Buy Local Florida

To:) Develop baseline research information on the economic and demographic characteristics of Florida's farmers markets; 2) train growers in Florida with little or no previous direct farm marketing experience about how to transition successfully from supplying wholesale buyers to supplying household consumers; 3) train current and prospective farmers market managers about how to locate and recruit local growers to participate in community farmers markets; and 4) expand consumers awareness of locally-grown farm products through promotional activities.

Buy Local Florida Program
Florida Association of Community Farmers Markets, Inc.
Farmers Market Promotion Program
Final Report
June 30, 2008

• A summary of the issue or problem being examined.

The Buy Local Florida program was developed to address deficiencies in the direct marketing industry in Florida. More specifically,

1) There existed no regional or statewide branding for local products sold at community farmers markets;
2) There was no regional or statewide economic data on the earning capacity of small farmers at community farmers markets, the economic impact of those markets, nor demographic data of who the customers were that supported community farmers markets;
3) There were few opportunities for small farmers to access tools to become successful at direct marketing and few opportunities for community market managers to learn how to work with small farmers and promote their products successfully.
4) In addition to the above predetermined deficiencies, during the project development and delivery of services to address these needs, we determined that a significant issue that also needed addressing was the significant number of communities that either desired to establish a community farmers market or were not satisfied with the level of success with an existing market within their community.

• Descriptions of how the issue or problem was addressed.

1) We identified four (4) regions of the state that had both small farmers and community farmers markets that could benefit from product branding. (The original grant proposal called for three regions.) This Buy Local Florida branding was created in cooperation of our program partner, University of Florida and assisted by Easily Amused Graphics, Inc. through the development of:
    a. Buy Local Florida logo;
    b. Printed pieces delivered to the four (4) regions that utilized the Buy Local Florida branding through a bi-lingual rack card to describe the benefits of buying local products, and price cards for use by small growers at community farmers markets and other venues where they sold products directly to the public to brand local products at point of sale;
    c. Nine week radio campaigns utilizing National Public Radio stations in the four regions and development of a commercial radio spot to be used by community farmers markets throughout the state.
    d. In addition, although not predetermined as a component to this project, a webpage was created and donated by Easily Amused Graphics in Orlando, Florida, that directs consumers to previously established websites by FDACS, USDA and Local Harvest to help them find community farmers markets in Florida.

2) The Florida Department of Agriculture and Consumer Services, in partnership with Florida Future Farmers of America, developed and executed an economic sampling of 25 community farmers markets around the state. A copy of that final report is included as an attachment.
3) In partnership with the University of Florida, Institute of Food & Agricultural Sciences' Small Farms & Alternative Enterprises Program, we presented workshops throughout the state to small farmers, community members and market managers to provide tools for successful direct marketing of local products at community farmers markets statewide. An updated schedule of those activities (Buy Local Florida Outreach and Education) and the Annual Report of the Small Farms Focus team are included as attachments to this report.
4) Outreach to communities throughout the state was accomplished through the delivery of workshop and meetings at the Florida Main Street Conference held in Kissimmee, Florida as well as individual community meetings. These community meetings were structured so that, in almost every case, a member of the local county extension staff were present to ensure that local farmers were included in market development discussions and that small farmers were made a priority when selecting vendors at this markets. In addition, the meeting attendees included economic development and municipal staff, including city managers, Main Street managers, Chamber of Commerce staff, Health Department and Food Safety staff, merchants and potential vendors as well as board members and community leaders of many of these organizations.
5) The development of the Florida Partnership to End Childhood Hunger during this project provided the ability to reach out to underserved populations and expand the potential use of EBT/food stamp redemption at community farmers markets, which although not a specific goal of this grant project, has helped to further the goals set forth in the grant proposal by providing small farmers with greater access to consumers (especially those receiving federal food benefits.) The 10-Point Plan addressing issues related to EBT and small farmers is attached for reference.

• Specific contributions of project partners.

The most significant partner in this project was the University of Florida. Outreach and educational opportunities through the IFAS Small Farms & Alternative Enterprises Program was a key component to the success of this project, and will be used for future development of similar projects. Additional partnership within UF included the IFAS Communications Department which helped direct the branding campaign. They assisted in the development of the logo, facilitated the printing of price cards and rack cards and helped secure the services of the university's NPR radio stations, WUFT-FM and WJUF-FM as well as Florida Public Radio, to secure the nine-week campaigns in each of four regions as well as development of a commercial radio spot for use statewide.

Florida Department of Agriculture and Consumer Services developed and produced the 25 market economic sampling that has provided our state with the first economic data to become available for use by our industry. They were also instrumental in the development of the first Food Safety Conference held in cooperation with FACFM, Buy Local Florida and Florida's Division of Business and Professional Regulations.

Easily Amused Graphics, Inc. was not originally named as a project partner but provided essential support in the development of the www.buylocalflorida.net website as well as final logo design and artwork for rack cards and price cards.

• Results, conclusions and lessons learned.

This project helped to bring the development of farmers markets to new heights in Florida. The number of farmers markets developed during this project exceeded our expectations. While we anticipated the growth of new markets to be about eight (8) during this project, the actual numbers were closer to twenty-five (25.) Florida went from at least 75 known markets to over 100 known markets during the project period.

The number of communities served by this project through workshops, conferences and community meetings not anticipated at the beginning of the grant period. In addition, the demand for services to facilitate market growth was much greater than projected. The number of requests for help in identifying local farmers and local products was also overwhelming and will require additional work in the future to address the demands of consumers and communities wanting those products.

The economic sampling provided insight into the growth of markets in the past five (5) years in Florida and the number of farmers who are selling directly to consumers at those markets. We continue to struggle with the issue of finding and training more small farmers to satisfy the consumer demand.

The number of small farmers and market managers served continued to increase over projected goals (800 farmer and 120 managers). We were also able to expand that audience to include other market vendors and potential market managers during our outreach activities. Many of these attendees, while not current vendors or market managers when they attended the workshop or meeting, became a market vendor or manager as a result of these activities.

Food safety issues were brought to the forefront in all areas of this project through the development of a positive, forward thinking relationship with the regulatory agencies with the attitude of working together to ensure products at community markets are prepared safely utilizing regulatory guidelines.

• Current or future benefits to be derived from the project. The benefits of this project continue to be felt around the state as our constituents move forward with plans to develop new markets and small farmers and other vendors expand their presence at markets as they are created. This initiative has helped to create and solidify the ‘buy local’ movement in Florida.

Small farmers across Florida are being helped by programs developed in cooperation with this project as they become empowered to take their economic futures into their own hands and sell directly to consumers. Workshops like “Growing Growers” developed in cooperation with this project will continue through the efforts of UF/IFAS Small Farms program.

Consumers are being served by have more markets and local farmers preparing to meet their demand for fresh, safe, locally produced food and other products.

Communities are better educated on the need for a buy local focus and how they can attain that within their local environment.

• **Additional information available (publications, websites).** www.buylocalflorida.net, http://smallfarms.ifas.ufl.edu, FDACS Community Farmers Market Report included, Buy Local Florida radio spots (cd) included, price cards and rack cards available at http://webdev.ifas.ufl.edu/tracy/BuyLocalFL.zip

• **Recommendations for future research needed, if applicable.** Continued work on education and outreach to small farmers and market managers is needed. In addition, stronger networking within Florida's farmers market community is required. Finally, investment in severely underserved areas such as Florida's panhandle, which is rich in small farmers but lacking in resources, in also much needed.

• **Contact person for the project with telephone number and e-mail address.**

Buy Local Florida Project Director: Sharon Yeago Ph: 386-454-3950 sharon@yeago.net

Florida Association of Community Farmers Markets, Inc.: John E. Matthews
Ph: 94-/284-3384; johnematthews@msn.com

• **Description of the people, organizations, marketing entities and/or communities that have benefited from the project's accomplishments.** Attached to this report is the Buy Local Florida Outreach and Education January 2007-May 2008 table that identifies the communities and audiences reached during that time period. In addition, Small Farms Focus Team Annual Report by project partner Bob Hochmuth, UF/IFAS is also attached. These reports identify audiences served and some of the outcomes of those efforts.

Attachments & Enclosures:

★ *A Community Farmers' Market Research Report,* Florida Department of Agriculture & Consumer Services
★ *Buy Local Florida Outreach & Education Report*, Buy Local Florida
★ *Small Farms & Alternative Enterprise Focus Team Annual Report*, Bob Hochmuth & Vonda Richardson
★ *Florida Partnership To End Childhood Hunger 10 Point Plan*, Florida Impact
★ *Buy Local Florida Radio Spots* (cd format), WUFT-FM/WJUF-FM
★ *Buy Local Florida Price Cards* (printed copy)
★ *Buy Local Florida Rack Cards* (printed copy)

A Community Farmers' Market Research Report

Division of Marketing and Development
Florida Department of Agriculture and Consumer Services

Community farmers' markets are a distinct part of our American culture and a unique feature of many Florida towns and cities. Each farmers' market reflects the area's charm with locally produced specialties for sale directly to the public.

Date:	**May 8, 2007**
Part I:	**Introduction and Survey Methodology**
Submitted by:	Evelyn H. Harrison, Development Rep II / Project Analyst
Part II:	**An Examination of the Estimated Sales and Economic Impact of Community Farmer's Markets (CFM) in Florida**
Submitted by:	Dan Sleep, Supervisor and Senior Analyst
Part III:	**Conclusions**
Submitted by:	Evelyn H. Harrison, Development Rep II / Project Analyst
Part IV:	**Survey Instruments**
Part V:	**Survey Data Analysis**

Part I: Introduction and Survey Methodology

Introduction

People who shop at farmers' markets enjoy fresh, wholesome produce throughout the growing season, while helping to keep small farms viable. And there are other, less obvious benefits, too. Buying locally grown food conserves energy and other natural resources, reduces air and water pollution, preserves green space, and helps build a stronger, more close-knit community.

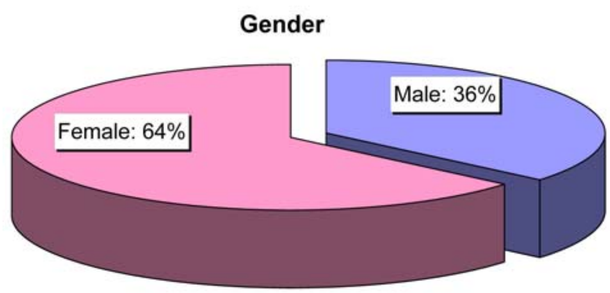
Recent research conducted by the Florida Department of Agriculture and Consumer Services' Division of Marketing and Development provided positive data supporting the current trend toward increased purchases of fresh, local produce. Consumers surveyed reported that 49% shopped at their local Community Farmers' Market (CFM) weekly. Most bought between 1 and 5 fresh products and spent between $10 and $25. One interesting factor is that 47% said they had been shopping at their CFM for less than five years.

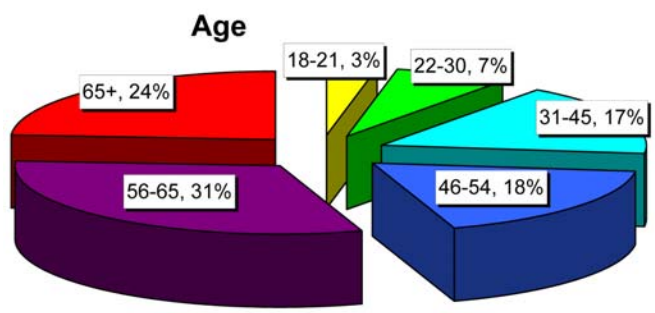
"The increasing popularity of farmers' markets is due to a couple of factors," said Florida Agriculture Commissioner Charles H. Bronson. "First of all, people have become more health-conscious, so there's more demand for fresh, high-quality produce—and that means local produce. In addition, our small farmers have become very aware of the benefits of direct marketing. They can substantially increase the profits they make on the food they work so hard to grow."

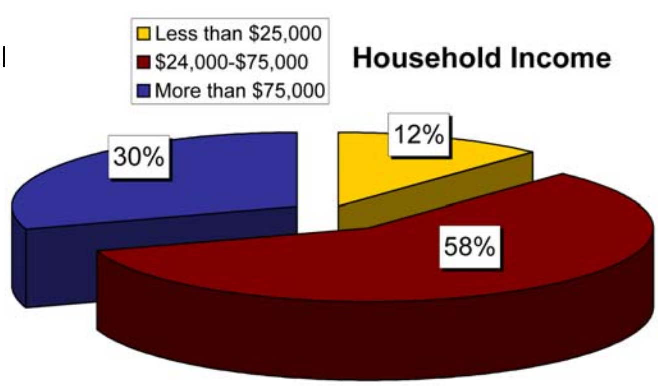
Buying locally at farmers' markets cuts down on the miles food travels, the fossil fuels it consumes, and the pollution it creates. It also cuts down on the amount of food packaging that ends up in landfills. All that means the farmer is able to keep more of your food dollar. Farming becomes more profitable, and small farmers are under less pressure to sell out to developers.

"Community Farmers' Markets can be excellent tool economic development," Bronson said. "Starting a farmers' market can help revitalize a city's downtown. Folks come into the area to shop at the farmers' market and end up patronizing other nearby businesses as well. A successful farmers' market benefits everyone."

