2014 Annual Member Meeting
Agenda
/ Welcome and Introductions
/ Brief Overview of Farmers Market Trends
/ 2013-2014 FMC Highlights
/ FMC Priorities Moving Forward
/ Board Elections
Trends

/ Increased Access
/ Hospital & Health Center Partnerships
/ State Association Growth
/ Defining “Local”
/ Extended Seasons
/ CSAs, Food Hubs & Mobile Markets
SNAP Spending at Farmers Markets

Farmers Market Coalition, 2014

- 2009: 4.2 Million
- 2010: 7.5 Million
- 2011: 11.7 Million
- 2012: 16.6 Million
- 2013: 21.1 Million
EBT technology is advancing
SNAP Healthy Food Incentives
Cluster Evaluation
2013 Final Report
Trends

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2013 – 2014 FMC Highlights
1  Increased Membership
2  FMPP Survey Report Release
3  Discover You Can *Learn, Make, Share*
4  National Farmers Market Week
5  New & Improved Website
6  Farm Bill / Farmers Market & Local Food Promotion Program
7  Food Safety Modernization Act (FSMA)
8  Farmers Market Metrics Project
9  In-Person Board Meeting in DC
10 Real Deal Project
#1 Increased Membership

**FMC by the Numbers**

800+ supporting members representing more than 4,600 farmers markets and 40,000 producers nationwide. We have 2,600 subscribers to our newsletter *The Market Beet*, 6,600+ followers on Facebook, and 1,050+ listserv subscribers sharing best practices, 180,000+ FMC webpage views in the past year, 525+ hours of technical assistance provided in project development and evaluation, research, and training, and 600+ information consultations and referrals completed.
Welcome

In the fall of 2012, the Farmers Market Coalition partnered with Market Umbrella to embark on a research project to understand the activities and impacts of the USDA Farmers Market Promotion Program (FMPP), surveying and conducting selected interviews with FMPP grantees awarded grants between 2006 and 2011. Findings reveal that FMPP has supported a wide variety of project types, yielding a diverse set of impacts in hundreds of communities, serving and even helping build the capacity of statewide organizations. Download the full report, read the Green Paper, browse four case studies, or view a slideshow highlighting main findings.

DOWNLOAD FULL REPORT  DOWNLOAD GREEN PAPER

Findings at a Glance

AGRICULTURAL IMPACTS

88% of grantees report an increase in the diversity of local farm products available since their FMPP award began, with an average 34% increase in the number of participating agricultural producers.

FMPP...

" Helped grow a steady increase in yield, product diversity, and the number of vendors and vendor staff."

Ana Parra, Executive Director, Hub City Farmers Market

Case Studies

1. Creative marketing helps Missouri farmers connect with SNAP families

Within just three months of radio advertising, the Columbia Farmers Market saw an increase in SNAP redemptions from $400 per month to $400 per market day, with a total SNAP redemption increase of 77% between 2009 and 2010.

Read more »

2. Urban farm and CSA nourishes a neighborhood in West Philadelphia

3. Regional collaboration helps farmers and low-income families
In the summer of 2013, the program educated more than 43,000 people in preserving a variety of fresh foods, all while building stronger customer relationships and increasing the demand for local produce.

Jarden Home Brands sponsored 30 FMC member markets, providing educational materials, samples, supplies, and coupons to markets interested in sharing the benefits of home canning with their community.

#3 Discover You Can: Learn, Make, Share
#4 National Farmers Market Week

- Markets are Up Talking Points
- Invitation to Legislators Template
- Press Release Template
- Why Farmers Markets Infographic
- Social media badges
- Press Conference with USDA AMS Administrator Anne Alonzo

"If it weren't for the rise of farmers markets, a lot of these small farms would simply not exist."
Rebecca Landis, market director for the Contra Costa County Farmers Markets.

"We were working hard to protect the region's farmland but realized that without a new generation of farmers and stronger local food systems, there would be no one to work the land, protected or not."
Nolee Forester, Director of Local Food Systems, Northern California Regional Land Trust.
Why Farmers Markets?

**Stimulate Local Economies**
Locally-owned retailers, such as farmers markets, return more than three times as much of their sales to the local economy compared to chain competitors.

