Sales Opportunities for Lane County Farmers

Lane County Farmers Market (LCFM) is the region's oldest and largest farmers market and an integral part of Lane County's economic and cultural infrastructure. LCFM requests financial support to fulfill its potential to support the viability of local producers, create a more inclusive marketplace, and better engage the community. One goal of this project is to recruit and mentor new and historically underserved farmers to become long-term market members. LCFM seeks to create new marketing options for farmers and to develop a value-added products training program. The program will allow farmers to enjoy greater revenues through expanded product offerings and the ability to sell year-round. LCFM will also develop a mid-tier value chain by creating new pathways for farmers to vend with local restaurants, grocery stores, and co-ops; developing relationships that serve buyers and sellers. Local chefs who are proponents of using locally grown foods have expressed interest in giving cooking demonstrations at the market. Demonstrations will serve three purposes: creating alliances between restaurants/chefs and our market, disseminating recipes on how to use seasonal produce, and showcasing farmers' value-added products. LCFM plans to share materials developed and findings from these new programs with other farmers markets that are interested in developing similar programs.

Pennsylvania

Recipient: Central Market Trust, Lancaster, PA

District: PA-011

Project Type: Capacity Building

Award Amount: \$244,110.00

Match Amount: \$61,037.00

Total Project Amount: \$305,147.00

Central Market Trust Business Development Program

The purpose of the Central Market Trust Business Development Program is to facilitate the expansion of programming outside the Market walls. The Trust will establish an online ordering platform and establish delivery mechanisms for online orders, benefitting shut-ins, people earning low incomes, and people who earn low incomes and have low access to fresh and healthy foods and establish pop up markets that serve low income/low access census tract numbers. The Trust will also create a marketing plan for new and existing services and product lines.

Recipient: Greensgrow, Inc., Philadelphia, PA

District: PA-002

Project Type: Capacity Building

Award Amount: \$249,920.00

Match Amount: \$67,075.00

Total Project Amount: \$316,995.00

Greensgrow Community Connections

The goal of Greensgrow's Community Connections Program is to build the long-term capacity and stability of Greensgrow through the development of a strategic community connections plan including development of supportive infrastructure by transitioning to a "farm without walls" and thereby addressing food insecurity and increasing connection between producers and consumers. The intended beneficiaries are residents of Kensington, Port Richmond, and Fishtown who are experiencing poverty, food insecurity, and lack of access to farm-fresh produce. Activities include 1) conducting a data-driven community needs assessment and market analysis, 2) employing a Community Connections Manager to oversee the program as well as coordinate outreach activities, participate in strategic planning process, develop and maintain connections with community partners, producers, and other urban farms, etc., 3) creation of a board to facilitate a strategic planning process, 4) development of new outreach and engagement programs to connect growers/producers to the community/consumers, 5) develop and host training opportunities for urban farms/farmers to present the new model as well as technical knowledge about producing, preparing, procuring, and/or accessing local/regional foods, and 6) develop and produce video content for social media and other outlets to connect producers with consumers.

Recipient: Venture Leasing, LLC., Port Trevorton, PA

District: PA-012

Project Type: Capacity Building

Award Amount: \$145,875.00

Match Amount: \$36,468.75

Total Project Amount: \$182,343.75

Lewisburg Farmers Market (LFM) Technical and Marketing Support Project

Lewisburg Farmers Market (LFM) was established in 1937 providing a venue for local farmers and producers to sell locally grown food products directly to consumers. This project will develop a viable business plan to assure longevity of providing healthy foods to consumers in the region, maximize the profitability of new, historically underserved, and low income farmers and producers, increase the variety of vendors, and improve the complex relationship between vendors, customers and Market management. LFM will develop public and private partnerships and retain the services of a top-tier marketing and consulting firm with proven track records of providing strategy-based marketing advice and initiatives. LFM management will monitor the data driven approach and will share the data and initiatives with Penn State Extension Farm Market Educational Program to disseminate to all Farmers Markets in Pennsylvania.