Community Market Survey Shopper Profile







Survey Methodology

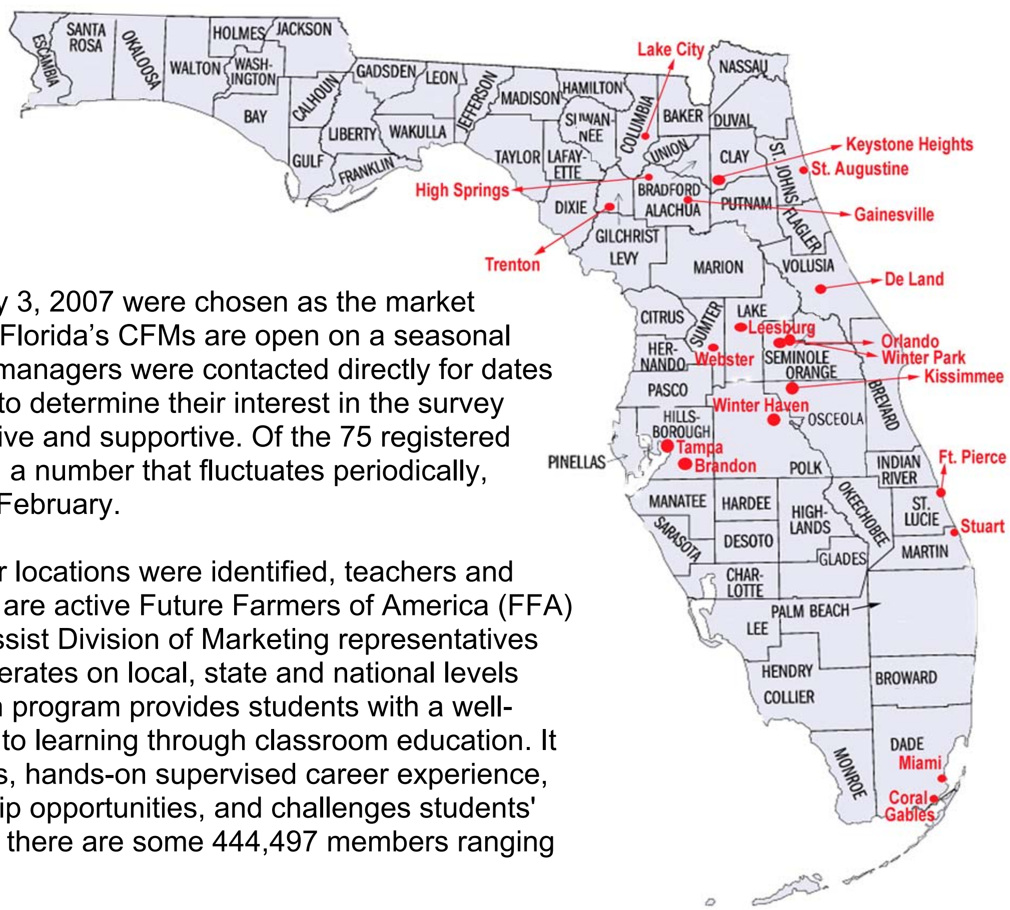
According to the Florida Association of Community Farmers' Markets (FACFM), the only membership organization of farmers' market managers in the Southeast United States, there is currently no regional or statewide effort to develop economic data regarding the earning capacity for farmers at Community Farmers' Markets (CFMs). There is no data regarding the economic impact of the markets themselves; no demographic data to identify who customers are; and no data to determine what customers are looking for at CFMs.

Project goals:

- Determine how farmers are benefiting by participating in CFMs and identify their needs.
- Collect demographic data to tell us more about the customers that frequent CFMs.
- Conduct an examination of the CFM facilities and identify needed improvements.

A survey was developed by the Florida Department of Agriculture and Consumer Services' Division of Marketing and Development in order to conduct research in select representative CFMs. The survey was specifically designed to collect data to determine the markets' earning capacity and economic impact, evaluate demographic profiles for vendors and shoppers, and develop product evaluation tools.

Florida Community Farmers' Markets Surveyed



January 16 through February 3, 2007 were chosen as the market survey dates. Since most of Florida's CFMs are open on a seasonal basis, the individual market managers were contacted directly for dates and hours of operation, and to determine their interest in the survey project. Response was positive and supportive. Of the 75 registered markets operating in Florida, a number that fluctuates periodically, 34 are open in January and February.

After these markets and their locations were identified, teachers and students in those areas who are active Future Farmers of America (FFA) members were enlisted to assist Division of Marketing representatives with the survey. The FFA operates on local, state and national levels and its agricultural education program provides students with a well-rounded, practical approach to learning through classroom education. It focuses on agricultural topics, hands-on supervised career experience, as well as provides leadership opportunities, and challenges students' agricultural skills. Nationally, there are some 444,497 members ranging from the ages of 12-21.

Interested FFA teachers received information packets containing survey methodology and instructions. They also participated in a series of conference calls with Division of Marketing representatives designed to prepare them and their students for survey implementation at their assigned markets.

FFA teachers and students and Division of Marketing representatives conducted business and consumer surveys and completed three hourly facility reviews at CFMs in 19 locations. One-shot cameras were also provided so that photographs could be taken to document the survey implementation and provide additional information for needed facility improvements.

The CFM surveys were produced in 3 different colors for easy identification and collation: Facility – pink; Business – yellow; Customer – blue. FFA teachers were instructed to mail the completed surveys, camera and facility reports back to the Division of Marketing using a pre-paid postage envelope provided in the information packet. They were also encouraged to provide a brief report with their observations, suggestions for improvement, and a narrative of the project describing their experience. The return envelopes and cameras were validated with a sticker identifying the CFMs as they were received by the Division of Marketing.

The completed survey packets were sent to Tel Opinion Research, LLC for data input and analysis. The raw data was then analyzed by Division of Marketing Representatives. All the information collected will be used to develop an improvement plan for Florida's CFMs and to coordinate marketing and outreach support for the markets and small business farmers in Florida.

Part II: An Examination of the Estimated Sales and Economic Impact of Community Farmer's Markets (CFMs) in Florida

Executive Summary of Survey Findings:

- Currently 75 CFMs operate throughout Florida
- An average of 5.74 Ag-related businesses per CFM
- On average, each business is open 4.5 hours per week
- CFMs are usually open one day a week
- 31 facilities were open for business during the survey period (Jan-Feb)
- 125 business owners participated in the survey
- Sales as reported by businesses averaged an estimated $38,875 annually
- 1/3 of the vendors describe themselves as a first generation farmer
- Nearly 40% reported doing business at a CFM for more than 10 years
- 87% attended the market weekly
- 3/5s reported that they routinely sold 10 or more types of Florida-Ag products
- 2/3 of the vendors reported growing more than half of the items they sold
- Top selling items: tomatoes, herbs and salad items (cucs/peppers)
- 20.5% of the items sold were identified as from outside of Florida
- Businesses reported an average of 43 customers each time they are open
- The average estimated purchase amount is $17.56 of those surveyed
- FDACS estimates that $16.7 million in total annual sales occurs at CFMs
- TOTAL ECONOMIC IMPACT is estimated at $39.9 million
- This represents about 4/10s of 1% of the IFAS total economic impact of $87.6 billion contributed by the Florida Agricultural Industry to the state's economy

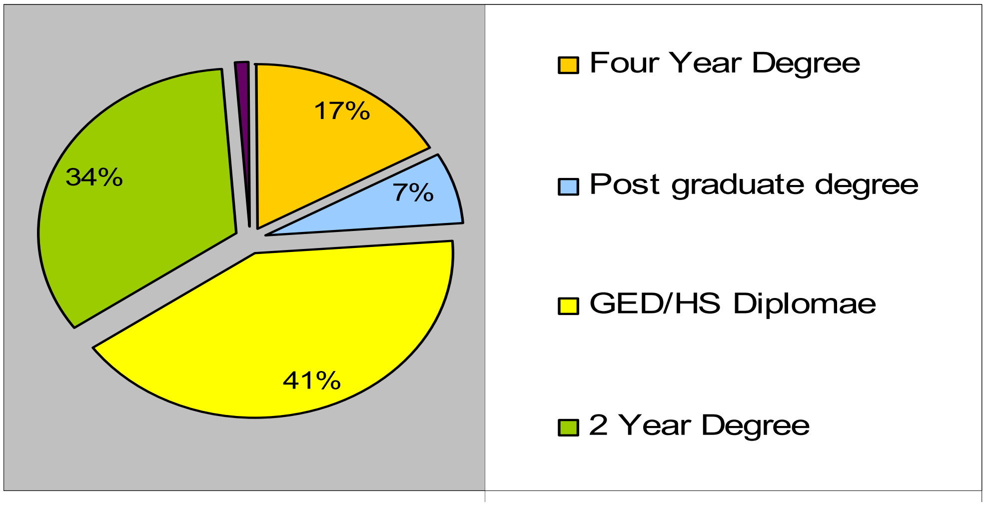
Examining a cross section of Community Farmers' Markets (CFMs) for the first time by the Florida Department of Agriculture occurred in early January and February of 2007. Markets were randomly targeted for inclusion in a statewide survey of businesses conducting sales. A separate Consumer Survey which included 375 respondents.

The data is providing a broad foundation of information to utilize in the process of understanding the impact and potential of CFMs around the State. Marketers also gauged the basic profile of business respondents, perceptions and thoughts covering sales, improvements and how well business was doing generally. Each part assisted the Department to build perspective into this niche sales area-ultimately concluding with a forecast of estimated sales and economic impact.

With 125 businesses providing feedback on 39 questions, the study provides the most thorough glimpse into the markets and their owners to date.

Markets covered in the study include: Sumpter, Haille Plantation, Old City, Sweetwater, Winter Park, Keystone Heights, Winter Haven, Kissimmee, Coral Gables, Marion Street, Tampa, Stuart, Brandon, Eola, Union Street, High Springs, Trenton, Deland and Fort Pierce.

Vendor Profile

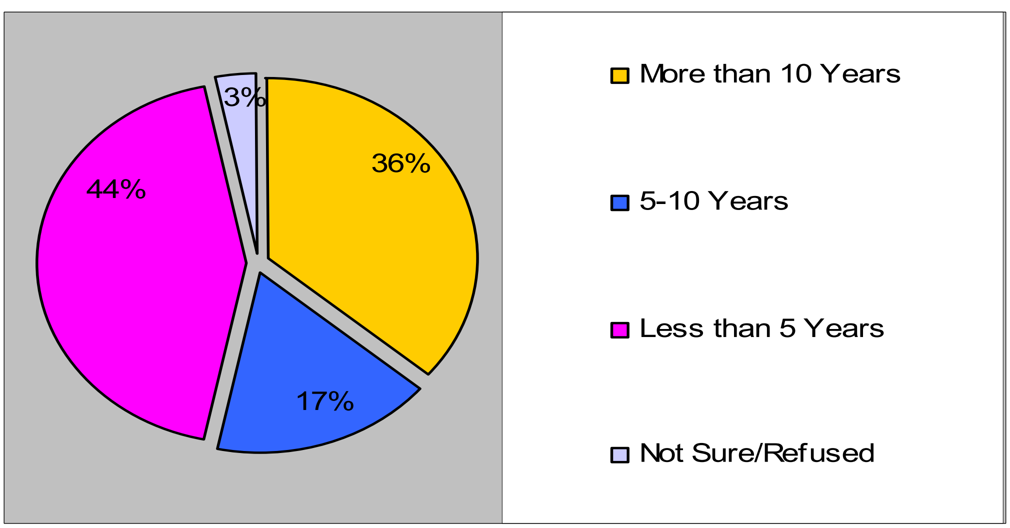


A fairly high number of degree holders, 58% or nearly 6 out of 10 provides the level of expertise found at the CFMs.

More than half (52%) were between the ages of 31-54 years of age, while 86% reported themselves as married.

Sixty-nine (69%) had children in their households.

Most (71%) said sales had increased while they were at the CFM over the years. And many had been active participants for more than 10 years. Interesting is a sizable portion appear to be relatively new to the markets with 44% having less than five years.



The following two tables examine a cross section of findings in an effort to forecast the estimated amount of Florida fruit and vegetable sales occurring as well venturing the first estimate of the Total Economic Impact of the CFMs on the States economy.

FLORIDA COMMUNITY FARMERS' MARKETS Analysis of Survey Data to Estimate Economic Activity February – 2007			
Line Item	Description	Amounts	Clarifying Points
01	Number of Statewide facilities	75	
01-a	Number open during survey period	31	
01-b	Number of facilities randomly surveyed	19	61% of those open or 25% of the 75
01-c	Number of total business surveys	125	Business Surveys
01-d	Number of total customer surveys	375	+ / - 5.1 %
02	Total number of hours open annually	25,300	Combined facilities, based on posed hours
03	Average number of F/V business open per site	3.95	Based on review of 125 business Surveys (EM)
04	TOTAL NUMBER OF HOURS OPEN	99,935	Collectively (see A.)
05	Average expenditure per customer on AG	$17.56	Food institute $10.28 (see B.)
05-1	Filter/Average reported from FL	.798	Business survey question 14 / 20.5% (not FL)
05-2	Estimated FL expenditures per customer	$13.96	05 X 05-1
06	Average number of customers per day	42.9	Business survey question 16
06-1	Average sales per day per Ag business 05-2 X 06 =	$598.88	
07	Average number of hours of operation	4.5	Business survey question 27
08	Projected sales per business per hour	$133.09	06-1 divided by 07
09	Total available sales hours annually	99,935	
10	Total Annual Estimated CFM FL Ag Sales	$13,300,349.00	

A. A modern grocery store is open approximately 16 hours per day, 364 days per year or 5,664 hours. This number of hours represents the potential sales power of seventeen (17.6) modern grocery stores-produce only. Seventeen produce shops could generate 20.1 million in total fruit/vegetable/misc. sales per year as a group.

B. Based on an average from Business & Consumer Survey (Q10 & 19); Business owners, on average, estimated each consumer spent $13.27 while each consumer on average, reported spending approximately $21.86 on agricultural purchases. The two numbers were combined and divided by 2 providing Line Item 5--$17.56. Food Institute reported consumer spend $10.28 on fruit/vegetable per week in a recent study.

C. Based on facility manager reports which average 700-800 customers per day. These were compared to timed readings at 29/22 individual businesses (1-2 hours apart) that demonstrated the potential that the facilities on average could be sustaining 177 customers an hour or approximately 796 customers per day (4.5 hour average operating day).