- Chain: 1
- Locally-owned: 3

Growers selling locally create 13 full time jobs per $1 million in revenue earned. Those not selling locally create 3.

**Preserve Farmland & Rural Livelihoods**

The U.S. loses an acre of farmland a minute to development.

The 7 Seattle farmers markets hosted by the Neighborhood Farmers Market Alliance support 9,491 acres of farmland in diversified production.

**Increase Access to Fresh, Nutritious Food**
60% of farmers market shoppers in low-income neighborhoods say that their market has better prices than the grocery store.

**Support Healthy Communities**
300% Increase in SNAP benefits (food stamps) redeemed at U.S. farmers markets from '09 to '12.

500% Increase in the number of vulnerable seniors visiting Crescent City Farmers Markets (New Orleans) from 2008-2013.

Markets bring fresh food directly to the neighborhoods that need it most.

- People who shop at farmers markets have 15-20 social interactions per visit.
- They would have only 1-2 per visit to the grocery store.
- Markets provide the opportunity for farmers and neighbors to educate each other in nutrition, cooking & agriculture.
- Proximity to farmers markets is associated with lower body mass index.
- 67% of farmers market incentive program participants in NY increased their fruit and vegetable intake.

“Selling at the market allowed us to start our business slowly... We wouldn’t be here without the market.” - Freddy Kaufmann, Owner, Proper Sausages, Miami Shores, Florida
Market Manager Frequently Asked Questions

Welcome to the Farmers Market Manager Frequently Asked Questions (FAQ) page. This resource is designed to answer questions for current and prospective farmers market managers and encourage them to reach out to their peers on the Farmers Market Coalition’s Listserv, and the expertise of the FMC Policy Priorities.

This FAQ is broken into seven categories, in which you can rate or comment on these entries, and by uploading photos.

Market Fundamentals
Market Policies
Market Staff
Insurance, Liability, and Regulation
Market Growth, Outreach, and Evaluation
Extending the Market Season
Increasing Market Access

Farmers Market Advocate Toolkit

With the next Farm Bill well under way and legislation affecting farmers markets and other local food systems coming up for review, it's easy to see that voting with our forks and food dollars is not enough. Having the tools and confidence to communicate what you do to decision-makers may be more important than ever.

FMC has created a Farmers Market Advocate Toolkit designed to provide guidance in communicating to legislators the importance of farmers markets. It's easy to run from the idea of "lobbying" and "legislator" but it's important to remember that you are the experts.

This toolkit consists of a series of one-pagers to help you communicate that local food expertise to those who need to hear it most.

FMC Policy Priorities

Farmers Market Promotion Program (FMPP)
Senior Farmers Market Nutrition Program (SFMNP)
WIC Farmers Market Nutrition Program (WIC FMNP)
Supplemental Nutrition Assistance Program (SNAP)
Food Safety Modernization Act (FSMA)
WIC Fresh Fruit & Vegetable Vouchers (CVV)
We are excited to report that the Farmers Market and Local Food Promotion Program (formally the Farmers Market Promotion Program) has been included in the bill, with funding at $30 million a year for 5 years ($150 million total). Each year, 50 percent of the funds will be used towards “farmers markets, roadside stands, community-supported agriculture programs, agritourism activities and other direct producer-to-consumer market opportunities.” While the other 50 percent be used for local and regional food enterprises such as food hubs.

Administrative spending for the program will be capped at 4% — 6% less than FMC had hoped. While the total increase in funding assures that more farmers markets will have the opportunity to benefit from the newly expanded program, this cap will limit the amount of technical assistance and support that the USDA can give to grantees.

Other programs directly impacting farmers markets are also well-represented in the bill, including:

- Food Insecurity Nutrition Incentive Grants: $100 million over 5 years
- Community Food Projects: $45 million over 5 years
- Specialty Crop Block Grants: $375 million over 5 years
- Specialty Crop Research Initiative: $400 million over 5 years
Thank you!
Signed into law on January 4th, 2011, the Food Safety Modernization Act (FSMA) was the first major food safety reform to take place since 1938. The goal of FSMA was to focus food safety measures on prevention, rather than emergency response, and it did so by giving the Food and Drug Administration (FDA) the power to create new rules governing the production, handling, and import of the US food supply.

