



*Fiscal Year 2015
Description of Funded Projects*

Alabama

Recipient: City of Enterprise
Enterprise, AL **Award Amount:** \$52,000.00

“From Farm to Table” Promotion and Advertising Campaign

Increase grower and consumer participation in the Enterprise Farmers’ Market and increase local growers’ “Farm to Table” sales by conducting an advertising campaign that utilizes events, activities, and promotional items that encourage purchasing products from local growers.

Alaska

Recipient: Calypso Farm and Ecology Center
Fairbanks, AK **Award Amount:** \$56,620.00

Southside Community Farmers’ Market and Veggie Truck

Partner with the Resource Center for Parents and Children and the JP Jones Community Center to increase food access, awareness of local food options, and marketing options for farmers in the South Cushman neighborhood in Ester, Alaska by establishing a new Southside Community Farmers’ Market and Veggie Truck, ensuring the market is accessible to Supplemental Nutrition Assistance Program (SNAP) recipients, implementing a marketing campaign to prompt locally produced food products, and mentoring beginning farmers in direct marketing.

Recipient: Homer Farmer Market
Homer, AK **Award Amount:** \$81,345.00

Homer Farmers Market: Expanding Local Access and Solidifying Networks Statewide

Increase access and market awareness of local produce for low-income and at-risk populations through increased advertising to targeted areas, demonstrations on food preparation, storage, and nutrition as well as increase the current efficiency of the market by providing regional producers and farmers’ market staff management training and support.

Arizona

Recipient: Heirloom Farmers Markets, Inc.
Tucson, AZ **Award Amount:** \$98,744.00

Home Grown: Promoting Tucson’s New Permanent Farmers Market Pavilion

Increase the visibility of current and new vendors while enhancing the potential for their success at the Heirloom Farmers’ Markets (HFM) through increased sales and increase the number of and diversity of patrons to the market by: (1) promoting HFM’s Saturday and Sunday markets at the Rillito Park Food Pavilion; (2) developing and implementing an HFM Marketing Training Program, which will offer technical assistance to vendors; and (3) developing, implementing, and managing a sustained collaborative marketing campaign between HFM and regional farmers’ market vendors.

Arkansas

Recipient: City of Fayetteville
Fayetteville, AR

Award Amount: \$58,856.00

Farmers' Market Promotions, Special Events, & Capacity-Building Expands Regional Customers

Increase the direct producer-to-consumer sales and the consumption of local foods in Northwest Arkansas and economic benefit to regional producers by conducting an advertising and educational campaign that utilizes television and radio advertising, special events, and educational training session on merchandising, displays and social media exposure for local producers selling at the Fayetteville Farmers' Market and the region.

California

Recipient: California State University, Fresno
Fresno, CA

Award Amount: \$100,000.00

Rural Farmers' Market Initiative: Low Income and Food Desert Communities

Build staff capacity to increase direct producer-to-consumer market opportunities in rural Fresno and Kings Counties by developing a standardized curriculum that will be available to replicate similar training and capacity-building activities in other San Joaquin Valley food desert communities; increase farm vendor opportunities to sell their products in low-income, food desert communities in the San Joaquin Valley by establishing and promoting rural farmers' markets; and demonstrate that farmers' markets improve the quality of life in food desert communities by providing an access point to fresh fruits and vegetables by developing, implementing, and analyzing economic impact study for the project region.

Recipient: City of American Canyon
American Canyon, CA

Award Amount: \$78,074.00

City of American Canyon, California Farmers' Market

Enhance low-income resident access to fresh fruits and vegetables and generate awareness of the City of American Canyon's Farmers' Market, market days and times and educational, entertainment, and cultural events by launching and managing the farmers' market in American Canyon, which will include Electronic Benefits Transfer (EBT) payment options; promoting and advertising the market to the local and regional community; providing education, entertainment, and cultural celebrations at the farmers' market; and developing a plan for market sustainability.

Recipient: Community Services Unlimited, Inc.
Los Angeles, CA

Award Amount: \$100,000.00

Village Market Place (VMP) – Community Education and Marketing Expansion Project

Increase consumer purchases of local produce through the Village Market Place's farm stands and Community Supported Agriculture (CSA) program and build general interest and support for local agricultural producers by carrying out a dynamic community marketing and education campaign. Additionally, increase access to high quality, fresh, local, culturally appropriate produce for residents in low-income/low-access and underserved areas of Los Angeles and access to urban markets for southern California small agricultural producers through increasing the number of farm stands and CSA drop off sites.

Recipient: Farms to Grow, Inc.
Oakland, CA

Award Amount: \$98,278.00

African American Freedom Farmers Market Expansion Project

Increase the capacity and direct-to-consumer market opportunities of African American farmers to participate in local and regional farmers' markets by providing culturally relevant market readiness training, education and networking for members of the African American Farmers of California Association and African American urban growers and gardeners from California's Bay Area, Sacramento Delta and Central Valley regions.

Recipient: Heart of the City Farmers Market
San Francisco, CA

Award Amount: \$100,000.00

SNAP Outreach and Nutrition Education in San Francisco's Poorest Neighborhood

Positively affect the healthy eating habits in a low-income community and access to locally produced food through nutrition education and new customer orientation of the use of Supplemental Nutrition Assistance Program (SNAP) benefits at the Heart of the City Farmers' Market by promoting the use of SNAP at the market, conducting workshops and market tours, and providing cooking demonstrations for urban low-income neighborhoods.

Recipient: Modesto Certified Farmers' Market, Inc.
Modesto, CA

Award Amount: \$97,207.00

Junior Chef at the Farmers' Market

Increase the consumption and sales of locally produced agriculture in Modesto, California by developing educational training for junior high school students that incorporates cooking classes at the Modesto Certified Farmers Market.

Recipient: Orland Farmstead Creamery, LLC
Orland, CA

Award Amount: \$100,000.00

North State Producer Distribution Network Online Farmers' Market

Increase access to local foods and consumer awareness of the availability of local products by developing an online farmers' market to serve Butte, Glenn, Tehama and Shasta counties in California and working with schools to educate children and families about local products.

Recipient: Pie Ranch
Pescadero, CA

Award Amount: \$100,000.00

Bay Area Farm Team: Taking CSA to the Next Level

Increase the direct-to-consumer food sales in Bay Areas Farm Team's member farms from the Central Coast and Capay Valley and boost the number of households in the Bay Area that regularly eat locally grown, sustainably produced foods by creating a formal partnership among 4-6 farms; designing, testing, and launching a meal-kit-based Community Supported Agriculture (CSA) at three or more institutional partner sites; and cultivating relationships between participating farms, families, and institutions.

Recipient: Sacramento Neighborhood Housing Services, Inc.
Sacramento, CA

Award Amount: \$52,318.00

Helping Families Access Healthy Food

Increase access to locally grown healthy food to individuals and families in Sacramento, California and the Supplemental Nutrition Assistance Program (SNAP) purchases and the diversity of sales of produce at the Oak Park Farmers' Market by conducting a focus group to determine the barriers to participating in the market and then developing and implementing an educational marketing campaign for consumers to learn about participating farmers and how to cook locally grown food.

Recipient: Sustainable Economic Enterprises of Los Angeles
Los Angeles, CA

Award Amount: \$42,488.22

Sustainable Economic Enterprises of Los Angeles (SEE-LA)

Grow the number of farm vendors and strengthen farm vendor retention by developing market materials and advertising/marketing tailored to the greater Baldwin Hills Crenshaw community, creating an ongoing schedule of community events hosted at the market in partnership with local community partners, and creating and implementing a sales plan that focuses efforts on developing a training curriculum for vendors.

Recipient: The Abundant Table
Oxnard, CA

Award Amount: \$99,997.00

Growing New Markets for Local Farmers in Low Access Communities

Increase the number of low-income families able to purchase weekly Community Supported Agriculture (CSA) boxes from an expanded number of CSA sites in low-access areas of the county; establish at least three schools participating in monthly pop-up stands; increase the amount and variety of culturally-appropriate fruits and vegetables through CSA and farm-to-school programs; and increase English-learning community awareness of and access to local, seasonal produce by (1) enhancing infrastructure for increased consumption of locally grown produce to low-access and low-income communities; (2) developing new marketing and promotional materials for outreach to schools, faith-based, and farmworker communities; and (3) piloting a new school pop-up farm stand at Title 1 schools, partnering with Ventura County Farm to School Collaborative.

Recipient: Training, Employment & Community Help, Inc.
Alturas, CA

Award Amount: \$89,732.00

Modoc County Farmers Market Infrastructure and Expansion

Increase the availability and utilization of healthy, locally produced food and enable the expansion and operation of farmers' markets and other direct-to-consumer activities by forming a non-profit organization and creating a strategic plan to sustain and expand the role of the market in the local food system; hiring staff to manage market educational, outreach, and operational activities year round; providing operational support to new and existing producers and partner with other entities to provide relevant producer training; and performing consumer engagement, outreach and education activities to strengthen the consumer-producer bond and increase market patronage.

Recipient: University of California, Davis
Davis, CA

Award Amount: \$99,759.00

Building a Network for California Agritourism Development and Promotion

Increase the competitiveness and viability of small-scale California farms and ranches that diversify with agritourism operations by developing, improving, and expanding market opportunities, outreach, training, and technical assistance for farm and ranch operations serving roadside stands and other agritourism activities such as educational webinars with expert presenters, online discussions for the California agritourism community, providing monthly newsletters, increasing outreach to the public, and conducting regional workshops in four California regions.

Colorado

Recipient: Boulder County Farmers' Market
Boulder, CO

Award Amount: \$99,163.57

Union Station Grower's Market

Increase access to fresh, locally, and affordable produce for all demographics of Denver, Colorado while supporting local farmers, ranchers, and food artisans by establishing a growers-only farmers' market at Union Station.

Recipient: Community Agriculture Alliance
Steamboat Springs, CO

Award Amount: \$81,648.00

Community Ag Marketplace and Locally Grown Farmers Market Booth Promotion and Expansion

Develop a thriving local food system that increases the sale of local food/products and the number of local producers selling products by providing education on benefits of buying local for consumers/community members, conducting a marketing campaign that highlights the availability of local food/products, training local producers how to market, package, and price their products, and enhance an online marketplace website.

Recipient: History Colorado DBA Colorado Historical Society
Pueblo, CO

Award Amount: \$70,416.00

Pueblo Farmers' Market Enhancements and Promotion

Improve visibility and vitality of Pueblo Farmers' Market and increase consumption of local and regionally grown agricultural food and products by implementing a two pronged marketing campaign that brands the farmers' market and educates local residents, emphasizing the elderly and low-income residents, by developing bilingual outreach material and promotional items.