FLORIDA COMMUNITY FARMERS' MARKETS Analysis of Survey Data to Estimate Total Economic Activity Incorporating IFAS Multipliers February – 2007			
Line Item	Description	Amounts	Clarifying Points
01	Number of Statewide facilities	75	
01-a	Number open during survey period	31	
01-b	Number of facilities randomly surveyed	19	61% of those open or 25% of the 75
01-c	Number of total business surveys	125	Business Surveys
01-d	Number of Ag-related business	109	
02	Total number of hours open annually	25,300	Combined facilities, based on posted hours
03	Average number of F/V businesses open per site 75 F/V stands, 20 horticulture, 5 dairy/seafood/meat 9 value added	5.74	Based on review of 125 / 109 Ag Business Surveys (Erin Mullane)
04	TOTAL NUMBER OF HOURS OPEN	99,935	Collectively (see A)
05	Average expenditure per customer	$17.56	Food Institute $10.28 (see B)
06	Average number of customers per day	42.9	Business survey question 16
06-1	Average sales per day per F/V business 05-2 X 06 =	$753.32	
07	Average number of hours of operation	4.5	Business survey question 27
08	Projected sales per business per hour	$167.41	Line Item 06 divided by Line Item 07
09	Total available sales hours annually	99,935	
10	Total Annual Estimated CFM Combined Sales	*$16,730,118	Divide Line Item 10 by Line Item 01 & 03 = $38,862 each vs. Business survey question 37 = $38.875
11	TOTAL INDIRECT/DIRECT EFFECTS IFAS Multiplier / Combined F/V (pg. 34)	*$39,901,331	X 2.385 (Line Item 10)
11-1	As a percentage of the $87.6 BN reported by IFAS as TOTAL INDIRECT/DIRECT FL AG IMPACT on the Florida Economy	.0455	4/10s of 1%
11-2	TOTAL EFFECTS EMPLOYMENT IFAS Multiplier / Combined F/V (pg. 34)	566.3	X 33.85 per million (Line Item 10)

*These estimates are based upon projections and findings from 125 Business and 375 Consumer Surveys to assist in ascertaining economic activity of Florida Community Markets.

Part III: Conclusions



Small farmers are using farmers' markets and other direct marketing channels to create a new entrepreneurial agriculture system operating independently of the traditional wholesale bulk commodity marketing system. It provides a gateway into farming for those with limited resources. Farmers' markets are a crucial marketing tool for small farmers and they play a key role in local food economies, as well as the social life of communities.

As with any marketing tool, there are advantages and disadvantages to CFMs. Some of the advantages include eliminating the wholesale/retail intermediary step and no need to have anyone on your farm, like a U-Pick operation. The farmer has the freedom to specialize in a few items because the product mix can be supplied by other vendors at the market. CFMs also provide networking opportunities with other small farmers and customers. A disadvantage is that manning a booth at a CFM requires a farmer to be a good salesperson and is time consuming. Packaging and presentation are critical too because they effect customer attention. Sometimes the distance to market and market fees are obstacles. The CFM season and days may not fit each farmer’s needs and there can be intense vendor competition.

With growth also comes challenges, largely financial. Most CFMs generally are operated independently in individual communities and are funded almost entirely by farmers' fees. This situation makes many markets resource and cash poor. Many markets have less than adequate facilities, poor locations and very little monetary support from their cities and counties. Increased efforts to unify the markets through organized regional support and statewide involvement in the FACFM will generate more influence and funding for improvements-- such as creating standards for displays, providing signage, and increasing advertising.

With the increase in the number of farmers' markets has come a shortage of farmers that sell at farmers' markets, particularly at smaller markets in rural areas. As a result, not all markets are successful and many are forced to close.

Input from counties throughout Florida indicated the need for small farm educational programs to be developed. Small farmers and allied organizations have identified critical issues facing small farms. The issues include access to profitable markets, business skills development, accessible technical information, and alternative crops and enterprises.

In short, CFM's will be as good as the people committed to working them. Creative, innovative operators will be able to meet the market demands and generate the required resources needed for a sustainable business. Economic demand from consumers will continue to draw farmer to market directly to the end users. Education and promotion will help them be more successful.

Part IV: Survey Instruments

COMMUNITY FARMERS MARKET
FACILITY REVIEW FORM

Facility Name : ______________________________ Date _________________________

Location :___________________________________ City _________________________

Surveyor Name(s):____

Upon entering the CFM and prior to commencing consumer surveys, please conduct an examination of the overall facility and record the following information. It would be helpful if a second and third customer count was made at one hour intervals for a total of 3 entries.

(1) Primary Documentation

Time: ___________ Number of Outlets: ______ # of Patrons: _____ /# of Children______

General Weather/Conditions : ____

Select a variety of products and record:

	Product	Price	Sold by Lb./Other
1	__________________	_______	_______________
2	__________________	_______	_______________
3	__________________	_______	_______________
4	__________________	______	_______________
5	__________________	_______	_______________
6	__________________	_______	_______________
7	__________________	_______	_______________

(2) Secondary measurements should occur *minimally one hour apart.*

Time: ________Number of Outlets: ______#of Patrons: _____/#of Children____

Time: ________Number of Outlets: ______#of Patrons: _____/#of Children____

FDACS – Mission Questionnaire – BUSINESS

FACILITY LOCATION: ______________________________
Business Name: ______________________________
Date: __________________

OPENING

Hello. I'm conducting a State-wide survey for the Florida Department of Agriculture to help develop a better understanding of the benefits generated to farmers and the surrounding communities who participate in Community Farmers Markets.

Would you be willing to take 5 minutes and answer just a few questions for me?

Let me begin by asking you some questions about **Community Farmers Markets (CFMs),** how you became actively involved in them and how that relationship has benefited your business.

1. What generation farmer are you?

1. (__) First
2. (__) Second
3. (__) Third or more
4. (__) Not sure
99. (__) Refused

2. How long have you been in this line of business?

1. (__) Less than 2 years
2. (__) 2-5 years
3. (__) More than 5 years
4. (__) Not sure
99. (__) Refused

3. How would you describe your business?

1. (__) Farmer/Producer
2. (__) Broker
3. (__) Entrepreneur
4. (__) Other ____
99. (__) Refused

4. How long have you been selling product at a CFM?

1. (__) More than 10 years→ Probe: Have sales increase during this period? Yes (__) No (__)
2. (__) 5-10 years------------→Probe: Have sales increase during this period? Yes (__) No (__)
3. (__) Less than 5 years--→ Probe: Have sales increase during this period? Yes (__) No (__)
98. (__) Not sure
99. (__) Refused

5. How often do you participate at the CFM?

1. (__) Quarterly→ Select Seasons : Fall, Winter, Spring, Summer
2. (__) Monthly
3. (__) Weekly
98. (__) Not sure
99. (__) Refused

6. **How long have you lived in Florida?**
   1. (__) More than 10 years
   2 (__) 5-10 years
   3. (__) Less than 5 years
   98. (__) Not sure
   99. (__) Refused

7. **How many fresh products from Florida do you normally display for sale?**
   1. (__) More than 10, if Farmer/Grower How many do you grow? 25%< 25-50% >50%
   2. (__) 5-10
   3. (__) Less than 5
   98. (__) Not sure
   99. (__) Refused

   Surveyor: Probe for their top three selling items:
   1_________________________, 2_________________________, 3__________________________

8. **What percentage of the products you sell, are grown outside of Florida normally?**
   1. (__) Less than 10%
   2. (__) 10-25%
   3. (__) More than 25%
   98. (__) Not sure
   99. (__) Refused

9. **What percentage of your sales would you estimate come from local residents?**
   1. (__) More than 75% (3 out of 4)
   2. (__) 50-75%
   3. (__) Less than 50%.
   98. (__) Not sure
   99. (__) Refused

10. **On average, how many customers purchase an item or items each day you're open?**
   1. (__) More than 50, if selected, see if they'll estimate a total number _____
   2. (__) 25-50
   3. (__) Less than 25
   98. (__) Not sure
   99. (__) Refused

11. **Do you see a lot of return shoppers?**
   1. (__) Yes
   2. (__) Usually
   98. (__) Not sure
   99. (__) Refused

12. **What is currently your best method of advertising your presence at the CFM?**
   1. (__) Word of mouth
   2. (__) Reputation of our quality
   3. (__) Our low prices
   4. (__) Other, see if they'll provide an answer→ ____
   5. (__) Market does the advertising
   98 (__) Not sure
   99 (__) Refused

13. How much would you estimate a customer spends on average per visit to your booth?

1. (__) More than $25
2. (__) $10-$25
3. (__) Less than $10

98. (__) Not sure
99. (__) Refused

14. In your opinion, what month(s) do your best sales take place in?

1. Circle One or more → Jan—Feb—Mar—Apr—May—Jun—Jul—Aug—Sep—Oct—Nov—Dec

98 (__) Not sure
99. (__) Refused

15. Why do you think people shop at CFMs?
(Select each that applies)

1. (__) Low Prices
2. (__) Freshness
3. (__) Asthetics/Outdoors
4. (__) Other→ Probe for answer ____.

16. Would you estimate the percentage of your total sales revenues that come from sales at CFM?

1. (__) More than 50%
2. (__) 25-50%
3. (__) 10-25%
4. (__) Less than 10%

17. Do you employ anyone to assist you sell at the CFM?

1. (__) Yes-→ # _________ / How many hours total per day? ____________. Per week?________
2. (__) No

18. If a marketing program could be developed to assist CFMs where should it focus?

1. (__) Locally → Probe for answer ____.
2. (__) Billboards
3. (__) Point of Purchase Materials
4. (__) Facility upgrades
5. (__) Other→Probe for answer ____.

98. Not sure
99. Refused

<u>We're just about done. Just a few general questions.</u>

19. Select Sex: (Observe and note below. Do not ask unless necessary)

1. Male 2. Female

20. Demographic Age Group? (Observe and note below. Do not ask unless necessary)

1. (__) 18-21 years
2. (__) 22-30 years
3. (__) 31-45 years
4. (__) 46-54 years
5. (__) 55-65 years
6. (__) Above 65 years

99 (__) Refused

21. **Ethic Background?** (Observe and note below. Do not ask unless necessary)

1. (__) Caucasian
2. (__) African American
3. (__) Hispanic
4. (__) Asian
5. (__) Other: ____________________

22. **Education**

1. (__) GED / HS Diploma
2. (___) 2 Year Degree / Specialty Training
3. (___) 4 year Degree
4. (___) Post Graduate

23. **Select: Married or Single & → # of dependents**

1. (___) 0
2. (___) 1
3. (___) 2
4. (___) 3
5. (___) 4+

24. **Total Gross Income**

1. (___) Less than $25,000
2. (___) $25 - $75,000
3. (___) More than $75,000

25. **Would you be willing to provide an e-mail address?** (Researchers may develop an on-line survey or provide an update on these findings.)

E-mail Address:
____

Thank you very much for your time and have a great day.
(Give them a token. They may keep the pen if they'd like also.)

FDACS – Mission Questionnaire – Customer

FACILITY LOCATION: ______________________________
Date: __________________
Time: __________________

OPENING

Hello. I'm conducting a State-wide survey for the Florida Department of Agriculture to help develop a better understanding of the customers that frequent Community Farmer's Markets.

Would you be willing to take 5 minutes and answer just a few questions for me?

Let me begin by asking you about the role **Community Farmer's Markets (CFMs)** have in your shopping habits.

Please indicate whether you agree, disagree or are not sure on the following questions:

1. Community Farmers Markets provide a good selection of locally grown fruits and vegetables.

1. Agree
2. Disagree

98. Not sure
99. Refused

2. Community Farmers Markets provide a good selection of locally grown: (Circle each that applies)

1. Plants
2. Honey
3. Eggs
4. Ag Products
5. Other. ________________, ________________.

98. Not sure
99. Refused

3. Making purchases at our local Community Farmers Market (CFM) is how I personally support our local farmers.

1. Agree
2. Disagree

98. Not sure
99. Refused

4. I believe I save money by purchasing items at the CFMs.

1. Agree
2. Disagree

98. Not sure
99. Refused

Please respond to the following questions with the answer that best reflects your personal shopping habits.

5. How often do you shop at a CFM?

1. (__) Quarterly
2. (__) Monthly
3. (__) Weekly
98. (__) Not sure
99. (__) Refused

6. How many fresh products do you normally purchase on your visits?

1. (__) Five or more items → What is your number one selection? ___________________.
2. (__) 1-4 items
98. (__) Not sure
100. (__) Refused

7. Estimate how much you spend on shopping visits to CFMs on fresh products?

1. More than $25
2. $10 -25
3. Less than $10
98. Not sure
99. Refused

8. Estimate how much you spend on shopping visits to CFMs on other products?

1. More than $25
2. $10 -25
3. Less than $10
98. Not sure
99. Refused

9. How long have you been shopping at CFMs?

1. More than 10 years
2. 5-10 years
3. Less than 5 years
98. Not sure
99. Refused

10. How long have you lived in Florida?

1. More than 10 years
2 5-10 years
2. Less than 5 years
98. Not sure
99. Refused

11. How did you first learn about CFMs?

1. Friend
2. Family Member
3. Advertisement, if yes → Could you tell us which one? ________________.
4. Signage
100. Not sure
101. Refused

<u>Now just a few questions on what you believe about CFMs. These are Yes and No responses.</u>

12. CFMs provide a good fresh selection of products?

1. Yes
2. No
98. Not sure
99. Refused

13. CFMs are open long enough to meet my needs?

1. Yes
3. No
98. Not sure
99. Refused

14. Our local CFMs is convenient to shop at?

1. Yes
4. No
98. Not sure
99. Refused

15. CFMs generally have lower prices than local stores?

1. Yes
2. No
98. Not sure
99. Refused

16. CFMs are easier to shop at than local stores?

1. Yes
2. No
98. Not sure
99. Refused

17. I generally find everything I need at this market?

1. Yes
2. If No, → What item(s) are missing? ____________, ____________. ___________
98. Not sure
99. Refused

18. I have told a friend or acquaintance about our local market offerings?

1. Yes, if yes then→ Do you ever car pool with friends to the CFM? Yes / No (# ____)
2. No Do you ever meet friends at the CFM? Yes / No
98. Not sure
99. Refused

19. Generally, my shopping experiences with this market are satisfying?

1. Yes
2. If No, → What one thing would you improve ________________________________
98. Not sure
99. Refused

We're just about done. Just a few general questions.

