



# Board of Directors Election 2013

## SLATE OF CANDIDATES

Members of the Board of Directors are FMC member volunteers with demonstrated leadership experience in the field of farmers markets and local food, who support the FMC mission of strengthening farmers markets for the benefit of farmers, consumers, and communities.

Members of the Board of Directors must hold a committee chair or executive committee position, and must volunteer at least 50 hours per year. The Board generally meets via conference call eight-ten times per year, with at least one face-to-face meeting. Board members develop FMC's policies, provide oversight, approve FMC's budget, raise funds, safely invest funds, and are actively involved in strategic planning. Terms of the directors are effective upon election and are for three years. FMC seeks to have leaders who represent a variety interests, skills, and geographic locations. This year in particular, the Board is seeking candidates with demonstrated experience and interest in fund raising.

All members whose dues are up to date at the time of the election will be able to vote to approve the whole slate of nominees as presented or only for select nominees. Members also have the option of a write-in candidate, provided that the write-in is an FMC member in good standing.

The following candidate biographies are based on their responses to the Nominee Questionnaire. We hope they help you get to know them, their interests, and their priorities for helping FMC fulfill its mission to strengthen farmers markets for the benefit of farmers, consumers, and communities.

## CANDIDATE BIOGRAPHIES

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### **Sarah Brady**

**Optimist Club of Greater Vienna**

**Market Manager**

**Vienna, Virginia**

**Number of Years in the Farmers Market Field: 7**

Sarah J Brady has been the volunteer market manager for the Optimist Club of Greater Vienna for the last 7 years. During this time period the market has moved once and grown in size and the market has doubled its profits. Although the market is faced with challenges (shortage of volunteers) it is a very popular market and has a long waiting list of vendors each year. The Saturday market draws a large number of Vienna community members and tourists from the Tysons area. Ms. Brady is a proficient fundraiser, successful grant writer and professional event organizer. She puts all of these skills to use at the farmers market. In 2012 for example, she organized special events at the farmers market for children and adults alike and in the last year despite volunteers hosted a luau, hula hooping contest, pie/jam contest, giveaways, and scavenger and trivia contests.

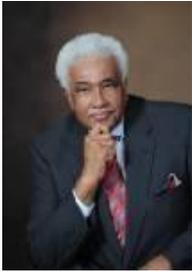
The top three obstacles to future growth of farmers markets nationwide:

- a) Increasing the visibility of farmers market to the public who are as of yet not using them—in my geographic area alone it is estimated that up to 75% of the people are not even aware of area markets despite marketing, advertising, etc. This is an untapped market. How do we get people to the markets? And keep them coming back?
- b) How do we develop new markets in areas like Tysons, Merrifield/Dunn Loring etc. that are the market areas of the future for our local agricultural producers (the food trucks are already there). This will increase profitability and ensure survival of small/medium size farmer operations in our area. Of course another concern here is ensuring that we do not saturate the market.
- c) How can farmers market deal with the encroachment of local supermarkets who sell "local produce" during the spring/summer/fall months alone on an increasing basis (and by the way go right back to importing everything from faraway places once local markets have closed down in October/November—even down to the potatoes!). Many supermarkets are fighting the farmers markets by "selling a few local items" and as a result the farmers markets who sell truly and only local are often hurt.

Other relevant organizations to which you are a current member:

Optimist Club of Greater Vienna, American Association of University Women, Historic Vienna, Inc., Ayr Hill Garden Club

## **Fred Broughton (Incumbent)**



**Marketing Specialist**  
**South Carolina Dept of Agriculture**  
**Columbia, SC**  
**Number of Years in the Farmers Market Field: 30**

“Having grown up on a family farm, my roots run deep in agriculture. Ever since I graduated from S. C. State University, I have been involved in agricultural endeavors. Having served as a statewide co-coordinator for Sustainable Agriculture Research and Education (SARE) in South Carolina, I have also served on the SARE Leadership Committee for the Southeastern United States and the Caribbean Islands.

I believe that the experiences I gained while working with small farmers in all aspects of the food chain has given me some insight about the challenges that farmers and farmers markets are experiencing in their effort to grow. I have worked as an Agricultural Management Specialist which gave me the opportunity to work with farmers in planning, production, marketing, and analyzing their farming operations at the end of the year. Currently, I am responsible for providing support for planning, organizing and operation of more than one hundred community-based farmers markets in South Carolina.”

