FARMERS MARKET CONSORTIUM

RESOURCE GUIDE

U.S. Department of Agriculture
Agricultural Marketing Service
2006

Farmers Market Resource Guide

U.S. Department of Agriculture

January 2006

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Summary

The latest U.S. agricultural census identifies the emergence of two trends in the farming sector—a consolidation of medium and large farms and an expansion in the number of small farms. In our era of large farms, where food can travel over a thousand miles from farm to table, consumers are looking for alternative sources of food by supporting small local farmers.

Today's farmers are taking advantage of the swelling demand for locally-grown food by adopting a broad range of alternative production and marketing methods to capture this expanding market. Meanwhile, consumers are increasingly interested in knowing how their produce is grown—whether it is traditional or organic—and where it comes from. The convergence of these trends has generated a renewed interest in farmers markets across the nation.

The United States Department of Agriculture, through the Agricultural Marketing Service (AMS), is committed to the long-term support of farmers—particularly small and medium-sized farmers. Currently over 3,700 farmers markets operate in the U.S., in all fifty States and requiring many different kinds of assistance.

A Farmers Market Consortium was formed in November 2005 to further the cause of farmers markets. In addition to these USDA agencies—Cooperative State Research, Education and Extension Service, (CSREES), Food and Nutrition Service (FNS), National Resource Conservation Service (NRCS), Risk Management Agency (RMA), Rural Development (RD)—consortium participants include the U.S. Department of Health and Human Services (HHS) and the private sector, such as the Project for Public Spaces (PPS), the Kellogg and Ford Foundations, Drake University, and Winrock's Wallace Center. One recommendation from the Consortium was to create the *Farmers Market Resource Guide.*

The *Resource Guide* promotes a free flow of information between the programs that support farmers markets. It is divided into four types of projects: market development, producer training and support, consumer education and access, and market promotion.

The *Resource Guide* describes each of these four types, followed by an overview of the participating programs and a list of the most recent projects that support farmers markets.

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Project Types

Projects are divided into four types: Market Development, Producer Training and Support, Consumer Education and Access, and Market Promotion. These four types characterize the assistance needed by farmers markets.

1. **Market Development**
Market development projects help markets to expand their facilities, enhance their buildings, increase sales, conduct feasibility studies, and recruit and train market managers and vendors. Types of market development projects include:

- Site development
- Facility design
- Logistics within the market (loading and unloading, parking)
- Transportation (ingress and egress to and from the market)

2. **Producer Training and Support**
Producer training and support projects train producers in areas like public safety, business management, technical assistance, and direct marketing. Training workshops for different types of vendors take place at conferences and trade shows throughout the country.

Types of producer training and support projects:

- Education and training
  - Conferences
  - Publications
  - Directories
- Management Assistance
  - Regulatory requirements
  - Organizational competency
- Public safety

3. **Consumer Education and Access**
Consumer education and access projects inform the consumer about services available at farmers markets. These services can vary from the promotion of healthy eating habits to alternative payment options to cooking classes. Many of these projects are initiated by surveying market customers.

Types of consumer education and access projects include:

- Surveys
- Nutrition
  - Conventional
  - Organic
  - Processed products
- Special Supplemental Nutrition Program for Women, Infants and Children (WIC) and the Senior Farmers Market Nutrition Program (SFMNP)
- Electronic Benefits Transfer
- Public safety

4. **Market Promotion**

Market promotion engages the community in farmers market activities, attracting more people to local markets. An effective advertising and promotion campaign helps market managers tell their community where they are and what types of activities are available at their market. In order to mount an effective campaign, market managers need to understand their customers. Market promotion programs benefit from projects that study their customers, like:

- Customer segmentation studies
- Distance drive-time studies
- Geographic evaluation modeling

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Overview of Federal Farmers Market Programs

Due to the increasing number of farmers markets in the U.S. today, several Federal and private programs address the needs of farmers and community development. This section describes some Federal and private farmers market programs, each of which sponsors several projects, with contact information for each program.

USDA – Agricultural Marketing Service (AMS)
Transportation and Marketing Programs/Marketing Services Branch (TM/MSB)

(View Projects)

Program Overview

The function of Marketing Services (MSB) is to help U.S. agricultural producers take advantage of marketing opportunities, improve farm income, and facilitate the distribution of U.S. farm products in domestic markets. MSB provides research information, technical support, training, and assistance with facility design to producers, distributors, and marketers of agricultural products. MSB helps those involved in agricultural marketing ventures to develop effective business strategies.

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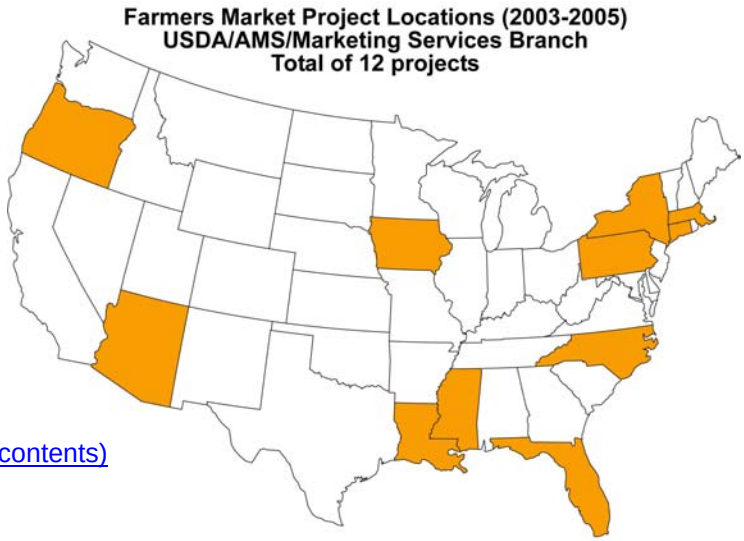
Websites

www.ams.usda.gov/tmd/MSB/index.htm
www.ams.usda.gov/farmersmarkets/



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USDA – Agricultural Marketing Service (AMS)
Federal State Marketing Improvement Program (FSMIP)

(View Projects)

Program Overview

The Federal-State Marketing Improvement Program (FSMIP) provides matching funds to State Departments of Agriculture, State Agricultural Experiment Stations and other appropriate State agencies for applied research projects that address barriers, challenges, and opportunities in marketing, transportation, and distribution of U.S. food and agricultural products domestically and internationally.

Proposals that address issues of importance at the State, regional or national level are appropriate for FSMIP. FSMIP also seeks unique proposals on a smaller scale that may serve as pilot projects or case studies useful as a model for others. Proposals may involve small-, medium- or large- scale agricultural entities but should potentially benefit multiple producers or agribusinesses. Proprietary proposals that benefit one business or individual will not be considered. The program is not specifically targeted to farmers markets, although such projects have been funded.

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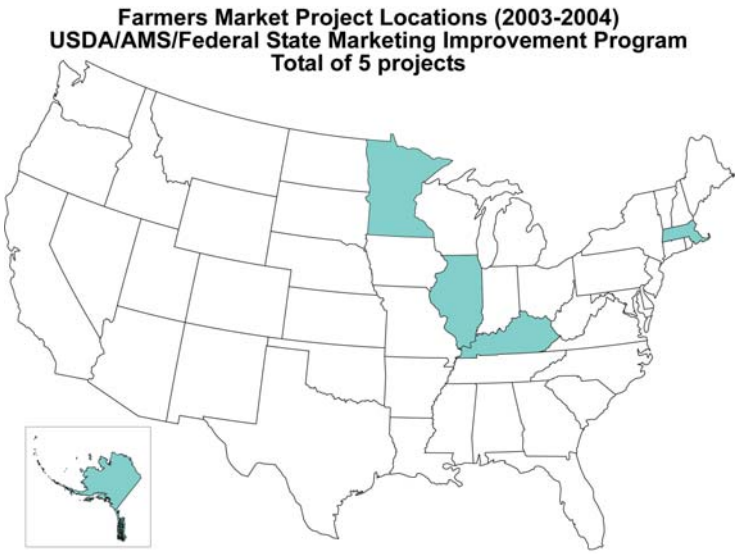
Website

www.ams.usda.gov/tmd/fsmip.htm



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USDA - Cooperative State Research, Education, and Extension Service (CSREES) Community Food Project

(View Projects)

Program Overview

CSREES supports community food projects that meet the food needs of low-income people, that increase the self-reliance of communities in providing for their own needs, and that promote responses to local food, farm, and nutrition problems. It also supports efforts to develop State, local, or neighborhood food and agriculture infrastructure, plan for long-term solutions, and create innovative marketing activities that benefit agricultural producers and low-income consumers.

The program also seeks to develop linkages among sectors of the food system—including the for-profit and nonprofit sectors—to support the development of entrepreneurial projects, and to encourage long-term planning and multi-system, inter-agency collaboration.

Matching non-Federal support of the project, dollar for dollar, is required during the term of the grant. The non-Federal share may be provided through payment in cash or in-kind contributions in the form of facilities, equipment, or services. The non-Federal share may be derived from State or local governments, or from private sources.

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Website

www.csrees.usda.gov/fo/funding.cfm

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USDA - Cooperative State Research, Education, and Extension Service (CSREES)
Sustainable Agriculture Research and Education (SARE)

(View Projects)

Program Overview

The Sustainable Agriculture Research and Education (SARE) program provides grants to advance farming systems that are profitable, environmentally sound, and beneficial to their communities. Specifically, the program awards grants to farms, universities, nonprofit organizations, and research/education institutions to improve the economic, environmental, and social sustainability of farming and ranching.

SARE also conducts educational and extension programs in an effort to increase knowledge about—and help farmers and ranchers adopt—sustainable farming practices. SARE's four regional offices administer three primary grant programs, although some offer other opportunities for community innovation, and for graduate students and agricultural professionals conducting on-farm research.

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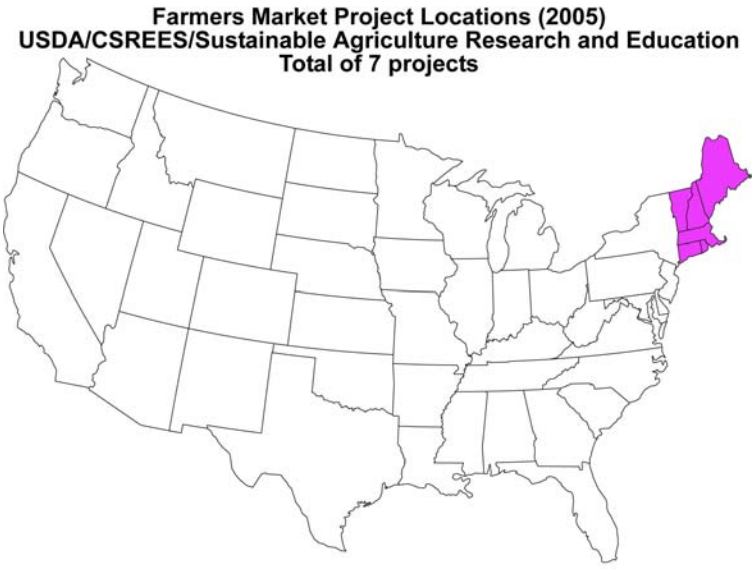
E-mail: ehauhn@csrees.usda.gov

Website

www.sare.org



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USDA - Food and Nutrition Service (FNS)
Food Stamp Program (FSP)

(View Projects)

Program Overview

The Food Stamp Program serves as the first line of defense against hunger. It enables low-income families to buy nutritious food with coupons and Electronic Benefits Transfer (EBT) cards. Recent program changes allow food stamp recipients to use their coupons or EBT cards to buy locally grown fresh fruits and vegetables at farmers markets. FSP also helps farmers market vendors increase their sales and profits.