20. **Select Sex:** (Observe and note below. Do not ask unless necessary)

1. Male 2. Female

21. **Demographic Age Group?** (Observe and note below. Do not ask unless necessary)

1. (__) 18-21 years
2. (__) 22-30 years
3. (__) 31-45 years
4. (__) 46-54 years
5. (__) 55-65 years
6. (__) Above 65 years
7. (__) Refused

22. **Ethic Background?** (Observe and note below. Do not ask unless necessary)

1. (__) Caucasian
2. (__) African American
3. (__) Hispanic
4. (__) Asian
5. (__) Other: ______________

23. **Education**

1. (__) GED / HS Diploma
2. (___) 2 Year Degree / Specialty Training
3. (___) 4 year Degree
4. (___) Post Graduate

24. **Select: Married or Single & → # of dependents**

1. (___) 0
2. (___) 1
3. (___) 2
4. (___) 3
5. (___) 4+

25. **Income**

(___) Less than $25,000
2. (___) $25 - $75,000
3. (___) More than $75,000

26. **What would you like to see vendors sell at this market that is not currently available?**

1. Ornamental Plants
2. Vegetable Plants
3. Honey
4. Eggs
5. Meats
6. Specialty Fruits and Vegetables
7. Value-added agriculture products (a food product that has been processed or preserved)
8. Crafts
9. Other:________________, ________________, _____________________

Thank you for your time. (Give them a token. They may keep the pen if they'd like also.

Part V: Survey Data Analysis

FDACS – BUSINESS MISSION QUESTIONNAIRE
TEL OPINION RESEARCH, LLC
OVERALL RESULTS
FEBRUARY 2007

QUESTION 1. WHAT GENERATION FARMER ARE YOU?

	#	%
1. FIRST	37	35
2. SECOND	18	17
3. THIRD OR MORE	29	27
98. NOT SURE	23	21
99. REFUSED	6	
Total	113	

QUESTION 2. HOW LONG HAVE YOU BEEN IN THIS LINE OF BUSINESS?

	#	%
1. LESS THAN 2 YEARS	14	11
2. 2-5 YEARS	28	23
3. MORE THAN 5 YEARS	81	65
98. NOT SURE	1	1
99. REFUSED	1	
Total	125	

QUESTION 3. HOW WOULD YOU DESCRIBE YOUR BUSINESS?

	#	%
1. FARMER/PRODUCER	70	58
2. BROKER	12	10
3. ENTREPRENEUR	30	25
4. HOBBY BUSINESS	3	2
5. HERBALIST	1	1
6. SALESPERSON	2	2
7. NON-PROFIT	1	1
8. NURSERY	1	1
9. BAKER	1	1
Total	121	

QUESTION 4. HOW LONG HAVE YOU BEEN SELLING PRODUCTS AT A CFM?

	#	%
1. MORE THAN 10 YEARS	46	37
2. 5-10 YEARS	21	17
3. LESS THAN 5 YEARS	56	45
98. NOT SURE	2	2
99. REFUSED	1	
Total	126	

QUESTION 5. HAVE SALES INCREASED DURING THIS PERIOD?

	#	%
1. YES	41	71
2. NO	17	29
Total	58	

QUESTION 6. HOW OFTEN DO YOU PARTICIPATE AT THE CFM?

	#	%
1. QUARTERLY	9	7
2. MONTHLY	6	5
3. WEEKLY	106	87
98. NOT SURE	1	1
99. REFUSED	1	
Total	123	

QUESTION 7. QUARTERLY SEASONS

		#	%
1.	FALL/WINTER	4	44
2.	WINTER/SPRING	4	44
3.	SPRING/SUMMER	1	11
	Total	9	

QUESTION 8. HOW LONG HAVE YOU LIVED IN FLORIDA?

		#	%
1.	MORE THAN 10 YEARS	109	88
2.	5-10 YEARS	9	7
3.	LESS THAN 5 YEARS	5	4
98.	NOT SURE	1	1
99.	REFUSED	2	
	Total	126	

QUESTION 9. HOW MANY FRESH PRODUCTS FROM FLORIDA DO YOU NORMALLY DISPLAY FOR SALE?

		#	%
1.	MORE THAN 10	64	57
2.	5-10	22	20
3.	LESS THAN 5	20	18
98.	NOT SURE	6	5
	Total	112	

QUESTION 10. HOW MANY DO YOU GROW?

		#	%
1.	<25%	6	21
2.	25-50%	5	17
3.	>50%	18	62
	Total	29	

QUESTION 11. TOP THREE SELLING ITEMS

		#	%
1.	BASIL	7	9
2.	HONEY	6	8
3.	TOMATOES	11	14
4.	ORANGE JUICE	1	1
5.	SUNFLOWERS	1	1
6.	CARROTS	3	4
7.	CILANTRO	1	1
8.	CHARD	1	1
9.	CHOCOLATE	1	1
10.	PINK SHRIMP	1	1
11.	SPINICH	2	2
12.	STRAWBERRIES	2	2
13.	OKRA	1	1
14.	SALAD/SPRING MIX	3	4
15.	MILK	1	1
16.	MULBERRY TREES	1	1
17.	PEACHES	1	1
18.	BASS	1	1
19.	PLANTS	3	4
20.	DOG TREATS	1	1
21.	WILD TUNA	2	2
22.	MARMALADE	1	1
23.	SPRAYS/OILS	1	1
25.	FRUIT	2	2
26.	ORANGES	1	1
27.	ORCHIDS	1	1
28.	POPCORN	1	1
29.	PALMS	2	2
30.	BEANS	1	1
31.	LETTUCE	5	6

		#	%
32.	APPLES	2	2
33.	POTATOES	1	1
34.	SOAPS/CREAMS	1	1
35.	CAKES/PIES	2	2
36.	CHEESE	1	1
37.	EGGS	2	2
38.	JELLY	1	1
39.	CUT FLOWERS	1	1
40.	SQUASH	1	1
41.	PEAS	1	1
42.	SUGAR CANE	1	1
	Total	80	

QUESTION 12. SECOND MENTIONED

		#	%
0.	NONE	14	20
1.	THYME	2	3
2.	BEANS	1	1
3.	ORANGES	2	3
4.	ORCHIDS	1	1
5.	CAULIFLOWER	1	1
6.	SPINICH	1	1
7.	MUSHROOMS	1	1
8.	FUDGE	1	1
9.	WHITE SHRIMP	1	1
10.	STRAWBERRIES	2	3
11.	CANDLES	1	1
13.	CORN	2	3
14.	MEAT	1	1
15.	FIG TREES	1	1
16.	CUCUMBERS	4	6
17.	PECANS	1	1
18.	GROUPER	1	1
19.	POTATOES	3	4
20.	CHUTNEY	1	1
21.	OILS	1	1
22.	VEGETABLES	2	3
23.	GRAPEFRUIT	1	1
24.	PLANTS	3	4
25.	PEPPERS	2	3
26.	LETTUCE	3	4
27.	KALE	2	3
29.	WATERMELON	2	3
30.	PEANUTS	1	1
31.	ONIONS	1	1
32.	LIMES	1	1
33.	SQUASH	2	3
34.	BANANAS	1	1
35.	BLUEBERRIES	1	1
	Total	71	

QUESTION 13. THIRD MENTIONED

		#	%
0.	NONE	13	25
1.	ROSEMARY	1	2
2.	DRY GOODS	1	2
3.	GRAPEFRUIT	1	2
4.	ROSES	1	2
5.	LETTUCE	2	4
6.	STRAWBERRIES	2	4
7.	APPLES	2	4
8.	MULLET	1	2
9.	POTATOES	3	6
10.	TANGERINES	2	4

11. GREEN BEANS		2	4
12. CHARD		1	2
13. LOQUAT TREES		1	2
14. BASIL		2	4
16. BLUE CRABS		1	2
17. BELL PEPPERS		2	4
18. VEGETABLES		1	2
19. TOMATOES		2	4
20. CUCUMBERS		2	4
21. PEPPERS		5	10
22. PAPAYA		1	2
23. SWEET CORN		1	2
	Total	52	

QUESTION 14. WHAT PERCENTAGE OF THE PRODUCTS YOU SELL ARE GROWN OUTSIDE OF FLORIDA NORMALLY?

		#	%
1. LESS THAN 10%		59	52
2. 10-25%		8	7
3. MORE THAN 25%		35	31
98. NOT SURE		12	11
	Total	114	

QUESTION 15. WHAT PERCENTAGE OF YOUR SALES WOULD YOU ESTIMATE COME FROM LOCAL RESIDENTS?

		#	%
1. MORE THAN 75%		62	51
2. 50-75%		27	22
3. LESS THAN 50%		21	17
98. NOT SURE		11	9
	Total	121	

QUESTION 16. ON AVERAGE, HOW MANY CUSTOMERS PURCHASE AN ITEM OR ITEMS EACH DAY YOU'RE OPEN?

		#	%
1. MORE THAN 50		48	39
2. 25-50		34	28
3. LESS THAN 25		30	25
98. NOT SURE		10	8
	Total	122	

QUESTION 17. DO YOU SEE A LOT OF RETURN SHOPPERS?

		#	%
1. YES		108	89
2. USUALLY		5	4
98. NOT SURE		8	7
99. REFUSED		1	
	Total	122	

QUESTION 18. WHAT IS CURRENTLY YOUR BEST METHOD OF ADVERTISING YOUR PRESENCE AT THE CFM?

		#	%
1. WORD OF MOUTH		80	68
2. REPUTATION OF OUR QUALITY		28	24
3. OUR LOW PRICES		2	2
4. MARKET DOES ADVERTISING		4	3
98. NOT SURE		4	3
	Total	118	

QUESTION 19. HOW MUCH WOULD YOU ESTIMATE A CUSTOMER SPENDS ON AVERAGE PER VISIT TO YOUR BOOTH?

	#	%
1. MORE THAN $25	15	12
2. $10-$25	45	37

3.	LESS THAN $10	56	46
98.	NOT SURE	6	5
99.	REFUSED	1	
	Total	123	

QUESTION 20. IN YOUR OPINION, WHAT MONTH(S) DO YOUR BEST SALES TAKE PLACE IN?

		#	%
1.	JANUARY	31	25
2.	FEBRUARY	17	14
3.	MARCH	16	13
4.	APRIL	14	11
5.	MAY	9	7
10.	OCTOBER	2	2
11.	NOVEMBER	9	7
12.	DECEMBER	7	6
98.	NOT SURE	17	14
	Total	122	

QUESTION 21.	SECOND MONTH MENTIONED	#	%
2.	FEBRUARY	23	30
3.	MARCH	12	16
4.	APRIL	9	12
5.	MAY	14	18
6.	JUNE	5	7
7.	JULY	1	1
11.	NOVEMBER	6	8
12.	DECEMBER	6	8
	Total	76	

QUESTION 22.	THIRD MONTH MENTIONED	#	%
3.	MARCH	11	19
4.	APRIL	9	15
5.	MAY	6	10
6.	JUNE	10	17
7.	JULY	3	5
9.	SEPTEMBER	2	3
11.	NOVEMBER	6	10
12.	DECEMBER	12	20
	Total	59	

QUESTION 23. WHY DO YOU THINK PEOPLE SHOP AT CFMs?

		#	%
1.	LOW PRICES	39	32
2.	FRESHNESS	57	48
3.	ASTHETICS/OUTDOORS	14	12
4.	SUPPORT COMMUNITY	2	2
5.	QUALITY	4	3
6.	ORGANIC	2	2
7.	VARIETY	1	1
8.	ORIGINALITY	1	1
	Total	120	

QUESTION 24.	SECOND REASON MENTIONED	#	%
0.	NONE	74	62
1.	LOW PRICES	1	1
2.	FRESHNESS	22	18
3.	ASTHETICS/OUTDOORS	13	11
4.	SUPPORT COMMUNITY	2	2
5.	QUALITY	3	3
6.	ORGANIC	1	1
7.	VARIETY	2	2
9.	HEALTHY	1	1
	Total	119	

QUESTION 25. WOULD YOU ESTIMATE THE PERCENTAGE OF YOUR TOTAL SALES REVENUES THAT COME FROM SALES AT CFM?

	#	%
1. MORE THAN 50%	54	47
2. 25-50%	26	23
3. 10-25%	20	18
4. LESS THAN 10%	14	12
Total	114	

QUESTION 26. DO YOU EMPLOY ANYONE TO ASSIST YOU SELL AT THE CFM?

	#	%
0. NO	33	28
1. ONE	28	23
2. TWO	59	49
Total	120	

QUESTION 27. HOW MANY HOURS TOTAL PER DAY?

	#	%
2.	2	12
4.	2	12
5.	2	12
7.	1	6
8.	5	31
9.	1	6
10.	2	12
17.	1	6
Total	16	

QUESTION 28. HOW MANY HOURS TOTAL PER WEEK?

	#	%
1.	1	9
5.	1	9
8.	1	9
10.	4	36
16.	1	9
30.	1	9
50.	1	9
60.	1	9
Total	11	

QUESTION 29. IF A MARKETING PROGRAM COULD BE DEVELOPED TO ASSIST CFMs, WHERE SHOULD IT FOCUS?

