

Additional Reading on...

Strategic Plan

[Executive Summary](#)

[Full Strategic Plan](#)

GusNIP Nutrition Incentive Hub

Webinars, Resources & TA: A Year of Highlighting Market Operators in the Nutrition Incentive Hub, blog post by Ethel Recinos, Logistics and Communications Associate and Rachael Ward, GusNIP Project Manager -

<https://farmersmarketcoalition.org/webinars-resources-ta-a-year-of-highlighting-market-operators-in-the-nutrition-incentive-hub/>

Technology and Farm Direct Channels: Solving Problems, blog post by Katie Myhre, Farm Direct Technology Manager -

<https://farmersmarketcoalition.org/technology-and-farm-direct-channels-solving-problems/>

7 Common Mistakes Farmers Market Operators Make when Choosing EBT Devices, blog post by Katie Myhre, Farm Direct Technology Manager -

<https://farmersmarketcoalition.org/7-common-mistakes-farmers-market-operators-make-when-choosing-ebt-devices/>

Antiracism Commitment

Standing Together Against Racism: Black Lives Matter, FMC commitment to action and statement of support -

<https://farmersmarketcoalition.org/standing-together-against-racism-black-lives-matter/>

COVID-19 Pandemic Analysis and Response

How Can FMC Help Markets Analyze This Year?, blog post by Darlene Wolnik -

<https://farmersmarketcoalition.org/how-can-fmc-help-markets-analyze-this-year/>

Iteration, innovation, and collaboration: Supporting farmers markets' response to COVID-19 - article by Diana Broadaway Training and TA Network Coordinator and Darlene Wolnik, Training and TA Director -

<https://www.foodsystemsjournal.org/index.php/fsj/article/view/891>

Local Food Systems Response to COVID, project website listing partner organizations and resource hub - <https://lfscovid.localfoodeconomics.com/>

We Must Save Farmers' Markets, op-ed by Ben Feldman, Executive Director -
<https://civileats.com/2020/05/29/op-ed-we-must-save-farmers-markets/>

Farmers Market Legal Toolkit

What Rules Can A Market Make Regarding Speech?, topic overview -
https://farmersmarketlegaltoolkit.org/wp-content/uploads/2020/12/FMLT_Free-Speech-Resource_FINAL.pdf

Face Mask Requirements and the Americans with Disabilities Act: What should farmers markets do to comply with the ADA during the COVID-19 pandemic?, topic overview -
https://farmersmarketlegaltoolkit.org/wp-content/uploads/2021/01/Farmers_Market_COVID_color.pdf

Communities of Practice

Communities of Practice: Fostering Communication and Collaboration, blog post by Diana Broadway, Training and TA Network Coordinator -
<https://farmersmarketcoalition.org/communities-of-practice-fostering-communication-and-collaboration/>

National Farmers Market Week

Reflecting on National Farmers Market Week 2020, blog post by Hannah Fuller, Communications Associate -
<https://farmersmarketcoalition.org/reflecting-on-national-farmers-market-week-2020/>

Data Collection and Evaluation

Metrics and Beyond, blog post by Ben Feldman, Executive Director -
<https://farmersmarketcoalition.org/metrics-and-beyond/>

Practitioner Papers

The Origins of Incentives: Incentivizing Behavior Change through the Farmers Market Model, Practitioner Paper by Richard McCarthy
<https://farmersmarketcoalition.org/resource/the-origins-of-incentives-incentivizing-behavior-change-through-the-farmers-market-model/>