

## Farmers Market Promotion Program – FY 2011 Awards

E = new EBT    EE = existing EBT project    E/EE = new and existing EBT

### Alabama

\$67,109 to **Promoting Empowerment and Enrichment Resources, Inc.** of Birmingham, AL, to establish a farmer co-op market and purchase refrigerated equipment for enhancing community access to fresh foods in East Lake, AL.

\$52,000 to the **Hampstead Institute, Inc.**, Montgomery, AL, to purchase a greenhouse, walk-in cooler, pop-up tents, and other marketing materials to increase accessibility to healthy food and enhance and promote its farm and farmers market which serves as an alternative market outlet for local farmers.

### Arizona

\$83,192 to **Tohono O’odham Community Action**, Sells, AZ, to foster production of food traditionally farmed by the Tohono O’odham Nation, start a farm equipment and tool lending program, and organize and implement a series of “fresh sales” where growers and wild harvesters sell their products directly to the public.

\$47,329 to the **University of Arizona, Yuma County Cooperative Extension**, Yuma, AZ, to increase the number of small farmers who grow for direct sales. This will lead to the sustainability of a locally grown farmers market in Yuma County.

### Arkansas

\$95,180 to **Meadow Creek, Inc.**, Fox, AR, to increase access to fresh, healthy, heritage foods in Arkansas’ rural food deserts by developing nine new retail locations for direct and online producer-to-consumer marketing outlets, train local growers to become year-round producers and market their value-added products, and educate SNAP recipients on value of eating healthy foods.

\$39,215 to **Main Street Helena**, Helena, AR, to: 1) increase the consumption and availability of affordable and quality fresh produce among Phillips County residents, with a focus on low-income residents, 2) increase the positive economic impact of local farmers and gardeners on Phillips County, and 3) increase the viability of downtown Helena and its businesses through a marketing and education campaign and improving the overall market infrastructure and customer experience.

### California

\$96,200 to the **Round Valley Indian Health Center, Inc.**, Covelo, CA, to develop the Round Valley Raised CSA, a sustainable, direct market program to provide healthy, locally raised products and a connection to local agriculture for school children as part of a farm-to-school program.

## California

\$93,400 to **Neighborhood House of Calexico, Inc.**, Calexico, CA, to establish a permanent farmers market facility with scheduled monthly events where local growers can effectively and cost-efficiently market agricultural products, promoting self-sufficiency, the expansion of healthy food choices, and the protection of household income for local residents.

\$85,592 to the **Pacific Coast Farmers Market Association**, Concord, CA, to start new and existing EBT projects at two new farmers markets in East San Jose, CA, that will serve as hubs for a variety of programs that address food access, food affordability, and nutrition education.

\$77,415 to the **Ecological Farming Association**, Soquel, CA, to: 1) organize and facilitate 10 direct marketing workshops at the 2012 EcoFarm Conference, to include starting CSA's, pricing and budgeting for financial success, and marketing to low-income families; 2) provide 50 scholarships for beginning and socially disadvantaged farmers to participate in the conference; and 3) conduct outreach and consumer training to school groups on farming, nutrition, and healthy eating.

\$67,623 to the **Thai Community Development Center**, Los Angeles, CA, to establish the East Hollywood Farmers Market which will promote healthy diets, create jobs, financially sustain growers, and expand access to fruits and vegetables for low-income individuals.

\$65,940 to the **Resource Conservation District of Santa Cruz County**, Capitola, CA, to establish the Capitola Farmers Market which would provide 1) access to markets for small to medium, and socially disadvantaged growers, 2) access to fresh, healthy and affordable food choices for community members in the Capitola food desert, 3) employment opportunities in Santa Cruz County, and 4) increase grower and public knowledge, capacity and participation in voluntary conservation programs.

- E \$65,700 to **Sustainable Economics Enterprises of Los Angeles**, CA, to promote an existing EBT project to increase the participation and purchasing power of SNAP/EBT enrollees; to improve producers' economic viability at those markets; and to start up and operate a new farmers market serving the low-income community of Glassell Park.

\$65,437 to **Kitchen Food Ventures**, Long Beach, CA, to purchase additional commercial equipment for a shared use, value-added food processing center for farmers wanting to add value to their products, produce, and fruit through processing.