	#	%
1. LOCALLY	61	50
2. BILLBOARDS	27	22
3. POINT/PURCHASE MATERIALS	6	5
4. FACILITY UPGRADES	8	7
5. PUSH QUALITY	1	1
6. DEVELOP MORE MARKETS	1	1
7. ADVERTISE	3	2
8. RADIO	1	1
98. NOT SURE	13	11
Total	121	

QUESTION 30. MARKETING/LOCALLY

	#	%
1. NEWSPAPER	16	57
2. PUBLIC RADIO	4	14
3. ADVERTISE	5	18
4. GET GROUPS INVOLVED	1	4
5. DIFFERENT VENDORS	1	4
6. ACTIVITIES INVOLVE PUBLIC	1	4
Total	28	

QUESTION 31. GENDER

		#	%
1. MALE		72	61
2. FEMALE		47	39
	Total	119	

QUESTION 32. AGE GROUP

		#	%
2. 22-30		8	7
3. 31-45		23	20
4. 46-54		31	27
5. 56-65		29	25
6. 65+		24	21
99. REFUSED		2	
	Total	117	

QUESTION 33. ETHNIC BACKGROUND

		#	%
1. CAUCASIAN		100	85
2. AFRICAN-AMERICAN		10	9
3. HISPANIC		6	5
4. ASIAN		1	1
	Total	117	

QUESTION 34. EDUCATION

		#	%
1. GED/HS DIPLOMA		41	41
2. 2 YR DEGREE/SPECIALTY		34	34
3. 4 YR DEGREE		17	17
4. POST GRADUATE		7	7
	Total	99	

QUESTION 35. MARITAL STATUS

		#	%
1. MARRIED		84	86
2. SINGLE		14	14
	Total	98	

QUESTION 36. NUMBER OF DEPENDENTS

		#	%
0. 0		21	32
1. 1		13	20
2. 2		21	32
3. 3		4	6
4. 4+		7	11
	Total	66	

QUESTION 37. TOTAL GROSS INCOME

		#	%
1. LESS THAN $25,000		31	44
2. $25,000-$75,000		31	44
3. MORE THAN $75,000		9	13
99. REFUSED		1	
	Total	72	

QUESTION 38. E-MAIL ADDRESS

		#	%
1. YES		27	100
	Total	27	

QUESTION 39. AREA

		#	%
1. HIGH SPRINGS		4	3
2. ORLANDO - SUNDAY EOLA		5	4

		#	%
3.	BRANDON	7	6
4.	ALACHUA - UNION STREET	9	7
5.	TRENTON	1	1
6.	FT. PIERCE	9	7
7.	STUART MARKET	7	6
8.	WINTER PARK	7	6
9.	DELAND	10	8
10.	ST. AUGUSTINE	8	6
11.	TAMPA/SWEETWATER ORGANIC	3	2
12.	TAMPA/HILLSBOROUGH AVE.	6	5
13.	KEYSTONE HEIGHTS	10	8
14.	WINTER HAVEN	4	3
15.	MARION	9	7
16.	SUMTER	9	7
17.	CORAL	4	3
18.	KISSIMMEE	7	6
19.	HAILE	7	6
	Total	126	

FDACS – CUSTOMER MISSION QUESTIONNAIRE
TEL OPINION RESEARCH, LLC
OVERALL RESULTS
FEBRUARY 2007

QUESTION 1. COMMUNITY FARMERS MARKETS PROVIDE A GOOD SELECTION OF LOCALLY GROWN FRUITS AND VEGETABLES.

		#	%
1.	AGREE	324	87
2.	DISAGREE	23	6
98.	NOT SURE	25	7
	Total	372	

QUESTION 2. COMMUNITY FARMERS MARKETS PROVIDE A GOOD SELECTION OF LOCALLY GROWN:

		#	%
1.	PLANTS	219	66
2.	HONEY	13	4
3.	EGGS	5	2
4.	AG PRODUCTS	50	15
8.	STRAWBERRIES	2	1
12.	CHEESE	1	0
98.	NOT SURE	41	12
99.	REFUSED	5	
	Total	336	

QUESTION 3. SECOND MENTIONED

		#	%
0.	NONE	87	30
2.	HONEY	153	53
3.	EGGS	12	4
4.	AG PRODUCTS	38	13
	Total	290	

QUESTION 4. THIRD MENTIONED

		#	%
0.	NONE	55	27
3.	EGGS	58	29
4.	AG PRODUCTS	84	41
5.	NUTS	1	0
6.	FLOWERS	1	0
7.	TOMATOES	1	0
9.	SEAFOOD	1	0
10.	TREES	1	0

11. VEGETABLES		1	0
	Total	203	

QUESTION 5. MAKING PURCHASES AT OUR LOCAL COMMUNITY FARMERS MARKET IS HOW I PERSONALLY SUPPORT OUR LOCAL FARMERS.

		#	%
1. AGREE		328	89
2. DISAGREE		17	5
98. NOT SURE		25	7
	Total	370	

QUESTION 6. I BELIEVE I SAVE MONEY BY PURCHASING ITEMS AT THE CFMs.

		#	%
1. AGREE		248	67
2. DISAGREE		54	15
98. NOT SURE		67	18
99. REFUSED		2	
	Total	371	

QUESTION 7. HOW OFTEN DO YOU SHOP AT A CFM?

		#	%
1. QUARTERLY		44	12
2. MONTHLY		92	26
3. WEEKLY		202	56
98. NOT SURE		22	6
99. REFUSED		1	
	Total	361	

QUESTION 8. HOW MANY FRESH PRODUCTS DO YOU NORMALLY PURCHASE ON YOUR VISITS?

		#	%
1. FIVE OR MORE ITEMS		139	38
2. 1-4 ITEMS		211	57
98. NOT SURE		17	5
99. REFUSED		3	
	Total	370	

QUESTION 9. WHAT IS YOUR NUMBER ONE SELECTION?

		#	%
1. TOMATOES		15	38
2. LETTUCE		7	18
3. APPLES		1	3
4. FRUITS/VEGETABLES		8	21
5. ORANGE JUICE		2	5
6. MEAT		1	3
7. FLOWERS		1	3
8. PLANTS		1	3
10. HONEY		1	3
11. BREAD		1	3
12. RADISHES		1	3
	Total	39	

QUESTION 10. ESTIMATE HOW MUCH YOU SPEND ON SHOPPING VISITS TO CFMs ON FRESH PRODUCTS?

		#	%
1. MORE THAN $25		68	18
2. $10-$25		204	55
3. LESS THAN $10		82	22
98. NOT SURE		17	5
99. REFUSED		2	
	Total	373	

QUESTION 11. ESTIMATE HOW MUCH YOU SPEND ON SHOPPING VISITS TO CFMs ON OTHER PRODUCTS?

		#	%
1.	MORE THAN $25	44	13
2.	$10-$25	72	21
3.	LESS THAN $10	175	50
98.	NOT SURE	58	17
99.	REFUSED	8	
	Total	357	

QUESTION 12. HOW LONG HAVE YOU BEEN SHOPPING AT CFMs?

		#	%
1.	MORE THAN 10 YEARS	105	29
2.	5-10 YEARS	94	26
3.	LESS THAN 5 YEARS	152	42
98.	NOT SURE	11	3
99.	REFUSED	3	
	Total	365	

QUESTION 13. HOW LONG HAVE YOU LIVED IN FLORIDA?

		#	%
1.	MORE THAN 10 YEARS	227	65
2.	5-10 YEARS	52	15
3.	LESS THAN 5 YEARS	66	19
98.	NOT SURE	5	1
99.	REFUSED	2	
	Total	352	

QUESTION 14. HOW DID YOU FIRST LEARN ABOUT CFMs?

		#	%
1.	FRIEND	155	42
2.	FAMILY MEMBER	49	13
3.	ADVERTISEMENT	82	22
4.	SIGNAGE	47	13
5.	ON-LINE	2	1
6.	DRIVING BY	7	2
98.	NOT SURE	25	7
99.	REFUSED	2	
	Total	369	

QUESTION 15. WHAT ADVERTISING?

		#	%
1.	NEWSPAPER	42	81
2.	TV	2	4
3.	FLYERS	4	8
4.	RADIO	2	4
5.	POSTERS	1	2
98.	NOT SURE	1	2
	Total	52	

QUESTION 16. CFMs PROVIDE A GOOD FRESH SELECTION OF PRODUCTS.

		#	%
1.	YES	337	92
2.	NO	19	5
98.	NOT SURE	12	3
99.	REFUSED	3	
	Total	371	

QUESTION 17. CFMs ARE OPEN LONG ENOUGH TO MEET MY NEEDS.

		#	%
1.	YES	315	86
2.	NO	36	10
98.	NOT SURE	16	4
99.	REFUSED	3	
	Total	370	

QUESTION 18. OUR LOCAL CFM IS CONVENIENT TO SHOP AT.

		#	%
1. YES		326	88
2. NO		37	10
98. NOT SURE		7	2
99. REFUSED		2	
	Total	372	

qUESTION 19. CFMs GENERALLY HAVE LOWER PRICES THAN LOCAL STORES.

		#	%
1. YES		205	56
2. NO		77	21
98. NOT SURE		84	23
99. REFUSED		2	
	Total	368	

QUESTION 20. CFMs ARE EASIER TO SHOP AT THAN LOCAL STORES.

		#	%
1. YES		277	75
2. NO		66	18
98. NOT SURE		24	7
99. REFUSED		2	
	Total	369	

QUESTION 21. I GENERALLY FIND EVERTHING I NEED AT THE CFMs.

		#	%
1. YES		212	58
2. NO		120	33
98. NOT SURE		31	9
99. REFUSED		4	
	Total	367	

QUESTION 22. WHAT ITEM(S) ARE MISSING?

		#	%
1. EGGS		10	15
2. FRESH FLOWERS		1	2
3. CORN		3	5
4. FRESH FRUIT		9	14
5. MEATS		7	11
6. PLANTS		2	3
7. MORE LOCAL VEGETABLES		10	15
8. MILK		1	2
9. APPLES		2	3
10. PAPER PRODUCTS		1	2
11. TOFU		1	2
12. BREAD		2	3
13. OLIVES		1	2
14. JALEPENOS		1	2
16. HOUSEHOLD PRODUCTS		1	2
17. PRODUCE		5	8
18. ETHNIC FOODS		1	2
19. WATERMELON		1	2
21. LETTUCE		1	2
23. HONEY		1	2
24. SQUASH		1	2
25. FRESH HERBS		1	2
26. SEASONAL FOODS		2	3
	Total	65	

QUESTION 23. SECOND MENTIONED.

		#	%
0. NONE		47	72
2. FRESH FLOWERS		1	2
4. FRESH FRUIT		3	5

		#	%
5.	MEATS	3	5
7.	MORE LOCAL VEGETABLES	5	8
8.	MILK	1	2
12.	BREAD	1	2
15.	BAKED GOODS	1	2
20.	PEANUTS	1	2
21.	LETTUCE	1	2
22.	POULTRY	1	2
	Total	65	

QUESTION 24. I HAVE TOLD A FRIEND OR ACQUAINTANCE ABOUT OUR LOCAL CFM OFFERINGS.

		#	%
1.	YES	306	86
2.	NO	43	12
98.	NOT SURE	8	2
99.	REFUSED	5	
	Total	362	

QUESTION 25. DO YOU EVER CAR POOL WITH FRIENDS TO THE CFM?

		#	%
1.	YES	97	53
2.	NO	86	47
	Total	183	

QUESTION 26. DO YOU EVER MEET FRIENDS AT THE CFM?

		#	%
1.	YES	84	66
2.	NO	44	34
	Total	128	

QUESTION 27. GENERALLY, MY SHOPPING EXPERIENCES WITH CFM ARE SATISFYING.

		#	%
1.	YES	340	93
2.	NO	16	4
98.	NOT SURE	9	2
99.	REFUSED	4	
	Total	369	

QUESTION 28. WHAT ONE THING WOULD YOU IMPROVE?

		#	%
1.	MORE LOCALLY GROWN ITEMS	2	17
2.	PARKING	2	17
3.	EXPAND	1	8
4.	MORE VARIETY	5	42
5.	POST SIGNS WHEN OPEN	1	8
6.	MORE HOME GROWN	1	8
	Total	12	

QUESTION 29. GENDER

		#	%
1.	MALE	131	36
2.	FEMALE	231	64
	Total	362	

QUESTION 30. AGE GROUP

		#	%
1.	18-21	10	3
2.	22-30	25	7
3.	31-45	60	17
4.	46-54	64	18
5.	56-65	107	31
6.	65+	83	24
99.	REFUSED	5	
	Total	354	

QUESTION 31. ETHNIC BACKGROUND

		#	%
1.	CAUCASIAN	299	88
2.	AFRICAN-AMERICAN	15	4
3.	HISPANIC	25	7
4.	ASIAN	2	1
	Total	341	

QUESTION 32. EDUCATION

		#	%
1.	GED/HS DIPLOMA	96	30
2.	2 YR DEGREE/SPECIALTY	74	23
3.	4 YR DEGREE	88	27
4.	POST GRADUATE	67	21
	Total	325	

QUESTION 33. MARITAL STATUS

		#	%
1.	MARRIED	213	74
2.	SINGLE	76	26
	Total	289	

QUESTION 34. NUMBER OF DEPENDENTS

		#	%
0.	0	74	36
1.	1	57	28
2.	2	39	19
3.	3	18	9
4.	4+	19	9
	Total	207	

QUESTION 35. TOTAL GROSS INCOME

		#	%
1.	LESS THAN $25,000	33	12
2.	$25,000-$75,000	156	58
3.	MORE THAN $75,000	82	30
99.	REFUSED	1	
	Total	272	

QUESTION 36. WHAT WOULD YOU LIKE TO SEE VENDORS SELL AT THIS CFM THAT IS NOT CURRENTLY AVAILABLE?

		#	%
1.	ORNAMENTAL PLANTS	34	15
2.	VEGETABLE PLANTS	35	16
3.	HONEY	11	5
4.	EGGS	35	16
5.	MEATS	23	10
6.	SPECIALTY FRUITS/VEGETABLE	31	14
7.	VALUE-ADDED AG PRODUCTS	7	3
8.	CRAFTS	22	10
9.	BREAD	2	1
11.	ORGANIC	3	1
12.	MILK	2	1
14.	BAKED GOODS	1	0
15.	HERBS	3	1
16.	FRESH FRUITS/VEGETABLES	5	2
17.	SEAFOOD	1	0
18.	FLOWERS	2	1
19.	COFFEE	1	0
20.	TREES	1	0
21.	MORE LOCAL GROWN	1	0
22.	ETHNIC FOODS	1	0
	Total	221	

QUESTION 37. SECOND MENTIONED.