The top three obstacles to future growth of farmers markets nationwide:

- a) Lack of resources to plan for long-term sustainable growth of farmers markets
- b) Lack of effective leadership training to promote and manage a farmers market so it will serve as the viable hub of a community based food system
- c) The market leaders' inability to measure and articulate the economic and social impact that a farmers market has on a community

### Relevant Past Experience

\*USDA—Managed two local county offices: \*South Carolina State University—Managed the Small Farm Outreach and Training Assistance Program (served as Director of Governmental Relations) which included communication with local, state and regional leaders. \*South Carolina Department of Agriculture—Since 2003, I have managed the Department's Small Farms Program with the responsibility of raising the awareness of the community-based farmers markets. Since that time, the number of farmers markets has grown to more than one hundred in South Carolina. Presently, my responsibilities also include managing the affairs of and providing support for the South Carolina Fruit, Vegetable & Specialty Crop Association and the S. C. Association of Farmers Markets. Also, this is the second year that I have led a fundraising effort through the farmers markets in South Carolina to help end hunger. Through the Great American Bake Sale national effort, the statewide Certified SC Grown Bake Sale has been a sweet way for

farmers markets in South Carolina to help in the effort and, at the same time, to showcase South Carolina's abundant supply of seasonal produce.

Other relevant organizations to which you are a current member:

South Carolina Fruit, Vegetable, & Specialty Crop Association; Advisory Panel for Sustainable Agriculture Research and Education in South Carolina

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## **Ben Feldman**

**Ecology Center  
Farmers' Market Program Director  
Berkeley, CA**

**Number of Years in the Farmers Market Field: 9**

Ben Feldman currently serves as the Program Director for the Ecology Farmers' Market Program in Berkeley, CA, where he oversees an award-winning farmers market program. In addition to his work at the Ecology Center, he is currently the vice-chair of the CDFA Farmers' Market Advisory Committee. Prior to joining the Ecology Center, Ben worked as a farmers market manager with Pacific Coast Farmers' Market Association. He also has experience on the other side of the table, having sold produce at a farm stand and for a bakery at farmers markets. Ben is a graduate of the UCSC Center for Agroecology and Sustainable Food Systems program and holds a Masters Degree in Environmental Science from the University of California, Riverside. He lives in Albany, CA with his wife and two children.

"In the nearly 10 years that I have worked at farmers markets, I have had the privilege of working with some incredible people, including some remarkable farmers and many talented market managers. In that time I have developed connections and built relationships all over the state of California. With the support of the Ecology Center and a grant from the Colombia foundation, I recently began work to improve communication and facilitate collaboration among farmers market operators in California. Our ultimate goal is to form a statewide organization to promote and improve California's farmers market industry. I am a passionate advocate for farmers markets, and I firmly believe that we have much to gain by working together."

The top three obstacles to future growth of farmers markets nationwide:

a) Lack of convenience for customers:

Farmers markets have already done a great job reaching the consumers that share our values and are committed to shopping at farmers markets. In order to attract more customers, farmers markets need to make it easier for consumers (longer hours, more days, permanent facilities, etc) while retaining the core value of the direct farmer-to-consumer relationship.

b) Insufficient consumer education:

Despite the recent unprecedented surge in interest in food, many consumers still do not see the value in shopping at a farmers market over a more mainstream source. Even consumers who know about the advantages of farmers markets frequently have incorrect, preconceived notions about farmers' markets.

c) Not enough local agriculture:

In many communities around the country, finding and retaining farmers is the principle challenge for market organizations. In order for farmers markets to grow and take on a

greater role in feeding people, we will need to increase the number and capacity of farmers.

Other relevant organizations to which you are a current member:

Berkeley Food Policy Council, Farmers' Market Advisory Committee (CA Dept of Food and Ag)

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### **Catt Fields White**

**SD Weekly Markets**

**Founder/Director/Market Maestra**

**San Diego, CA**

**Number of years in the Farmers Market Field: 6**

Catt Fields White is the founder and director of SD Weekly Markets, developing and managing five farmers markets in urban San Diego and consulting with emerging markets in various areas of San Diego County. She is also the co-founder of the San Diego Public Market, a permanent market currently under development in downtown San Diego with full time spaces and day stalls for local farmers and programming that includes two weekly farmers markets.

"With extensive experience in food and business related journalism and enduring contacts with local media, I have spent years writing and speaking to groups about food politics and the importance of direct marketing and keeping farming profitable for the people who devote their lives to feeding us. I've been very active in membership and sponsor recruitment for several organizations, developing innovative programs and partnerships to increase participation and income for various groups. My business conducts Vendor 101 classes (which I teach) ten times a year where we help farmers and small businesses navigate the permits and procedures to get started in farmers markets and that provides a great platform for me to spread the word about FMC."