Recipient: Pikes Peak Small Farms, P.B.C.
Colorado Springs, CO

Award Amount: \$51,031.48

PPSF TinyFarms Project: Finding Food in a Desert

Increase access to and the consumption of healthy local food by low-income individuals by implementing an educational program, TinyFarm, that links the farm and food to a curriculum that aims to create awareness, build knowledge, and strengthen gardening and cooking skills related to local food.

Connecticut

Recipient: Ledge Light Health District
New London, CT

Award Amount: \$99,697.63

Eat Fresh New London Count

Increase local farmer participation in farmers' markets and market purchases of locally grown, farm fresh fruits, vegetables, and foods by low-income individuals through establishing a New London County Farmers' Market Manager Association; enhancing countywide promotion of farmers' markets; implementing a Latino ambassador program to perform outreach to non-English speaking residents; facilitating a new farmers' market internship program; and providing cooking demonstrations that promote the consumption of fruits and vegetables at the market.

Delaware

Recipient: Delaware State University
Dover, DE

Award Amount: \$100,000.00

Agriculture Business Training and Development Initiative

Enhance the quality of life, wealth creation, and self-employment opportunities for farmers by providing farm management education and training to community-supported programs in rural Delaware; creating avenues to increase revenue and maximize production through, experiential training on crop rotation and by creating value-added production opportunities; providing national certification training in food safety and handling; providing advertising and/or outreach to assist in marketing farms; and offering training and technical assistance to farmers and farm market managers in developing comprehensive business plans.

Recipient: Historic Lewes Farmers Market Society, Inc.
Lewes, DE

Award Amount: \$99,229.99

Creating a Farmers Market "Living Lab" for Growth of HLFM

Support the economic viability of an expanded market season, improve market access in underserved areas, and increase awareness and marketing of local producers by expanding shoulder season products (early Spring and Fall), helping farmers develop value-added products and identify new market channels, expanding usage of Supplemental Nutrition Assistance Program (SNAP) benefits at the Historic Lewes Farmers' Market, and providing marketing advice and support to improve market stalls.

District of Columbia

Recipient: Dreaming Out Loud, Inc.
Washington, DC

Award Amount: \$99,430.00

The AyaUplift Project: A Rural-Urban Alliance for Healthy Food Access in Washington, DC

Improve access to local food in low-income communities and provide direct-to-consumer access for farmers from Westmoreland County, Virginia by purchasing and installing a walk-in cooler to store produce at farm sites; designing and distributing outreach, wellness, and marketing materials; and establishing farmers' markets in Washington, DC.

Florida

Recipient: A Simpler Place in Time, Inc.
Riverview, FL

Award Amount: \$51,963.00

A Simpler Place Farmers' Market Development and CSA Network Expansion

Increase the overall access of locally grown produce in the Riverview, Florida community and farmer direct-to-consumer marketing opportunities by establishing a producer only weekly farmers' market that accepts Supplemental Nutrition Benefits Program (SNAP) benefits, implementing a marketing campaign that promotes local farmers and producers, conducting educational outreach for consumers to learn more about their local produce and farmers, and encouraging participation in the local Community Supported Agriculture (CSA) network.

Recipient: Central Florida Young Men's Christian Association
Orlando, FL

Award Amount: \$99,753.00

Central Florida YMCA Farmers' Market Program

Partner with Picker's Farm Truck Market and seven other farmers to increase access to fresh produce and understanding of how to prepare locally produced food by underserved communities through facilitating fresh produce and healthy living cooking experiences to 100 neighborhoods highlighting the produce of local farmers at the YMCA's farmers' market.

Recipient: Common Thread International, Inc.
Melrose, FL

Award Amount: \$100,000.00

Common Thread and First Coast Fresh a Regional Food Hub- Selling Fresh Food in Jacksonville Fl. Food Deserts Using a Mobile Farmers Market Vehicle and Community Engagement Marketing

Expand the avenues of produce sales for local farmers at the market and increase sales to the food insecure areas of the City of Jacksonville, Florida by identifying and retrofitting a mobile market vehicle, developing and implementing a marketing and community engagement plan, developing the use of a pre-purchase system that allows for the use of Supplemental Nutrition Assistance Program (SNAP) benefits, and offering training and technical assistance to producers in the First Coast Fresh Food Hub.

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

Award Amount: \$99,790.00

Hawthorne Community Farmers Market.

Increase the engagement between local producers and Eastern Alachua residents while enhancing diversification of the available local agricultural products at the market and improving participation in the farmers' market and consumption of locally grown food by establishing a multi-weekday indoor farmers market; creating a state-permitted commissary for producers to legally wash, package, and store agricultural products; and creating a food-based community education program that provides outreach, training, and technical assistance to local food producers and consumers.

Recipient: Florida Department of Agriculture and Consumer Service
Tallahassee, FL

Award Amount: \$75,000.00

Farmers Market Community Development Project

Partner with Market Umbrella to increase access to local food and nutrition education to low-income communities as well as the sales at participating farmers' markets and their redemption rate for Farmers' Market Nutrition Program (FMNP) coupons by researching farmers' markets participating in the Florida FMNP, developing and hosting market manager and vendor trainings from data findings with Florida's Farmers' Market Coalition, developing strategic outreach plans for each community on the Florida FMNP for nutrition education and local food promotion, and creating strategic community development action plans for each FMNP market county.

Recipient: Florida West Coast Resource Conservation & Development Council
Bradenton, FL

Award Amount: \$99,981.00

Manatee County Mobile Market

Increase domestic consumption of and access to locally and regionally produced agricultural products in Manatee County, Florida's food deserts by developing a sustainable mobile market that accepts Supplemental Nutrition Assistance Program (SNAP) benefits; developing consignment opportunities to allow regional farmers, ranchers, and vendors of agricultural products to sell their products via the mobile market; and providing ongoing classes to consumers about preparing locally produced fruits and vegetables as well as to local farmers about marketing locally produced foods and the appropriate business skills for participating in a mobile market.

Recipient: Frenchtown Neighborhood Improvement Association, Inc.
Tallahassee, FL

Award Amount: \$100,000.00

Greater Frenchtown's Heritage Market Expansion

Improve consumer access to and knowledge of the benefits of purchasing locally sourced agricultural products as well as the sales opportunities for farmers and value-added vendors in Frenchtown, Florida by conducting a marketing campaign that includes radio, print, billboards, promotional materials, and social media; hosting cooking demonstrations for at the market to highlight locally produced foods; and creating a direct sales business start-up toolkit and business resource library for local agricultural producers.

Georgia

Recipient: Community Farmers Markets, Inc.
Atlanta, GA

Award Amount: \$100,000.00

Building Sustainability in Farmers' Markets Across Metro Atlanta

Increase domestic consumption of and access to local agricultural products by providing two new retail options (pop-up markets) and training and technical assistance to struggling markets in the metro Atlanta area.

Recipient: Forsyth Farmers' Market, Inc.
Savannah, GA

Award Amount: \$54,648.20

Forsyth Farmers' Market Mobile App Promotion Project

Increase the sales of local farmers and vendors at the Forsyth Farmers' Market (FFM) as well as the total number of visits to the market locations by developing a free mobile app that will provide FFM Saturday market and Farm Truck 912 customers with real time information on market locations and hours, vendor availability, seasonal specials, and other information designed to increase the customer shopping experience and implement a Farmers Market App promotion program for FFM customers using social media, print media, earned media, and outreach to increase the number of downloads of the application.

Recipient: Georgia Organics
Atlanta, GA

Award Amount: \$100,000.00

Growing a Self-Sustaining Customer Attraction and Retention Program at Georgia's Farmers Markets

Empower farmers' market managers to replicate the My Market Club (<https://georgiaorganics.org/MMC>) without needing to partner directly with Georgia Organics through marketing, training, and educational outreach on the successful program strategies that have helped markets and farmers thrive.

Recipient: Main Street Jefferson
Jefferson, GA

Award Amount: \$33,082.00

Jefferson Farmers Market and Agritourism Program: Expanding Access to Local Food

Increase the purchase and consumption of locally grown and produced food and expand the venue and sales of local farmers and food producers by developing the Geocache Agritourism Trail, recruiting farmers and food producers to participate in the farmers' market and the agritourism trail, developing a marketing strategy to grow the customer base, organizing transportation to increase resident access to the farmers' market, and engage farmers to participate in locally-grown farm tours.

Recipient: The Project Generation Gap, Inc.
Snellville, GA

Award Amount: \$90,035.00

The Georgia Farmers Market Association

Strengthen the state of Georgia's market managers and local agricultural producers/vendors by creating a Georgia Farmers Market Association to standardize farmers' market policies, practices, marketing, and training and technical assistance in Georgia.

Recipient: The Rockmart Farmers Market, Inc.
Cartersville, GA

Award Amount: \$99,910.38

Stabilize and Expand the Polk County Farm to Consumer Capacity

Increase Rockmart Farmers Market consumers' access to and understanding of locally produced agricultural products and local producers' opportunities to sell their products, expand their product base, and increase understanding of consumer demand by providing new marketing opportunities for farmers; creating an online market, supporting training for producers to help them diversify their offerings and extend their seasons, and expanding outreach to and opportunities for additional producers; and educating consumers on the importance, availability, and benefits of locally and regionally produced agricultural products and promoting agritourism focused on local farms and their practices.

Guam

Recipient: Para I Probechu'n I Taotaota , Inc.
Hagatna, GU

Award Amount: \$99,276.00

Guam Farmers Market

Increase domestic consumption and access to locally produced agricultural products and expand market opportunities for farmers by developing a comprehensive marketing plan for the Guam Farmers Market designed to promote increased domestic consumption and direct sales to consumers and establishing a permanent and fully operational farmers market.

Hawaii

Recipient: Holoholo Farm LLC
Haleiwa, HI

Award Amount: \$81,648.00

AgriCorridor: The Road to Farm Retail

Expand direct-to-consumer sales and increase production of locally grown and value-added products by North Shore farmers by obtaining, marketing, and managing a mobile processing unit that can be used by multiple farms and establishing an agritourism route (AgriCorridor) that connects visitors to local farms.

Idaho

Recipient: Homedale Farmers' Market
Caldwell, ID

Award Amount: \$54,450.00

Sprouts Program

Encourage an increase in market attendance and in vendor sales at the Homedale Farmers' Market by educating children about the benefits of locally grown agricultural products through informative, age-appropriate activities such as cooking demonstrations and conducting tastings of raw, local foods.