## California

EE \$64,010 to the **Visalia Farmers Market Association**, Visalia, CA, to begin a new EBT project to promote the sale of agricultural products at its farmers markets through: 1) encouraging the use of EBT and WIC benefits; 2) informing the public how to receive, use, and redeem benefits at farmers markets; 3) providing nutrition education at farmers markets; 4) collaborating with social service and educational programs; and 5) creating, using, and distributing a variety of promotional and informational print medias.

\$56,003 to **Colusa County Resource Conservation District**, Colusa, CA, to develop a comprehensive plan to create a *Colusa County Grown* brand recognition; to design and implement a marketing and advertising strategy, including logos, signage, website, recipe cards, and local food directory; and to promote the brand through local media and public events.

\$53,903 to the **Kern Valley Growers Association**, Weldon, CA, to: 1) increase the use of fresh, locally grown food in meals prepared by local residents, and 2) increase the size of the farmers market in Wofford Heights, CA, to include more farmers and offer more choices to customers.

\$51,230 to **Madera County Children and Families Commission**, Madera, CA, to hire a Market Coordinator, conduct a bilingual marketing campaign to promote the use of EBT at the Madera County Farmers Market, recruit new vendors to increase the variety of food products offered at the market, and educate vendors and consumers on the “buy fresh/buy local” concept.

\$50,941 to the **Rural Human Services** (Crescent City Farmers Market), Crescent City, CA, to develop and operate a weekly mobile commercial food kitchen for preparation and demonstration of local fresh produce; facilitate a food demonstration classroom to promote consumption of nutritious foods to SNAP recipients; and advertise and promote the project through newspaper, radio, and blogs.

\$46,076 to **Everyone’s Harvest**, Marina, CA, to help farmers at the Monterey County farmers markets expand their business, develop promotional materials, conduct nutritional and recycling workshops, and develop a farm stand at California State University at Monterey Bay/Fort Ord.

\$31,240 to the **California Small Farm Conference**, Davis, CA, to develop and implement a statewide conference for farmers and farmers market managers to promote greater success by building customer service skills and developing innovative non-farmers markets direct marketing strategies. Scholarships to the conference for market managers and small farmers will also be funded.

## California

EE \$25,080 to **Alliance for a Post Petroleum Local Economy (APPLE)**, Nevada City, CA to enhance and expand an existing EBT program for the Nevada City Farmers Market and increase awareness and subsequent purchasing of fresh fruits and vegetables by EBT cardholders and low-income populations in western Nevada County.

E \$22,500 to the **Orange County Great Park Corporation**, Irvine, CA, to install and promote a new EBT system at the Great Park Farmers Market.

\$36,700 to the **Discover the Delta Foundation**, Isleton, CA, to: 1) develop an affordable, nutritious, and healthy food direct-marketing outlet for residents and visitors to the California Delta region, 2) increase the number of local farmers participating in the Delta Farmers Market, and 3) educate people, especially children, about how food is produced and the importance of Delta agriculture

\$81,635 to the **Boys Republic**, Chino Hills, CA, to: 1) help urban consumers and low-income families gain access to healthy food by accepting EBT benefits, 2) train youth, 3) create new farmer/vendor jobs, and 4) promote consumption of locally grown fruit and vegetables at Chino Hills Farmers Market and Farm School Roadside Stand through direct producer-to-consumer marketing activities.

## Colorado

\$50,000 to the **Be Local Northern Colorado**, Ft. Collins, CO, to expand food access for consumers through development of year-round farmers market by: 1) providing curriculum and technical assistance to producers to change production plans; 2) assess value-added product lines and season extension strategies; and 3) initiate micro-grants to facilitate more professional marketing and display materials.

## District of Columbia

E \$88,068 to **Dreaming Out Loud, Inc.**, Washington, DC, to begin a new EBT project to offer fresh, local produce and prepared foods directly to low-income residents through healthy food retail outlets in "food deserts." Additionally, they will host a wide range of family education and nutritional programs and youth activities.

\$65,200 to the **Columbia Heights Community Marketplace**, Washington, DC, to improve outreach and access for low-income individuals and families in finding and purchasing fresh, nutritious food, thereby increasing direct producer-to-consumer sales and improving the overall economic vitality of the market.