Recipient: Chatham University, Pittsburgh, PA

District: PA-018

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$499,749.75

Match Amount: \$129,188.45

Total Project Amount: \$628,938.19

Cash Cow: Business Model Diversification Strategies for Agriculture Businesses

The goal of this project is to address a regional gap in farm business support services identified by young Pennsylvania farmers as one of the top three barriers to their success. This need is reaffirmed by the state's Department of Agriculture who identified product diversification and market readiness as key areas of needs to meet growing consumer demand for local food products. The program supports farmers and other food business owners in implementing better business practices and developing new products, consumer experiences, and other revenue streams. It does so at a critical time in Pennsylvania agriculture where an aging farmer population is under increasing market pressure to transition farmland out of production, farm revenue has nearly halved over the past five years, and the number of mid-sized farms have declined significantly. Through a 12-week market-readiness training program to support farmers in developing viable value-added products, specialized courses in business model diversification, individual consulting services, hands-on consumer workshops, and a network of retail and promotional partners, this program will: 1) Increase capacity of small and mid-scale farms to adopt diversified, direct-to-consumer revenue streams, 2) Increase consumer awareness and consumption of regional value-added farm products, and 3) Create new market connections and promotional opportunities for bringing new value-added products to market. The program is anticipated to increase the longevity of regional farmers, ranchers, and food businesses, sustain vibrant communities of informed consumers, and ultimately foster a stronger regional food system.

Recipient: The Food Trust, Philadelphia, PA

District: PA-003

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$500,000

Match Amount: \$187,548

Total Project Amount: \$687,548

Stronger Together: Growing Philadelphia Farmers Markets and Agricultural Businesses Through Citywide Partnerships, Promotion and Technology

As part of The Food Trust's 2022–27 strategic plan, engaging with a community-based, cross-sector network of partners to work toward a more just and nourishing food system is a key priority. Through this three-year project, "Stronger Together: Growing Philadelphia Farmers Markets and Agricultural Businesses Through Citywide Partnerships, Promotion and Technology" (Stronger Together), The Food Trust (TFT) will strengthen our partnerships with the Philadelphia Department of Public Health (PDPH) and Philadelphia Parks & Recreation (PPR) to create a city-wide promotional campaign for all Philadelphia farmers market and farm stands; support the City of Philadelphia's coordination of farmers market operator resources; and identify and further develop an online platform that will support the creation of a regional network of local agricultural businesses and a variety of purchasers. The goals of this project are to support new and existing market operators' processes and market growth, increase revenue streams for market vendors through online marketing and direct producer-to-consumer opportunities, and strengthen nutrition security and healthy food access throughout the city of Philadelphia. In addition, TFT plans to reconvene its Farmers Market Advisory Group (FMAG), which includes urban and rural farmers, community members, and other local food stakeholders, in order to guide capacity building and market planning. FMAG will provide continuous peer-to-peer technical assistance and support on skills and strategies for farmers in Pennsylvania (PA) to increase sales in the communities they serve through workshops, webinars and the creation of a community of learning for farmers.

Rhode Island

Recipient: Hope & Main, Warren, RI

District: RI-001

Project Type: Community Development, Training, and Technical Assistance

Award Amount: \$487,380.00

Match Amount: \$121,845.00

Total Project Amount: \$609,225.00

Partnering to Empower a Diverse & Inclusive Food Producer Community in Rhode Island to Increase Consumer Access and Sales of Local Foods

This project will support and promote direct-to-consumer (D2C) marketing of locally processed food products that are primarily made by a diverse and inclusive community of members at Hope & Main, Rhode Island's premier food business incubator. The expectation is that 150 new food producers, 40% of whom are expected to be minority-owned businesses, will participate along with 100+ current members and other local food processors, growers, and producers in the State. The project will support four main

D2C channels including Hope & Main's onsite markets and other farmers markets throughout Rhode Island e-commerce, two mid-tier value chain partners—the Farm Fresh RI Market Mobile program and Coastal Food Shed's Virtual Market and the annual RI Tabletop Show. Hope & Main is able to provide training and technical assistance that is targeted toward proven pathways to safely launch, scale, and de-risk small food businesses on their journey toward sustainability. This project will benefit the 450 local farmers, fishers, and ranchers who supply Hope & Main member businesses and 94 Rhode Island and Massachusetts based farmers, fishers and other local makers who have participated in Hope & Main onsite markets.