Recipient: West Central Highlands RC & D Council, INC.
Emmett, ID

Award Amount: \$93,978.00

Increasing Access to and Revenue of Idaho Farmers Markets

Increase the domestic consumption of and access to locally produced agricultural products by providing support and assistance to farmers' markets through resource development, regional meetings, and networking opportunities, increasing access to nutritious, local foods for low-income families through marketing and strategizing best practices for market acceptance of Supplemental Nutrition Assistance Program (SNAP) benefits, and educating the public about the benefits of local, healthy food consumption through outreach activities.

Illinois

Recipient: City of Aurora
Aurora, IL

Award Amount: \$99,965.00

Growing Aurora's Farmers Market

Increase the sales for farm vendors and total number of vendors and improve the outreach, educational marketing, and services throughout the Market season by creating a bilingual information resource on Aurora's Farmers Market website and a promotional campaign to increase the Market's visibility to low-income, high-obesity neighborhoods; developing bilingual online videos, in conjunction with local Supplemental Nutrition Assistance Program (SNAP) agencies, to show how easy it is to shop with SNAP at the farmers market; and implementing a promotional campaign to strengthen community awareness and attendance to the Aurora market that includes cooking demonstrations at the market.

Recipient: City of Carbondale
Carbondale, IL

Award Amount: \$34,500.00

Carbondale Farmers Market - Market Analysis

Partner with Market Ventures to identify ways to offer more regionally produced food to customers and increase vendor sales and consumer traffic by assessing current market operations at the Carbondale Farmers' Market and finding potential development opportunities; exploring potential farmers' market expansion opportunities and identifying locations that will provide the best location for vendors and consumers; and completing a financial analysis to review market budgets and determining feasibility and long-term viability of an expanded or improved farmers' market.

Recipient: Fuller Park Community Development Corporation
Chicago, IL

Award Amount: \$99,952.16

Eden Place Farmers' Markets

Increase the amount of fresh foods available to residents of Chicago's Fuller Park and other food desert communities by increasing the capacity of the Eden Place Farmers' Market program to serve an even larger portion of its community and surrounding areas through conducting training for residents in topics concerning urban farming and food safety and providing a Community Supported Agriculture (CSA) food box program for residents.

Recipient: Illinois Farmers Market Association
Springfield, IL **Award Amount:** \$90,594.00

Creating a Robust Online Direct Marketing Network for Farmers Markets

Support the success of farmers' market and increase the consumption and access to locally and regionally produced agricultural products by developing improved and expanded cooperative online system for sharing farmer and market profiles via multiple websites; promoting farmers, producers, and market managers through single registration through the MarketMaker Program; and developing and distributing an economic impact analysis identifying the effects the new social platform has on farmers, markets, and local communities.

Recipient: Jacksonville Main Street
Jacksonville, IL **Award Amount:** \$39,620.26

Farmers Market on the Square Comprehensive Internet Marketing Expansion

Increase the sales and product exposure of the vendors of the Farmers Market on the Square and access to and resident consumption of locally produced, fresh food by providing Wi-Fi service for market participants and conducting a marketing campaign that uses live video, social media, and targeted entertainment.

Recipient: The Endealeo Institute, Inc.
Chicago, IL **Award Amount:** \$47,128.00

By Any Greens Necessary: Fresh Food Access

Implementing a healthy eating outreach and information campaign focused on the farmers' market through local media advertising; conducting monthly nutrition and/or cooking classes coinciding with the market season at Robichaux Park, Trinity Church, and Woodson Library; facilitating field trips to the farmers' market for those with limited mobility or no transportation; and fostering business development opportunities with individual farmers and local corner stores to encourage stores to purchase produce directly from the growers and sell retail in the neighborhood.

Indiana

Recipient: Farmers Market, Inc.
South Bend, IN **Award Amount:** \$99,973.80

South Bend Farmer's Market (SBFM) Project

Partner with Pinter Consulting and Salsa Making to increase the number of farmer vendors and consumers at the South Bend Farmer's Market through performing an analysis of the local market, which will assess consumer awareness of the market; developing relationships with vendors through web-based interactive connections; providing outreach and transportation allowing low income/low access neighborhoods to have access to the market.

Recipient: Historic Newburgh Inc.
Newburgh, IN **Award Amount:** \$60,076.00

Warrick County Farmers Markets Promotion Plan to Provide Vendor Education and to Expand Local Promotion, as well as, Agriculture Promotion.

Increase the number of trained market managers, volunteers, and vendors resulting in better managed markets that will see expansion of vendors, safe products, direct sales and customer base by providing training for vendors and market masters and developing a comprehensive marketing campaign with new marketing materials and opportunities to expand the promotion of two farmers' markets in Warrick County, Indiana.

Recipient: Orange County Community Development, Inc.
Paoli, IN **Award Amount:** \$56,952.72

Orange County HomeGrown Farmers Markets: Assuring Sustainability and Community Benefits

Increase consumer awareness of locally grown agricultural products and knowledge of farm vendors by providing vendor workshops that cover topics including market development, new product ideas, business expansion and the means to sustain a viable business and conducting a marketing campaign for two farmers' markets in Orange County, Indiana.

Recipient: Town of LaGrange
LaGrange, IN **Award Amount:** \$60,816.26

LaGrange Farmers' Market Enhancement Project

Enhance farm vendor opportunities and low-income consumer access to locally and regional grown agricultural products by improving the quality of the weekly LaGrange Farmers' Market through a promotional campaign that highlights the usage of Women, Infants, and Children (WIC) and Senior Farmers' Market Nutrition Program benefits at the market.

Iowa

Recipient: Greater Fort Dodge Growth Alliance
Fort Dodge, IA **Award Amount:** \$97,400.00

Fort Dodge Market on Central Agriculture Vendor Development Program

Increase the diversity of local agricultural products in the Fort Dodge Market on Central by sustaining existing and foster the development of new farm operations through promoting farmers' markets locally and regionally, establishing consumer education programs through workshops and cooking demonstrations and vendor education programs through workshops and roundtables, and implementing an internship program to assist vendors in expanding into other markets.

Recipient: Northern Iowa River Greenbelt Association
Belmond, IA **Award Amount:** \$61,136.00

Developing and Expanding Tools for Direct to Consumer Marketing in North Iowa

Increase the visibility and marketing opportunities of local food producers, improve and expand agritourism across the Healthy Harvest region, and improve producer and consumer awareness and access to local food information by expanding/improving marketing tools, providing technical assistance for local farmers, and redesigning Healthy Harvest's marketing tools and strategies.

Recipient: Southern Iowa Resource Conservation & Development Area, Inc.
609 New York Avenue, IA **Award Amount:** \$35,480.58

Growing Farmers and Farmers Markets Program

Increase the number of farmers' market vendors, enhance local farmer skills related to direct producer-to-consumer marketing, and increase consumer attendance at farmers' markets by implementing an advertising campaign that uses print and electronic media and conducting peer-to-peer workshops for vendors and potential vendors.

Kansas

Recipient: Douglas County, Kansas
Lawrence, KS **Award Amount:** \$53,650.00

Catalyzing Our Farmers Market Sector: An Action Plan for Douglas County, KS

Support the development of robust local and regional food systems across Kansas by conducting community-based research to create strategic recommendations and a Douglas County Farmers Market Action Plan for market enhancement; providing technical assistance and capacity building to local farmers' markets; and providing the research process and results to statewide agriculture and health leaders as a model for other Kansas farmers' markets.

Recipient: Kansas Department of Agriculture
Manhattan, KS **Award Amount:** \$98,549.00

Kansas Farmers' Market Toolkit

Increase consumer awareness and visitation and enhance farmer sales at Kansas farmers' markets by creating easy-to-use fillable templates for managers to enter their markets' information and use these professional pieces for promotional use in community newsletters, newspapers, websites, social media pages, and posters; providing additional signage and promotional materials for the market; and providing hand-washing stations allowing farmers' markets to offer chef demonstrations and sampling to highlight how to use the fresh fruits, vegetables and proteins available for purchase at the market.

Recipient: Kitchen 4 Hire, LLC
Salina, CA **Award Amount:** \$98,791.00

Salina Local Food Markets

Increase sales and access of locally and regionally produced agricultural products in Saline County, Kansas as well as producer knowledge of local, state, regional and federal programs to assist with direct-to-consumer sales and Good Agricultural Practices (GAP) certification through the implementation of a marketing campaign that targets food deserts and consumers that are recipients of Supplemental Nutrition Assistance Program (SNAP) benefits and providing materials for farm vendors.

Kentucky

Recipient: Brighton Center, Inc.
Newport, KY **Award Amount:** \$100,000.00

Mobile Markets of Northern Kentucky (MMNKY)

Increase the distribution, access, purchase, and consumption of locally produced food by establishing, implementing, and promoting five mobile markets in Northern Kentucky, that will have the capability of processing Supplemental Nutrition Assistance Program (SNAP) benefits and engage customers in nutrition education and cooking demonstrations.

Recipient: Cumberland County Fiscal Court
Burkesville, KY **Award Amount:** \$86,028.56

Farmers Market of Cumberland County Local Food Initiative

Increase farmer vendor participation and sales as well as consumer attendance at the Cumberland County Farmers Market by improving the location and service of the market; providing outreach to recruit local producers to marketing opportunities by direct mail campaign regarding artisan meats; and developing and implementing a marketing plan to advertise and promote the market to local consumers.

Louisiana

Recipient: North Louisiana Farm Fresh Corporation
Ruston, LA **Award Amount:** \$47,784.00

Expand and Promote Ruston Farmers Market in North Louisiana

Increase consumer consumption of local and regional food and vendor and market manager knowledge of marketing and product diversification by expanding the Ruston Farmers Market and implementing an outreach and educational campaign for both consumers and vendors.

Maine

Recipient: Maine Federation of Farmers' Markets
Pittsfield, ME

Award Amount: \$99,000.00

Increasing Access and Consumption Through Maine Farmers' Market Snapshot Week

Increase domestic consumer consumption of locally sourced foods by developing an educational campaign to inform the public about the multiple benefits provided by farmers' markets, and facilitating the annual Maine Farmers' Market Snapshot Week, that will keep local foods and local farmers in the spotlight.

Maryland

Recipient: Engaged Community Offshoots, Inc.
Riverdale, MD

Award Amount: \$100,000.00

A Thriving Farmers Market for the Port Towns

Expand low-income resident access to healthy, locally grown food, while simultaneously making it possible and desirable for area farmers, ranchers, and value-added local producers to sell to this untapped constituency by establishing a market; creating marketing and communications material specifically geared to low-income residents; recruiting regional Maryland farmers and ranchers to vend at the market; securing the required components to accept nutrition assistance program benefits; and providing community-based programming at the market including nutrition education and food demonstrations.