EE \$22,728 to the **Ward 8 Farmers Market Cooperative, Inc.**, Washington, DC, to enhance its existing EBT program to: 1) expand and promote an economically vibrant farmers market in a low-income community, and 2) increase the number of SNAP participants who shop at the Ward 8 Farmers Market through a targeted marketing and educational campaign.

- Florida**
- EE \$86,656 to **Human Services Coalition of Dade County, Inc.**, Miami, FL, to enhance and expand its existing EBT program to implement a culturally appropriate outreach and education program incorporating common language and branding to increase sales at four new and four established farmers markets.
  - EE \$81,571 to **Florida Certified Organic Growers and Consumers, Inc.**, Gainesville, FL, to expand and enhance its existing EBT program to: 1) support EBT technology at two farmers markets; 2) educate underserved consumers on SNAP benefits; and 3) increase knowledge and accessibility of fruits and vegetables.
  - EE \$70,087 to **Roots in the City, Inc.**, Miami, FL, to expand and enhance its existing EBT program: 1) to plant an urban garden that will supplement product supply at the Overtown Farmers Market; 2) allow the market to extend its hours; 3) expand the growing capacity; 4) purchase growing supplies and materials; and 5) add a part-time horticulturist and additional staff.
- Georgia**
- E \$59,024 to the **Federation of Southern Cooperatives**, Newton, GA, to begin a new EBT project to create a regional food system in southwest Georgia that will increase access to healthy food for low-income communities and food deserts, substantially expand direct marketing of locally grown fresh produce and products prepared in the community food kitchen and food incubator, and strengthen management and evaluation practices to ensure maximum market effectiveness.
- Hawaii**
- E \$90,460 to the **Kohala Center**, Kamuela, HI, to begin a new EBT project to provide EBT access to six farmers markets, train market managers and vendors, and promote these markets to SNAP recipients on Hawaii Island.
  - \$74,010 to the **Heritage Ranch, Inc.**, Honaunau, HI, to start a new farmers market, establish a hub for farmers to drop off products to sell at the farmers market, expand an existing CSA operation, purchase a solar-powered cooler and freezer to store products for CSA and farmers market, introduce a weekly Food Share program, and host summer camp and field trips for students.
  - \$70,364 to the **Wai'anae Coast Comprehensive Health Center**, Wai'anae, HI, to expand the Wai'anae Farmers Market to a new location, develop recipes and mini-cook books for traditional Hawaiian foods, implement monthly nutritional education classes, assess the feasibility of developing a commercial kitchen for value-added products, and provide monthly educational demonstrations of healthy and sustainable environmental practices.

- Idaho**                    **EE** \$42,220 to the **Idaho Center for Sustainable Agriculture**, Boise, ID, to enhance and expand its existing EBT program to continue to grow the EBT program at the Capital City Public Market in Boise, ID, through education and outreach, to increase healthy food access for low-income communities, and increase sales for Idaho farmers.
- Illinois**
- \$89,648 to **Food Works** of Carbondale, IL, to expand consumer access to local fresh foods and increase the number of roadside stands, farm markets, CSAs and other direct marketing venues by conducting a comprehensive training and mentoring program for 60 new farmers and ranchers in Southern Illinois.
- \$81,058 to the **Board of Trustees of Southern Illinois University**, Carbondale, IL, to help meet the needs of farmers, farmers markets, and communities for viable and healthy farmers markets by establishing an Illinois Farmers Market Association.
- \$39,270 to **Faith in Place**, Chicago, IL, to help grow the 15 Chicago area winter farmers markets and to support the development of a new, congregational-supported CSA in Champaign, IL.
- \$79,300 to **Growing Home, Inc.**, Chicago, IL, to 1) increase sales of vegetables to local Engleside residents from Growing Home's own urban farm through a new farm stand and other local retail outlets; 2) purchase refrigeration equipment and other marketing and promotional supplies; and 3) conduct educational programs.
- Indiana**                    **E** \$55,364 to **Main Street Greensburg**, of Greensburg, IN, to start a new EBT project to increase interest and participation in the markets and related events, and create a model EBT program for other small rural farmers markets using innovative technology.
- Iowa**                        **E** \$11,553 to the **Henry County Agricultural Extension**, Mount Pleasant, IA, to establish a new EBT system at the Mount Pleasant, IA, Farmers Market.
- Kentucky**                \$71,163 to the **Grasshoppers Distribution, LLC**, Louisville, KY, to increase the year-round availability of local food; improve the long-term viability of a growing CSA; enhance product value and sales; and secure equipment for an onsite, commercial kitchen.
- Louisiana**                \$82,023 to **Twin Parish Port District**, Delcambre, LA, to develop a business plan, secure permanent management, purchase supplies and equipment, and implement an effective advertising and promotional program to operate a new seafood direct-marketing facility for local fishermen.