South Carolina

Recipient: Axis 1 Center of Barnwell, Barnwell, SC

District: SC-002

Project Type: Capacity Building

Award Amount: \$147,500.00

Match Amount: \$59,200.00

Total Project Amount: \$206,700.00

Creating Access, Economic Opportunity and Educational Resources through the ReDevelopment and Enhancement of the Barnwell Farmers Market

This project will redevelop the Barnwell Farmers Market (BFM), establishing an enduring seasonal market that actively works to improve food accessibility and economic stability. The BFM will provide a reliable marketplace to local farmers and food producers, provide healthy food access within our community, educate on the connection between local food choices and quality of life, and provide the community access to resources needed to improve their health. The BFM redevelopment project will reach its goals through development of a market manager position; recruitment, outreach, and retention of new, beginning, and underserved farmers; increased number and types of vendors; developing a viable business model that can assure profitability, accessibility, and sustainability for the market as a whole; and develop a branding and marketing strategy to increase community reach. Expected outcomes that will result from a robust local market include: increased overall awareness of local farm products and producers, increased direct-to-consumer sales for local growers, increased ability of low-income individuals to access and purchase healthy local foods directly from farmers, increased numbers and varieties of local food producers vending at the BFM.

Recipient: Family Health Centers, Inc., Orangeburg, SC

District: SC-006

Project Type: Capacity Building

Award Amount: \$250,000

Match Amount: \$119,073

Total Project Amount: \$369,073

Right Choice Fresh Start Mobile Farmer's Market

Family Health Centers, Inc. (FHC) is a Federally Qualified Health Center (FQHC) that serves Orangeburg, Bamberg, Calhoun and Upper Dorchester Counties in SC. The area is rural, with high rates of poverty and numerous census tracts which have been identified as Low Income /Low Access priority areas. FHC created Farmer's Markets in LI/LA census tracts in Orangeburg and Denmark for the dual purpose of creating economic opportunity for local farmers by providing direct to consumer sales venues, and providing underserved residents with access to fresh produce. The farmer's markets have been successful and vendors and consumers have requested an increase in market days and sites. Because many residents in small rural communities contend with low income and limited access, FHC seeks funding to add a mobile farmers market that will bring locally grown produce to consumers in priority areas. FMPP funds will be used to retrofit a bus, purchased with health center funds, for use as the mobile market. Grant funds will be used to hire a Market Manager/Driver and a Sales Assistant to staff the mobile market. Host sites will include FHC satellite sites and Senior Centers in priority areas. SC State University's 1890 Extension Program will assist in recruitment of additional local vendors.

Tennessee

Recipient: Jonesborough Locally Grown, Jonesborough, TN

District: TN-001

Project Type: Capacity Building

Award Amount: \$150,727.83

Match Amount: \$50,198.61

Total Project Amount: \$200,926.44

Growing Sales and Consumer Reach for Sustainability of Markets in Jonesborough, Tennessee

Jonesborough Locally Grown (JLG) is a 501(c)(3) non-profit that connects farmers, food, and the community to grow a vibrant local food system. JLG operates two markets: Boone Street Market (BSM), a year-round local foods store, and Jonesborough Farmers Market (JFM), a tailgate farmers market. Both are producer-only that source primarily within 100 miles of Jonesborough, TN. JLG keeps fees low to benefit the vendor and supports over 100 vendors, many of whom are small or beginning farmers. JLG was awarded a FMPP grant in 2018, allowing the start of an intensive marketing campaign. The previous grant was successful despite challenges presented by the pandemic, but rising inflation and overhead costs have increased the sales threshold required to sustain JLG markets. This project builds on the sampling and advertising elements of the previous project – and adds an important consumer demand, online ordering. With FMPP funds to support these initiatives, sales at BSM and JFM are projected to increase 15% by the end of the project period. Increasing sales in addition to foot traffic and retaining vendors are key to the long-term financial stability of BSM and JFM – and, therefore, the sustainability of the farmers and vendors supported by JLG markets.

Recipient: Knowledge Quest, Memphis, TN

District: TN-009

Project Type: Capacity Building

Award Amount: \$248,902.00

Match Amount: \$65,036.00

Total Project Amount: \$313,938

Green Leaf Learning Farm: A BIPOC Organic Farm Diversifying Small Farm Direct-to-Consumer Sales & Increased Agritourism

The overarching goal of the Green Leaf Learning Farm (GLLF) project is to hire a full-time Program Manager and secure services of a PR firm who will together assess the existing consumer need for food, farmers markets, and food assistance programs. This role will expand the organization's partnership base, develop recruitment and promotional materials, and design and deploy a cohesive advertising and promotional campaign to increase awareness of and participation in community-based fresh-food sales and events. The overall objective is that this project will ultimately lead to the development of an informed, diverse consumer base and an increase in demand for local products through marketing strategies that target our generationally, culturally, and socio-economically diverse community. This work will be accomplished through the collaboration from both the public and private sectors, all committed to the success of the farm and local producers.