The FSP is the cornerstone of the Federal food assistance programs, and provides crucial support to needy households and to those making the transition from welfare to work.

Contact Information

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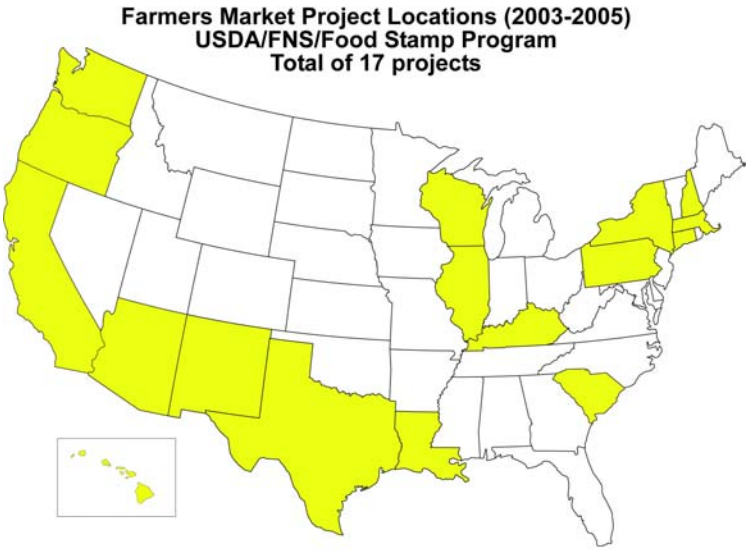
www.fns.usda.gov/fsp



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USDA - Food and Nutrition Service (FNS)
Farmers Market Nutrition Program (FMNP)

(View Projects)

Program Overview

The Farmers Market Nutrition Program (FMNP) is associated with the Special Supplemental Nutrition Program for Women, Infants and Children—popularly known as WIC—which provides participants with coupons that can be exchanged for fresh fruits, vegetables and herbs at farmers markets and roadside stands. Grants are made to State agencies that, in turn, authorize farmers, markets, and roadside stands to accept the coupons. Additionally, the program assists participants with supplemental foods, health care referrals, and nutrition education at no cost to low-income pregnant and postpartum women, and to infants and children up to 5 years old who are at nutritional risk.

Eligible WIC participants are issued FMNP coupons in addition to their regular WIC food coupons. These coupons can be exchanged for fresh locally grown fruits, vegetables, and herbs from farmers or farmers markets pre-approved by the State agency to accept FMNP coupons, who then submits the coupons to the State for reimbursement.

The Senior Farmers Market Nutrition Program (SFMNP) provides low-income seniors with coupons that can be exchanged for locally grown fruits, vegetables, and herbs from farmers markets, roadside stands, and community-supported agriculture programs. In addition to helping seniors, the program helps increase the domestic consumption of agricultural commodities. It also helps expand farmers markets, roadside stands, and community-supported agriculture. Grants are made to State agencies that, in turn, authorize farmers, markets, and roadside stands and community-supported agriculture groups to accept the coupons.

Contact Information

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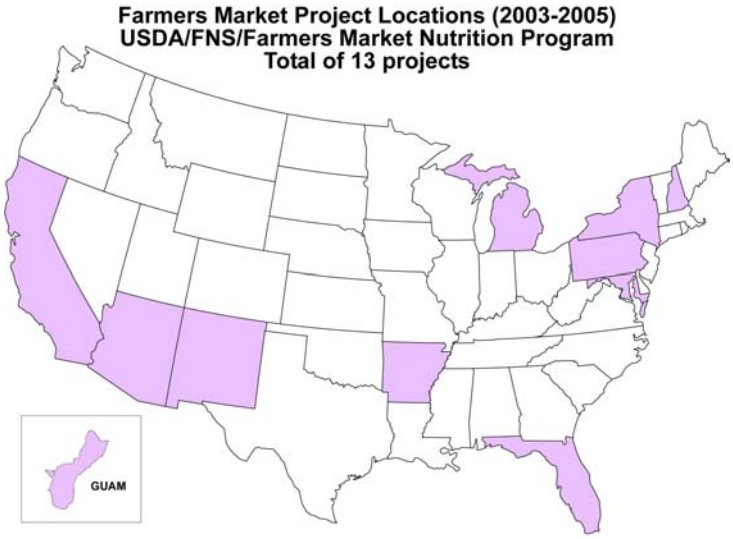
Websites

www.fns.usda.gov/wic/FMNP/FMNPfaqs.htm
www.fns.usda.gov/wic/seniorFMNP/SFMNPmenu.htm



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USDA - National Resource Conservation Service (NRCS)
Resource Conservation & Development Program (RC&D)

(View Projects)

Program Overview

The Resource Conservation and Development (RC&D) program provides technical assistance to communities through designated USDA areas led by RC&D Councils. The program assists conservation efforts and the stewardship and management of natural resources while improving the level of economic activity and standard of living in communities across the nation. RC&D Councils coordinate conservation and rural development assistance available from USDA, other Federal, State, and local government and nongovernmental sources.

Contact Information

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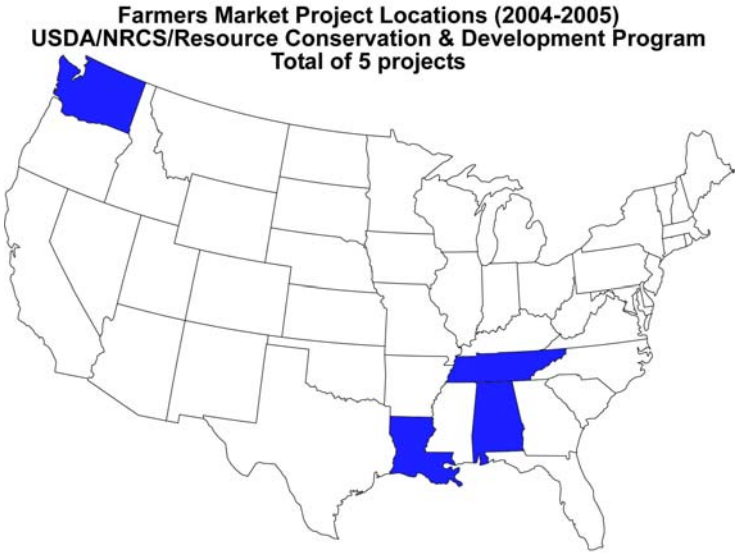
Fax: (202) 690-0639

Websites

www.nrcs.usda.gov/programs/rcd/
www.rcdnet.org



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USDA - Risk Management Agency (RMA)
Outreach Partnership Agreements

(View Projects)

Program Overview

The Community Outreach and Assistance Partnership Programs ensure that information and technical assistance programs are effectively targeted to women, limited-resource, socially disadvantaged, and other traditionally underserved producers. The RMA maintains an active presence in collaborating with the partners it funds to implement the work designated by its agreements.

Risk management tools aren't limited to insurance products, but include a variety of risk management options and strategies to assist producers in mitigating risks inherent in agricultural production. They may include financial management tools that mitigate price and production risks, tools that enhance measurement and prediction of risks in order to facilitate risk diversification, and tools that improve production management, harvesting, record keeping, or marketing.

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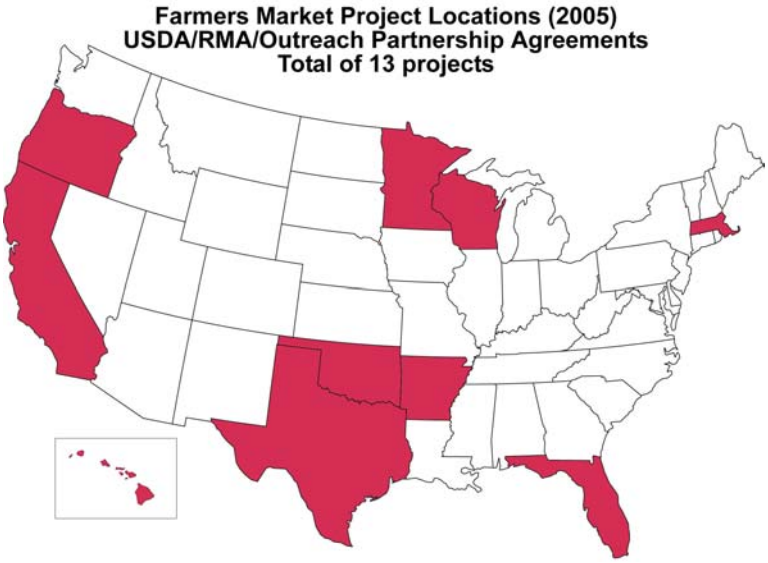

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USDA - Rural Development (RD)
Rural Business Programs (RBS)

(View Projects)

Program Overview

Rural Development (RD) is committed to increasing economic opportunities for rural residents and improving their quality of life. Through their Rural Business Programs, RD partners with private sector and community-based organizations to provide financial assistance, fund projects that create or preserve jobs and promote a clean rural environment. Financial resources are often leveraged with those of other public and private credit source lenders to meet business and credit needs in underserved areas. Recipients may include individuals, corporations, partnerships, cooperatives, public bodies, nonprofit corporations, Indian tribal governments, and private companies.

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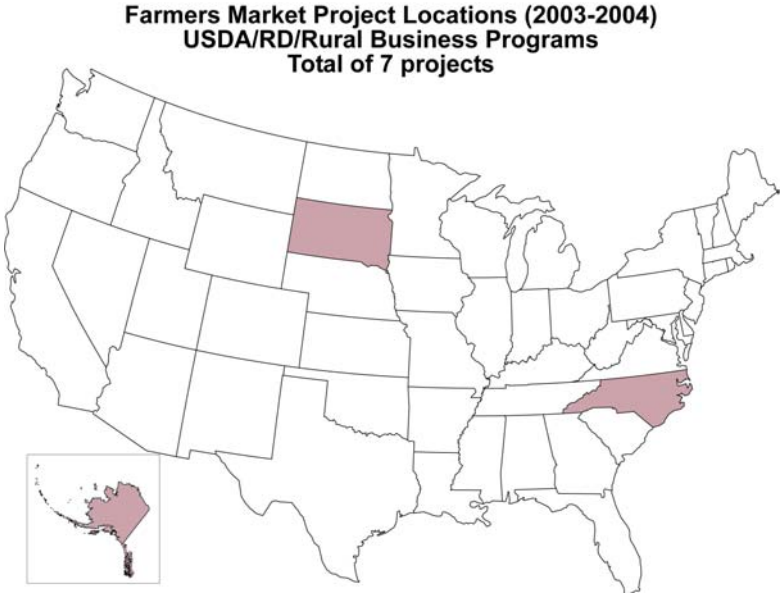
www.rurdev.usda.gov/rbs/



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USDA - Rural Development (RD)
Rural Cooperative Programs (RCS)
(View Projects)

Program Overview
Rural Cooperative Programs (RCS) promotes the understanding and use of cooperatives as viable business organization options to market and distribute agricultural products. RCS serves cooperative members, directors, management, educational institutions, organizations, rural residents, and all others with an interest in cooperatives. RCS helps them improve their economic well-being and quality of life by marketing through cooperatives. RCS also enters into cooperative agreements with land-grant universities to develop income-producing projects for underserved rural communities. The central focus is on job creation in communities that are traditionally dependent on agriculture.