Recipient: Future Harvest, Chesapeake Alliance for Sustainable Agriculture
Cockeysville, MD

Award Amount: \$100,000.00

Increasing Supply and Demand for Locally and Sustainably Grown Food through Direct-to-Consumer Education, Training, and Awareness Building for Maryland and Delmarva Farmers and Consumers

Build new market opportunities for farm and ranch operations serving local markets by developing and implementing outreach, training, and networking opportunities and increase domestic consumption of and access to locally and regionally produced agricultural products by creating a multi-media consumer outreach campaign.

Massachusetts

Recipient: Lower Cape Cod Community Development Corporation
EASTHAM, MA

Award Amount: \$100,000.00

Farmers' Market Development Program

Increase vendor sales and overall traffic at participating farmers' markets through the development and implementation of a new Farmers' Market Development Program that will train the vendors on business principles, risk management, marketing, new product development, and other elements of a successful year-round business.

Recipient: Sustainable CAPE-Center for Agricultural Preservation & Education
Truro, MA

Award Amount: \$99,912.00

Local Connections: Cape Families + Farmers' Markets

Increase local residents', including low-income families, access to and awareness of locally produced agricultural products and local farmer sales at the Outer Cape Farmers' Markets by introducing and familiarizing elementary school children and their families, residents of local housing developments, and library patrons with local farmers, the food they produce, and farmers' markets; creating a coalition of at least three farmers' markets on the Outer Cape portion of Barnstable County to collaborate on marketing, strengthen education, foster understanding of existing nutrition incentives, train managers and interested farmers/producers in accepting nutrition incentives, and implement promising management practices; and developing and disseminating marketing materials (direct mail, rack cards and/or posters) to collectively advertise the Outer Cape markets and educate about nutrition incentive programs.

Recipient: The Trustees of Reservations
Beverly, MA

Award Amount: \$99,777.98

Connecting Consumers and Farmers to New Markets in Boston

Increase access to and consumption of fresh, local food for low-income Boston residents and connect New England farmers and producers with new markets and help strengthen their businesses by launching the first all-local mobile market in Boston, increasing opportunities for low-income Boston residents to purchase fresh, local food in their own neighborhoods; providing additional market opportunities for New England farmers and producers that are not already vendors at the Boston Public Market, including seasonal farmers' markets, day stalls, and product demonstration opportunities linked to the Boston Public Market; and providing New England farmers and producers with business development education such as speaker series and scholarship opportunities.

Recipient: Third Sector New England, Inc.
Boston, MA

Award Amount: \$99,902.00

Farm to Mason Square Fresh Food Initiative

Partner with Gardening the Community to increase the consumption of and access to locally produced fruits and vegetables for low and moderate income residents of the Mason Square community in Springfield, Massachusetts and improve market and Community Supported Agriculture (CSA) sales for local producers by conducting a market analysis that includes surveying existing and potential market customers and then designing and implementing an innovative, bilingual, culturally targeted marketing campaign; facilitating innovative market-based education efforts such as cooking demonstrations focused on cooking with fresh ingredients and storing and preserving the harvest; providing training for market staff on proper food handling, storage, and preservation tactics.

Michigan

Recipient: Bath Charter Township
Bath, MI

Award Amount: \$58,534.28

Successful Vendors Make a Successful Market

Increase consumer attendance and sales at the Bath Farmers Market by conducting events that feature and use locally sourced food and implementing a marketing campaign in targeted populations while increasing market vendors' capabilities through a series of workshops in social media marketing, direct mail and print advertising, video marketing, branding, and mobile websites.

Recipient: City of Allegan
Allegan, MI

Award Amount: \$31,293.79

Allegan Farmers Market Promotion Program for Low-Income Customers

Increase community access to fresh, local foods by expanding services and products at the Allegan Farmers Market while encouraging market participation through a promotional campaign that highlights the expanded services and products through regional media outlets.

Recipient: City of Kentwood
Kentwood, MI

Award Amount: \$43,142.00

Establishment and Promotion of the Kentwood Farmers Market

Increase access to locally produced agricultural products by establishing the Kentwood Farmers Market to be a venue for farmers and vendors to sell and market their products, recruiting local farmers and vendors to participate in the farmers' market, promoting the farmers' market to the public, and developing a partnership with the Kent District Library to offer educational opportunities for vendors and consumers.

Recipient: City of Marquette Downtown Development Authority
Marquette, MI **Award Amount:** \$71,290.00

Downtown Marquette Farmers Market Promotion and Enhancement Project

Increase customer attendance, produce sales, product offerings, and farmer participation at the Downtown Marquette Farmers Market by promoting the market using television, radio, print media advertising, and social media; providing supplies for vendors and customers to be outside during inclement weather; providing food demonstrations of locally sourced food; and providing training to farmers in social media usage to help increase customers' awareness, on a consistent basis, of the farmer's products.

Recipient: City of Muskegon
Muskegon, MI **Award Amount:** \$75,000.00

Muskegon Farmers Market - Marketing

Increase resident awareness of locally sourced produce at the Muskegon Farmers Market by expanding a children's educational program, Power of Produce Club; facilitating a winter farmers market; and implementing a marketing campaign that utilizes farm tours and provides technical assistance for farmers that plan to implement their own farm tours.

Recipient: City of Muskegon Heights
Muskegon Heights, MI **Award Amount:** \$35,000.00

Muskegon Heights Farmer's Market

Improve the accessibility to fresh produce, support nutritional education, and bridge the gap between food producers and consumers, especially low-income consumers, by conducting an advertising campaign, hosting healthy cooking demonstrations, and recruiting produce vendors and food truck operators to the Muskegon Heights City Market.

Recipient: Friends of Lincoln Park Farmers Market
Lincoln Park, MI **Award Amount:** \$49,198.52

Enhancing Community through Access to Local Food in Lincoln Park

Increase access to local food and fresh produce at the Friends of Lincoln Park Farmers Market and increase the number of vendors and vendor sales by implementing a multi-media marketing campaign that includes online, newspaper, mailer, and billboard advertisements.

Recipient: Pittsfield Charter Township
Ann Arbor, MI **Award Amount:** \$25,000.00

Pittsfield Township Demo, Ride, Incentivize, Vary, and Eat (DRIVE) Program.

Increase attendance, produce sales, and nutrition assistance program usage at the Pittsfield Township Farmers Market by implementing a producer-to-consumer educational campaign (Demo, Ride, Incentivize, Vary and Eat (DRIVE)) that uses cooking demonstrations, providing enjoyable training sessions for people of all ages, and providing nutritional information for items prepared through the demonstrations.

Minnesota

Recipient: Lake City Thursday Market
Lake City, MN **Award Amount:** \$63,548.00

Lake City Farm Market EBT & Community Outreach

Improve attendance at the farmers' market, secure increased sales for local farmers, and foster better health due to increased access to fresh local foods for community and Supplemental Nutrition Assistance Program (SNAP) recipients by conducting a marketing campaign that develops a logo, market brand, and website; utilizes television, radio, print, and electronic media; and participate in local promotional events.

Recipient: Minnesota Food Association, Inc.
Marine on St. Croix, MN **Award Amount:** \$99,320.00

Big River Farms: Building Direct-to-Consumer Market Opportunities for Historically Underserved, Beginning Farmers

Expand underserved community access to local, organic produce and increase producer knowledge of and participation in Community Supported Agriculture by implementing a farmer-in-training education program for historically underserved, beginning farmers that focuses on direct-to-consumer delivery routes and selling at farmers' markets in the Twin Cities of Minnesota.

Recipient: Town Square Farmers Market
East Grand Forks, MN **Award Amount:** \$100,000.00

My Street Market Mobile Food and Education Trolley ("Molly")

Improve local food access and expand and develop new domestic agriculture market opportunities for local farm and ranch operations to provide domestic agriculture outreach and agritourism by developing and promoting a mobile market trolley; hiring a local foods access coordinator to expand and develop market opportunities and outreach to elderly, low-income, disabled, new Americans, youth and Native Americans; and providing educational programs focusing on the benefits of fresh food consumption, supporting local growers, and safe food handling.

Mississippi

Recipient: City of Clinton
Clinton, MS **Award Amount:** \$35,867.00

Fresh at Five Community Outreach Expansion 2016-17

Increase overall visibility and awareness of Clinton's "Fresh at Five" Farmers' Market to low-income/low-access neighborhoods in west Jackson, Mississippi and north central Hinds County by conducting a targeted promotional campaign that includes local print, radio and social media.

Recipient: Mississippi State University
Mississippi State, MS **Award Amount:** \$76,210.00

Expansion of Philadelphia's Fresh Market @ The Depot

Increase in the number of vendors operating with improved expertise in row crop production of spring and fall vegetables and increase consumer satisfaction and domestic consumption of and access to local agricultural products due to a wider variety of marketable fruits and vegetables with increased visibility and promotion of Philadelphia's Fresh Market at the Depot in downtown Philadelphia, Mississippi by conducting an advertising campaign that includes radio, newspaper, and social media; recruiting new vendors for the market; and providing training for farm vendors.

Recipient: My Brother's Keeper, Incorporated
Ridgeland, MS **Award Amount:** \$100,000.00

Jump Start Jackson Farmers Market 2.0 Project: A Growers Capacity Building-Education and Farmers Market Promotion Program

Increase growers' and other food producers' capacity to effectively participate in direct producer-to-consumer market opportunities by providing farm infrastructure trainings (e.g., GHP/GAP Certification), direct market education and processes, and technical assistance workshops and increase the access to and availability of farmers' markets, roadside stands, and other direct producer-to-consumer markets in low access/low income, minority communities by expanding and promoting the Jump Start Jackson Farmers Market through a comprehensive marketing campaign that includes culturally-appropriate public service announcements aired on the local radio and television stations, billboards, and other educational material.

Missouri

Recipient: Hickory County Farmers Market
Hermitage, MO **Award Amount:** \$66,663.01

Marketing Promotion of Hickory County Farmers Market

Enhance consumer awareness of locally grown produce and how to prepare it, which will increase its demand, by conducting a promotion campaign that includes website develop and advertisements in local newspapers and billboards and facilitating cooking demonstrations at learning stations during the market season.

Recipient: HOSCO SHIFT, Inc.
Saint Louis, MO **Award Amount:** \$100,000.00

Coop City Market Basket Delivery Program

Increase in the number of the 5th, 18th, 19th, and 22nd Wards in Saint Louis, Missouri residents buying local produce by accessing the supplies necessary to store and deliver locally grown produce, connecting with local producers to distribute food, and training residents receiving Temporary Assistance for Needy Families (TANF) through workforce assistance in production.