## Louisiana

E \$77,300 to the **Renaissance Project**, New Orleans, LA, to begin a new EBT project to establish three new fresh mobile market sites in low-income areas of New Orleans where EBT use and SNAP enrollment will be available.

\$73,575 to the **American Muslim Mission of Baton Rouge, Inc.**, Baton Rouge LA, to develop a year-round farmers market for local produce, to purchase market supplies and refrigeration equipment, and to conduct outreach and educational training on sustainable gardening and marketing practices.

EE \$48,637 to the **Big River Economic & Agricultural Development Alliance**, Baton Rouge, LA, to enhance and expand its existing EBT program to increase EBT transactions at all three Red Stick Farmers Markets in Baton Rouge through a marketing and educational campaign.

\$47,010 to the **Town of Oberlin**, LA, to improve the sustainability of the Oberlin Farmers Market by purchasing needed equipment and making the market manager position permanent.

E \$46,948 to **Institute of Community Development**, New Orleans, LA, to begin a new EBT project to support a farmers market in a neighborhood affected by Hurricane Katrina by performing outreach to residents, securing a paid market manager and interns, developing a website, obtaining branded materials, offering EBT services and tokens, and advertising through media.

\$43,252 to the **City of Hammond**, LA, to upgrade and expand the Hammond Market by conducting an assessment of operations and requirements; developing and implementing a publicity campaign to include a new market brand identity; and purchasing equipment and supplies for market operations.

\$21,321 to the **City of DeRidder**, LA, to promote and equip a farmers market that gives local farmers a venue to sell their products to the public, educate consumers on availability of local foods, and provide the community with a central location to purchase fresh products directly from farmers.

## Maine

E \$71,852 to **Maine Farmland Trust**, Belfast, ME, to establish a new EBT project at the Unity Farmers' Market (UFM), and a multi-farm community supported agriculture (CSA) program for the development of a network of farmers and consumers to address issues of food access in identified food deserts and for research to continue this work.

- Maine**
- \$70,701 to the **Kennebec Valley Council of Governments**, Fairfield, ME, to establish the Maine Federation of Farmers Markets to help meet the organizational needs of Maine farmers markets, responding to marketing and regulatory questions raised by Maine vendors and encouraging Maine communities to patronize such markets and establish new markets where needed.
- \$19,963 to the **Western Mountains Alliance** of Farmington, ME, to provide hands-on training sessions to assist small farms to sell collaboratively through online farmers markets, develop systems and logistics for distribution sites, and list products through online buying clubs.
- Maryland**
- EE** \$83,856 to **Civic Works, Inc.**, Baltimore, MD, to expand and enhance an existing EBT program by developing a mobile farmers market to improve the health of Clifton Park residents and improve the economic viability of local agriculture.
- E/EE** \$74,056 to **Future Harvest**, Fairplay, MD, to establish a new EBT project and enhance an existing one for the development of new EBT programs and support of existing ones to increase farmers' revenues and encourage healthy eating habits in underserved communities.
- Massachusetts**
- E** \$86,875, to the **International Institute of New England**, Boston, MA, establishment of a new EBT project for the promotion of domestic consumption of agricultural commodities in low- and moderate-income communities in Manchester, NH, and for increasing the economic viability of beginning farmers.
- \$70,215 to **Community Involved in Sustaining Agriculture, Inc. (CISA)**, South Deerfield, MA, to increase direct market sales of agricultural products from the western Massachusetts farms of Hampden County by intensifying CISA's "Be a Local Hero, Buy Locally Grown"® (or Local Hero) campaign in Hampden County; increase consumer awareness of local agriculture products; and increase farmers' and farmers market managers' ability to successfully market to consumers.
- EE** \$65,989 to **Community Teamwork Inc.**, Lowell, MA, to expand and enhance its existing EBT program to increase revenue and sales at the Lowell Farmers Market and the World PEAS Community Supported Agriculture and Cape Ann Fresh Catch Community Supported Fishery through the development of price systems that will take advantage of SNAP, WIC, and FMNP vouchers.
- EE** \$53,451 to the **Springfield Partners for Community Action, Inc.** Springfield, MA, to expand and enhance its existing EBT program to increase awareness of the Mason Square Farmers Market among low-income consumers and to encourage more farmers in the greater Springfield area to sell their products at the market.