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www.rurdev.usda.gov/rbs/coops/csdir.htm

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Department of Health and Human Services (HHS)
Office of Community Services (OCS)

(View Projects)

Program Overview

The Department of Health and Human Services (HHS) is the Federal government's principal agency for protecting the health of Americans and providing essential human services, especially for those who are least able to help themselves. Within HHS, the Office of Community Services partners with States, communities, and other local agencies to provide a range of human and economic development services and activities that reduce the causes and effects of poverty and assist people in need. These services aim to increase the self-sufficiency of individuals and families, revitalize communities, and improve the stability and capacity of children and families so they can create their own opportunities.

During 2005, HHS launched a pilot program to provide financial and technical support to incorporate farmers markets into communities.

Contact Information

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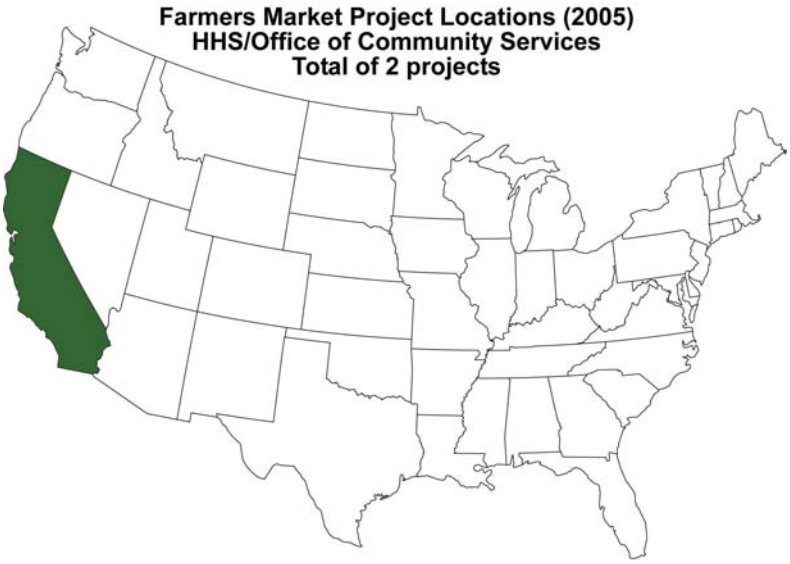
www.acf.hhs.gov/programs/ocs/



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Overview of Private Sector and Foundation Farmers Market Programs

Project for Public Spaces
Funding Provided by the Ford Foundation and the W.K. Kellogg Foundation

(View Projects Funded by the Ford Foundation)
(View Projects Funded by Both the Ford and W.K. Kellogg Foundations)

Program Overview

Project for Public Spaces, Inc. (PPS) is a nonprofit organization dedicated to creating and sustaining public places that build communities. PPS provides technical assistance, education, and research through programs in parks, plazas, central squares, civic architecture, transportation, and public markets. Since its founding in 1975, PPS has worked in over 1,500 communities in the United States and around the world, helping people to turn their public spaces into vital community places. PPS created its public market program in 1987 to further the preservation and establishment of public markets through research and education programs and through assistance to communities in market development, renewal, design and operations.

In recent years, PPS has been working with the Ford and W.K. Kellogg Foundations to develop a national funding initiative to help public markets and farmers markets. Using research funded by the Ford Foundation, PPS worked with an advisory group of community development experts and public market operators to develop a national program for public markets in low- and moderate-income communities. This grant program helps public markets and farmers markets broaden the social and economic impacts they have on communities, building places to draw people and catalyzing neighborhood revitalization while improving the economic sustainability of market operators and vendors. Grants also provide an opportunity for markets to collaborate with organizations and agencies relating to community and rural development, health and nutrition, neighborhood and downtown interests, local food systems, agriculture, and transit.

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Kellogg Foundation
Gus Schumacher
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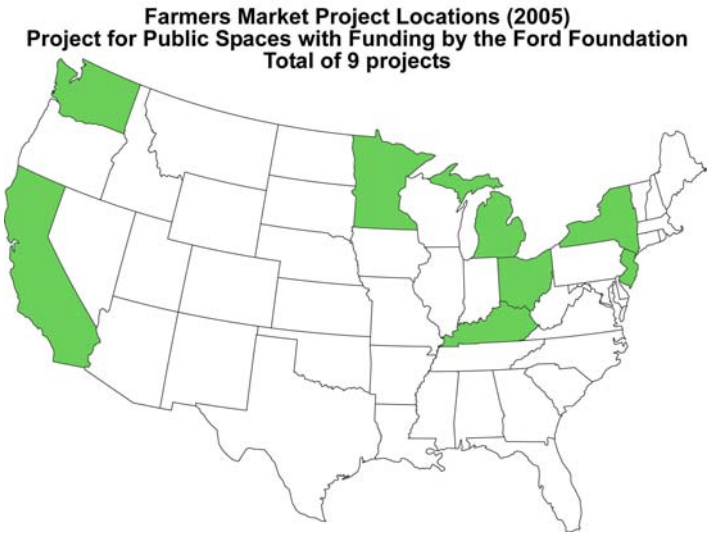
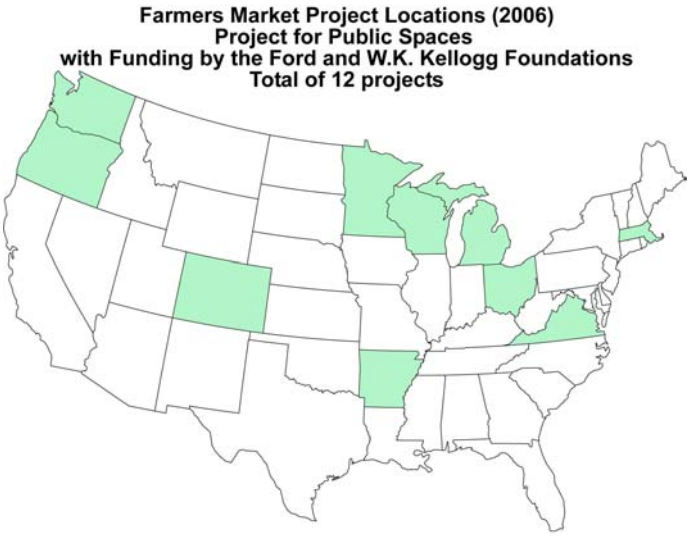
Websites

www.pps.org/
www.farmersmarketsusa.org/





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Federal Farmers Market Projects

USDA – Agricultural Marketing Service (AMS)
Transportation and Marketing Programs/Marketing Services Branch (TM/MSB)
(View Program Description)

Arizona

Project Type: Market Development
Year: 2004
Grantor: TM/MSB
Grantee/Cooperator: Arizona State – Phase II
Grant Matching: N/A
Funding: Cooperative Agreement ($30,500)
Total: $30,500
Objective: To study the feasibility of developing a year-round farmers market in downtown Phoenix. The assistance included the review of design proposals for the establishment of a temporary market facility with a 5,000 sq. ft. canopy to provide cover for 40 vendors.

Connecticut

Project Type: Consumer Education and Access
Year: 2005
Grantor: TM/MSB
Grantee/Cooperator: City Seed Inc., New Haven, Connecticut
Grant Matching: N/A
Funding: Cooperative Agreement ($20,000)
Total: $20,000
Objective: To prepare a feasibility study for the development of a year-round farmers market in New Haven, Connecticut. Additional objectives of the study include: (a) Preparing site selection criteria and assisting in the selection of sites for analysis; (b) Conducting a market training presentation for the project working group and advisory committee; (c) Developing a conceptual plan for each of three preferred sites; and (d) Preparing and presenting a short report with preliminary physical and economic analyses of the preferred sites and recommendations for the next steps in the feasibility process.

Florida

Project Type: Market Development
Year: 2004
Grantor: TM/MSB
Grantee/Cooperator: Florida Department of Agriculture and Consumer Services
Grant Matching: N/A
Funding: Cooperative Agreement ($80,000)
Total: $80,000
Objective: To analyze data obtained in an initial survey of existing and damaged market structures to assess the damage to Fort Pierce State Farmers Market, which was extensively damaged by Hurricane Frances. Assisted in identifying demolition plans, provided technical architectural review of reconstruction plans and specification, and provided costs estimates and recovery plans in time to secure a financial commitment from the Federal Emergency Management Agency.

Iowa

Project Type: Market Promotion
Year: 2004
Grantor: TM/MSB
Grantee/Cooperator: Drake University Agricultural Law School
Grant Matching: N/A
Funding: Cooperative Agreement ($5,000)
Total: $5,000
Objective: To convene a national workshop on State and local food policy conference, *The Role of Farmers in America's Food System*. The conference aims to organize and engage groups of small farmers, market managers, food processors and marketers, government officials and others to discuss about food and agricultural policy opportunities.

Louisiana

Project Type: Market Development
Year: 2005
Grantor: TM/MSB
Grantee/Cooperator: Loyola University, Economic Institute, New Orleans
Grant Matching: N/A
Funding: Cooperative Agreement ($0) Technical and Marketing Assistance
Total: $0
Objective: To provide technical and marketing assistance to farmers, farmers market managers, and other market sponsors to restart farmers markets and other direct marketing enterprises affected by Hurricane Katrina.

Project Type: Market Promotion
Year: 2004
Grantor: TM/MSB
Grantee/Cooperator: Louisiana RC&D Council, Crescent City Farmers Market, New Orleans
Grant Matching: N/A
Funding: Cooperative Agreement ($10,000)
Total: $10,000
Objective: To convene a 4-M (Mission, Marketing, Management, and Measurement) Farmers Market Training Conference. The conference provided targeted training on direct farm marketing to small farm producers and current farmers market tenants in the Southeast region.

Massachusetts

Project Type: Market Promotion
Year: 2004
Grantor: TM/MSB
Grantee/Cooperator: North American Direct Farmers Market Association (NADFMA)
Grant Matching: N/A
Funding: Cooperative Agreement ($90,000)
Total: $90,000
Objective: Assist the North American Farmers Direct Marketing Association (NAFDMA) and the Farmers Coalition (FMC) in: (a) Sponsoring and assisting in the planning of the annual meeting; (b) Planning and coordinating five regional training and informational workshops; (c) Cosponsoring a Farmer Market Policy Summit; and (d) Establishing an FMC communications network to coordinate activities and farmers market managers concerns.

Mississippi

Project Type: Producer Training and Support
Year: 2003
Grantor: TM/MSB
Grantee/Cooperator: LeFleur's Bluff State Farmers Market, Jackson
Grant Matching: N/A
Funding: Cooperative Agreement ($35,000)
Total: $35,000
Objective: To work with the Mississippi State University Food and Fiber Center to conduct a consumer survey to assess which products and amenities the residents of the Jackson metropolitan region would find appealing in the new market. TM/MSB provided technical support and guidance for a series of producer training sessions designed to introduce farmers to successful direct marketing practices including commodity selection, effective display and signage practices, and building relationships with customers.

New York

Project Type: Market Development
Year: 2004
Grantor: TM/MSB
Grantee/Cooperator: New York State Department of Agriculture and Marketing
Grant Matching: N/A
Funding: Cooperative Agreement ($50,000)
Total: $50,000
Objective: To further study the development of a wholesale buyer-oriented farmers market facility in New York City, and provide an additional $60,000 to support a second phase of research.

North Carolina

Project Type: Producer Training and Support
Year: 2005
Grantor: TM/MSB
Grantee/Cooperator: North Carolina A&T University
Grant Matching: N/A
Funding: Cooperative Agreement ($10,000)
Total: $10,000
Objective: To host the 4th National Small Farms Conference in Greensboro, North Carolina (October, 2005). The conference was attended by farmers and farm managers, agricultural specialists, State departments of agriculture personnel, land-grant university personnel and other small-farm service providers.