Recipient: Pulaski County Sheltered Workshop
Richland, MO **Award Amount:** \$81,194.55

Fort Leonard Wood's Farmers' Market: Expansion Through Innovative Training and Outreach

Expand access to local, fresh, and healthy foods by implementing a mobile market that will accept Supplemental Nutrition Assistance Program (SNAP) benefits; training disabled Pulaski County Sheltered Workshop employees to staff the market and farm stand; providing social interaction and outdoor work at the market and farm stand to increase disabled employee awareness and understanding of the importance of healthy foods; and engaging and educating the local community through outreach on the availability and health benefits of local foods.

Recipient: Randolph County Caring Community, Inc.
Moberly, MO **Award Amount:** \$85,226.00

Depot Park Farmers Market

Increase in vendor and consumer outreach and knowledge of the activities and benefits of the Depot Park Farmers Market and increase the diversity of food options, including produce, at the market by engaging more vendors and attracting a diverse consumer base; developing sustainability strategies to strengthen infrastructure systems and daily operating practices of the market; and engaging in continuous data collection, quality improvement, and evaluative practices, through strong outreach, education, collaboration, retention, and community engagement.

Recipient: Taney County Health Department
Forsyth, MO **Award Amount:** \$96,694.00

Growing the Grower

Strengthen the local food system in the Missouri counties of Stone and Taney by conducting six networking and education events for local growers and ranchers annually and promoting professional development training and educational scholarships available for local farmers and ranchers.

Recipient: The Webb City Farmers Market, Inc.
Webb City, MO **Award Amount:** \$97,056.04

Growing the Webb City Farmers Market into a Sustainable Future

Generate more income for farmers by increasing sales, specifically on Tuesdays and during the Winter Market, and enable farmers to process excess produce for later sale through the Webb City Farmers Market by designing and distributing Winter Market brochure; hosting special events such as cooking demonstrations; ensuring the necessary supplies and equipment are available for vendors to appropriately store their products; and facilitating a Tuesday Market and Winter Market.

Recipient: University of Missouri
Columbia, MO

Award Amount: \$97,014.00

Farmers' Market Promotion Program.

Increase the number of farmers' markets throughout Missouri and their sales of locally sourced agricultural products by demonstrating effective display and sampling techniques to market vendors through training opportunities; training market vendors to use forms of advertising they have not used in the past; and providing technical assistance and information to those individuals and groups wishing to start or restart a market in their area.

Montana

Recipient: Alternative Energy Resource
Helena, MT

Award Amount: \$100,000.00

Marketing Montana: Connecting Producers to Consumers Online and Through Agritourism

Increase the consumption of and access to locally and regionally produced agricultural products in Montana by (1) enhancing the efficiency and comprehensiveness of managing, accessing, and updating the Abundant Montana Directory listings; (2) developing a variety of ways to report, share, access, and display Abundant listings; (3) developing a calendar system for public entry of events for farmers' markets, on-farm or food-related events, farms hosting workdays, and on-farm sales by product; (4) developing a marketing campaign to appeal to producers and consumers; (5) researching national and statewide agritourism information and agritourism resource manuals from other states; (6) collaborating with partner organizations and agencies interested in promoting and developing agritourism in Montana; and (7) developing a producer agritourism resource manual to be shared online.

Recipient: Blackfeet Community College
Browning, MT

Award Amount: \$90,000.00

BCC People's Market

Strengthen the consumption of local and regional produce and goods and increase the affordability of more fruits, vegetables, food items, and locally sourced goods through a direct producer-to-consumer market on the Blackfeet Indian Reservation by conducting a marketing campaign focused on recruiting vendors, farmers, and ranchers and increase resident awareness of the farmers' market; making available the necessary supplies and equipment for vendors to participate in the market; and providing training for farm vendors to maximize their return on investment.

Recipient: Yellowstone City County Health Department
Billings, MT

Award Amount: \$87,297.00

Selling Harvests to Advance Nutrition, Grow Relationships, and Improve Lifestyle Activities (SHANGRI-LA)

Increase the consumption of healthy, locally grown agriculture products, offer an opportunity for producers to market directly to those in need of access to fresh fruits and vegetables, and enable customers to purchase regional foods by updating and expanding promotional materials targeting Southside residents, especially Supplemental Nutrition Assistance Program (SNAP) and Women, Infants, and Children (WIC) beneficiaries; implementing an enhanced weekly market with diversified activities (e.g., cooking classes); expanding outreach to vendors; and working with area youth agencies that service disadvantaged children to develop appropriate educational and outreach activities at the market to promote locally sourced agricultural products.

Nebraska

Recipient: Nebraska Food Cooperative, Inc.
Belgrade, NE

Award Amount: \$99,987.00

The Nebraska Food Cooperative: Strategic Marketing and Capacity Enhancements

Develop a robust local food supply network operating across the state of Nebraska directly connecting farms with markets in an efficient infrastructure by expanding the marketing and outreach activities to include advertising in publications, social media, National Public Radio, and developing videos for distribution on the Internet; expanding the retail site support to add a fourth route for the mobile market in Nebraska's north central area and opening more retail sites in the eastern and central regions; and streamlining the Nebraska Food Cooperative's website interface (www.nebraskafood.org) to be mobile-friendly, optimize search engine functionality, meet industry standards, and provide additional payment options for consumers.

Nevada

Recipient: On the Ranch, LLC
NORTH LAS VEGAS, NV

Award Amount: \$99,943.00

Healthy Living Down on the Ranch

Increase the number of agricultural producers and vendors at the On the Ranch Farmers and Artisan Market by implementing a promotional and advertising campaign to recruit local and regional producers and customers and acquiring infrastructure that transports, stores, and preserves agricultural products for the market.

New Hampshire

Recipient: Nashua Regional Planning Commission
Merrimack, NH

Award Amount: \$70,000.00

Nashua Farmers Market Promotion Program

Increase the capacity of the Nashua Farmers Market to make it a more sustainable and profitable market for farm vendors and increase consumer knowledge of the market, reducing the need for future promotions, by recruiting new local producers, providing potential vendors with permitting assistance, conducting marketing to expand the customer base, and implementing a Supplemental Nutrition Assistance Program (SNAP) system to make fresh local foods accessible to low income populations; developing a multi-media suite of marketing materials including print, video and radio advertisements, and new market signage; and conducting market demand analyses to assess the feasibility of and establish preliminary plans for a winter farmers' market and mobile market to operate in the Nashua area.

New Jersey

Recipient: Cecil Creek Farms, LLC
Mickleton, NJ

Award Amount: \$59,600.00

Expanding Marketing and Promotion of Organic and Sustainable Produce and Farm-Fresh Products in Southern New Jersey

Increase visibility and recognition of Cecil Creek Farm Market as the go-to source for local, organic, and sustainable produce and food products from a wide variety of Southern New Jersey and Tri-State area farms/producers by designing and implementing a marketing campaign that includes radio, billboard, and newspaper advertisements; conducting outreach to consumers/local residents through post cards and direct mail; and participating in local events in the surrounding area to promote vendor produce and agricultural products.

Recipient: Ironbound Community Corporation
Newark, NJ **Award Amount:** \$99,980.00

Down Neck Farmers' Market Initiative

Enhance local resident awareness of the benefit of consuming local, fresh foods and increase their consumption of them by establishing a vibrant farmers' market in a low-income area of Newark, New Jersey; hosting direct producer-to-consumer events such as cooking demonstrations and food tastings of local agricultural products; and conducting an outreach campaign throughout the city to promote the farmers' market including advertising through flyers, newspaper, radio, social media, and door-to-door.

Recipient: Town of Dover
Dover, NJ **Award Amount:** \$35,685.00

Dover Farmers' Market at JFK Park

Increase the consumption of and access to local and regionally produced agricultural products by developing and sustaining a new farmers' market in Dover, New Jersey; implementing an advertising campaign to publicize the market; and providing educational opportunities to the public about products offered at the market.

Recipient: Township of Union
Union, NJ **Award Amount:** \$61,360.00

Union Township Farmers' Market Initiative

Increase domestic consumption of and access to locally and regionally produced agricultural products by developing and sustaining a farmers' market in Union, New Jersey and implementing an educational promotional campaign that includes online, print materials, and hosting events at the market.

New Mexico

Recipient: Capacity Builders, Inc.
Farmington, NM **Award Amount:** \$98,952.57

Tse Daa K'aan Community Farmers Market

Enhance Navajo Nation residents' access to locally sourced produce and increase local farmer sales and training opportunities by establishing the Tse Daa K'aan Community Farmers Market open Saturdays from April through October and providing ongoing trainings for local farmers and the market manager that will assist in building the skills necessary to take full advantage of this economic resource.

Recipient: Santo Domingo Tribe
Santo Domingo, NM **Award Amount:** \$99,421.85

Santo Domingo Farmers Market Promotion Project

Develop a successful marketing campaign of local produce and agricultural products at the Santo Domingo Pueblo in New Mexico by hiring a coordinator to determine the needs of the farmers and agriculture vendors of the farming community and best practices for a successful farmers' market; identifying and establishing viable locations and a calendar for holding collaborative farmers' market; and identifying and establishing internal and external resources, supports, and partnerships to invest as stakeholders in a farmers' market, farmers, and vendors for sustainability and growth.

New York

Recipient: Added Value and Herban Solutions, Inc.
Brooklyn, NY

Award Amount: \$63,813.71

Teens Expand Fresh Food Access in Red Hook, Brooklyn

Increase access to affordable, locally-grown, fresh organic food, particularly for public housing residents in Red Hook, Brooklyn by organizing a robust and successful market that supports multiple growers and local food vendors; implementing a youth leadership program in the community by having them help run the farm and markets, to build their public speaking, marketing, customer service, and urban farming skills; inviting local non-profits, arts organizations, youth groups, social services entities, and other community groups to the table, perform, or otherwise participate in the markets to create a stronger network in the community; and supporting healthy eating in neighborhood through fresh produce access, ongoing cooking demonstrations, food tastings, and recipe dissemination.

Recipient: Bedford Stuyvesant Restoration Corporation
Brooklyn, NY

Award Amount: \$99,138.00

Collaborative Promotions and Training for Central Brooklyn Farmers Markets

Reduce the barriers to and increase the consumption of farm fresh foods in Central Brooklyn by coordinating and evaluating collaborative efforts to strengthen the operations, demand and sales at five Central Brooklyn farmers' markets, and attract and/or train hyper-local and regional socially disadvantaged farmers to serve the primarily Black and Latino, low-income, low-access urban area.