The top three challenges to future growth of farmers markets nationwide, as I see them, are:

- a) Lobbying by grocery and other retail associations to limit direct marketing and impose unworkable regulations and restrictions
- b) Aging out of farmers and a shortage of new farmers to replace them
- c) Increased costs of doing business: event insurance, employee wages and benefits, permits, etc

Other relevant organizations to which you are a current member:

CA Small Farm Conference Speaker; Slow Food USA and Slow Food Urban San Diego Chapter; Les Dames D'Escoffier; California Restaurant Association (6 years on Board of Directors, San Diego Chapter); Advisory Board/Working Group member San Diego Food System Alliance

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## Lori Musgrave

**Deer Park Farmers Market**

**Market Director**

**Cheney, WA**

**Number of Years in the Farmers Market Field: 7**

After many years spent working in the Law Enforcement field Lori decided that she wanted to concentrate on her Event Planning as a full time job. In 2006 Lori was asked to start a farmers market for the small city of Airway Heights from there she opened 4 more markets working with small local farmers. In 2010, Lori joined the Washington State Farmers Market Association Board of Directors to coordinate the annual conferences. In 2011, Lori was elected to the Executive Board of Directors as the Vice President and continues in that role today as well as the WSFMA State Conference Coordinator. Lori currently lives in Cheney, Washington just outside of Spokane with her husband of 28 years Kelly and their three children; Holly, Ryan, and TJ.

"As an experienced conference and event planner I feel strongly that I could help the FMC fulfill its mission by using those skills to organize a national training conference that will feature national issues and training to the members that will help to strengthen their markets and give them new educational tools plus, provide them a way to network with each other that they have not had in the past. Serving will allow me to gain a better idea of the issues that are occurring at a national level and what is being done to solve them which in turn makes my market more up-to-date and I can pass on that knowledge to my state markets through my involvement in the state association; a win win combination! Plus, if I am able to help the FMC organize a national conference I would be fulfilling a personal goal that I set several years ago when I became involved with the WSFMA."

The top three obstacles to future growth of farmers markets nationwide:

- a) Marketing – with all of the food scares many customers still question where the best place is to get their produce (store vs. the farmer); they are wary of the labeling of products (organic vs. non organic). It is my belief that we need to create a better marketing plan that can be given to state and local markets to help them with this and other issues.
- b) Many markets face the issue of retaining their farmers and customers. Farmers want to be where all the customers/sales are and the same holds for the customer in the fact that they want variety and if they don't see it in their community they will go to the bigger markets. I see this as an obstacle to small markets that want to serve their community. If we don't find a way to overcome this stigma we will lose our farmers to the big city markets.
- c) Many markets still face a large amount of "red tape" from city planners and licensing departments that don't understand the concept of farmers markets instead they try to categorize them in the ways they would a brick and mortar business.

Other relevant organizations to which you are a current member:

Washington State Farmers Market Association (WSFMA)



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## **Janice R. Piccolo**

**Borough of Chatham**

**Administrative Assistant, Farmers Market Manager**

**Chatham, NJ**

**Number of Years in the Farmers Market Field: 22**

Janice R. Piccolo, a fifth generation Madisonian and Borough employee steered Madison's Downtown Development Commission, an economic stimulus group, as Downtown Manager for greater than 10 years and is currently supporting Chatham Borough through similar efforts including market manager for the communities. Janice has participated in DNJ, currently as secretary, promoting downtowns as the 'center of it all.' As NJCFC vice president, Janice authored and was awarded a Department of Ag grant for specialty crops which included an incubator program for small niche farmers that have yet to experience community farmers markets. As Chatham Borough's Market Manager, Janice's market supported three new farmers; each of whom experienced outstanding results and profits from attending her grant pilot program. Janice also launched internet and print media ads entitled Real Farmers Real Food which included professional photography of farm families in their farm environments encouraging consumers to shop **JERSEY FRESH**, Shop Local.

The top three obstacles to future growth of farmers markets nationwide:

- a) Area oversaturation of poorly managed and ill organized markets; lack of a regional approach
- b) Markets filled with non- farm product offerings i.e. crafts, textiles
- c) Lack of sustainable funding sources for markets and lack of overseeing organization providing standards and checks and balances in NJ

Other relevant organizations to which you are a current member:

Downtown New Jersey Inc. (DNJ) – Secretary, Chatham Borough Farmers' Market (CBFM)

Janice is a Certified Grants Specialist –National Grants Writer Association



## **Gus Schumacher**

**Executive Vice President, Wholesome Wave**

**Washington, DC**

**Number of Years in the Farmers Market Field: over 20**

"As Vice President, and formerly Chairman of Wholesome Wave, I have been focusing on funding and development, policy advocacy and education, and strategic development as the non-profit develops from 2 persons to 23 staff with a budget growing from \$200,000 to \$3.8 million

annually, operating with partners in 26 states, 310 farmers markets and benefiting nearly 2,300; farmers marketing healthy, local affordable produce to nearly 100,000 diet vulnerable persons, providing nutrition incentives through SNAP, WIC and Seniors and most recently through Veggie FVRx fruit and vegetables prescriptions."