FMC had three major concerns: the FDA’s unclear definition of farms and facilities; the unclear and subjective nature of exemptions for small farms; and the excessive costs that local farmers will incur in order to adhere to new regulations.

*The USDA’s own data indicated that farms with less than $250,000 in annual sales would be spending 60% of their profits complying with the new rules.*
Thank you, again!
Market Metrics is an online tool that allows farmers market managers to easily collect and communicate data about the health benefits brought about by the market. The tool also aggregates comparable inputs nationwide, allowing for accurate analysis and informed public policy decisions regarding food access and public health.

1. Enter basic farmers market characteristics, such as number of vendors, goals, and capacity for data collection.


3. Use provided data collection strategy to gather data from vendors and customers. Input data weekly, biweekly, or monthly.

4. Print a summary report on market impacts, complete with automatically generated charts and infographics. Continue to monitor market data from year to year.

* Share the summary report with private and public partners, customers, investors, and local politicians to demonstrate the important work your market is doing.

* Use the new support and partner investments to grow your market. Get more fresh food to more people.

Comparable data is aggregated from thousands of farmers markets across the country.

Data is analyzed and shared with consumers and policy makers.

Farmers markets and local food initiatives are supported in public policy.

People (and farmers) are healthier and happier.

Southwest Community Farmers Market

- Providing Food Access to 6 Zip Codes
  Southwest Community Farmers Market is a small but diverse market offering seasonal fruits and vegetables, farm fresh eggs, cheeses, and more. General description of the market's activities, events.

- 56% Increase in SNAP Redemptions
  Southwest Community Farmers Market is a small but diverse market offering seasonal fruits and vegetables, farm fresh eggs, cheeses, and more. General description of the market's activities, events.

- 356 Varieties of Fruits and Vegetables
  Southwest Community Farmers Market is a small but diverse market offering seasonal fruits and vegetables, farm fresh eggs, cheeses, and more. General description of the market's activities, events.

- $14,000 in Produce Sales
  Southwest Community Farmers Market is a small but diverse market offering seasonal fruits and vegetables, farm fresh eggs, cheeses, and more. General description of the market's activities, events.

- 3,401 Acres of Farmland in Production
  Southwest Community Farmers Market is a small but diverse market offering seasonal fruits and vegetables, farm fresh eggs, cheeses, and more. General description of the market's activities, events.
#10 Real Deal Project

PASA, FMC
& Food Routes Network

Identify various indicators of ‘local’ and create tools that enable clear communication of these indicators to customers and the general public.
Where does FMC funding come from?

### 2013 Calendar Year FMC Funding Summary

<table>
<thead>
<tr>
<th>TOTAL INCOME</th>
<th>Funding AMT</th>
<th>Funding %</th>
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<tbody>
<tr>
<td>AMS 12-13</td>
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<td>Aetna</td>
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<td><strong>TOTAL</strong></td>
<td><strong>$117,655.30</strong></td>
<td><strong>100%</strong></td>
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### Supporters at $750 or more

- Aetna Foundation
- USDA Agricultural Marketing Service
- Jarden Home Brands
- The Looking Out Foundation
- Bogs Footwear
- CiDD Design
- Paleo Magazine
- Vic Gutman and Associates
- Orange Homegrown
- Board Member Donations
Priorities Moving Forward:
Results from Member Survey

- Offer more services and tools to members.
- Host a Farmers Market Stakeholder / State Leader Conference
- Assist with smooth implementation of new FMPP
- Complete the Farmers Market Metrics Tool
- Secure More Corporate Sponsorships
- Initiate Advisory Committee
- Strengthen relationship with State Associations
- Improve WIC Cash Value Voucher (CVV) access
Meet Me at Market!

FMC’s **Meet Me at Market** campaign will provide press release and invitation templates, promotional materials and guides for markets interested in deepening their connection with their community.

Each month, **Meet Me at Market** will focus on strengthening markets’ connections with different audiences.

*June is dedicated to local chefs,*
*July is dedicated to kids,*
*and*
*August is dedicated to public officials and lawmakers.*
Board Election

Voting ends tonight at midnight!