Recipient: Carey Institute for Global Good
Rensselaerville, NY

Award Amount: \$99,820.00

The Helderberg Brewshed

Collaborate with the Cornell Cooperative Extension to develop market opportunities for New York State farmers, particularly those in the Mohawk-Hudson Region, and increase domestic consumption of New York State-produced agricultural products by analyzing existing survey data regarding the amount of barley and other small grains presently in production in New York State; providing training workshops meant to improve farmers' technical capacity to raise small grains; administering a supplemental survey in the Hudson-Mohawk Region to collect and analyze data regarding demand for small grains, and brewers' and supply procurement practices and the nature of value-added producers direct procurement relationships with agricultural producers; and providing training workshops, and developing and disseminating best practices educational materials to improve farmers' direct-to-consumer marketing skills.

Recipient: County Extension Association in the State of New York
Lockport, NY

Award Amount: \$70,614.39

From the Ground Up: Expanding Niagara Falls Markets

Increase the overall market sales, individual vendor sales, and consumer participation by training local farmers on vending practices, business operations, and provision of culturally relevant products; educating community members (market customers, new customers, and connections from area organizations who are not customers) on the value of local food, seasonality, nutrition, and how to preserve produce; promoting the markets of Niagara Falls increasing sales for vendors and the consumption of produce by residents, especially low income populations; and establishing a base of information about the current demands from the community for produce.

Recipient: County of Sullivan
Monticello, NY

Award Amount: \$96,595.66

Sullivan Fresh Initiative

Increase awareness of agriculture in Sullivan County, New York, which will augment the sales of agricultural products at the county's seven farmers' markets, by creating and implementing a County-wide marketing, coordination, and promotional plan; developing and distributing educational materials for the public via news releases and radio interviews; conducting workshops and cooking demonstrations to help consumers understand how to prepare food sold at the markets; and training staff to process and promote consumer use of nutrition assistance program benefits at the markets.

Recipient: County of Tompkins
Ithaca, NY **Award Amount:** \$49,390.00

Increasing Farm Sales through Agritourism Development in Tompkins County

Offer a whole farm and food experience for visitors that links producers, chefs, and consumers in a fully formed experience as they travel to Tompkins County, New York and in the process increases direct sales for farmers and food producers by evaluating farm establishments to assess their agritourism readiness and support them in becoming more visitor ready; training farm businesses to improve their capacity to host visitors; building agritourism packages including a new farm trail, a new open farm weekend, and other packaging opportunities; and promoting opportunities via an agri-culinary tourism website (Ithaca Fork) and associated marketing and advertising investments.

Recipient: GardenShare, Inc.
Canton, NY **Award Amount:** \$57,500.00

SNAP Up Farm Fresh Produce

Increase local farmer sales and increase Supplemental Nutrition Assistance Program (SNAP) recipients' access of locally grown agriculture by recruiting and training volunteers to promote SNAP at the farmers' markets, publishing and distributing an annual local food guide that promotes farmers' markets to all audiences, and conducting other farmers' market promotion activities, including media stories, interviews, and social media advertising.

Recipient: Groundwork Hudson Valley
Yonkers, NY **Award Amount:** \$76,105.00

Marketing and Promoting the Get Fresh Yonkers Market and Citizen Coop

Increase the consumption of locally sourced food and increase the number of farmers vending at the market providing a greater diversity of products by conducting a marketing campaign for the Get Fresh Market and Citizen Coop program in Southwest Yonkers, New York that incorporates print and electronic promotional materials and hosting cooking demonstrations at the market.

Recipient: International Rescue Committee, Inc.
New York, NY **Award Amount:** \$100,000.00

Garden to Consumer: Pop-up Farm Stand Project (IRC Phoenix FMPP)

Create three thriving, community-run farm stands that increase the availability of local produce to underserved populations in Phoenix, Arizona and create new direct sales market access for aspiring and established growers in and around Phoenix by providing infrastructure to support pop-up farm stands including tents, tables, scales, cash registers and wireless access points; providing training, onsite mentorship, and technical support in direct sales for small and aspiring producers; establishing merchant Supplemental Nutrition Assistance Program (SNAP) accounts to enable the use of SNAP and other food benefits at these markets; and working in cooperation with existing organizations to design and develop each venue.

Recipient: Myrtle Avenue Revitalization Project, LDC
Brooklyn, NY **Award Amount:** \$55,000.00

Fresh Food Access and Education through Local Leadership with Public Housing Community Residents in Brooklyn, New York

Partner with Corbin Hill Food Project to improve access to fresh, affordable food in Fort Greene neighborhood of Brooklyn, New York by recruiting and training volunteers to help manage distribution operations and assist in outreach; creating and coordinating an advertising campaign for the Fresh Food Box program; and conducting cooking demonstrations.

Recipient: South Bronx Farmers Market, Inc.
Bronx, NY

Award Amount: \$40,717.13

South Bronx Farmers Market Marketing and Outreach.

Increase farmer and producer participation in and the sales of locally produced agricultural products, including through the use of Federal nutrition assistance program benefits, at the South Bronx Farmers Market by conducting a direct outreach programs to apartments in four New York City Housing Authority housing developments; recruiting local urban farmers to sell at the market; creating a promotional market video with local youth to produce and post on our website, social media, YouTube and to share with interested individuals; promoting and expanding a Community Supported Agriculture (CSA) program for low-income groups.

North Carolina

Recipient: Albemarle Commission
Hertford, NC

Award Amount: \$95,480.00

Edenton Farmers Market

Increase awareness of the Edenton Farmers' Market and use of Supplemental Nutrition Assistance Program (SNAP) benefits at the market by conducting a promotional campaign that highlights the market's new location focusing on underserved and low-income populations and facilitating market events such as cooking demonstrations and samplings of locally sourced agricultural products.

Recipient: Foothills Farmers Market, Inc.
Shelby, NC

Award Amount: \$99,904.00

Increasing Direct Sales and Enhancing Food Access in Rural Cleveland County, NC

Improve access to local foods in low income/low access segments of Cleveland County, North Carolina and encourage Supplemental Nutrition Assistance Program (SNAP) recipients to participate in the local farmers' markets by implementing a marketing and outreach campaign for SNAP eligible customers, expanding the use of the Power of Produce children's agricultural program, hosting farm-to-fork events including a food film series, and customizing a trailer to be used as a mobile market.

Recipient: Guilford County Department of Health and Human Services
Greensboro, NC

Award Amount: \$100,000.00

The Mobile Oasis Farmers Market Project

Improves access to locally-grown produce for low-income residents across the Guilford County, North Carolina food deserts by upgrading a trailer to be used as a mobile market; operating the mobile market throughout the county; implementing an advertising campaign to highlight the mobile market through radio, billboards, as well as bus advertisements and signage; and engaging with local producers to actively participate in the market.

Recipient: Peletah Ministries
New Bern, NC

Award Amount: \$94,240.00

Farmers' Market Ambassador Outreach and Marketing Program

Increase the number of consumers utilizing the Joseph Community Farmers' Market and its services including the usage off Supplemental Nutrition Assistance Program (SNAP) benefits and Senior Farmers' Market Nutrition Program (SFMNP) vouchers by implementing a marketing campaign that engages local agencies and the community directly, implementing an ambassador outreach program, hosting market events, and developing a best practices customer services market manual for vendors at the market.

Ohio

Recipient: Geauga Fresh Farmers' Market
Willoughby, OH **Award Amount:** \$20,409.04

Gauga Fresh Farmers' Market - A Community Market

Increase access and consumption of fresh regionally produced fruits and vegetables in Geauga County, Ohio by adding and promoting the use of Supplemental Nutrition Assistance Program (SNAP) benefits at the Geauga Fresh Farmers' Market; conducting an outreach campaign to a target audience of higher income, food oriented customers and transport consumers to local farms where they will learn and see how their food is grown, harvested and packaged; and facilitating educational opportunities at the market that focus on farm volume, diversity, and safety of their produce and encouraging professional membership for farm vendors.

Recipient: Howland Township, Ohio
Warren, OH **Award Amount:** \$88,985.00

Howland Farmers Market Comprehensive Development Strategy

Enhance the long-term viability of the Howland Farmers Market in order to meet the economic goals of its vendors, the health needs of the community, and the sustainability of agricultural lands by conducting a targeted promotional campaign to introduce more of the community to the market and encourage current customers to visit more often; providing professional development training to market vendors and staff in an effort to enhance the quality of the market; extending the farmers' market to year-round to promote market growth; and hiring new employee to implement the grant and take the market to the next level.

Recipient: Local Bounty Coshocton, Inc.
Coshocton, OH **Award Amount:** \$100,000.00

Local Bounty Coshocton: Expanding local food opportunities for consumers and producers in rural Ohio

Catalyze growth of Local Bounty Coshocton, a year-round farmers' market, including doubling producers and consumers, increasing client expenditures, and earning customer loyalty by expanding market operation times; recruiting new vendors to meet consumer demand; and conducting a marketing campaign through electronic media, collaborations, and educational programs.

Recipient: Logan County Farmers Market
Zanesfield, OH **Award Amount:** \$99,207.00

Grow Logan County: sustainable solutions to local food systems in the Heartland

Strengthen the Logan County Farmers Market and the farm vendors that participate in it by creating beneficial working relationships between new and established growers, and launching an educational campaign to strengthen the health of our community and the viability of small farming businesses.

Recipient: The Ohio State University
Columbus, OH **Award Amount:** \$99,284.16

Helping Ohio Farmers Markets Go Virtual and Enhance Online Marketing

Provide a new outlet for local farmers and value-added food producers to increase sales to local consumers (both individual and institutional) providing them greater volume and profitability by creating and expanding online marketing options for farmers' markets and their vendors to offer consumers more awareness and opportunities to purchase locally grown and produced foods and agricultural products.

Recipient: Toledo Northwestern Ohio Food Bank, Inc.
Toledo, OH **Award Amount:** \$90,364.00

Mobile Market in NW Ohio Rural Counties

Provide information, skills, motivation and access to locally grown fruits and vegetables by implementing a mobile market that provides individuals with healthy guidelines, develops and distributes recipes to use fresh produce, and accepts Supplemental Nutrition Assistance Program (SNAP) benefits.