		#	%
0.	NONE	130	59
2.	VEGETABLE PLANTS	16	7
3.	HONEY	12	5
4.	EGGS	11	5
5.	MEATS	13	6
6.	SPECIALTY FRUITS/VEGETABLE	10	5
7.	VALUE-ADDED AG PRODUCTS	6	3
8.	CRAFTS	11	5
9.	BREAD	3	1
11.	ORGANIC	1	0
13.	CHEESE	2	1
14.	BAKED GOODS	1	0
15.	HERBS	1	0
16.	FRESH FRUITS/VEGETABLES	1	0
18.	FLOWERS	2	1
20.	TREES	1	0
	Total	221	

QUESTION 38. THIRD MENTIONED.

		#	%
0.	NONE	48	53
3.	HONEY	6	7
4.	EGGS	8	9
5.	MEATS	6	7
6.	SPECIALTY FRUITS/VEGETABLE	12	13
7.	VALUE-ADDED AG PRODUCTS	2	2
8.	CRAFTS	5	5
9.	BREAD	1	1
10.	NUTS	1	1
13.	CHEESE	1	1
15.	HERBS	1	1
	Total	91	

QUESTION 39. AREA

		#	%
1.	HIGH SPRINGS	16	4
2.	ORLANDO - SUNDAY EOLA	19	5
3.	BRANDON	18	5
4.	ALACHUA - UNION STREET	14	4
5.	TRENTON	7	2
6.	FT. PIERCE	29	8
7.	STUART MARKET	19	5
8.	WINTER PARK	15	4
9.	DELAND	28	7
10.	ST. AUGUSTINE	15	4
11.	TAMPA/SWEETWATER ORGANIC	28	7
12.	TAMPA/HILLSBOROUGH AVE.	10	3
13.	KEYSTONE HEIGHTS	30	8
14.	WINTER HAVEN	26	7
15.	MARION	20	5
16.	SUMTER	18	5
17.	CORAL	20	5
18.	KISSIMMEE	14	4
19.	HAILE	29	8
	Total	375	

FLORIDA PARTNERSHIP TO END CHILDHOOD HUNGER

Ten Point Plan

2008

SHARE OUR STRENGTH
NO KID HUNGRY

Florida Impact
Mobilizing Communities Against Hunger and Poverty

F·R·A·C
FOOD RESEARCH & ACTION CENTER

JEFF KOTTKAMP
LIEUTENANT GOVERNOR

April 18, 2008

Dear Friends,

In keeping with the broader commitment of the Governor's Office to the children of Florida, I am pleased to join Honorary Chairperson Grace Nelson and a host of leaders across the state in presenting to you this Ten Point Plan to end childhood hunger in Florida.

If the over fifty organizations represented in the Partnership can work together over the next ten years to implement the strategies outlined in this Plan, Florida could very well become the first state in the nation to eliminate hunger and under-nutrition among its children.

In my role as chairperson of the Florida Children's Cabinet, I have been privileged to hear about the work of the public servants who serve Florida's most vulnerable population. The Cabinet is working to establish a coordinated approach by state agencies and programs that provide children's services. Several members of the Cabinet—including the heads of the three state agencies that administer the federal food and nutrition programs—are also involved with this Partnership, which combines the leadership and resources in both the public and private sectors to address the nutritional needs of our children.

This collaboration and ten point strategy promises to be just the right formula for turning the vision of a hunger-free state into an historic reality.

Sincerely,

Jeff Kottkamp

Jeff Kottkamp

THE CAPITOL
TALLAHASSEE, FLORIDA 32399 • (850) 488-4711 • FAX (850) 921-6114

ABOUT THE FLORIDA PARTNERSHIP TO END CHILDHOOD HUNGER

The Florida Partnership to End Childhood Hunger is an initiative of two major nonprofits, Share Our Strength and Florida Impact with help from the Food Research and Action Center and MGT of America. It also includes a broad spectrum of business, nonprofit, religious, community and political leaders and has named Grace Nelson (wife of U.S. Senator Bill Nelson) as Honorary Chair.

About Florida Impact

Since 1979, Florida Impact (*www.flimpact.org*) has served as Florida's leading statewide, anti-hunger policy organization. Impact has effectively mobilized state and community leaders in aggressive outreach and advocacy strategies for federal food and nutrition programs—leveraging millions in public funds to address hunger and poverty among Florida's residents.

About Share Our Strength®

Share Our Strength (*www.strength.org*) is a national organization working to make sure no kid in America grows up hungry. We weave together a net of community groups, activists, and food programs to catch children at risk of hunger and surround them with nutritious food where they live, learn and play. We do this by raising funds through our culinary events and campaigns, awarding grants to hundreds of effective nonprofits, and helping a select number of these groups expand the capacity for ending childhood hunger through formalized partnerships like this one.

About The Food Research and Action Center

The Food Research and Action Center (*www.frac.org*) is the leading national nonprofit organization working to improve public policies and public-private partnerships to eradicate hunger and undernutrition in the United States. FRAC works with hundreds of national, state and local nonprofit organizations, public agencies, and corporations to address hunger and its root cause, poverty.

About MGT of America, Inc.

For three decades, the professionals at MGT (*www.mgtofamerica.com*) have assisted state and local governments across the country in improving productivity, enhancing effectiveness, and increasing efficiency through comprehensive evaluation and planning. From the utilization of technology in the work environment to the evaluation of existing and planned facilities, we know how to make government work better.

"We just can't be comfortable knowing tens of thousands of children will go to bed hungry at night."

Grace Nelson
Honorary Chairperson, Florida Partnership to End Childhood Hunger

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Florida Impact has partnered with Share Our Strength and the Food Research and Action Center (FRAC) in Washington, D.C., to develop and implement a multi-year, strategic Ten-Point Plan to end childhood hunger in Florida. The Florida Plan—produced with funding from Share Our Strength and The United Parcel Service Foundation—represents one of the first efforts at the state level to produce a plan building off of the Plan to End Childhood Hunger in the Nation's Capital developed by the Food Research and Action Center, Share Our Strength, and DC Hunger Solutions.

The Florida Partnership to End Childhood Hunger serves as an anchor around which more than 50 organizations are committed to working collaboratively to make Florida the first state in the nation to end childhood hunger. The Partnership proposes to do this by leveraging more of the federal nutrition dollars and the Earned Income Tax Credits intended for but not reaching Florida's low-income families. To do this most effectively, we will build on public and private partnerships and systems in communities around the state.

OUR VISION

The Florida Partnership's Ten-Point Plan lays out a strategic road map for removing barriers to participation and increasing access to all the federal food and nutrition programs and the Earned Income Tax Credit—thus creating an unparalleled opportunity to end childhood hunger and reduce food insecurity while generating an economic stimulus effect within our communities.

We will build a stronger, healthier, better educated and more productive Florida by ensuring that all children in our state are surrounded by nutritious food—wherever they may live, learn, play, or pray.

By eradicating childhood hunger in Florida, we will generate a model that other states can replicate.

We can ensure that our children have access to the food they need by:

- Improving the economic security of Florida's families.
- Providing better nutrition education to Florida's families.
- Maximizing existing tools and resources to address hunger and under-nutrition.
- Closing the gaps in service delivery among Florida's food and nutrition providers.

The State of Childhood Hunger in Florida

Nearly one in five Florida children is at risk of hunger with limited access to nutritious food. Meanwhile more than $1 billion from just three of the federal food and nutrition programs never reach those children for whom they were intended.

– Feeding Florida: Response to Hunger in the Sunshine State, 2007

Childhood hunger is invisible, despite its devastating and visible consequences. Yet children who don't get enough healthy foods on a regular basis pay a potentially lifelong price:

- Poorer health and weaker immune systems; more stomachaches, headaches, colds, ear infections, and fatigue; and more hospitalizations.
- Behavioral difficulties.
- Impaired performance in school — academically, athletically and socially.

The Scope of Childhood Hunger in Florida

- 622,423 kids are at risk of hunger in Florida.[1]
- 770,946 children in Florida live in poverty.
- 864,273 eligible children in Florida do not receive free or reduced-price school breakfast.
- An estimated 1 million kids eligible for free and reduced-price school meals are not served by a federal summer nutrition program.
- $441.66 is the average weekly income of a family of four living at the federal poverty line.[2]
- $3.30 is the average food stamp benefit in Florida per person, per day.

Family poverty is the most universal cause of childhood hunger. Families living in poverty are forced to trade one necessity for another: cupboards filled with healthy foods for rent, utilities, transportation and healthcare. Their neighborhood stores aren't stocked with fresh foods at affordable prices. Many families and even some community leaders have limited knowledge of the food and nutrition programs available to them.

Food stamps, school lunch and breakfast, summer food, and child and adult care food are entitlement programs because they are set up to serve all eligible people who seek benefits. If an economic downturn or disaster causes more eligible people to apply, they are not turned away because of limits on numbers of participants or insufficient funds. The challenge is ensuring that these programs actually reach the populations for which they were intended. We will work together and aggressively to pull more of those resources into our state.

"Hundreds of millions in federal dollars intended for Florida's low-income residents never cross the state line--taking up permanent residence in the nation's capital or used for other purposes."

– Debra A. Susie, PhD, Florida Impact

POINT 1

Provide all of Florida's Children with a Healthy Breakfast

School breakfasts provide at least one-fourth of the daily recommended levels for key nutrients that children need and provide no more than 30% of calories from fat. Research shows that children who have breakfast at school eat more fruits, drink more milk, and consume a wider variety of foods than those who don't eat breakfast or have breakfast at home. Although Florida ranks second in the nation for its high percentage of schools offering breakfasts, only one in three school children eligible for a free or reduced-price breakfast receives one. There are over 864,000 school children from Florida's low-income families that we could be serving with these dollars—a potential resource of nearly $193 million in federal school breakfast funds.

Strategies

- Starting with schools in which 80% of student enrollment is eligible for free or reduced-price school meals, incrementally make school breakfast free to all Florida students.
- Work with school districts to make breakfast a part of the school day and available in settings that optimally serve students, including in the classroom and with grab-and-go alternatives.
- Increase federal meal reimbursement rates to accommodate the provision of quality school breakfasts (and lunches) that keep pace with the high costs of fresh produce, grains and dairy.

Encourage Healthy Food Choices

Households without money to buy enough food often have to rely on cheaper, high calorie foods to cope and to stave off hunger. Families try to maximize caloric intake for each dollar spent, which can lead to over consumption of calories and a less healthful diet. The U.S. Department of Agriculture (USDA), school districts, and private organizations, like Share Our Strength, provide opportunities to communities for improving the likelihood that families will make healthy food choices within a limited budget.

Strategies

- Expand Food Stamp Nutrition Education to all 67 counties in Florida. States have the option to provide nutrition education for persons who are eligible for food stamps through the Family Nutrition Program (FNP). For every dollar that state, county and local public entities contribute in cash or in-kind, FNP will be reimbursed fifty cents. Only 22 counties participate in the program. Florida drew down $1.59 per food stamp participant in 2005 compared to the national average of $8.58.
- Identify the most effective nutrition education models among School Wellness Policies and promote those best practices in all of Florida's school districts.
- Expand Share Our Strength's Operation Frontline®, through growth of its south Florida program operated by FLIPANY and development of additional partnerships. Operation Frontline teaches low-income families how to prepare healthy, low-cost meals and provides a strong foundation in nutrition, cooking, and household budgeting through specialized courses for adults, kids, and teens.

POINT 3

Help Families Meet Needs at Home with Food Stamp Benefits

Food stamps are a vital part of America's frontline defense against hunger, and 42 percent of food stamp benefits in Florida go to households with children. Still, the program only serves a Little over half of the individuals projected to be eligible in our state, and as a result, an estimated $1 billion in potential benefits go unclaimed. It is estimated that every $5 received in food stamp benefits generates $9 in economic activity.

Strategies

- Encourage all school districts to advertise Florida's on-line, electronic Food Stamp Application site on the free and reduced-price school meal application as well as on monthly school meal calendars.
- Maximize use of all federal options that make the Food Stamp Program in Florida more flexible, so that more low-income working families with children are served.
- Increase the value of food stamp benefits to reflect the true costs of food for families. A food stamp recipient receives only 78 cents per meal, on average—a level reported to last three weeks or less.
- Foster food stamp outreach strategies in tandem with community-based Earned Income Tax Credit tax preparation clinics.

POINT 4

Improve Working Families' Economic Security

The Community Childhood Hunger Identification Project—a forerunner of the USDA food security measure—found that family income, measured as a percentage of the poverty level, was the single most useful characteristic for predicting whether a family would be hungry or not. Nearly one in ten Florida households struggles with hunger or food insecurity. The Earned Income Tax Credit (EITC) provides a key opportunity for increasing economic security among families. It reduces the impact of federal income taxes paid by low and moderate-income workers and may be returned in the form of an IRS refund check. Census data show that in 2003, the EITC lifted 4.4 million people out of poverty, including 2.4 million children. It is estimated that over 310,000 eligible workers in Florida failed to claim their EITC--worth a combined, estimated total of over $429 million in IRS refunds.[3]

Strategies

- Following the Orlando model, develop more outreach programs through local chambers of commerce to promote public awareness of Earned Income Tax Credit benefits, targeting employers of low-wage workers.
- Expand the reach of community tax preparation clinics to assist eligible residents in filing their EITC *and* applying for food stamp benefits.

POINT 5

Increase Families' Access to Fresh Produce

One of three Florida children is overweight, which carries a high risk for adult obesity. Conditions that were once rare in children are commonplace: Type 2 Diabetes, elevated cholesterol, and high blood pressure. Many attribute this rise to the lack of physical activity and poor dietary habits. These diseases are even more pronounced among the poor, who have limited access to fresh produce. Vegetables and fruits in the diet actually decrease the amount of calories that children consume. By increasing fresh fruits and vegetables in these children's diets, we can curb childhood obesity and reduce the risk of more serious problems in their adult lives.

Strategies

- Modeling the High Springs pilot, set up new and assist existing farmers' markets in proximity to low-income areas to accept electronic food stamp benefit transfers (debit cards) and WIC vouchers.
- Partner local farmers with federal summer food and afterschool snack programs to incorporate more fruits and vegetables into their meal and snack offerings.
- Increase the number of grocery stores in low-income neighborhoods and encourage smaller, corner markets to stock fresh produce.
- Ensure that federal school meal, afterschool snack, and summer food reimbursement rates keep pace with the costs of incorporating fresh fruits and vegetables in these child nutrition programs.