Oregon

Project Type: Market Development
Year: 2003
Grantor: TM/MSB
Grantee/Cooperator: Portland Oregon Public Farmers Market
Grant Matching: N/A
Funding: Cooperative Agreement ($70,000)
Total: $70,000
Objective: To assess the feasibility of developing a year-round public/farmers market in downtown Portland, Oregon.

Pennsylvania

Project Type: Consumer Education and Access
Year: 2005
Grantor: TM/MSB
Grantee/Cooperator: Southeastern Pennsylvania Resource Conservation and Development Council (SEPA RC&D)
Grant Matching:
Funding: Cooperative Agreement ($50,000)
Total: $50,000
Objective: To study the feasibility of providing transportation services to participants in the Farmers Market Nutrition Program (FMNP, Seniors Farmers Nutrition Program and Women, Infant, and Children programs), and other senior citizens, ethnic minorities, and low-income residents, to farmers markets in Southeastern Pennsylvania.

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USDA – Agricultural Marketing Service (AMS)
Federal State Marketing Improvement Program (FSMIP)
(View Program Description)

Alaska

Project Type: Market Development
Year: 2004
Grantor: FSMIP
Grantee/Cooperator: Alaska Division of Agriculture
Grant Matching: 1 to 1
Funding: Grant ($46,000)
Total: $92,000
Objective: To expand the use of farmers markets as a direct marketing outlet for Alaskan growers.

Illinois

Project Type: Market Development
Year: 2003
Grantor: FSMIP
Grantee/Cooperator: Illinois Department of Agriculture
Grant Matching: 1 to 1
Funding: Grant ($72,650)
Total: $145,300
Objective: To determine the infrastructure and resources needed to support and maintain growth of an Illinois-based organic distribution system.

Kentucky

Project Type: Market Promotion
Year: 2004
Grantor: FSMIP
Grantee/Cooperator: Kentucky Department of Agriculture
Grant Matching: 1 to 1
Funding: Grant ($50,200)
Total: $100,400
Objective: To research consumer acceptance, pricing strategies, packaging options, handling needs and successful marketing approaches relating to non-traditional items such as aquaculture products and specialty meats sold through farmers markets to consumers and local restaurants.

Massachusetts

Project Type: Consumer Education and Access
Year: 2003
Grantor: FSMIP
Grantee/Cooperator: Massachusetts Department of Agriculture Resources
Grant Matching: 1 to 1
Funding: Grant ($51,100)
Total: $102,200
Objective: To foster direct marketing of locally-grown ethnic produce to Asian and Brazilian immigrant communities in Eastern Massachusetts.

Minnesota

Project Type: Producer Training and Support
Year: 2004
Grantor: FSMIP
Grantee/Cooperator: Minnesota Department of Agriculture
Grant Matching: 1 to 1
Funding: Grant ($12,000)
Total: $24,000
Objective: To address marketing challenges faced by immigrant growers who sell their products at urban farmers markets.

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USDA – Cooperative State Research, Education, and Extension Service (CSREES) Community Food Project

(View Program Description)

Arizona

Project Type: Market Development
Year: 2004
Grantor: CSREES
Grantee/Cooperator: Natwanti Coalition, Hotevilla, AZ
Grant Matching: 1 to 1
Funding: Grant ($161,212)
Total: $322,424
Objective: To establish and staff a farmers market.

California

Project Type: Consumer Education and Access
Year: 2004
Grantor: CSREES
Grantee/Cooperator: Downtown El Cajon CDC, El Cajon, CA
Grant Matching: 1 to 1
Funding: Grant ($237,534)
Total: $475,068
Objective: To develop a year-round farmers market with nutrition education and cooking classes.

Project Type: Market Development
Year: 2003
Grantor: CSREES
Grantee/Cooperator: The Ecology Center, Berkley, CA
Grant Matching: 1 to 1
Funding: Grant ($200,000)
Total: $400,000
Objective: To distribute fresh produce at farmers markets.

Project Type: Market Development
Year: 2003
Grantor: CSREES
Grantee/Cooperator: Environmental Science Institute, Oakland, CA
Grant Matching: 1 to 1
Funding: Grant ($225,000)
Total: $450,000
Objective: Market start-up and development of a farmers market association.

Project Type: Consumer Education and Access
Year: 2003
Grantor: CSREES
Grantee/Cooperator: Los Angeles Leadership Academy, Los Angeles, CA
Grant Matching: 1 to 1
Funding: Grant ($100,000)
Total: $200,000
Objective: To participate in transportation projects to farmers market.

Georgia

Project Type: Market Development
Year: 2003
Grantor: CSREES
Grantee/Cooperator: Rolling Hills RC&D, Dallas, TX
Grant Matching: 1 to 1
Funding: Grant ($105,120)
Total: $210,240
Objective: Farmers market expansion.

Massachusetts

Project Type: Market Development
Year: 2004
Grantor: CSREES
Grantee/Cooperator: CISA, South Deerfield, MA
Grant Matching: 1 to 1
Funding: Grant ($125,000)
Total: $250,000
Objective: Farmers market expansion and enhancements.

New Mexico

Project Type: Market Development
Year: 2005
Grantor: CSREES
Grantee/Cooperator: Pueblo de Pojoaque, Santa Fe, NM
Grant Matching: 1 to 1
Funding: Grant ($260,000)
Total: $520,000
Objective: To establish a Sunday outdoor farmers market with youth marketing.

Oregon

Project Type: Market Development
Year: 2005
Grantor: CSREES
Grantee/Cooperator: Janus Youth Programs, Portland, OR
Grant Matching: 1 to 1
Funding: Grant ($270,000)
Total: $540,000
Objective: To establish monthly farmers market shuttle, cooking classes, and assessment of a mobile market.

Tennessee

Project Type: Market Development
Year: 2004
Grantor: CSREES
Grantee/Cooperator: Rural Resources, Greenville, SC
Grant Matching: 1 to 1
Funding: Grant ($128,160)
Total: $256,320
Objective: To establish a mobile farmers market.

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USDA-Cooperative State Research, Education, and Extension Service (CSREES)
Sustainable Agriculture Research and Education (SARE)
(View Program Description)

New Hampshire

Project Type: Producer Training and Support
Year: 2004
Grantor: CSREES/SARE
Grantee/Cooperator: University of New Hampshire Cooperative Extension
Grant Matching: N/A
Funding: Grant ($30,968)
Total: $30,968
Objective: Market managers from 45 farmers markets in New Hampshire will be invited to attend a food stamp education workshop. Fifteen market managers will attend the workshop and 3 pilot markets will be recruited for this group. Market managers and farmers from the pilot markets will attend focus groups, food stamp trainings, debriefings and post-intervention interviews to determine the success of the outcome of increasing revenues at the farmers markets by accepting food stamps.

Six New England States

Project Type: Producer Training and Support
Year: 2005
Grantor: CSREES/SARE
Grantee/Cooperator: Cooperative Development Institute
Grant Matching: N/A
Funding: Grant ($62,600)
Total: $62,600
Objective: This project will help strengthen the business skills of farmers participating in farmers markets. Training will focus on the business of farmers markets: board, staff and member roles and responsibilities; member retention and recruitment; equity assessment and fund raising; operational audits; advanced market and business planning; community alliances and the role of State farmers market associations in strengthening local markets. Resource providers will partner with a farmers market staff person to participate in the program. The program will advise teams that are making plans to strengthen local farmers markets. Training will be conducted in each of the six New England States. An advisory committee will help plan, publicize and conduct the trainings

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USDA – Food and Nutrition Service (FNS)
Food Stamp Program (FSP)
(View Program Description)

Arizona

Project Type: Consumer Education and Access
Year: 2005
Grantor: FNS/FSP
Grantee/Cooperator: Farmers markets throughout the State
Grant Matching: N/A
Funding: Grant (N/A)
Total: N/A
Objective: Twelve farmers markets, many only open for part of the year, now accept Food Stamps. Most of these markets are now using wireless POS devices.

California

Project Type: Consumer Education and Access
Year: 2005
Grantor: FNS/FSP
Grantee/Cooperator: Farmers markets throughout the State
Grant Matching: N/A
Funding: Grant (N/A)
Total: N/A
Objective: The State is testing wireless POS devices and will allow them to be used at farmers markets and other non-traditional retailers. Currently, the State has deployed wireless POS devices to 26 individual FNS-authorized farmers that sell produce at the farmers markets with the highest historical food stamp redemption (Oakland, Richmond, Sacramento, San Francisco, and Stockton). In addition, 34 FNS authorized farmers markets throughout the State are using a wireless POS and a scrip solution, with 14 more soon to be added. The State is currently in the process of evaluating the wireless POS demonstration.

Connecticut

Project Type: Consumer Education and Access
Year: 2005
Grantor: FNS/FSP
Grantee/Cooperator: Farmers Markets in Harford, New Haven, and Storrs
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: Connecticut will have farmers markets in Hartford, New Haven, and Storrs using tokens to conduct EBT transactions. The markets will provide EBT access for food stamp recipients to purchase fresh produce and provide farmers with an additional source of revenue.

Hawaii

Project Type: Consumer Education and Access
Year: 2005
Grantor: FNS/FSP
Grantee/Cooperator: Hilo Farmers Markets
Grant Matching: N/A
Funding: Grant (N/A)
Total: N/A
Objective: Food stamp clients at The Hilo Farmers Market, which first started in 1998, use their EBT cards at a point of sale (POS) kiosk in the market, where the manager swipes the card and hands out scrip. The client then exchanges the scrip with individual vendors at the market for food. Refunds are also done at the POS.

Illinois

Project Type: Consumer Education and Access
Year: 2003
Grantor: FNS/FSP
Grantee/Cooperator: Austin Farmers Market (Institute for Community Resource Development)
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: Austin Farmers Market was set up by FNS in July 2002 as a farmers market/produce stand. The current demonstration project began the end of June 2003. Although several farmers markets in Chicago are authorized to accept food stamps, none of them—including Austin Farmers Market—have had a successful food stamp transaction since the project began.

Kentucky

Project Type: Consumer Education and Access
Year: 2004
Grantor: FNS/FSP
Grantee/Cooperator: Portland Farmers Market
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: The Portland Farmers Market project was approved for the 2004 growing season after the project was tested in 2003. The market will continue to use a token-based EBT system. The Portland Farmers Market is responsible for producing its own unique tokens according to State guidelines. The tokens are available for purchase in $1 increments by Food Stamp households through the market manager's office or similar location, which is equipped with a wireless point-of-sale device for accepting EBT transactions.

Project Type: Consumer Education and Access
Year: 2003
Grantor: FNS/FSP
Grantee/Cooperator: Scott County Farmers Market
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: The Scott County Farmers Market has been approved for a second growing season after beginning in 2003. This market uses a voucher-based EBT system. EBT customers go to individual farmers and make their purchases. The farmer completes a voucher for the sale, which the customer then takes to the EBT POS terminal where the voucher amount is deducted from the customer's EBT account. The customer will then return to the farmer, provide a copy of the voucher showing proof of purchase, and obtain the food items.

Louisiana

Project Type: Market Development
Year: 2005
Grantor: FNS/FSP
Grantee/Cooperator: Crescent City Farmers Market
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: The Crescent City Farmers Market in New Orleans is sponsored by Loyola University. The market operates in three different locations using wireless POS devices and tokens.

Massachusetts

Project Type: Consumer Education and Access
Year: 2005
Grantor: FNS/FSP
Grantee/Cooperator: Lynn Farmers Market
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: Lynn Farmers Market has been in operation since 1990. It is sponsored by the Food Project—North Shore. The market will begin a wireless, script-based demonstration project this summer. Food Project expects to purchase a wireless POS terminal and sell scrip to EBT customers in a pattern modeled after the Holyoke Farmers Market.