Texas

Recipient: Blackwood Educational Land Institute, Hempstead, TX

District: TX-010

Project Type: Capacity Building

Award Amount: \$250,000

Match Amount: \$144,000

Total Project Amount: \$394,000

Development and Launch of The POST Houston Farmers Market for Climate Smart Food Producers of Southeast Texas.

The development and launch of the POST Farmer's Market will expand the local market for climate-smart food in Greater Houston while educating consumers on the health, economic, and ecological benefits of buying nutrient-dense local food. Blackwood Educational Land Institute (BELI) is an established climate-smart nonprofit farm and educational institute based in a LI/LA census tract in Hempstead, Texas. BELI has launched a one-acre organic rooftop farm, The Skyfarm at POST Houston. The Skyfarm was featured on Good Morning America, Friday, May 20, 2021. POST is a high traffic mixed-used adaptive development of the former Barbara Jordan Post Office in Downtown Houston and features a massive food hall, concert venue, and an amazing 5.5 acre rooftop park which includes the working farm. BELI is seeking capacity-building funds to develop and implement a new, bi-weekly market in the courtyard of POST to be launched October 2022. The new market will increase access to healthy fresh food options to the area, especially the adjacent LI/LA census tracts. BELI will encourage participation from approximately 30 climate-smart farmers/producers from within a 99-mile radius of POST and will provide vendors with access to the local restaurants, thereby forming an additional access

point for the delivery of local, climate-smart food. Key to the success of this market will be consumer education, delivered on-site and digitally, via seasonal food guides, recipes, and other education on the benefits of local, climate-smart food processing.

Recipient: City of El Paso, El Paso, TX

District: TX-016

Project Type: Capacity Building

Award Amount: \$99,000.00

Match Amount: \$24,750.00

Total Project Amount: \$123,750.00

The Northeast Art and Farmers Market

The purpose this project is to establish and implement the new and permanent “Northeast Art and Farmers Market” in El Paso, Texas. The new market will be the first of its kind to operate in Northeast El Paso and include fresh produce from area farmers and ranchers, local handmade art and artisan products and workshops for the entire family. The proposed location at the former Cohen Stadium location is part of a revitalization project to enhance a historically underserved community. A key component to the new market, will be a partnership with the 915 Pop Up Market which will operate the Farmer and Food Education Co-op to increase the availability of fresh produce and healthy foods while supporting local food producers and makers. The introduction of this new market location, along with the implementation of a strong marketing campaign, will increase tourism and economic development in Northeast El Paso. The new venue will allow for a larger demographic of visitors and an increase in sales for local vendors. The project’s outcomes include a range of economic development activities related to and resulting from the project. Project beneficiaries include area agricultural producers, consumers (individuals, business and institutions).

Recipient: Elite Beef Producers, Inc., Dripping Springs, TX

District: TX-025

Project Type: Capacity Building

Award Amount: \$182,399.00

Match Amount: \$60,799.50

Total Project Amount: \$243,198.50

Elite Beef Producers Direct-To-Consumer Value Added Natural Beef Campaign

This project will provide regionally produced Natural Beef via direct-to-consumer beef sales to Austin area consumers. The beef will be sourced from USDA Process Verified Program cattle produced by a group of independent producers, and processed/packaged by a local processor, resulting in beef halves available to customers in the Austin area. Project goals include the development and promotion of a direct-to-consumer beef market for regionally raised natural beef. Project beneficiaries include actors along the value chain including the processors/packagers, independent small to medium size ranches, and area consumers.

Utah

Recipient: Utah State University, Logan, UT

District: UT-003

Project Type: Capacity Building

Award Amount: \$231,112.96

Match Amount: \$58,021.27

Total Project Amount: \$289,134.23

Fostering Successful and Collaborative Farmers Markets in the Beehive State

This project will support Utah's farmers market sector through increased capacity, heightened visibility, increased collaboration, and improved operations. Project activities include increasing the success of new and beginning market managers through designing and distributing a market manager handbook, hosting an annual online training for new and beginning market managers, and hosting quarterly, online Ask a Manager sessions. Additional project activities include increasing support for and visibility of Utah farmers markets by hosting an annual forum for network members, and creating a public-facing social media page. The project will also assess the economic and community impact of Utah farmers markets partnering directly with markets to gather data with Farmers Market Coalition guidance. Through these activities, Utah farmers markets will see increased support and capacity, heightened visibility, increased collaboration, and improved operations. Consumers and market stakeholders will benefit through improved operations, as well as heightened visibility of Utah farmers markets.