## Michigan

\$91,840 to **Food System Economic Partnership**, Ann Arbor, MI, in collaboration with Ann Arbor Township and Michigan State University's Student Organic Farm, to develop a New Farmer Incubator Center to grow new farmers, provide jobs in job-poor southeast Michigan and increase the supply of local produce.

\$63,316 to **Wayne Metropolitan Community Action Agency**, Wyandotte, MI, to start the Inkster Farmers Market which will sell local nutritious food to residents, provide a sales outlet for local producers, and act as a business and training incubator for residents.

\$62,671 to the **City of Manistique**, MI, to develop the Manistique Farmers Market to increase availability of healthy, locally grown foods to a rural area with 19.3 percent poverty rate.

\$59,994 to the **Village of Edmore**, MI, to meet the needs of local consumers and the region's Amish and other small farmers for an outlet for locally produced food by promoting, developing, and expanding the village's Edmore Marketplace and Farmers Market.

\$53,114 to the **Joy-Southfield Community Development Corporation**, Detroit, MI, to expand the West Side Market by attracting new vendors; improving vendor accommodations and the market's visual appeal; advertising and promoting the market; and preparing a business plan for a permanent, year-round farmers market in this food desert.

**EE** \$46,002 to the **City of Marquette**, MI, Downtown Development Authority to enhance and expand its existing EBT program to increase consumer awareness, nutrition, sales, and farmer participation in the Downtown Marquette Farmers Market through market development.

**E** \$43,376 to the **Ottawa County Health Department**, Holland, MI, to begin a new EBT project by collaborating with the City of Holland to implement and coordinate an EBT system at the Holland Farmers Market.

\$29,089 to **Main Street Calumet**, Calumet, MI, to meet the needs of local consumers for locally produced nutritious food and to develop a well-managed viable sales outlet for the area's small farmers by promoting, developing and expanding the town's Main Street Calumet Farmers & Artisans Market.

\$21,800 to the **City of Clare**, MI, to expand the Clare Main Street Farm and Arts Market by training a market manager, developing and purchasing materials for an advertising campaign, and training consumers to prepare and preserve fresh food, ensuring a supply of healthy food to low-income residents.

## Minnesota

\$86,869 to the **Duluth Market Gardeners and Berry Association, Inc.**, Duluth, MN, for marketing and promoting two satellite locations in food-desert, low-income, areas; equipping a demonstration kitchen; and training limited-resource residents in food resource management.

\$78,934 to the **Minneapolis Heart Institute Foundation**, Minneapolis, MN, to increase access to fresh, locally grown produce at the New Ulm Farmers Market by conducting a marketing campaign to advertise the market, training farmers to meet increased demand, and extending the market season in a food desert area.

\$60,349 to the **Sustainable Farming Association of Minnesota**, Princeton, MN, to increase access to local meat in food desert areas by training farmers in meat inspection rules and educating consumers in buying directly from farmers and in preparing fresh meat.

## Mississippi

\$71,674 to the **Jefferson County Board of Supervisors**, Fayette, MS, to develop a local farmers market, initiate a mobile farmers market to provide fresh produce in underserved communities, create a marketing and advertisement program to promote local agricultural products, and develop educational and training programs for small farmers to expand marketing opportunities and increase profitability.