Project Type: Consumer Education and Access
Year: 2005
Grantor: FNS/FSP
Grantee/Cooperator: Holyoke Farmers Market
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: Holyoke Farmers Market has a $2 increments script-based EBT system in place operated by the Holyoke Chamber of Commerce.

Project Type: Consumer Education and Access
Year: 2005
Grantor: FNS/FSP
Grantee/Cooperator: Greater Worcester Farmers Market
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: Greater Worcester uses a wireless POS device and a receipt-based system. Food stamp recipients choose items from individual vendors, then take the receipts to the market manager to purchase the items through the wireless POS system.

Project Type: Consumer Education and Access
Year: 2005
Grantor: FNS/FSP
Grantee/Cooperator: Farmers Market at the “X” in Springfield
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: Farmers and customers will use a central POS device to distribute scrip for purchases. The market is sponsored by the "X" Main Street Corporation.

Project Type: Consumer Education and Access
Year: 2005
Grantor: FNS/FSP
Grantee/Cooperator: Dudley Square Public market in Roxbury
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: The market is sponsored by the Madison Park Development Corporation in partnership with the Food Project, Boston Public Health Commission, Nuestra Comunidad, Whittier Street Health Center, Haley House, and City Councilman Chuck Turner's office. It uses a wireless POS device and a receipt-based system, in which Food Stamp households choose eligible items from vendors.

New Hampshire

Project Type: Consumer Education and Access
Year: 2004
Grantor: FNS/FSP
Grantee/Cooperator: University of New Hampshire Cooperative Extension Nutrition Connection Program and New Hampshire Farmers Market Association
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: The University of New Hampshire Cooperative Extension (UNHCE) Nutrition Connections Program, in collaboration with the New Hampshire Farmers Market Association, is assisting in the operation of a scrip-based farmers market project. The Farmers Market Association of Nashua, the Downtown Manchester Farmers Market and the Enfield Village Associate Farmers Market are participating in the program.

New York

Project Type: Consumer Education and Access
Year: 2004
Grantor: FNS/FSP
Grantee/Cooperator: New York Office of Temporary and Disability Assistance
Grant Matching: N/A
Funding: Grant ($100,000)
Total: $100,000
Objective: New York received another $100,000 grant in the Appropriations Bill for wireless EBT at farmers markets. New York is redeploying the wireless terminals that were not used the previous year to other farmers who have shown interest, and is expanding the project to Syracuse. New York is also exploring the possibility of authorizing a market manager at smaller farmers markets to operate one central terminal, rather than authorizing the individual farmers. New York will continue outreach efforts to draw more Food Stamp recipients to the farmers markets.

Project Type: Consumer Education and Access
Year: 2003
Grantor: FNS/FSP
Grantee/Cooperator: New York State - New York Farmers Market Federation
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: The New York Farmers Market Federation purchased 46 wireless terminals for use in farmers markets in Rochester, Buffalo, Niagara Falls and North Tonawanda. The terminals were purchased with $100,000 in funds that the USDA Food & Nutrition Service provided as part of the 2002 Federal Agricultural Appropriations Bill. Of the 46 terminals purchased, 27 were used, with total redemptions of $14,513 from May through September.

New Mexico

Project Type: Consumer Education and Access
Year: 2005
Grantor: FNS/FSP
Grantee/Cooperator: Taos Farmers Market Project
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: At The Taos farmers market project, the purchaser takes a purchase receipt to a POS location adjacent to the market, where their EBT card is debited, then they return to the vendor to exchange the POS receipt for the purchased food.

Oregon

Project Type: Consumer Education and Access
Year: 2005
Grantor: FNS/FSP
Grantee/Cooperator: Farmers markets throughout the State
Grant Matching: N/A
Funding: Grant (N/A)
Total: N/A
Objective: Five farmers markets in Oregon accept Food Stamps. All purchases go directly through the POS device, except the Eastbank Farmers Market, where tokens are used. The tokens are available for purchase by food stamp households through the market manager's office or similar location, which is equipped with a wireless point-of-sale device for accepting EBT transactions.

Pennsylvania

Project Type: Consumer Education and Access
Year: 2004
Grantor: FNS/FSP
Grantee/Cooperator: Commonwealth of Pennsylvania
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: The Commonwealth of Pennsylvania began a demonstration project to ascertain the practicality, effectiveness, and cost efficiency of utilizing wireless POS technology for food stamp transactions when standard POS devices cannot be used. This project is in conjunction with two nonprofit organizations: The Food Trust in Philadelphia and Just Harvest in Pittsburgh. The Food Trust operates outdoor farmers markets in Philadelphia. Just Harvest gives technical assistance to several farmers who sell at farmers markets in Western Pennsylvania. As part of this project, all wireless POS device operating costs related to food stamp transactions are paid for by the Commonwealth. Some vendors in Pittsburgh also use the machines for commercial transactions, and pay for those operating costs themselves.

South Carolina

Project Type: Consumer Education and Access
Year: 2006
Grantor: FNS/FSP
Grantee/Cooperator: Farmers markets throughout the State
Grant Matching: N/A
Funding: Grant (N/A)
Total: N/A
Objective: The South Carolina Departments of Agriculture and Social Services will jointly sponsored 10 farmers markets throughout the State, using a token-based EBT alternative. The tokens are available for purchase by food stamp households through the market manager's office or similar location, which is equipped with a wireless point-of-sale device for accepting EBT transactions.

Washington

Project Type: Consumer Education and Access
Year: 2006
Grantor: FNS/FSP
Grantee/Cooperator: Farmers markets throughout the State
Grant Matching: N/A
Funding: Grant (N/A)
Total: N/A
Objective: Twelve farmers markets in Washington are authorized to operate EBT scrip systems: The Columbia City, University District, Lake City, and West Seattle Farmers Markets located in the Seattle area and the Olympia Farmers Market in Olympia are participating and redeeming FSP benefits. The Bellingham Farmers Market, San Juan Farmers Market, Magnolia Farmers Market, Pasco Farmers Market, and Pike Place are authorized but do not have redemptions this season. Other markets have expressed an interest in joining. The State is planning to offer wireless POS devices in the near future.

Wisconsin

Project Type: Consumer Education and Access
Year: 2005
Grantor: FNS/FSP
Grantee/Cooperator: The Milwaukee Fondy Market
Grant Matching: N/A
Funding: Grant ($0) Technical Assistance and Loans for EBT use
Total: $0
Objective: A new Farmers Market opened in a highly populated food stamp recipient neighborhood in June 2005. The Milwaukee Fondy Market provided technical assistance and is loaning the new market a wireless device for use by certified vendors.

Texas

Project Type: Consumer Education and Access
Year: 2005
Grantor: FNS/FSP
Grantee/Cooperator: Texas Department of Agriculture
Grant Matching: N/A
Funding: Grant ($0)
Total: $0
Objective: Several pilot studies were conducted by the Texas Department of Agriculture, which oversees farmers markets in Texas, and the Texas Department of Human Services, Lone Star Technology (EBT), during the 2002 growing season to evaluate methods of using the Lone Star card in different types of markets. Markets included in the pilot program were Ridgmar Farmers Market, Del Rio Farmers Market, San Antonio Farmers Market/Tri-State Farmers Market, Lufkin Farmers Market, Jacksonville Farmers Market, and Eagle Pass Farmers Market.

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USDA – Food and Nutrition Service (FNS)
Farmers Market Nutrition Program (FMNP)
(View Program Description)

Women, Infants, and Children (WIC) Farmers Market Nutrition Program – The WIC Farmers Market Nutrition Program provides participants in the Special Supplemental Nutrition Program for WIC with coupons that can be exchanged for fresh fruits, vegetables and herbs at local farmers markets and roadside stands. Grants are made to State agencies, which authorize farmers, markets and/or roadside stands to accept the coupons. For the period of 2003-2005 FNS provided grants in the following amounts for each fiscal year:

- FY 2003: $24,994,688
- FY 2004: $27,951,989
- FY 2005: $28,066,989

Senior Farmers Market Nutrition Program – The Senior Farmers Market Nutrition Program provides low-income seniors with coupons that can be exchanged for fresh fruits, vegetables and herbs at farmers markets, roadside stands, and community supported agriculture programs (CSAs). Grants are made to State agencies, which authorize farmers, markets, roadside stands, and CSAs to accept the coupons. For the period of 2003-2005 FNS provided grants in the following amounts for each fiscal year:

- FY 2003: $16,820,600
- FY 2004: $16,707,579
- FY 2005: $15,000,000

Additional projects funded by FNS/FMNP:

Arizona

Project Type: Market Development
Year: 2005
Grantor: FNS-FMNP
Grantee/Cooperator: FMNP State Agency
Grant Matching: N/A
Funding: Grant ($6,067)
Total: $6,067
Objective: To publicize farmers markets in underserved areas.

Project Type: Market Development
Year: 2004
Grantor: FNS-FMNP
Grantee/Cooperator: FMNP State Agency
Grant Matching: N/A
Funding: Grant ($6,067)
Total: $6,067
Objective: To develop markets in Tribal communities and rural areas.

Arkansas

Project Type: Market Development
Year: 2004
Grantor: FNS-FMNP
Grantee/Cooperator: FMNP State Agency
Grant Matching: N/A
Funding: Grant ($4,900)
Total: $4,900
Objective: To assist 7 new applicants (Boone, Green, Johnson, Perry, Phillips, Randolph and Union counties) to develop markets.

California

Project Type: Market Development
Year: 2005
Grantor: FNS-FMNP
Grantee/Cooperator: FMNP State Agency
Grant Matching: N/A
Funding: Grant ($30,978)
Total: $30,978
Objective: To develop new markets in underserved areas.

District of Columbia

Project Type: Market Development
Year: 2005
Grantor: FNS-FMNP
Grantee/Cooperator: FMNP State Agency
Grant Matching: N/A
Funding: Grant ($7,786)
Total: $7,786
Objective: To expand awareness and use of farmers markets in low-income sections of the city.

Florida

Project Type: Market Development
Year: 2005
Grantor: FNS-FMNP
Grantee/Cooperator: FMNP State Agency
Grant Matching: N/A
Funding: Grant ($7,731)
Total: $7,731
Objective: To develop farmers markets in rural, economically deprived counties.

Guam

Project Type: Market Development
Year: 2005
Grantor: FNS-FMNP
Grantee/Cooperator: FMNP State Agency
Grant Matching: N/A
Funding: Grant ($2,469)
Total: $2,469
Objective: To conduct educational outreach promotion to encourage more farmers to participate in the FMNP.

Maryland

Project Type: Market Development
Year: 2005
Grantor: FNS-FMNP
Grantee/Cooperator: FMNP State Agency
Grant Matching: N/A
Funding: Grant ($8,820)
Total: $8,820
Objective: To assist in establishing two new markets and relocating a third market in underserved areas. To establish new WIC clinics in Prince George's and Anne Arundel Counties.

Michigan

Project Type: Market Development
Year: 2004
Grantor: FNS-FMNP
Grantee/Cooperator: FMNP State Agency
Grant Matching: N/A
Funding: Grant ($10,310)
Total: $8,820
Objective: To provide outreach to farmers in the metro Detroit area and encourage participation in the Eastern Market.

New Hampshire

Project Type: Market Development
Year: 2005
Grantor: FNS-FMNP
Grantee/Cooperator: New Hampshire Health Department - FMNP State Agency
Grant Matching: N/A
Funding: Grant ($2,781)
Total: $2,781
Objective: To expand markets in underserved areas in Plymouth, Berlin, Winchester, Derry, and Henniker.