### **Relevant Past Experience**

2008-2011-Chairman-Wholesome Wave

2001-2007 Managing Director-Washington DC Operations-SJH and Company of Boston, Massachusetts

2001-2007- Consultant -W.K.Kellogg Foundation-Battle Creek, Michigan

2003-2007- Board of Advisers, John Deere/Food Origins

1994-1997- Administrator, Foreign Agricultural Service, USDA and Board Member, Commodity Credit Corporation.

1990-1994-Senior Agricultural Project Manager, World Bank, Washington, DC

1984-1990- Commissioner of Food and Agriculture and Chairman of the Massachusetts Pesticide Board and Chairman of the Agricultural Preservation Restriction Board. Commonwealth of Massachusetts

1981-1984-Senior Rural Development Officer, World Bank, Washington DC



### **Nicky Uy**

**Senior Associate, Farmers Market Program**

**The Food Trust**

**Philadelphia, PA**

**Number of Years in the Farmers Market Field: 7.5**

Nicky Uy is a Senior Associate at The Food Trust and is responsible for the planning, development, and implementation of the Food Trust's Farmers' Market and Night Market Programs. She works with community partners and outside collaborators to conduct outreach to customers, especially those in low-income communities who rely on SNAP benefits and WIC or Senior FMNP vouchers. Under her leadership, The Food Trust's network farmers markets has seen its largest period of growth and EBT (food stamp) sales at markets has grown 400% since 2009. Currently The Food Trust manages 26 Farmers Markets in a variety of diverse communities in Philadelphia and has produced five Night Markets to date, with the last two in Chinatown and Washington Avenue drawing more than 20,000 people each. The Farmers' Market and Night Market programs work with over 175 farmers and food producers and over 200 community groups citywide.

"My work has primarily been opening and strengthening farmers markets in low income communities (over 80% of The Food Trust's 26 markets are in low income neighborhoods and The

Food Trust has been offering EBT through wireless POS machines at its farmers markets since the early 2000's) and I feel I can bring this experience and use it to help other market vendors and operators. At the same time, The Food Trust operates the largest outdoor farmers market in Philadelphia in Society Hill, so I feel I have a breadth of experience in running a variety of markets that serve people from all kinds of diverse backgrounds."

The top three obstacles to future growth of farmers markets nationwide:

- a) Limiting our audience to the choir. It would be great to expand the audience for local food to include all consumers and not just the people who are going out of their way to prioritize local food. This is especially important as the competition for local food dollars gets fiercer with more markets opening, CSAs operating, and more coops and groceries with convenient hours carrying more local food. We must increase the overall number of people shopping for local food to sustain and encourage this amazing growth in local food.
- b) Affordability – real and perceived. To increase the number of people shopping for local food at farmers markets, we must overcome the notion that food at farmers markets is more expensive.
- c) Resources for direct marketing farmers and farmers market operators. Farmers markets have seen staggering growth in the past five years and while there has been some growth in grant dollars, more is needed. Resources for market operators and vendors among other things, can help increase the audience for local food and provide technical assistance for farmers transitioning into sustainable farming.

Other relevant organizations to which you are a current member:

PA Association of Sustainable Agriculture, City of Philadelphia Food Policy Task Force, City of Philadelphia Senior Hunger Task Force



### **Sharon Yeago (Incumbent)**

**SHARON L. YEAGO, LLC**

**Interim treasurer and former president, Farmers Market Coalition  
High Springs, FL**

**Number of Years in the Farmers Market Field: 13**

Sharon Yeago has been working with small farmers and community markets for the past 13 years. As a former farmers market manager she now advises communities on development of markets, installation of EBT SNAP and growing farmers in communities throughout Florida. Sharon is a founding member of the FMC board of directors and served as President (2009-2011) and Treasurer (2006-2009; 2011-Present). She also speaks at conferences, offers workshops and helps communities build local food systems from the ground up. She is a former Chairman of the Board for the Florida Association of Community Farmers Markets and developed Buy Local Florida, one of the first programs supported by the USDA's Farmers Market Promotion Program that increased the number of community farmers markets in Florida by 30% through mentoring, creating new markets, and educating market managers about working with small farmers, value added products, and best management practices.

Sharon has more than 30 years of experience in the nonprofit sector having come from a cultural background before joining the farmers market community.

"I have experience in organizational development and management, board development, fundraising and grant writing, creative writing (especially marketing materials, press releases etc.). I have served as FMC's President and Treasurer (twice) so I have considerable institutional knowledge about FMC and its work."

The top three obstacles to future growth of farmers markets nationwide:

- a) Funding for market operations and educating policy makers and funders on the benefits of farmers markets
- b) Development of markets' organizational capacity & education/networking for managers
- c) Need to grow and train more farmers

Other relevant organizations to which you are a current member:

Advisory Committee, University of Florida Small Farms & Alternative Enterprise Program