Oklahoma

Recipient: Oklahoma State University - Oklahoma City
Oklahoma City, OK **Award Amount:** \$99,456.00

Expanding Local Food Impact in Oklahoma City

Increase domestic access to and purchase of locally produced agricultural products by designing and implementing a consistent local marketing plan for the Oklahoma State University-Oklahoma City Farmers Market utilizing print and visual media, which includes direct marketing targeting specific demographic bases in addition to broader messaging to the general public, as well as the use of social media; expanding the market's community outreach efforts through promotions at community events and programs to increase public awareness; and providing nutrition education to customers, offering memorable sampling experiences to educate and introduce customers to new products.

Recipient: Town of Marble City
Marble City, OK **Award Amount:** \$61,219.00

Marble City Farmers Market

Provide an outlet for Oklahoma farmers to sell their agricultural products and increase domestic consumption of fresh produce by developing and promoting the Marble City Farmers Market, which will be equipped to accept Federal nutrition assistance program benefits, and providing training and technical assistance for the market's vendors concerning handling food and health awareness.

Oregon

Recipient: Clatskanie Farmers' Market, Inc.
Clatskanie, OR **Award Amount:** \$90,167.78

Clatskanie Farmers' Market Outreach Project

Broaden consumer base of the Clatskanie Farmers' Market, raise the community's food literacy awareness, and increase the number of market consumers that use nutrition assistance program benefits by developing food literacy curriculum for use by nutrition assistance program agencies and other interested parties; conducting outreach to local produce vendors in order to increase their participation in the market; and collecting and analyzing data to monitor the efficacy of the market and its outreach efforts.

Recipient: Deck Family Farm
Junction City, OR **Award Amount:** \$100,000.00

Full Diet Community Supported Agriculture (CSA) program for Oregon's Willamette Valley.

Enhance the accessibility to high quality, organic, locally produced food to people living in Oregon's Willamette Valley by offering cold storage for the Community Supported Agriculture (CSA) farmers; conducting an advertising campaign that incorporates posters, CSA box inserts, and flyers; and improving operational efficiency of the current CSA distribution model.

Recipient: Lane County Farmers Market
Eugene, OR

Award Amount: \$98,616.00

Increasing Sales of Locally Grown Foods and Agricultural Products at Lane County Farmers Market

Increase domestic consumption of and access to locally and regionally produced agricultural products at the Lane County Farmers Market in Oregon by conducting strategic advertising that encourages new community member patronage of the market via radio, print, Internet, and social media; providing consumer education and market access services through Friends of the Farmer Market; and promoting the market through partnerships with agencies working with low-income populations.

Pennsylvania

Recipient: City of Reading
Reading, PA

Award Amount: \$48,084.60

Penn Street Farmers' Market Expansion Project

Increase access to locally/regionally produced agricultural products at Penn Street Market in downtown Reading, Pennsylvania by creating a staff position to coordinate the expansion of the Penn Street Farmers' Market and implementing a food system curriculum for high school students to participate in the market as ambassadors.

Recipient: Everett Farmers' Market Association
Bedford, PA

Award Amount: \$15,770.00

Everett Farmers' Market Promotional Project for Everett, Pennsylvania

Increase domestic consumption of and access to locally and regionally produced agricultural products by conducting an advertising campaign to inform the public of Everett Farmers Market time and location; formally organizing the market's association as a 501(c) non-profit; providing food safety education to producers of Bedford County and surrounding areas; providing consumer nutrition education and vegetable usage guides for attendees; and obtaining a merchant account to accept nutrition assistance programs.

Recipient: Fayette County Community Action Agency, Inc.
Uniontown, PA

Award Amount: \$100,000.00

Mobile Farmers Market for Southwestern Pennsylvania region's need for using fresh, locally sourced foods.

Increase regional consumption of locally produced products in Fayette County, Pennsylvania and help local farmers expand opportunities for resale of fruit and vegetables produce by promoting and expanding farmers' markets to the Community Supported Agriculture (CSA) program throughout Fayette County; promoting the use of fresh fruits and vegetables, value-added local produce, and food products by businesses, institutions, and residents of food deserts; and working with nutrition education providers and health and service delivery organizations to expand education to low-income residents regarding the purchase/preparation of healthy foods.

Recipient: Nurture Nature Center
Easton, PA

Award Amount: \$100,000.00

Promotion of Direct Producer-to-Consumer Markets in the Lehigh Valley

Increase consumption of locally grown agricultural products by promoting Lehigh Valley farmers' markets, roadside stands, community-supported agriculture programs, Farm Share programs, agritourism activities, and other methods of producer-to-consumer direct marketing, including those in underserved communities aimed at increasing access to fresh, local food.

Recipient: Urban Tree Connection
Philadelphia, PA

Award Amount: \$99,999.69

Community Farmers Market Program

Increase consumption of and access to locally and regionally produced agricultural products in Philadelphia, Pennsylvania by expanding and strengthening the operations of the existing Neighborhood Foods Community Market and establishing new functioning markets at the First African Presbyterian and Ward AME Churches; offering training and technical assistance to community members; providing equipment to help the markets operate effectively; developing a handbook to assist in the ongoing operation of local community farmers markets; running regular “pop-up” demonstration markets at one additional location, with the goal of laying the groundwork for another future community market; and recruiting a range of local and regional farms and food producers to sell their wares at these markets, giving them new outlets for distributing their products directly to consumers.

Puerto Rico

Recipient: Autonomous Municipality of Caguas
Caguas, PR

Award Amount: \$94,045.00

Caguas-Puerto Rico Farmers Market Promotion Program

Increase consumption to domestic grown products and meet the food needs of low-income individuals in the Caguas Region by designing and implementing an educational awareness campaign to consume locally grown products, a training program to strengthen the capabilities of grassroots produce/food producer associations, and a formal technical assistance and training program for local farmers that focuses on how to run a viable business, develop business plans, analyze markets, improve systems and infrastructure so they can grow their businesses.

Rhode Island

Recipient: Hope & Main
Warren, RI

Award Amount: \$85,010.00

Schoolyard Market for 2016-2017

Educate the community about the local food chain and make the food chain more accessible to consumers by establishing vital staffing and infrastructure for the Schoolyard Market and promoting the market, purchase tents, and to produce signage and other promotional materials.

South Carolina

Recipient: City of Chester
Chester, SC

Award Amount: \$35,767.00

Chester Farmers and Artisans Market Fresh2You

Improve access to farmers’ market produce for members of the community who receive Supplemental Nutrition Assistance Program (SNAP) and/or Senior Farmers’ Market Nutrition Program (SFMNP) benefits and enhance the conditions for developing an inclusive group of local consumers at the Chester Farmers Market by developing and implementing a marketing plan for targeted outreach low-income, low-access members of the Chester County, South Carolina community and leasing and operating a vehicle equipped with SNAP equipment, trained personnel, and promotional logos.

Recipient: City of Hartsville
Hartsville, SC **Award Amount:** \$51,041.00

Hartsville Farmers' Market Enhancement and Expansion

Build relationships between farmers and consumers in the City of Hartsville, South Carolina and provide a common ground for residents to meet and interact by initiating a comprehensive marketing campaign for the Hartsville Farmers' Market to recruit vendors and expand its customer-base, which will include text messaging, e-flyers, print advertisements, billboard advertising, radio advertising, new signage and new banners; coordinating with local restaurants and healthcare providers and nutritionists to develop a culinary curriculum and demonstration series featuring locally grown seasonal produce; working with the relevant agencies and individuals to expand the market; and implementing a transaction system to accept Supplemental Nutrition Assistance Program (SNAP) benefits.

Recipient: Sustainable Midlands
Columbia, SC **Award Amount:** \$28,926.00

Bridging the Gap: Consumers and Farmers

Increase the customer awareness of the South Carolinian midlands food-producing farmers and the amount of money that they spend on direct farm purchases by providing educational opportunities for the public about the current Midlands Local Food System; connecting farmers with training for continued agritourism, which will increase access to and participation in local farm tour programs; and building a network of food producing farmers and supporters in the regional area.

Recipient: Town of Allendale
Allendale, SC **Award Amount:** \$66,952.69

Open Air Allendale

Operate a robust marketplace that is profitable for local farmers and increase local consumption of local and regionally produced fruits and vegetables by implementing a transaction system to accept Supplemental Nutrition Assistance Program (SNAP) benefits; developing a comprehensive training program for farm producers, including marketing certification, Good Agricultural Practices (GAP) training, and Market Manager Certification; conducting an advertising campaign; and acquiring and using a mobile market trailer.

Recipient: Williamsburg County
Kingstree, SC **Award Amount:** \$99,959.00

Williamsburg County Farmers Market, Agritourism, and Agribusiness Project

Increase the consumption of farm fresh produce in Williamsburg County, South Carolina by providing a direct opportunity for farmers and farm cooperatives to expand their sales to the community through formalizing a mobile farmers' market; promoting the market; developing a brochure identifying existing Agritourism sites in Williamsburg County; and developing an Agribusiness network to expand and enhance local and regional food distribution and generally to promote food industry growth.

Tennessee

Recipient: Donna K. Riddle DBA Seven Springs Farm to Table LLC
Maynardville, TN **Award Amount:** \$73,975.00

Cultivating Local Agriculture: A Project to Expand Access to Locally Produced Products

Increase the direct producer-to-consumer marketing opportunities for local farmers in Union County and surrounding east Tennessee counties by marketing the on-farm retail facility; obtaining special purpose equipment to enable longer term storage and shelf life extension of locally produced farm products; expanding the market's hours and season into the fall and winter, developing a weekly evening market, utilizing local talent to provide entertainment, canning and cooking demonstrations; developing an online presence for the market through social media; and developing key marketing messages, eye catching graphics, public relations, collateral materials, partnerships, and advertising.

Recipient: Rhodes College
Memphis, TN **Award Amount:** \$99,934.00

Overton Park Community Farmers Market Promotion Program

Increase local food consumption among households in low-income Memphis, Tennessee communities by conducting an advertising campaign that includes billboard advertisements, signage, flyers, and postcards; expanding the distribution of a local Community Support Agriculture (CSA) group; and providing an opportunity to train and offer technical support for neighborhood farmers.

Recipient: The University of Tennessee
Knoxville, TN **Award Amount:** \$86,301.00

Union County Farmers Market

Increase local farm vendor sales and consumer attendance at the Union County Farmers Market by developing a paid part-time market manager and obtaining infrastructure to handle the market's administrative, marketing, and recruiting efforts; obtaining 501(C)(3) non-profit organization status; implementing educational sessions for new and existing vendors during winter months, that will cover Good Agricultural Practices (GAP) and other topics; and implementing an educational marketing campaign for consumers.