Help Afterschool Programs Provide Healthy Meals and Snacks

The school lunch is the last meal some children get until the next day's school breakfast. The federal afterschool nutrition programs were designed to help address this troubling nutritional gap. Any school, local government agency, or private nonprofit serving children in a school zone in which 50% or more of the children qualify for free or reduced-price school meals can receive federal funding for afterschool snacks. Only 55 of Florida's 67 school districts utilize federal afterschool dollars, and only 369 afterschool programs run by private nonprofits or municipal sponsors use this federal resource to provide snacks. Many afterschool programs serving children from low-income families are not aware of this funding.

Strategies

- Conduct a targeted education campaign for afterschool providers and their funders about the availability of federal funds for snacks.
- Provide technical assistance to secure sponsors and new sites in underserved areas, to work through state and local program requirements, and to navigate through federal paperwork.
- Work with congressional delegates to include Florida among a handful of states that are allowed to provide afterschool suppers to school children up to age 19 with less paperwork and at a higher reimbursement rate.
- Highlight and encourage best practices to improve the nutritional quality and appeal of the snacks and meals provided at afterschool programs.

POINT 7

Expand the Reach of Summer Meals Programs

When school lets out for the summer, not all children are glad to see it come. That's because most of Florida's 1.2 million school children from low-income families lose access to the meals they get at school. The federal summer nutrition programs are the key to filling this gap and for strengthening the important link between year-round nutrition and successful educational outcomes. The America's Second Harvest 2006 Hunger Study found that over 29% of food pantries and nearly 41% of kitchen programs served many more children during the summer months when school was out. The federal summer nutrition programs provide meal and snack reimbursements to public and private nonprofits that serve children in low-income neighborhoods. These meals serve as a magnet to draw children to a variety of supervised recreational and learning activities. In 2007 only 17% of Florida's school children from low-income families participated in a federal summer nutrition program, leaving an estimated $103 million in potential federal reimbursements untapped.

Strategies

- Following the models piloted in Oregon and Texas, develop and market a web-based, searchable database where parents can find information about the summer nutrition sites nearest them along with a toll-free number for families without internet access.
- Encourage existing and new large summer food sponsors to serve sites throughout Florida's communities and recruit new sites to participate under them.
- Assist summer food sites in rural communities to implement local strategies and secure federal funding for transportation to facilitate children's access to nutritious meals and activities.

POINT 8

Ensure Access to Balanced Diets for all Pregnant Women and Preschool Children

Since 1990, in every year but one, Florida's average rate of low birth weight babies has been on the increase. There are two federal programs that address the nutritional needs of mothers and their pre-school children. The Child (and Adult) Care Food Program provides nutritious meals and snacks in child care settings. The Special Supplemental Food Program for Women, Infants, and Children (WIC) is a preventive nutrition program that provides nutritious foods, nutrition education, and access to health care to low-income pregnant women, new mothers, and infants and children at nutritional risk.

Strategies

- Develop and implement strategies for increasing WIC participation in north Florida rural counties with less than 60% of the eligible population participating.
- Conduct a campaign to provide WIC marketing materials (including the new medical foods expansion) to physicians in low-income areas.
- Work with the Florida Department of Health's Child Care Food Program to target and extend outreach to child care centers in low-income neighborhoods where child care food is underutilized.

POINT 9

Ensure Access to Nutritious Food through Shelters and Food Pantries

Traditionally, food banks have addressed the immediate situations of hunger by distributing food to people in need. Increasingly food banks and their agencies are also playing a role in solving the problem of hunger in the long-term by educating clients about public policies designed to support low-income Americans and helping them utilize federal programs.

Strategies

- Provide technical assistance and support to emergency-food providers that ensure all client families with children are participating in federal nutrition programs and food stamps, including assistance with applications and proactive referral services.
- Engage food banks to provide food for and/or sponsor summer food and afterschool snack sites in the community.
- Maintain the Emergency Food Assistance Program's (TEFAP) USDA commodity purchases and full funding for storage and distribution grants. TEFAP provides USDA food commodities to states for distribution through local emergency food providers.

Provide Comprehensive Public Education about Available Assistance

Hundreds of millions in federal dollars intended for Florida's low-income residents never cross the state line each year. Often all that is needed to direct more of those resources into our communities and to those for whom they were intended is greater awareness that they exist in the first place.

Strategies

- Starting with Florida Impact's web-based Resources for Families (http://flimpact.org/resources.html) site, refine and maintain a comprehensive, one-stop resource featuring information and online applications (when available) for all federal food and nutrition programs as well as a searchable database for local emergency food providers.
- Develop and implement an aggressive marketing plan for this on-line resource, targeting leaders of religious congregations, physicians serving low-income clients, Florida policymakers, and state media.

PARTNERS

Ending childhood hunger is an achievable goal and will make Florida a better place for everyone. The following are just a few of the partners and stakeholders who helped to develop this plan.

Florida Partnership to End Childhood Hunger

LEAD PARTNERS

Florida Impact
Share Our Strength
Food Research and Action Center
MGT of America, Inc.

CORE ADVISORY GROUP

Grace Nelson	***Honorary Chairperson***
Vivian Alarcon	*Florida Children's Services Council*
Dick Batchelor	*DBMG, Inc., Orlando*
Sam Bell	*Pennington, Moore, Wilkinson, Bell & Dunbar*
Mark Brewer	*Community Foundation of Central Florida*
Bud Brewer	*Massey Communications, Orlando*
Gloria Caulfield	*Florida Hospital, Orlando*
Patrick Colley	*Florida Association of Food Banks, Jacksonville*
Chloe Coney	*For Congresswoman Kathy Castor, Tampa*
Trenia Cox	*Pinellas County Juvenile Welfare Board*
Pepi Dunay	*Jewish Federation of Broward County*
Lisa Early	*City of Orlando*
Lynette Fields	*For Bishop Timothy Whitaker (United Methodist Church-Florida)*
Crystal FitzSimons	*Food Research and Action Center, Washington, D.C.*
Lora Gilbert	*Orange County School Food Service*
Mary Kate Harrison	*Hillsborough County School Food Service*
Glyen Holmes	*New North Florida Cooperative*
Arnold Jean-Baptiste	*Children's Services Council of Broward County*
Linda Gray Miller	*Pinellas County School Food Service*
Kim Mowatt	*Dr. J.B. Callahan Neighborhood Center, Orlando*
Pat Nicklin	*Share Our Strength, Washington, D.C.*
Jean Palmore	*Osceola County School Food Service*
Marilyn Parker	*Florida Atlantic University*
Donna Peterson	*University of South Florida, College of Public Health*
Doris Reeves-Lipscomb	*Groups That Work, Clearwater*
Jose Rodriguez	*Florida Academy of Family Physicians*
Angela Ruth	*Holland & Knight Charitable Foundation*
Louvenia Sailor	*For Bishop McKinley Young, African Methodist Episcopal Church - Eleventh District*
John Skelly	*Alachua County Poverty Reduction Program*
Debra Susie	*Florida Impact*
Marcia Smith	*Polk County School Food Service*
Nayda Torres	*University of Florida, Department of Family, Youth and Community Sciences*
Maria Urbino	*Hispanic Strategic Consultants, Orlando*
Mike Vasilinda	*Capitol News Service*
Jennifer Whitaker	*Dairy Council of Florida*
Sharon Yeago	*Florida Association of Community Farmers Markets*

STATE LEADERS

Lt. Gov. Jeff Kottkamp	*Office of the Governor*
Charles Bronson	*Commissioner of the Florida Department of Agriculture and Consumer Services*
Bob Butterworth	*Secretary of the Florida Department of Children and Families*
Jean Kline	*Deputy Secretary of the Florida Department of Health*
Eric Smith	*Commissioner of the Florida Department of Education*

STATE AGENCY CONSULTING PARTNERS

Deborah S. Eibeck	*WIC Program, Florida Department of Health*
Connie B. Mathers	*Florida Department of Children and Families, ACCESS Florida*
Mary Ann Patterson	*WIC & Nutrition Services, Florida Department of Health*
Phil E. Reeves	*Bureau of Child Nutrition Programs, Florida Department of Health*
Carole Strange	*Office of the Commissioner, Florida Department of Agriculture and Consumer Services*
Amy White	*Summer Food Service Program, Florida Department of Education*

PARTNERS

SOUTHEAST FLORIDA REGIONAL WORK GROUP

Tobi Ash	*Jewish Community Services*
Cindy Bartosek	*Palm Beach County Health Department*
Sandra Bernard-Bastien	*Children's Services Council of Broward County*
Steve Bonino	*Palm Beach County School Food Service*
Perry Borman	*Circuit Administrator - Palm Beach County, Department of Children and Families*
Olga Botero	*Miami-Dade County Schools, Department of Food and Nutrition*
Pamela Cahoon	*Christians Reaching Out to Society, Palm Beach County*
Ardith Clayton-Wright	*Broward County Health Department*
Michael Farver	*Share Our Strength Advisor*
Marsha Fishbane	*Palm Beach County Health Department*
Bernie Friedman	*Becker & Poliakoff*
Judith Gatti	*Daily Bread Food Bank*
Daniel Gibson	*United Way of Palm Beach County*
Evan Goldman	*Children's Services Council of Broward County*
Ken Gottlieb	*Former member, Florida House of Representatives*
Brent Hursey-McLaughlin	*South Florida Urban Ministries*
Michael E. Jackson	*L&MJ Consulting, Inc.*
Ezra Krieg	*Community Leadership Consulting*
Barbara Leslie	*Broward County School Food Service*
Mary Macomber	*Million Meals Committee*
Ellen Navarro	*For Nan Rich, Florida State Senator*
Robbin Newman	*Holland & Knight*
William Porro	*Vice Mayor's Office, City of Miami*
Ari Porth	*Florida House of Representatives, District 96*
Vicki Pugh	*Peter Blum Family YMCA of Boca Raton*
Steve Sampier	*South Broward Hospital District*
Allen Susser	*Share Our Strength-Miami, and Chef Allen's Restaurant*
Paula Triana	*Palm Beach County School Food Service*
Jillian Vukusich	*Community Foundation for Palm Beach and Martin Counties*

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Most statistical information in this Plan are derived from the following documents:
"Feeding Florida: Responses to Hunger in the Sunshine State," Florida Impact, 2007 (www.flimpact.org/publications/2007/2007-FeedingFlorida.pdf)
"State of the State 2007," Food Research and Action Center, 2007 (www.frac.org/SOS%202007%20Report.pdf)

Other references include:
1—"Child Food Insecurity in the United States," America's Second Harvest, 2007.
2—Federal Register, Vol. 73, No. 15, January 23, 2008, pp. 3971-3972.
3—EITC estimates illustrate the potential of unclaimed EITC based on the Brookings claim data and are provided by John Wancheck, EIC Campaign Coordinator, Center on Budget and Policy Priorities.

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FLORIDA PARTNERSHIP TO END CHILDHOOD HUNGER

Ten Point Plan

2008

BUY LOCAL FLORIDA
OUTREACH AND EDUCATION
January 2007 – May 2008

DATE	CITY	REQUESTOR	PURPOSE	COMMENTS
1/8/07	Kissimmee	Osceola Co. Extension Office (UF/IFAS)	New market development	Hosted by Ext. Agent Randy Bateman re: start of two new markets in Osceola County by Health Dept and private developer.
1/26/07	Seffner	UF/IFAS	Inservice Training for UF/IFAS Extension Agents	"Exploring Marketing Issues for Small Farm Operators thus Strengthening Urban and Rural Communities" with 15 attendees
2/13/07	Bushnell	Polk County Extension Office (UF/IFAS)	New market development	Hosted by Ext. Director Susan Kelly regarding start of new market in downtown Bushnell. Market opened Winter 07.
2/26/07	Tallahassee	Leon County Extension Office (UF/IFAS)	Small Farms workshop	Hosted by Ext. Agent Les Harrison
4/2/07	Auburndale	City of Auburdale	New market development	Hosted by City Manager with attendance by Asst City Mgr, Parks Director, other key staff, merchants assn. and Main

				St./Chamber reps
4/4/07	Chipley	Washington County Extension Office (UF/IFAS)	New market development	Market development; market opened Fall 07
4/27/07	Sarasota	UF/IFAS	Regional Small Farms Conference	Large regional conference, multi-dimensional with 70 attendees
5/16/07	Apopka	UF/IFAS	Regional Small Farms Conference	Large regional conference, multi-dimensional with 71 attendees
7/13-15/07	Milton	Main Street Milton	Regional Buy Local Florida Workshop for farmers, market managers, sponsors, extension agents & others	15+ in attendance, including Santa Rosa Extension (UF/IFAS), TEAM Santa Rosa, Santa Rosa Agribusiness Committee; Riverwalk Farmers Market
7/13-15/07	Pensacola, Ft. Walton Beach, Crestview		Market Visits	Depressing situation with lack of farmers, marketing strategies and market oversight
7/16-17/07	Tallahassee, DeFuniak Springs		Market/FDACS visits	Only Tallahassee markets have reasonable operational infrastructure due to involvement by FDACS and FAMU local staff

7/20/07	Ocala	City of Ocala, Parks & Rec	New market development	Opening delayed because of change in personnel at City Hall
7/28/07	Marianna	UF/IFAS	Small Farms Conference	Medium size conference with multi-dimensional focus primarily directed at farmers and new markets with 50 attendees
7/31/07	Starke	UF/IFAS	New market development	Attendees included extension, health dept., farmers, sponsors, economic development agency. New market opened Fall 07
9/11-13/07	Kissimmee: Main Street Conference	Florida Main Street	New/existing market development	100+ attendees from cities;
9/14/07	St. Cloud	St. Cloud Main Street	Existing market development	Meeting with Board member and Manager re growth of market
9/26/07	Palatka	Palatka Main Street	Existing market development	6 attendees including extension, market manager, sponsor agency board members, Main St manager

9/27/07	Fort Pierce	Lincoln Park Main Street Program	New market development	Low income Black community in redevelopment; food desert issues; funding issues
10/17/07	New Port Richey	New Port Richey Main Street	New market development	Attendees included county health dept, WIC, extension, City officials. New market opened Winter 07
10/26/07	Orlando	Florida Impact	Florida Partnership to End Childhood Hunger	Launch of statewide initiative to increase food stamp benefit dollars to Florida, investigate and initiate food security issues for at-risk children
11/28/07	Haines City	City of Haines City	Existing Market Development (Haines City, Clermont, Winter Haven)	11+ participants from several local markets, state food safety and local extension director
1/15/08	Ocala	Marion County Extension Office (UF/IFAS)	New market development	10+ attendees (mostly farmers) New market opened Winter 07
2/9/08	Marianna	UF/IFAS	Regional Small Farms Conference	50+ participants from several counties

3/24/08	**Inverness**	**City of Inverness**	**New market development**	**17+ participants including city govt, county extension, garden club, economic dev council, customers**
3/29/08	**Cocoa**	**Brevard County Extension Office (UF/IFAS)**	**Small Farms Workshop**	**Market development, direct marketing opportunities, food safety issues**
3/31/08	**St. Petersburg**		**Statewide Food Safety Conference "Going to Market: Food Safety for Market Managers, Small Farmers and Food Vendors"**	**45+ attendees at 1st conference of its kind in Florida bringing all food safety regulatory agencies together with market managers and vendors across the state**
5/15/08	**Lake City**	**City of Lake City**	**Existing market development**	**Addressing issues of placement, promotions for market**

Small Farms & Alternative Enterprises Focus Team Annual Report
Success Stories and Impacts 2007

Bob Hochmuth, University of Florida/IFAS Extension
Vonda Richardson, Florida A & M University/CESTA
Co-Leaders

Extension agents throughout Florida have increased their knowledge of Small farms and alternative enterprises through participation in IST events such as study tour, regional conferences, marketing training (Seffner), symposium training, and web site participation. 80 county faculty participated in trainings. As a result, county faculty initiated 20 educational programs with over 2000 attendees. In addition, the SF website received 640,000 hits and 103,267 sessions.