New Mexico

Project Type: Market Development
Year: 2005
Grantor: FNS-FMNP
Grantee/Cooperator: FMNP State Agency
Grant Matching: N/A
Funding: Grant ($7,858)
Total: $7,858
Objective: To assist newly-formed markets.

New York

Project Type: Market Development
Year: 2005
Grantor: FNS-FMNP
Grantee/Cooperator: New York Department of Agriculture and Markets—FMNP State Agency
Grant Matching: N/A
Funding: Grant ($89,048)
Total: $89,048
Objective: In conjunction with the Farmers Market Federation of New York, to conduct a series of 6 seminars to train market managers and recruit farmers for new and current markets.

Pennsylvania

Project Type: Market Development
Year: 2003
Grantor: FNS-FMNP
Grantee/Cooperator: Pennsylvania Department of Agriculture - FMNP State Agency
Grant Matching: N/A
Funding: Grant ($46,428)
Total: $46,428
Objective: To pay for newspaper ads to recruit farmers for Philadelphia and other urban areas and purchase signs, ads, etc. for farmers markets.

Women, Infants, and Children (WIC) Farmers Market Nutrition Program Grants:

Alabama
Farmers Market Authority
FY 2003: $239,850
FY 2004: $506,666
FY 2005: $506,666

Alaska
Maternal, Child & Family Health
FY 2003: $290,029
FY 2004: $290,029
FT 2005: $290,029

Arizona
Department of Health Services
FY 2003: $303,333
FY 2004: $303,333
FY 2005: $303,333

Arkansas
Department of Health
FY 2003: $245,000
FY 2004: $245,000
FY 2005: $245,000

California
Department of Health
FY 2003: $3,097,875
FY 2004: $3,097,875
FY 2005: $3,097,875

Connecticut
Department of Agriculture
FY 2003: $409,879
FY 2004: $409,879
FY 2005: $409,879

District of Columbia
Department of Health
FY 2003: $389,276
FY 2004: $389,276
FY 2005: $389,276

Florida
Department of Agriculture & Consumer Services
FY 2003: $366,543
FY 2004: $366,543
FY 2005: $366,543

Georgia
Department of Public Health
FY 2003: $809,243
FY 2004: $1,309,243
FY 2005: $1,309,243

Guam
Department of Public Health & Social Services
FY 2003: $123,457
FY 2004: $123,457
FY 2005: $123,457

Illinois
Department of Human Services
FY 2003: $322,166
FY 2004: $500,000
FY 2005: $500,000

Indiana
Department of Health Services
FY 2003: $284,696
FY 2004: $328,410
FY 2005: $328,410

Iowa
Department of Agriculture & Land Stewardship'
FY 2003: $641,320
FY 2004: $641,320
FY 2005: $641,320

Kentucky
Department of Agriculture
FY 2003: $230,000
FY 2004: $290,000
FY 2005: $290,000

Louisiana
Department of Agriculture & Forestry
FY 2003: $0
FY 2004: $0
FY 2005: $6,667
*State agency declined to participate in FY 2003 and 2004.

Maine
Department of Human Services
FY 2003: $85,000
FY 2004: $85,000
FY 2005: $85,000

Maryland
Department of Agriculture
FY 2003: $624,843
FY 2004: $441,000
FY 2005: $441,000
*****State agency requested less in FY 2004 than its FY 2003 grant.

Massachusetts
Department of Food & Agriculture
FY 2003: $607,229
FY 2004: $607,229
FY 2005: $607,229

Michigan
Department of Community Health
FY 2003: $515,490
FY 2004: $515,490
FY 2005: $515,490

Minnesota
Department of Agriculture
FY 2003: $396,667
FY 2004: $396,667
FY 2005: $396,667

Mississippi
Department of Agriculture
FY 2003: $86,766
FY 2004: $86,766
FY 2005: $86,766

Mississippi
Band of Choctaws
FY 2003: $14,500
FY 2004: $14,500
FY 2005: $14,500

Missouri
Department of Health &
Senior Services
FY 2003: $257,137
FY 2004: $257,137
FY 2005: $0
*State agency declined to participate in FY 2005.

Montana
Department of Public Health &
Human Services
FY 2003: $70,000
FY 2004: $57,353
FY 2005: $57,353
*State agency requested less in FY 2004 than its FY 2003 grant.

New Hampshire
Department of Health &
Human Services
FY 2003: $139,047
FY 2004: $139,047
FY 2005: $139,047

New Jersey
Department of Health &
Senior Services
FY 2003: $1,586,411
FY 2004: $1,586,411
FY 2005: $1,586,411

New Mexico
Department of Health
FY 2003: $392,891
FY 2004: $392,891
FY 2005: $392,891

New Mexico
5 Sandoval Indian Pueblos, Inc.
FY 2003: $6,337
FY 2004: $6,337
FY 2005: $6,337

New Mexico
Pueblo of San Felipe
FY 2003: $8,666
FY 2004: $8,666
FY 2005: $8,666

New York
Department of Agriculture & Markets
FY 2003: $4,083,332
FY 2004; $4,452,384
FY 2005: $4,452,384

North Carolina
Department of Health &
Human Services
FY 2003: $365,470
FY 2004: $0
FY 2005: $365,470
*State agency declined to participate in FY 2004.

Ohio
Department of Health
FY 2003: $393,964
FY 2004: $672,288
FY 2005: $672,288

Oregon
Department of Human Services
FY 2003: $386,400
FY 2004: $472,500
FY 2005: $472,500

Oklahoma
Chickasaw Nation
FY 2003: $40,000
FY 2004: $80,000
FY 2005: $80,000

Oklahoma
Osage Tribal Council
FY 2003: $31,325
FY 2004: $31,325
FY 2005: $31,325

Pennsylvania
Department of Agriculture
FY 2003: $2,312,386
FY 2004: $2,312,386
FY 2005: $2,312,386

Puerto Rico
Agriculture Services &
Development Administration
FY 2003: $1,534,641
FY 2004: $2,333,613
FY 2005: $2,333,613

Rhode Island
Department of Health
FY 2003: $198,313
FY 2004: $196,796
FY 2005: $196,796
*State agency requested less in FY 2004 than its FY 2003 grant.

South Carolina
Department of Health &
Environmental Control
FY 2003: $132,530
FY 2004: $166,235
FY 2005: $166,235

Tennessee
Department of Health
FY 2003: $96,000
FY 2004: $96,000
FY 2005: $96,000

Texas
Department of Health
FY 2003: $1,650,000
FY 2004: $1,650,000
FY 2005: $1,650,000

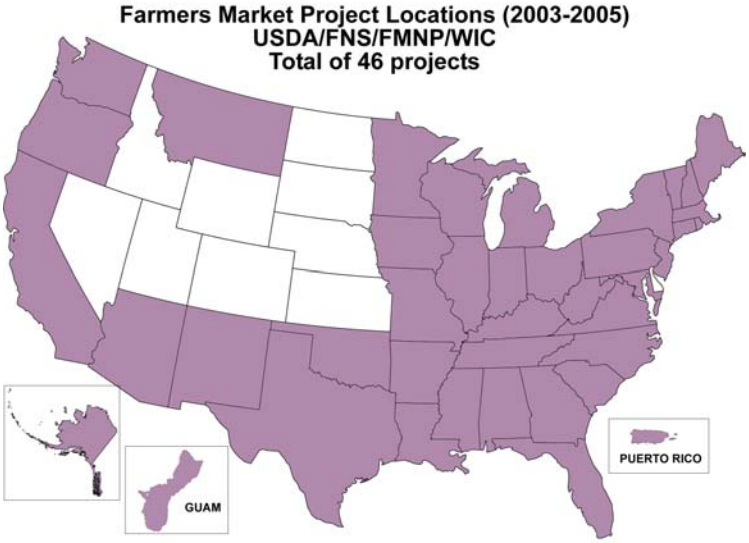
Vermont
Department for Children & Families
FY 2003: $75,676
FY 2004: $75,676
FY 2005: $75,676

Virginia
Department of Health
FY 2003: ---
FY 2004: $387,952
FY 2005: $387,952
*New State agency in FY 2004.

Washington
Department of Health
FY 2003: $334,000
FY 2004: $760,000
FY 2005: $760,000

West Virginia
Department of Health &
Human Services
FY 2003: $70,000
FY 2004: $70,000
FY 2005: $70,000

Wisconsin
Department of Health &
Family Services
FY 2003: $747,000
FY 2004: $799,309
FY 2005: $799,309



Senior Farmers Market Nutrition Program (SFMNP) Grants:

Alabama
Farmers Market Authority
FY 2003: $757,760
FY 2004: $1,000,000
FY 2005: $910,819

Alaska
Department of Health & Social Services
FY 2003: $52,221
FY 2004: $70,498
FY 2005: $64,211

Arkansas
Department of Human Services
FY 2003: $96,335
FY 2004: $96,335
FY 2005: $87,744

California
Department of Aging
FY 2003: $791,800
FY 2004: $673,430
FY 2005: $613,373

Colorado
Department of Agriculture
FY 2003: $0
FY 2004: $15,000
FY 2005: $13,662

Connecticut
Department of Agriculture
FY 2003: $91,148
FY 2004: $91,148
FY 2005: $83,019

District of Columbia
Department of Health
FY 2003: $143,080
FY 2004: $142,394
FY 2005: $129,695

Florida
Department of Elder Affairs
FY 2003: $96,604
FY 2004: $96,576
FY 2005: $87,964

Hawaii
Department of Labor & Industrial Relations
FY 2003: $575,246
FY 2004: $575,246
FY 2005: $523,945

Illinois
Department of Human Services
FY 2003: $814,362
FY 2004: $777,194
FY 2005: $707,883

Indiana
Department of Health
FY 2003: $42,297
FY 2004: $40,437
FY 2005: $36,831

Iowa
Department of Agriculture & Land Stewardship
FY 2003: $467,997
FY 2004: $560,000
FY 2005: $510,059

Kansas
Department of Aging
FY 2003: $182,439
FY 2004: $196,020
FY 2005: $178,539

Kentucky
Department of Agriculture
FY 2003: $750,000
FY 2004: $276,302
FY 2005: $251,661

Louisiana
Department of Agriculture & Forestry
FY 2003: $284,644
FY 2004: $279,584
FY 2005: $254,650

Maine
Department of Agriculture
FY 2003: $893,220
FY 2004: $892,925
FY 2005: $813,294

Maryland
Department of Agriculture
FY 2003: $130,988
FY 2004: $114,607
FY 2005: $104,387

Massachusetts
Department of Food & Agriculture
FY 2003: $56,900
FY 2004: $56,900
FY 2005: $51,826

Michigan
Department of Community Health, Office of Services to Aging
FY 2003: $0
FY 2004: $75,000
FY 2005: $68,312

Michigan
Grand Traverse Band of Ottawa & Chippewa Indians
FY 2003: $6,440
FY 2004: $8,694
FY 2005: $7,919

Minnesota
Department of Agriculture
FY 2003: $77,280
FY 2004: $99,776
FY 2005: $90,878

Mississippi
Band of Choctaw Indians
FY 2003: $0
FY 2004: $15,215
FY 2005: $13,858

Mississippi
Department of Agriculture
FY 2003: $0
FY 2004: $70,000
FY 2005: $63,758

Missouri
Department of Health
FY 2003: $238,888
FY 2004: $238,888
FY 2005: $0

Montana
Department of Public Health & Human Services
FY 2003: $43,313
FY 2004: $43,313
FY 2005: $39,450