Washington

Recipient: Jefferson County Farmers Market, Port Townsend, WA

District: WA-006

Project Type: Capacity Building

Award Amount: \$174,941.80

Match Amount: \$59,406.00

Total Project Amount: \$234,347.80

Growing Farms, Thriving Markets (Jefferson County Farmers Markets Capacity Building)

JCFM's mission is to support local farmers and artisans with vibrant marketplaces that cultivate community and provide access to healthy food for all. The Growing Farms, Thriving Markets project includes three core initiatives: 1) market assessment and research to identify gaps in the JCFM shopper base and strategies to reach under met populations; 2) support and professional coaching for new and growing farm vendors; 3) targeted outreach to grow and diversify JCFM's regular shopper base supporting vendor sales growth. These initiatives are expected to help community farmers markets thrive, improve the economic sustainability of local farmers and producers, and increase community access to nutritious, locally grown food for years to come.

Recipient: Port of Chehalis, Chehalis, WA

District: WA-003

Project Type: Capacity Building

Award Amount: \$86,110.00

Match Amount: \$21,527.00

Total Project Amount: \$107,637.00

Lewis County Direct Farm Marketing Association

The goal of this project is for Port of Chehalis to complete a feasibility study and business plan to determine the likelihood of successfully forming a countywide Direct Farm Marketing Association (LCDFMA), and gauge the impact of the proposal on the local food system. The project will also develop a strategic plan to guide the development of the proposed association. Funded activities will include, 1) the facilitation of the expansion of a chartered group of producers and community stakeholders tasked with exploring the development of a LCDFMA, 2) engaging the services of qualified experts experienced in developing marketing associations for farm direct sales, 3) completing a feasibility study and business plan that consider the factors necessary to successfully develop a LCDFMA, and 4) completing a strategic plan and position the project to successfully develop a LCDFMA. Expected outcomes include, 1) improved engagement of producers and community stakeholders, 2) completion of a feasibility study, business plan, and strategic plan, and 3) financial benefits of participation in a LCDFMA for regional market channels, such as Farmers Markets and Food Hubs, and producers. This project will serve direct market farms selling products in Lewis County, and six farmers markets currently operating within Lewis County. This project will also serve Lewis County residents, who will benefit through increased access to locally produced farm products.

Wisconsin

Recipient: Oneida Nation, Oneida, WI

District: WI-008

Project Type: Capacity Building

Award Amount: \$50,772.75

Match Amount: \$18,500.87

Total Project Amount: \$69,273.62

The Oneida Nation Farmers Market Expansion and Development Project

The intent of the project is to expand the reach of the farmers market (FM) by increasing promotion and capacity to handle an increase in the number of vendors. The project would expand the footprint of the market beyond its current boundaries, by expanding outreach activities and by hiring a market coordinator to take on the responsibility for soliciting new vendors, serving customers and general expanded activities. To increase outreach, placing additional ads in the local newspapers and billboards near the FM location will attract drive by customers. The project will provide training and support services for continuing and first-time vendors. The project will also provide learning opportunities and educational/nutritional materials for FM clients to encourage their participation and consumption.

Recipient: Platteville Mainstreet Program, Platteville, WI

District: WI-003

Project Type: Capacity Building

Award Amount: \$72,547.00

Match Amount: \$18,140.00

Total Project Amount: \$90,687.00

Platteville Farmer's Market Revitalization

The Platteville Farmer's Market Revitalization project will revitalize and expand the Platteville Farmer's Market (PFM) to benefit both producers and consumers. Producers will benefit by increased opportunities for direct producer-to-consumer sales and consumers will benefit by increased access to fresh, locally grown and produced agricultural products. The project will develop and implement a comprehensive marketing plan to promote the market and market producers; survey the community to determine consumer wants and needs; survey producers to determine educational, business development, and other support needs; work to retain and recruit market vendors; and provide start-up and continuing education to local food entrepreneurs and connect them with resources to help diversify and increase revenue streams. Expected outcomes include increased overall awareness of the PFM and local agricultural products and producers, increased direct-to-consumer sales and income for individual farmers through the market, increased knowledge for producers engaged in the PFM, and improved access to locally produced products for consumers, including the low-income population.