\$61,258 to **Oxford Park Commission**, Oxford, MS, to start a new farmers market; develop a marketing strategy and purchase required supplies and equipment; conduct consumer education for adults and children; and facilitate training sessions and demonstrations for farmers and market vendors.

\$47,823 to the **City of Vicksburg**, MS, to expand and stabilize the Vicksburg Farmers Market by securing permanent market management, conducting training and certification for farmers/vendors, developing a regional advertising and promotional program, and purchasing essential equipment and supplies for market operations.

\$45,930 to **Copiah County**, Hazlehurst, MS, to develop a new farmers market; conduct consumer nutritional classes and vendor training to become a supplemental nutrition assistance program (SNAP) retailer; and develop manuals, advertising, and marketing materials to promote the market.

## Missouri

\$64,600 to the **Missouri River Communities Network**, Columbia, MO, for the development of an urban farm and an on-site farmers market and other local sales outlets which will serve as an economic, educational, and cultural centerpiece for a mid- to low-income community.

- Missouri**
- EE \$41,791 to the **Columbia Farmers Market, LLC**, Columbia, MO, to expand and enhance its existing EBT program to ensure and increase access of locally produced fresh fruits and vegetables to residents of an urban food desert by providing transportation to the market and by advertising.
- \$28,692 to the **Community Arts and Media Project**, St. Louis, MO, to expand the Cherokee Street Farmers Market beyond its pilot project 2010 season, into a full-scale market by developing promotional and marketing materials, providing marketing and product development training for farmers, and expanding the market to 8–10 farmers/vendors.
- EE \$19,259 to the **Catholic Charities of St. Louis**, MO, to expand and enhance its existing EBT project for the development of satellite markets throughout the city of St. Louis and supporting the cultivation of urban agricultural vendors.
- \$4,242 to the **Housing Authority of the City of Macon**, MO, to purchase marketing supplies, equipment and promotional materials to improve and enhance the Southside Farmers' Market.
- Missouri**
- \$91,082 to **Get Healthy DeSoto**, DeSoto, MO, to: 1) develop a comprehensive advertising and promotional campaign to attract new produce vendors and expand market sales through increased customer awareness and traffic at the local farmers market; and 2) educate customers and vendors on the nutritional benefits of locally grown produce and on good farming and business practices.
- Montana**
- E \$41,374 to the **Bigfork Farmers Market Cooperative**, Bigfork, MT, for support of new and existing EBT projects, purchase a small mobile office trailer to provide a place to conduct market business, and to make available a facility for cooperative members and vendors to exchange and receive information that promotes sales.
- \$49,122 to **Western Sustainability Exchange**, Livingston, MT, to: (1) conduct training programs to increase business capacity of producers, market managers, and youth entrepreneurs in the region, 2) conduct new advertising campaigns, (3) conduct community outreach and leverage state programs to increase market attendance by seniors and WIC participants, and (4) increase the vitality of the Livingston Farmers Market as both an economic hub for producers and a source of healthy local foods for consumers in South Central Montana.
- Nebraska**
- \$59,685 to **Stones Thoreau - Farm to Market, Inc.**, Davenport, NE, to develop two retail food outlets and initiate development of a year-round indoor farmers market to serve this rural food desert.

