

Eastside Farmers Market

To establish direct farmer-consumer market access for small limited resource farmers in Oklahoma and provide an inner city minority neighborhood with access to fresh healthful foods. Training will be provided to 250 small, limited resource farmers in 44 counties about how to market produce, a new East-Side Farmers Market will be established, advertised and promoted in Oklahoma City, Oklahoma, and impacts of the proposed Eastside Farmers Market will be measured by farmers and customer by surveying the farmers and customers.

[Final Report](#)

Final Report Eastside

Farmers Market Agreement

No. 12-25-G-0587

October 2007-June 2009

Oklahoma Black Historical Research Project, Inc.

**Annual Report Eastside
Farmers Market Agreement
No. 12-25-G-0587**

Introduction:

The purpose of the Eastside Farmers Market Project is for the Oklahoma Black Historical Research Project, Inc. to establish, promote and manage the Eastside Farmers Market in inner-city Oklahoma City and train over 250 small, limited-resource farmers in 44 counties to market their produce at farmers markets through the State.

Statement of Work:

The primary goal of this project is to establish a flourishing farmers market where small, underserved producers can direct market their produce. The following are the project's objectives:

Objective 1. To provide training to 250+ small farmers in 44 counties about how to market produce.

- a. Pre-test the farmers. – Completed in February 2008.
Assist farmers to select productive crops for sale. – Ongoing. Four (4) training sessions and orientations were planned. A training session was held in Boley and El Reno and sessions are planned for Tatums and Wewoka.

In March 2008 a presentation was made at the Economic Development Conference at the Oklahoma City Langston University campus by Mr. Calvin King, "Growing Produce in Oklahoma for Farmers Markets." The conference was attended by approximately 222 producers. Good agriculture handling practices for participating at the Eastside Farmers Market were discussed

with the opportunity for producers to participate as vendors at the market.

- b. Provide training on selective planting to have produce throughout the growing season. – A workshop was held to teach seedbed preparation for spring at the Boley and El Reno workshops.
- c. Assist farmers to develop a harvesting plan. – Ongoing. Hands-on training on good agriculture handling practices.
- d. Post-test the farmers after receiving training. – Post-tests were performed in June during on-farm visits.

Additional training was provided in July 2008. It was discovered that the Cheyenne-Arapaho Tribal members were more advanced in their knowledge and skills because they had previously received training in Plasticulture.

Objective 2. Establish the new Eastside Farmers Market.

- a. Secured the location for the farmers market. – 2650 Northeast 23rd Street, Oklahoma City, Oklahoma. The lease was approved.
- b. Hire personnel (Farmers Market Manager and Assistant). – Personnel has been selected and trained to operate the Eastside Farmers Market. The Arkansas Land and Development Corporation provided training to Willard Tillman, Bill Sandler, Jimmy Lee, Gerald Burnett and Edwin Buckner about the operation and procedures of a farmers market using good agriculture practices and good handling practices on May 12, 2008.

- c. Order and install signage. – May 2008. The signage has been installed.
- d. Secure materials, tent, and supplies. – Completed February 2008. Due to harsh weather conditions, the tent was blown down twice and reconstructed. Weather conditions were not conducive for opening the market until April.
- e. Advertise the farmers market. – May – September 2008. Radio AM 1220 and local newspapers and flyers have been used to advertise the market.
- f. Open farmers market for business. – May 2008. The Eastside Farmers Market opened for business in May 2008 featuring fresh grown local produce.
- g. Survey vendors of the Eastside Farmers Market. – August 2008.

Objective 3. Measure the impact of the Eastside Farmers Market.

- a. Survey vendors of the Eastside Farmers Market. – August 2008.

A Rural Economic Development Conference was held on February 29-March 1, 2008. Jim Shrefler, Extension Horticulturist, Oklahoma Cooperative Extension Service, delivered a presentation, “Farmers Markets” defining farmers markets and the importance of farmers markets in the State of Oklahoma. The workshop included information for small, underserved farmers about the benefits of the Eastside Farmers Market, farmers were solicited to participate.

From the workshops, these are the farmers who participated in the Eastside Farmers

Market:

- Clyde Bert, Oklahoma City, - Tomatoes, squash, cucumbers, etc.
- Eugene Wallace, IXL, - Pole beans, bell peppers, okra, etc.
- J. P. Boyd, Tatums, - Plums, peaches, watermelons, cantaloupe, and onions.
- Norman Bufford, Crescent, - Okra, purple hull peas, etc.
- Marvin Winston, Clearview – Watermelons
- James Downs, Spencer – Purple hull peas, greens, and watermelons.
- Tony Lacey, Holdenville – Broadleaf mustard greens.
- David Carolina, Oklahoma City – Squash, purple hull peas, and crowder peas.
- Earl Davis, Spencer – Seedless watermelons, okra, squash, cucumbers, and tomatoes.
- Other produce sold at the market included banana peppers, bell peppers, jalapeno peppers, habanera peppers, tomatoes, zucchini squash, cabbage, turnip greens, and sweet corn.

The grand opening of the Eastside Farmers Market had numerous customers and has continued to provide the people of the northeast sector of Oklahoma City with locally grown fresh produce. See Appendix.

The Oklahoma Black Historical Research Project, Inc. is also assisting other local markets with produce (Lovely Day Market) on the day that the Eastside Farmers Market is not open for business (Tuesday only).

The Cheyenne-Arapaho Tribe was given a presentation on Plasticulture and Farmers' Market Development for their tribe at the Concho Field Day on June 20, 2008. Health issues were discussed and how good healthy produce would help minimize the risk of

some of their health issues.

APPENDIX



The weather did not allow farmers to participate at the market at an earlier date than May. The inclement weather was accompanied by 70 mph winds, which destroyed the initial tent.



Small farmers selling produce at the Eastside Farmers Market



Vendor, Mr. David Carolina, sold purple hull peas, okra, and crowder peas. (He is since deceased.)



A volunteer customer, who was very appreciative of having a farmers market, made her own sign advertising the Eastside Farmers Market



Greens sold at the Eastside Farmers Market



Sweet Corn



Green Beans



Watermelons



Greens

Some of the produce sold at the Eastside Farmers Market





Small producers receiving training on Good Handling and Good Agriculture Practices (GHP/GAP) at Langston University/ Oklahoma City Campus. The training was provided by the Arkansas Land and Development Corporation, J. D. Davis, facilitator.



Signage facing Northeast 23rd Street, Oklahoma City