Texas

Recipient: City of El Paso
El Paso, TX **Award Amount:** \$100,000.00

Downtown Artist & Farmers Market Marketing & Expansion Project

Increase farm vendor sales and consumer attendance at the El Paso Downtown Artist and Farmers Market by creating and distributing new marketing materials including rack cards, new vendor brochures, posters, and tote bags; implementing a marketing campaign that includes advertising via billboards, newspapers and print, radio, and social media; facilitating events to increase sales at the market including cooking demonstrations and a farm-to-work week; and providing the necessary marketing and booth supplies for growers and staff.

Recipient: Excelsior Cooperative Group, LLC
SAN ANTONIO, TX **Award Amount:** \$97,761.88

Alamo Ranch Farmers Market

Provide local farmers a venue to sell their goods direct to consumers by creating a financially self-sufficient farmers' market on the northwest side of Bexar County, Texas; recruiting market vendors and creating marketing profiles; establishing a Supplemental Nutrition Assistance Program (SNAP) acceptance program and training vendors on the program; and promoting attendance at the market.

Recipient: Grace Heritage Ranch, LLC
Lyford, TX **Award Amount:** \$99,955.00

Grace Heritage Ranch, LLC Outreach Training for 2015 FMPP

Connect consumers with local growers to increase consumer awareness and consumption of locally produced agricultural products and vendor knowledge of direct producer-to-consumer market opportunities by implementing an advertising campaign in three markets that includes radio, television, print, and social media and offering training, networking, and mentorship for market vendors.

Recipient: Plant It Forward
Bellaire, TX **Award Amount:** \$86,915.00

Plant It Forward Farm Stand Program

Increase the annual sales of local farmers in Houston, Texas and grow a successful Community Supported Agriculture (CSA) program by implementing the Plant It Forward, which trains and mentors beginning refugee farmers to operate small urban farms, and promoting new farm stands in Houston's neighborhoods.

Recipient: Recipe For Success Foundation
Houston, TX

Award Amount: \$100,000.00

Hope Farms Rolling Green Markets and Direct Marketing Training for Hope Farmers

Alleviate health risks of food desert residents while expanding the distribution and marketing capability of urban farmers by establishing and supporting both a stationary and mobile market to deliver affordable produce throughout Houston, Texas; conducting a marketing campaign for the Rolling Green Market that includes billboards, posters, flyers, and door hangers; training, mentoring, and providing technical support for U.S. Veterans to become farm entrepreneurs; teaching cooking skills to families; and educating farmers about direct producer-to-consumer marketing and support cooperative members with distribution resources.

Recipient: Texas Farmers' Market
Austin, TX

Award Amount: \$100,000.00

Texas Farmers' Market Promotion Expansion

Increase awareness and consumption of locally grown agricultural products among Central Texans by promoting three local farmers' markets through radio, television, print, and social media and augment the markets' abilities to accept Women, Infants, and Children (WIC) and Supplemental Nutrition Assistance Program (SNAP) benefits.

Recipient: Trinity University
San Antonio, TX

Award Amount: \$99,932.00

The Trinity Market: A University Enriched Farmer, Ranchers, and Healthy Lifestyles Market

Increase domestic consumption and access to locally and regionally grown agricultural products in San Antonio, Texas by establishing a new, Trinity University-based, wellness-emphasized farmers' market with ability to accept Supplemental Nutritional Assistance Program (SNAP) benefits, developing advertising, promotion, and outreach for the market, creating an integrated market with curricular involvement and student internships that develop the market and vendor marketing programs, assist in vendor business development, and educate students about farming and food issues; and collecting and disseminating best practices of university farmers' markets.

Recipient: Waco-McLennan County Public Health District
Waco, TX

Award Amount: \$99,984.62

Community Efforts to Increase Awareness and Consumption of Locally Grown Fresh Foods

Increase the consumption of locally grown foods and improve vendor sales at the Downtown Farmers Market (WDFM) in Waco, Texas by conducting a promotional campaign that uses newspaper, radio, billboard, and other forms of advertising to draw more customers to the WDFM and the mobile market, Veggie Van.

Utah

Recipient: Salt Lake City Corporation
Salt Lake City, UT

Award Amount: \$54,421.00

Food Oases' Role to Advance and Generate Economies

Partner with the Green Urban Lunch Box and Utahns Against Hunger to expand direct producer-to-consumer market opportunities and increase consumption of and access to locally produced agricultural products by low-income, minority, and refugee individuals by creating eight new point-of-sale food oases via a mobile market and farm stands strategically located to function as food oases in an urban food desert; equipping the food oases to accept Supplemental Nutrition Assistance Program (SNAP) benefits; conducting a bilingual marketing and promotional campaign using hard-copy, electronic, and texting messaging strategies; and leveraging local and state-wide networks to disseminate project results through electronic publishing and distribution of a Food Oases' Role to Advance and Generate Economies (FORAGE) Tool Kit.

Recipient: Utah State University
Logan, UT **Award Amount:** \$46,651.00

Fostering Utah Community-Supported Agriculture Opportunities

Increase in the number of Community Supported Agriculture (CSA) programs operating in Utah by offering training and technical assistance for consumers, county Extension agents and growers interested in, developing, operating, and expanding CSA programs.

Vermont

Recipient: Randolph Farmer's Market, Inc.
Randolph, VT **Award Amount:** \$68,895.00

Increase Vendor and Customer Participation at Randolph Farmers Market

Increase farmer and customer participation at the Randolph Farmers Market to increase farmer sales, by expanding advertising to a broader area through newspapers and social media; providing cooking demonstrations for consumers using market products; and offering an educational activity tent for youth to work on projects that directly relate to farming and nutrition.

Virginia

Recipient: Appalachian Sustainable Development
Abingdon, VA **Award Amount:** \$99,643.39

Increasing the Viability of Farmers Markets and Farmers in Appalachian VA and TN through Coordinated Marketing, Promotion and Analysis

Increase the visibility and viability of farmers' markets and participating farmers in northeast Tennessee and southwest Virginia by designing and implementing a promotional campaign that incorporates monthly themes through social media, newspaper, television, and radio and facilitating a road show, that will highlight regional farmers via traveling throughout Appalachia.

Recipient: Grayson Landcare, Inc.
Fries, VA **Award Amount:** \$82,414.00

The Independence Farmers Market Connector Project

Increase overall access to locally grown foods and in turn spur increased production of these same foods in Independence, Virginia by extending the operating hours of the market by adding evening hours; educating consumers on the preparation of fresh local ingredients via cooking demonstrations and hands-on food preservation and preparation classes; developing a sustainable connection between farmer and consumer via opening an online market year round, which will operate similar to a Community Supported Agriculture (CSA) program; providing training and technical assistance to farmers that focuses on increasing local food production; and offering farm tours and other agritourism options to promote regional agricultural.

Recipient: The Conservation Fund
Arlington, VA **Award Amount:** \$95,826.68

Filling in the GAPS: Healthy food and farms in the Chesapeake Bay

Diversify the market-base for local food producers in the Chesapeake Bay watershed, increase access to local, fresh and safe food products for Chesapeake region consumers, and area markets that certifiably can sell safe locally produced agricultural goods by coordinating on-farm Good Agricultural Practices (GAP) certification trainings; providing hands-on experience to help local foods producers in the Chesapeake Bay watershed prepare for GAP certification.

Washington

Recipient: King County
Seattle, WA

Award Amount: \$99,900.00

King County's Healthy Incentives for Healthy Local Eating

Increase King County, Washington employee purchases of locally produced agricultural products from farmers' markets and Community Supported Agriculture (CSA) programs by designing and implementing a promotional campaign to include broadcast spots and online magazine space and developing a mobile app/text that will incorporate the purchase of local produce into employees' wellness programs.

Recipient: Klondike Farmers Market
Seattle, WA

Award Amount: \$94,800.00

Klondike Farmers Market

Provoke creative solutions to the barriers to food distribution and a sustainable regional food economy that expands domestic consumption and access to locally produced foods by developing the Klondike Farmers Market in Seattle, Washington in order to foster a collaboration between fifteen Latino owned farm enterprises and five local farmers and three local food businesses (that source directly from participant farmers) to found and establish a market; providing technical assistance, training, and peer-to-peer mentorship opportunities for participant farms and food businesses; embedding ongoing and cumulative metric development and tracking services that generate comparisons from year to year; and serving as a platform for local farm-to-table and food hub activities/organizing.

Recipient: Pierce Conservation District
Puyallup, WA

Award Amount: \$99,294.16

Pierce County Farmers Markets Collaborative Promotion Program

Increase sales of locally sourced agricultural products and traffic at all of Pierce County, Washington's farmers' markets, with a focus on low income/low access consumers, by creating a strong foundation for a working collaborative among the County's farmers' markets; conducting food demonstrations at each farmers' market; creating a Supplemental Nutrition Assistance Program (SNAP) Advisory Committee made up of SNAP recipients; producing training/promotional videos for SNAP usage and farmer interviews; and implementing a marketing campaign that includes developing and distributing promotional materials for each market including roadside signs, banners, flyers, and posters.

Recipient: Port Susan Food & Farming Center
STANWOOD, WA

Award Amount: \$99,990.00

Port Susan Farmers Market Expansion and Enhancement through Relocation

Expand the customer base and support the farms and vendors who bring their farm products to sell at Port Susan Farmers Market by relocating the market to a larger, more accessible area; conducting an advertising and promotion program that includes online and print advertising; incorporating educational activities that highlight locally sourced agriculture such as "Sprouting Healthy Kids" and cooking demonstrations; cultivating vendors through hands-on training and technical assistance; and investing in infrastructure such as on-site storage.

Recipient: Siemen Family Farm, Inc.
Clayton, WA

Award Amount: \$99,100.00

Siemen Family Farms Inc. is planning to develop and host six farm-to-table events at their MontLamm Event Center.

Increase demand for local agricultural products available in local stores and the associated sales at participating farms in Eastern Washington by providing the Commissary Kitchen with the appropriate supplies to accommodate agritourism events that incorporate Farm-to-Table topics; educating participants in food preparation; and developing a marketing plan for increasing the consumption of locally grown produce.

Wisconsin

Recipient: FairShare CSA Coalition, Inc.
Madison, WI

Award Amount: \$95,508.88

Expanding CSA Markets: Increasing Consumer Demand Through CSA Networks and Targeted Marketing

Increase the knowledge of regional market sales and potential for local agricultural products by designing, conducting, and analyzing a consumer market survey to gain understanding of barriers and opportunities associated with marketing Community Supported Agriculture (CSA); evaluating information gathered from the survey and develop an outreach and marketing strategy based on these findings; and improving the effectiveness of CSA associations based on FairShare's experience and through cross-network collaboration and resource sharing and disseminate resources, tools, and services.