<b>Nebraska</b>	\$52,893 to the <b>City of South Sioux City</b> , NE, to develop and market a new farmers market and establish a community garden for recent Somali immigrants.
<b>Nevada</b>	\$75,405 to the <b>Healthy Communities Coalition of Lyon and Storey Counties</b> , Dayton, NV, to start and promote four farmers markets in rural food desert counties of Nevada.
<b>New Hampshire</b>	<p>\$62,357 to the <b>Women’s Rural Entrepreneurial Network</b>, Bethlehem, NH, to train farmers in management and entrepreneurship, and to market and promote a farmers market that services a food desert in Berlin.</p> <p>\$55,709 to the <b>Southern New Hampshire Services, Inc.</b>, Manchester, NH, to increase the self-sufficiency of immigrant farmers by expanding direct marketing opportunities through training, technical assistance, and marketing resources.</p>
<b>New Jersey</b>	<p>EE \$78,800 to <b>City Green, Inc.</b>, Ringwood, NJ, to enhance and expand an existing EBT program to expand the current City Green Farm Stands into two full-fledged, economically vibrant farmers markets and promote the City Green CSA for seniors in a low-income food desert community.</p> <p><del>\$77,419 to the <b>Jersey City Redevelopment Agency</b>, Jersey City, NJ, for establishing a mobile farmers market to increase food access by bringing healthy, nutritious, and locally produced foods at affordable prices to underserved communities. Grantee declined the award due to changed circumstances.</del></p> <p>\$36,780 to the <b>Foodshed Alliance</b>, Blairstown, NJ, to establish a Farm-to-Family Buying Club distribution system so food producers and buyers can partner to increase the production and consumption of local foods to bolster the economy in northwest New Jersey.</p>
<b>New Mexico</b>	<p>\$99,497 to the <b>Center of Southwest Culture</b> of Albuquerque to conduct food safety training, develop a marketing plan, and purchase a catering truck to serve as a mobile farmers market, roadside stand, and retail outlet to a scattered, low-income population in the Truchas, NM community.</p> <p>\$41,740 to the <b>Socorro County Chamber of Commerce</b>, Socorro, NM, to expand the Socorro Farmers Market Community Kitchen by purchasing needed equipment and by training users in food processing and safety techniques.</p> <p>\$35,526 to the <b>Pueblo of Pojoaque</b>, Santa Fe, NM, to expand the Pojoaque Farmers Market to open a second day, increase its patronage with advertising, and hire an experienced market manager.</p>

## **New Mexico**

\$14,814 to the **New Mexico Farmers Marketing Association**, Santa Fe, NM, to increase sales of locally grown produce and awareness of farmers markets among health-compromised, low-income residents, and promote long-term relationships between farmers markets and health clinics.

## **New York**

\$89,222 to the **Northeast Organic Farming Association of New York, Inc.**, Rochester, NY, to introduce CSA direct-marketing to western New York food insecure and food desert urban communities, share strategies with local farmers on how to effectively market in low-income urban food desert communities, and improve nutrition by educating CSA shareholders in these communities on how to cook with fresh fruit and vegetables.

\$87,998 to **EcoStation:NY, Inc.**, Brooklyn, NY, to purchase, operate, and staff a solar and biodiesel-powered, refrigerated mobile market—the Bushwick Farmers Market Green Machine ‘pop-up’ market. The Green Machine will hold 60 mobile market sessions throughout the season, providing fresh product sales in food deserts and consumer education on health, while promoting farmers and static farmers market sites.

\$83,045 to **Council on the Environment, Inc.**, New York, NY, to increase access to fresh, nutritious foods in low-income neighborhoods and support mid-size family farms by sourcing wholesale Greenmarket produce to supply 24 stores through the Fresh Bodega program, which will impact health and nutrition in urban neighborhoods and connect farmers with small business owners.

\$72,980 to **Cornell Cooperative Extension of Chenango County**, Norwich, NY, to: 1) increase farm revenue and profitability of Chenango County growers by developing a county-wide CSA program targeting an underserved population, food stamp consumers; and 2) provide access to fresh, healthy, and nutritious locally grown foods for underserved consumers.

\$63,514 to **Cornell University**, Ithaca, NY, to increase profitability and sustainability of underserved farmers market vendors in the Capital District by providing farmer training and on-site market support in addition to increasing low-income consumer buying confidence through targeted education and outreach for consumers, market managers, and producers.

\$58,641 to **Oneida County**, Utica, NY, to develop a producer and consumer base to develop and sustain a year-round market located in the historic and centrally located (but under-utilized) Union Station in downtown Utica, NY, through outreach and promotions, and to purchase of freezer capacity for year-round sales.

**North  
Carolina**

\$95,052 to **North Carolina State University**, Raleigh, NC, to increase the access to healthy local food of residents of two North Carolina food desert areas, increase sales of local food by farmers in two other areas, and develop a model of local food distribution that could be applied around the nation.

\$81,605 to **Watauga County Farmers Market, Inc.**, Boone, NC, to enhance the capacity of the Watauga County Farmers Market to meet the increasing demand for locally grown produce by implementing a comprehensive marketing and infrastructure improvement plan.