Nebraska
Department of Agriculture
FY 2003: $205,885
FY 2004: $251,127
FY 2005: $228,731

Nevada
Department of Administration
FY 2003: $200,010
FY 2004: $141,579
FY 2005: $128,953

New Hampshire
Department of Health & Human Services
FY 2003: $86,00
FY 2004: $75,744
FY 2005: $98,989

New Jersey
Department of Health & Senior Services
FY 2003: $560,734
FY 2004: $683,109
FY 2005: $622,189

New Mexico
Pueblo of San Felipe
FY 2003: $0
FY 2004: $16,560
FY 2005: $15,084

New Mexico
5 Sandoval Indian Pueblos, Inc.
FY 2003: $0
FY 2004: $20,000
FY 2005: $18,216

New York
Department of Agriculture & Markets
FY 2003: $1,499,059
FY 2004: $1,499,059
FY 2005: $1,365,368

North Carolina
Department of Health & Human Services
FY 2003: $54,000
FY 2004: $44,263
FY 2005: $40,315

Ohio
Department of Aging
FY 2003: $1,309,052
FY 2004: $1,309,052
FY 2005: $1,192,310

Oregon
Department of Human Services
FY 2003: $882,249
FY 2004: $772,175
FY 2005: $703,311

Oklahoma
Chickasaw Nation of Oklahoma
FY 2003: $144,845
FY 2004: $144,845
FY 2005: $131,927

Oklahoma
Osage Tribal Council
FY 2003: $22,270
FY 2004: $30,672
FY 2005: $27,936

Pennsylvania
Department of Agriculture
FY 2003: $1,500,000
FY 2004: $1,500,000
FY 2005: $1,366,229

Puerto Rico
Department of Agriculture
FY 2003: $1,000,000
FY 2004: $940,681
FY 2005: $856,791

Rhode Island
Division of Agriculture
FY 2003: $0
FY 2004: $198,561
FY 2005: $180,844

South Carolina
Department of Social Services
FY 2003: $570,925
FY 2004: $650,000
FY 2005: $592,032

Tennessee
Department of Health
FY 2003: $472,980
FY 2004: $504,630
FY 2005: $459,627

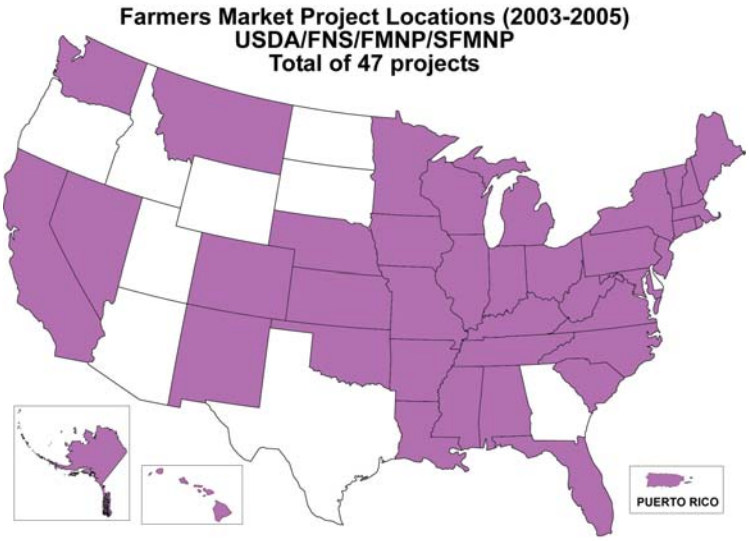
Vermont
Department of Aging & Independent Living
FY 2003: $64,660
FY 2004: $87,291
FY 2005: $79,507

Virginia
Department of Aging
FY 2003: $493,707
FY 2004: $421,642
FY 2005: $384,040

Washington
Department of Social & Health Services
FY 2003: $123,720
FY 2004: $123,720
FY 2005: $112,686

West Virginia
Department of Agriculture
FY 2003: $737,973
FY 2004: $514,144
FY 2005: $468,293

Wisconsin
Department of Agriculture Trade & Consumer Protection
FY 2003: $299,579
FY 2004: $273,254
FY 2005: $248,885



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USDA-National Resource Conservation Service (NRCS)
Resource Conservation & Development Program (RC&D)
(View Program Description)

Alabama

Project Type: Market Development
Year: 2004
Grantor: NRCS/Mid-South RC&D Council
Grantee/Cooperator: Montgomery Farmers Market
Grant Matching: N/A
Funding: Technical Assistance
Total: N/A
Objective: Established a farmers market in Montgomery, Alabama.

Project Type: Market Development
Year: 2004
Grantor: NRCS/ALA-TOM RC&D Council
Grantee/Cooperator: Alabama Farmers Market Authority
Grant Matching: N/A
Funding: Technical Assistance
Total: N/A
Objective: To establish two farmers markets. One was completed in 2005 and one in spring 2006.

Louisiana

Project Type: Market Development
Year: 2005
Grantor: NRCS/Bayou Land RC&D Council
Grantee/Cooperator: German Coast Farmers Market, St. Charles Parish
Grant Matching: N/A
Funding: Technical Assistance
Total: N/A
Objective: Helped to development by-laws, guidelines, and a 501 establishment.

Tennessee

Project Type: Market Development
Year: 2005
Grantor: Hull-York RC&D Council
Grantee/Cooperator: Hull-York Rural Development
Grant Matching: $125,000
Funding: $40,000
Total: $165,000
Objective: Helped several farmers establish a new farmers market. Rural Development provided primary funding for the market, with the Rural Business Enterprise Grant contributing $40,000 in 2005.

Washington

Project Type: Market Development
Year: 2004
Grantor: NRCS/South Central RC&D Council
Grantee/Cooperator: Yakima Farmers Market
Grant Matching: N/A
Funding: Technical Assistance
Total: N/A
Objective: Helped form the Yakima Farmers Market by assisting with the development of by-law, market guidelines, and 501 application and by serving in an advisory capacity for the first three years. The key to developing this successful market was hiring a consultant to develop initial market contacts and vendor requirements. The consultant and market startup expenses were paid with funding obtained through a Downtown Revitalization Group and tracked with City processes until the market was able to generate its own financial base.

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USDA – Risk Management Agency (RMA)
Outreach Partnership Agreements
(View Program Description)

Arkansas

Project Type: Producer Training and Support
Year: 2005
Grantor: RMA
Grantee/Cooperator: Risk Management Education for Limited Resource farmers, University of Arkansas, Pine Bluff, School of Agriculture
Grant Matching: N/A
Funding: ($36,964)
Total: $36,964
Objective: To develop a risk management education program that meets the needs of Hispanic agricultural producers in Arkansas and Oklahoma.

California

Project Type: Producer Training and Support
Year: 2005
Grantor: RMA
Grantee/Cooperator: Hmong American Community
Grant Matching: N/A
Funding: ($66,556)
Total: $66,556
Objective: To address the technical, financial and marketing problems encountered by Hmong and Southeast Asian farmers in Fresno and Merced counties.

Project Type: Producer Training and Support
Year: 2005
Grantor: RMA
Grantee/Cooperator: Mandela Market Place, Inc.
Grant Matching: N/A
Funding: ($50,000)
Total: $50,000
Objective: To established a produce distribution business that brings together limited resource producers to supply inner-city markets.

Project Type: Producer Training and Support
Year: 2005
Grantor: RMA
Grantee/Cooperator: Risk Management Outreach and Technical Assistance for Limited Resource Immigrant Farmers, Opening Doors, Inc..
Grant Matching: N/A
Funding: ($100,000)
Total: $100,000
Objective: To provide risk management training and assistance to limited resource and traditionally underserved farmers on record keeping, marketing and merchandizing and California Regulatory Compliance.

Florida

Project Type: Producer Training and Support
Year: 2005
Grantor: RMA
Grantee/Cooperator: Agricultural Risk Management Training and Outreach: To Small Farmers, North South Institute
Grant Matching: N/A
Funding: ($97,900)
Total: $97,900
Objective: To provide outreach and technical assistance based on successful models to assist 133 family farmers to mitigate the farm related risk of production, marketing, labor, financial and legal.

Hawaii

Project Type: Producer Training and Support
Year: 2005
Grantor: RMA
Grantee/Cooperator: Risk Management Training Program for Socially Disadvantaged Filipino & Other Southeast Asian Growers, University of Hawaii
Grant Matching: N/A
Funding: ($131,321)
Total: $131,321
Objective: To provide information and training on crop production, integrated pest management and pesticide safety, marketing, bookkeeping and farm finances to Filipino and other Southeast Asian producers.

Massachusetts

Project Type: Producer Training and Support
Year: 2005
Grantor: RMA
Grantee/Cooperator: Community Involved in Sustainable Agriculture (CISA)
Grant Matching: N/A
Funding: ($75,000)
Total: $75,000
Objective: To create a comprehensive risk management education and research program for women farmers who are selling direct to customers, building on programming initiated in 2004-2005.

Minnesota

Project Type: Producer Training and Support
Year: 2005
Grantor: RMA
Grantee/Cooperator: Risk Management Training and Technical Assistance to Minnesota's New Immigrant Farmers, Minnesota Food Association
Grant Matching: N/A
Funding: ($95,900)
Total: $95,900
Objective: To provide outreach, risk management training and technical assistance to Southeast Asian/Hmong and Latino/Hispanic new immigrant farmers selling produce at farmers markets.

Project Type: Producer Training and Support
Year: 2005
Grantor: RMA
Grantee/Cooperator: Bringing Risk Management Tools to Organic and Sustainable Farms, Midwest Organic and Sustainable Education
Grant Matching: N/A
Funding: ($115,000)
Total: $115,000
Objective: To provide information about farm management, production and market diversification and other risk management methods to women, limited resource, socially disadvantaged and other traditionally underserved producers.

Oklahoma

Project Type: Producer Training and Support
Year: 2005
Grantor: RMA
Grantee/Cooperator: Langston University
Grant Matching: N/A
Funding: ($215,000)
Total: $215,000
Objective: To train farmers to develop markets, establish marketing contracts, and keep records, and to provide information on the availability and use of risk management tools, programs and services.

Oregon

Project Type: Producer Training and Support
Year: 2005
Grantor: RMA
Grantee/Cooperator: Risk Management Education for Women and Limited Resource Farmers in Coastal Oregon, Shore Bank Enterprises
Grant Matching: N/A
Funding: ($82,280)
Total: $82,280
Objective: To train 125 limited resource farmers on the Oregon coast in business management, farm transfer/succession, and direct marketing.

Texas

Project Type: Producer Training and Support
Year: 2005
Grantor: RMA
Grantee/Cooperator: Sustainable Food Center
Grant Matching: N/A
Funding: ($50,000)
Total: $50,000
Objective: To assist limited resource farmers in Central Texas, which includes Hispanic, female and other traditionally underserved farmers, to manage risks associated with direct marketing.

Wisconsin

Project Type: Producer Training and Support
Year: 2005
Grantor: RMA
Grantee/Cooperator: Hydroponics Enterprise Education and Training, Micofarm Sustainable Research and Education
Grant Matching: N/A
Funding: ($60,000)
Total: $60,000
Objective: To provide information and training in hydroponics, marketing business, financial management, and other risk management tools.

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USDA – Rural Development (RD)
Rural Business Programs (RBS)
(View Program Description)

Alaska

Project Type: Producer Training and Support
Year: 2003
Grantor: RBS
Grantee/Cooperator: Alaska Investnet
Grant Matching: N/A
Funding: ($65,400)
Total: $65,400
Objective: To provide technical assistance in entrepreneurial education.