Small Farm Presentations
Small Farms Focus team members continued to solicit and add presentations to the IFAS Presentations web site. A total of 37 presentations under the Small Farms sections are now available for other faculty to use in their educational programs statewide. During 2007, these presentations were downloaded 617 times. 22 faculty contributed to these presentations.

Virtual Field Day Web Site
The Virtual Field Day Site (http://vfd.ifas.ufl.edu) created an opportunity for statewide and national exposure for the Small Farms focus team. The site received over 5000 hits monthly. IFAS administration requested a presentation of the site to the admin team. The site was one of three examples of innovative distance education projects nationally presented at the National ESP conference. The site was also one of three IFAS sites presented at the UF IT Open House hosted by President Machen. The expansion of the site is continuing with the addition of new modules including: Greenhouse IPM, Drip Irrigation for Small Farmers, Stone Fruit IPM, Pastured Poultry Production, and Organic Production.

Small Farm Crop Budgets
To better serve small producers, eighteen 100 foot row budgets for various vegetable crops were developed using existing 1 A budgets for N. Fl. These were placed on the Small Farms web site for small farmers statewide to use in planning their production costs and returns.

Muscadine Grape Field Day
A second Muscadine Grape Field Day resulted in finalizing results of a two year test on the quality characteristics (pH, acidity Brix and water activity and eating qualities (color, taste,

flavor, firmness) for 11 cultivars. As a result of this, producers are better able to select the most marketable cultivars resulting in improved profitability.

Bradford County Small Farm Successes

After a 'Growing Growers' series was held in Bradford County, a group of interested volunteers have worked to establish a local farmers market which will open in January 2008 providing fresh, locally grown produce and baked goods for residents. This market also provides a more profitable venue for local producers to sell their crops, keeping the money in the community rather than with a supermarket chain in another region and promotes social interaction between producers and consumer.

Growing Growers Series

Over the last two years, a program series entitled 'Growing Growers' has been held in six counties in NE Florida to develop a cadre of small growers to participate in local farmers markets. Due to the rapid increase in the number of markets, there has been a shortage of producers. Many participants are now selling at 12 community farmers markets enabling residents to buy locally and sustainably grown food thus supporting local producers and their communities.

State of Florida Legislative Budget Initiative

"Diversified AgriSciences Systems for Small Farms Programs" (R. Hochmuth, PI, $200,000). Deliverables: In-Service Study Tour for small farms, pesticide safety equipment training kits, small livestock equipment training kits, drip irrigation equipment training kits, (each kit was duplicated and made available to 4 regions of the state through a regional extension agent, developed and supported regional small farmer conferences, mini grants were awarded to ten county faculty to conduct special educational demonstrations in their counties for field days, etc. Through the mini grant process, infrastructure was developed for outreach at 5 locations (Jay, Live Oak, Macclenny, Sarasota, and Homestead). More specifically these locations added shadehouses, greenhouse upgrades, and demonstration field sites to conduct hands-on educational programs targeted at small farms. Mini grant funding also support the FAMU Goat Field Day and Herd Health Programs.

Small Farms Promotional Program Materials & Exhibits

To increase the visibility of educational opportunities for small farmers, several promotional materials were developed and distributed to county faculty across the state. The promotional materials included: bookmark (20,000 copies), a trifold brochure (10,000 copies) promoting the Small Farms web site and the Virtual Field Day web site, Small Farms posters/banner stands (12 copies), and Direct Marketing posters/banner stands (5 copies). Exhibits included Small Farm Hydroponics at the Sunbelt Ag Expo and Pastured Poultry at EPAF and AgriTunity.

Small Farms Study Tour

Small Farms Study Tour (SFST) in-service training was provided with State of Florida Legislative Budget Initiative funding for UF-IFAS for Diversified Agricultural Systems (small farms) to improve the quality of research and education for diversified agricultural systems clientele, including small farms. Twenty UF-IFAS and FAMU faculty from diverse disciplines and counties participated in a week-long in-service training tour of 24 successful southeastern SF.

Tours of innovative and diversified small farms (Georgia, South Carolina, and North Carolina SF) were chosen as a method to demonstrate desirable and relevant ideas to agents that could be integrated into Florida SF systems. The influence and role of extension education, government, and industry infrastructure on the success of small farms was discussed after each SF interview. Faculty identified specific problems, proposed short and long-term solutions, and expanded the dialog to include the current and future needs of extension programming for Florida SF.

At the SFST conclusion, a written survey was administered to capture critical issues identified during discussion sessions, reflecting the independent conclusions of the participants. Questions were asked about factors leading to SF success and constraints. Agent education goals (short and long term) and constraints for achieving those goals were requested. Answers were abbreviated and organized under common themes according to accepted qualitative survey methodology where observers are also participants (Patton, 1987).

As a result of the SFST, characteristics of successful small farms as well as their common constraints were documented in the SFST Evaluation. These characteristics included the interaction between the producer, extension educators, the regulatory environment and other infrastructure challenges.

Faculty plan to disseminate the gathered information through an assortment of venues:

- Abstract presentations in alternative livestock, pastured poultry, horticulture and the organization of the tour itself will be made at the annual conference of the Extension Professional Association of Florida to inform faculty across the state of the various areas of information that has been gathered.
- Participants have prepared resource PowerPoint presentations by subject areas listed above, that will be accessible to all faculty through a protected website. In addition, a photo library of over 2,000 images from the SFST has been catalogued and is available for all faculty throughout the state to use.
- The Small Farm / Alternative Enterprises design team has offered a faculty training session at the Extension Symposium, for 2008, to present the lessons learned on the SFST.

Faculty educational plans showed that the SFST transformed those who had not realized the scope and impact of SF with new purpose and reformed objectives. Agents who had already conducted and planned SF education were validated, affirmed and invigorated. As a result changes in program direction and group synergy:

- The Small Farm / Alternative Enterprises design team is planning to conduct a SF Conference offered on a state-wide basis
- Participants plan to conduct new SF educational programs in their county as well as regionally
- Faculty plan to continue the educational model of “learning by doing” by continuing to be in contact with each other and communicating reciprocally with hosting agents and SF from the study tour.

Developing Farmer-to-Farmer Networks
Northeast Florida Small Farms Working Group and the Southwest Florida Small Farmer Network:
Extension Agents and Small Farmers met in two regions of Florida to form a working group to build a community network of farmer to farmer support for Small Farms. All producers, regardless of their varied and unique agricultural products, are included. An information network, collaboration with the Extension Service, and a more unified voice for agriculture production, (regardless of commodity or size) is envisioned. Practical, applied, hands-on methods in production information, marketing, processing, dealing with regulatory issues and other priority items were identified by the groups. The working groups are coordinated with Extension agents and farmer advisory input. The first meeting of the southeast group was in 2007 and the first meeting of the northeast group is March 25, 2008. This concept was learned on the Small Farms & Alternative Enterprises Study Tour for Florida Extension Faculty in 2007.

Florida Regional Small Farms Meetings
A major effort of the team was to plan and initiate regional small farm conferences. This series of conferences was begun in 2006 at about a dozen locations in Florida. The type of conference delivery methods varied from meetings, field days, workshops, and combinations of methods. These conferences have been very popular with over 1700 attendees in these "regional" conferences in 2007. In addition to these regional conferences, many county programs have also been delivered to an even larger group of attendees. These programs have generally been targeted at an introductory level, introducing various enterprises, market options, etc.

Regional Conference Held: August 1, 2006 – February 9, 2008
- August 20, 2006 – Big Bend Small Farms Conference, Quincy (Bolques) – 50 attendees
- September 20, 2006 – Organic Field Day, Citra (Treadwell) – 220 attendees
- October 15, 2006 – Northeast Florida Small Farms & Alternative Enterprises Conference, (Nistler) – 60 attendees
- November 8, 2006 – Alternative Enterprise Workshops for North Florida, NFREC-SV, Live Oak (Hochmuth/Landrum) – 120 attendees
- December 2, 2006 – AgriTunity, Sumter County Fairgrounds, Bushnell (England) – 100 attendees
- February 15, 2007 – Gulf Coast Agribusiness Conference and Field Day, Jay (Mullins) – 180 attendees
- March 3 & 17, 2007 – Small Farms Livestock Production Conferences, Sebring & Palmetto (Hogue) – 101 attendees
- March 31, 2007- Brevard County Small Farms Conference (Fletcher) – 70 attendees
- March 31, 2007 – Volusia County Wildflower Festival, Deland (Venrick) - 100 attendees
- April 27-28, 2007 - South Central Small Farms/Alternative Enterprises Conference, Sarasota (Kluson) -70 attendees
- May 1, 2007 – Suwannee Valley Twilight Field Day, Live Oak (Hochmuth, Landrum) – 175 attendees
- May 16, 2007 – Central Florida Small Farms Conference, Apopka (Tyson) – 71 attendees

- Nov 14, 2007 - Agriculture Enterprise Workshops for North Florida, NFREC-SV, Live Oak (Hochmuth, Landrum) – 150 attendees
- Jan 26, 2008 – AgriTunity, Bushnell (England) – 200 attendees
- Feb 9, 2008 – Big Bend Small Farms Conference, Marianna (Brasher, Bolques) – 50 attendees

Total Attendees (Regional Small Farm Conferences) = 1,717
Note: total attendance does not include county meetings and clinics.

Developing Small Farms & Alternative Enterprises Statewide Conference
As the regional programs evolved, the evaluations have shown the growers appreciate the value of these meetings; however, they also clearly identify the need to get additional information at the "next level". The future needs small farmers have identified include:

- The need for detailed information for intermediate and experienced growers.
- Help understanding regulatory issues of processing, value-added products, liability, insurance, etc.
- Learn how to indentify appropriate markets, price products, and sell.
- Develop an infrastructure to formally organize the industry of small farmers.
- Develop local small farms networks to facilitate farmer-to-farmer communication.
- Find suppliers of products needed on small farms.

To accomplish many of these goals, a "small farmer stakeholder" group was developed in 2007. The group was largely made up of growers and suppliers, but also included Extension educators, foundations, USDA agency representatives, Farm Credit, Farm Bureau, and Florida Department of Agriculture and Consumer Services. This group developed a plan to initiate a statewide conference to include:

- a general session,
- up to six concurrent small session educational tracts,
- large exhibition area, and
- a livestock track with live animal demonstrations.

This event "Florida Small Farm and Alternative Enterprise Conference", now has the initial plans confirmed and will be held at the Osceola Heritage Park, Kissimmee, Florida on August 1-2, 2009.

The group identified ten individuals (7 stakeholders and 3 Extension faculty) to serve as the main planning group to develop the initial plans and identify the site and date. The entire stakeholder group (80 individuals) is committed to strengthen multiple partnerships that will help the statewide conference be successful. These partnerships will help:

- provide input on the planning process,
- bring in small farmer commodity and enterprise groups to participate in planning and delivery of sessions,
- garner funding support to execute the conference,
- indentify industry representatives to exhibit at the trade show,
- encourage overall awareness and support for the goals of the conference.

State & National Recognition

UF/IFAS IMAGE Award – Silver Category	UF/IFAS	Small Farms & Alternative Enterprises Web Site
UF/IFAS IMAGE Award-Gold Category	UF/IFAS	AGRItunity 2006 Small Farms Conference
UF/IFAS Silver Image Award	UF/IFAS	Virtual Field Day-Hydroponics (NFREC)
Special Invited Presenter, Open House for UF President Machen and Board of Trustees	University of Florida	Demonstrated Virtual Field Day web site
National Conference Invited Presentation.	Epsilon Sigma Phi	Invited Speaker. Presentation at National Meeting for Work with Virtual Field Day Web Site
In-Service Training for Texas Extension Agents: Presenting distance education programs using web based technologies.	Texas A & M University	Invited Speaker. Presented the Virtual Field Day Web Site as example of technologies developed by field faculty. 30 Texas Extension Faculty participated via internet live program sharing technology.
Top 10 Articles of the Month (Organic Herb Production)	ASHS	Recognition of the top 10 articles by the American Society of Hort Science