North Carolina

Project Type: Producer Training and Support
Year: 2005
Grantor: RBS
Grantee/Cooperator: Jackson county
Grant Matching: N/A
Funding: ($80,000)
Total: $80,000
Objective: To assist with equipment purchase.

South Dakota

Project Type: Producer Training and Support
Year: 2004
Grantor: RBS
Grantee/Cooperator: Badlands SCEF
Grant Matching: N/A
Funding: ($42,000)
Total: $42,000
Objective: To provide technical assistance.

Project Type: Producer Training and Support
Year: 2004
Grantor: RBS
Grantee/Cooperator: Four Bands Community Fund, Inc.
Grant Matching: N/A
Funding: ($60,000)
Total: $60,000
Objective: To provide technical assistance and capitalization to a revolving loan fund.

Project Type: Producer Training and Support
Year: 2005
Grantor: RBS
Grantee/Cooperator: Murdo Development Corporation
Grant Matching: N/A
Funding: ($99,000)
Total: $99,000
Objective: To provide capitalization for a revolving loan fund.

Project Type: Producer Training and Support
Year: 2005
Grantor: RBS
Grantee/Cooperator: Four Bands Community Fund, Inc.
Grant Matching: N/A
Funding: ($55,000)
Total: $55,000
Objective: To provide technical assistance and capitalization for a revolving loan fund.

Project Type: Producer Training and Support
Year: 2005
Grantor: RBS
Grantee/Cooperator: Lower Brule Sioux Tribe
Grant Matching: N/A
Funding: ($99,800)
Total: $99,800
Objective: To provide technical assistance and funds to renovate a building.

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Health and Human Services (HHS)
Office of Community Services (OCS)
(View Program Description)

California

Project Type: Market Development
Year: 2005
Grantor: HHS - OCS
Grantee/Cooperator: Unity Council of Oakland
Grant Matching: N/A
Funding: ($200,000)
Total: $200,000
Objective: To develop a public/farmers market in a new mixed-use development at a major transit hub and provide access to local fresh food to the low-income Fruitvale. (OCS funding for FY 05 amounts to $250,000.)

Project Type: Market Development
Year: 2005
Grantor: HHS - OCS
Grantee/Cooperator: Valley Economic Development Center, Panorama City
Grant Matching: N/A
Funding: ($200,000)
Total: $200,000
Objective: To sponsor a business entrepreneurship training program to assist low-income vendors to start and run successful businesses in an existing Mercado created from a failed strip mall, and plan "place-making" activities for the plaza such as screening of outdoor movies, cultural festivals, and a farmers market

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Private Sector and Foundation Farmers Market Projects

Project for Public Spaces
Funding Provided by the Ford Foundation
(View Program Description)

California
Project Type: Market Development
Year: 2005
Grantor: Project for Public Spaces
Grantee/Cooperator: Valley Econ Development Center, Panorama
Funding: ($200,000)
Total: $200,000
Objective: To train low-income vendors to start and run successful businesses in an existing Mercado created from a failed strip mall, and plan "place-making" activities for the market plaza such as screening outdoor movies, cultural festivals, and a farmers market. (OCS funding for FY 05 amounts to $250,000.)

Project Type: Market Development
Year: 2005
Grantor: Project for Public Spaces
Grantee/Cooperator: Unity Council, Oakland
Funding: ($200,000)
Total: $200,000
Objective: To develop a public/farmers market to animate a new mixed-use development at a major transit hub, and to provide access to local, fresh food to the low-income Fruitvale neighborhood. (OCS funding for FY 05 amounts to $250,000.)

Kentucky

Project Type: Market Development
Year: 2005
Grantor: Project for Public Spaces
Grantee/Cooperator: Community Farm Alliance (CFA)
Funding: ($65,000)
Total: $65,000
Objective: For a feasibility study and location selection for a local food distribution center, farmers market store, and open-air farmers market in West Louisville, to be jointly owned and operated by farmers and inner city residents.

Michigan

Project Type: Market Development
Year: 2005
Grantor: Project for Public Spaces
Grantee/Cooperator: Eastern Market Adv. Coalition, Detroit, MI
Funding: ($30,000)
Total: $30,000
Objective: Supporting an Urban Land Institute Panel, to identify the best mix of development and job growth opportunities around Detroit's historic Eastern Market district, and recommending new or expanded uses for vacant land to allow the market to become a catalyst for broader community development and revitalization.

Minnesota
Project Type: Market Development
Year: 2005
Grantor: Project for Public Spaces
Grantee/Cooperator: NDC Minneapolis, Minnesota
Funding: ($200,000)
Total: $200,000
Objective: Build a 60,000-square-foot indoor, multi-ethnic public market for over 60 vendors, and an open air farmers market, in South Minneapolis as the commercial anchor tenant for the mixed-use redevelopment of a massive former Sears building now called "Midtown Exchange." The market will open in Spring 2006. (OCS Funding $750,000 - FY 06).

New Jersey

Project Type: Market Development
Year: 2005
Grantor: Project for Public Spaces
Grantee/Cooperator: Camden Area Health Education Center
Funding: ($65,000)
Total: $65,000
Objective: Enhance the Community Farmers Market at a major downtown transit center and future mixed-use development, expanding provision of health and human service information and referrals.

New York

Project Type: Market Development
Year: 2005
Grantor: Project fro Public Spaces
Grantee/Cooperator: East Harlem Bus. Capital Corp
Funding: ($200,000)
Total: $200,000
Objective: Complete pre-development planning to revitalize an historic nine-block long public market under the viaduct of a New York City commuter rail line. (OCS Funding $700,000 - FY 05)

Ohio

Project Type: Market Development
Year: 2005
Grantor: Project for Public Spaces
Grantee/Cooperator: Appalachian Center Economic Networks
Funding: ($65,000)
Total: $65,000
Objective: Prepare a feasibility study to relocate and expand the Athens Farmers Market to an indoor market specializing in local products.

Washington

Project Type: Market Development
Year: 2005
Grantor: Project for Public Spaces
Grantee/Cooperator: Pike Place Market
Funding: ($30,000)
Total: $30,000
Objective: Install 11 Electronic Benefit Transfer (EBT) machines for shared use by 20 farmers, outreach to customers in five different languages, and enroll 16 retail tenants in the program to make fresh food more accessible to shoppers using food stamp coupons.

Private Sector and Foundation Farmers Market Projects

Project for Public Spaces
Funding Provided by Both the Ford Foundation and the W.K. Kellogg Foundation
(View Program Description)

Arkansas

Project Type: Market Development
Year: 2006
Grantor: Project for Public Spaces
Grantee/Cooperator: Fayetteville Rural Mountain Produce Exchange, Economic Opportunity Agency of Washington County
Funding: $10,542
Total: $10,542
Objective: To enhancing opportunities for Latino growers and community members to sell produce and shop at the 32 year old market, and to accommodate Fayetteville's burgeoning Latino population, which increased by 818% from 1990 to 2000.

Colorado

Project Type: Market Development
Year: 2006
Grantor: Project for Public Spaces
Grantee/Cooperator: Fairview Youth Farmers Market, Denver Urban Gardens
Funding: $14,845
Total: $14,845
Objective: Expand the community-run market and garden in a low-income, ethnically diverse neighborhood by working with Fairview Elementary School, involving more students as "Nutrition Ambassadors," and recruiting more farmers.

Massachusetts

Project Type: Market Development
Year: 2006
Grantor: Project for Public Spaces
Grantee/Cooperator: Holyoke Farmers Market, Greater Holyoke Chamber of Commerce
Funding: $12,500
Total: $12,500
Objective: Attract more Latino farmers to serve one of the largest Puerto Rican communities in the continental U.S.; provide discount coupons and van shuttles for seniors served by the Holyoke Council on Aging; and partner with the Holyoke Health Center to create incentives for their clients to increase consumption of fresh fruits and vegetables from the market.

Project Type: Market Development
Year: 2006
Grantor: Project for Public Spaces
Grantee/Cooperator: Lynn Farmers Market, The Food Project – North Shore
Funding: $18,467
Total: $18,467
Objective: Enhance the market as a key community gathering place, improve EBT/food stamp capabilities, and work with local businesses, farmers, and youth growers to increase the availability of culturally appropriate produce. Position the market to relocate to a transportation hub in 2007.

Michigan

Project Type: Market Development
Year: 2006
Grantor: Project for Public Spaces
Grantee/Cooperator: Allen Street Farmers Market, Allen Neighborhood Center
Funding: $19,940
Total: $19,940
Objective: Partner with a new youth-run greenhouse in a downtown park to expand the market's product mix and growing season. Attract more customers by improving EBT/food stamp capability and promoting the market throughout the neighborhood.

Minnesota

Project Type: Market Development
Year: 2006
Grantor: Project for Public Spaces
Grantee/Cooperator: Minneapolis Midtown Public Market, Corcoran Neighborhood Organization
Funding: $25,000
Total: $25,000
Objective: Expand the existing market with more immigrant, minority, and youth vendors, working with such programs as the Minnesota Food Association's "New Immigrant Agriculture Project." Open an additional market at Midtown Global Market, a new year-round market, and establish an EBT pilot program at both markets.

Ohio

Project Type: Market Development
Year: 2006
Grantor: Project for Public Spaces
Grantee/Cooperator: Cincinnati Findlay Farmers Market
Funding: $24,690
Total: $24,690
Objective: Implement a system to allow shoppers from Ohio, Indiana, and Kentucky, which adjoin the 153 year-old, six-day-a-week market, to use EBT/food stamps to purchase fresh food and to improve direct marketing opportunities for farmers.

Oregon

Project Type: Market Development
Year: 2006
Grantor: Project for Public Spaces
Grantee/Cooperator: Portland Mercado "Mi Pueblo", Hacienda Community Development Corporation
Funding: $19,000
Total: $19,000
Objective: Develop a new Mercado in an ethnically-diverse neighborhood, provide job training and ongoing support to residents who wish to become market vendors, and recruit minority farmers from Eastern Oregon and Washington.

Virginia

Project Type: Market Development
Year: 2006
Grantor: Project for Public Spaces
Grantee/Cooperator: Lynchburg Community Market, City of Lynchburg Parks and Recreation
Funding: $12,700
Total: $12,700
Objective: Partner with Lynchburg Grows, an organization providing workforce training for disadvantaged individuals, to grow produce in its 6.5 acre urban greenhouse and on five community garden sites, and to create jobs selling produce year-round at the historic market hall (founded in 1783).

Washington

Project Type: Market Development
Year: 2006
Grantor: Project for Public Spaces
Grantee/Cooperator: Mount Vernon Farmers Market, Friends of Skagit County
Funding: $20,333
Total: $20,333
Objective: Increase availability of fresh food for school children and their families, implement EBT, open an additional market at a local hospital, sponsor kids' activities with the children's museum, and build visibility of the market as an integral part of the downtown's redevelopment plan.

Project Type: Market Development
Year: 2006
Grantor: Project for Public Spaces
Grantee/Cooperator: Prosser Farmers Market Cooperative
Funding: $12,015
Total: $12,015
Objective: Attract a more diverse customer base in a small town of 5,000 residents; enhance the market as an outlet for the area's increasing number of small, minority, and new farmers; and expand outreach to schools and local food cooperatives.

Wisconsin

Project Type: Market Development
Year: 2006
Grantor: Project for Public Spaces
Grantee/Cooperator: South Madison Community Farmers Market
Funding: $21,246
Total: $21,246
Objective: Add a third market day at The Villager, a strip mall being redeveloped as a community center with a library, health center, and technical college; expand a youth gardening program to grow produce and operate a stall at the market; and develop market-centered Community Supported Agriculture programs.

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