\$75,900 to **Sandhills Farm to Table Cooperative**, Whispering Pines, NC, to expand its sales, membership, infrastructure, and service area, allowing local residents better access to nutritious local food and local farmers an improved livelihood.

\$74,641 to the **Appalachian Sustainable Development Project**, Asheville, NC, to increase opportunities of small farmers in the Southern Appalachians to grow and market locally produced nutritious food through an expanded network of CSA programs.

\$66,462 to the **North Carolina Public Health Foundation**, Raleigh, NC, to increase the access to healthy local food of residents of five North Carolina counties who reside in identified food deserts, through the use of mobile farmers markets.

**Ohio**

\$85,950 to the **City of Ravenna**, OH, to increase access to healthy local food and the income of local farmers by purchasing equipment and supplies to operate a new farmers market; develop a website, market signage and advertising and promotional program; and conduct consumer educational sessions on proper food handling and preparation for Ravenna residents.

\$75,845 to **Common Wealth, Inc.**, Youngstown, OH, to establish two year-round farmers markets (one in Youngstown and one in Warren) and to implement a marketing, aggregation, and distribution system for the Lake-to-River Food Cooperative to efficiently expand sales to schools, hospitals, and retail sites such as gas stations and corner stores.

EE \$28,118 to the **SID Public Services Association**, Columbus, OH, to expand its existing EBT project to increase the use of EBT at the Pearl Farmers Market by food desert residents of Columbus, OH, through targeted promotion programs.

## Oregon

\$67,425 to **June's Local Market Producer Network**, Lostine, OR, to acquire cold storage at the marketplace, including a refrigerated transport vehicle; better marketing and set-up inventory; packing equipment; and proper oversight to increase capacity to deliver nutritious food to the community of Lostine.

EE \$62,064 to **The Rogue Initiative for a Vital Economy (THRIVE)**, Ashland, OR, to expand the capacity of two existing EBT projects by increasing the availability of fresh, nutritious food to low income communities in food deserts of Southern Oregon and Northern California by expanding a CSA program.

\$51,779 to **Hillsboro Farmers Markets, Inc.**, Hillsboro, OR, to undertake a promotional campaign and market analysis of the food needs and preferences of a culturally diverse area to better serve customers with specialty crops sold at four outdoor markets.

\$50,400 to the **Oregon Cheese Guild**, Central Point, OR, to produce 24 video vignettes of farmer-cheese makers, cheese experts, cheese pairings, and Oregon cheese history for use in social media marketing for consumer engagement; create an "Oregon Cheese Trail" through a comprehensive agri-tourism and media outreach initiative; develop a sustainable business plan to ensure longevity of the program; and conduct four 1-day technical seminars to teach food safety and best practices to cheese makers.

\$42,498 to the **Illinois Valley 2010 Community Response Team**, Cave Junction, OR, to establish a consolidated market operation for local farmers and vendors; develop a new web-based virtual farmers marketplace; conduct coordinated marketing and vendor business training and consumer education; and to purchase refrigeration equipment, signage, print advertisement, marketing graphics, and other supplies and materials to promote the market.

\$31,626 to the **Ten Rivers Food Web**, Corvallis, OR, to develop local food and farm educational outreach materials; initiate a winter farmers market that will include local fishermen; and promote the winter market through advertisement and website.

\$31,126 to the **Gorge Grown Food Network**, Hood River, OR, for increasing food access and food literacy in rural Gorge communities and enhancing the business viability of vendors and the leadership and organizational capacity of farmers market managers and volunteers through integrated education and marketing strategies, facilitated business practices, and direct sales training for market vendors, market managers, volunteers and community members served by the Gorge Grown Mobile Market project.

## Oregon

\$24,954 to the **Coastal Communities Cultural Center (CCCC)**, of Lincoln City, OR, to purchase lighted signage for the Lincoln City Farmers Market to attract more vendors and customers.

\$23,145 to the **Dayville Economic Growth Association**, Dayville, OR, to start a farmers market that will support increased consumption of and access to affordable and healthy food; develop a brochure, pamphlets, and purchase other advertising materials to promote the market; and conduct outreach and educational sessions with community residents.

## Pennsylvania

\$91,900 to the **Fay-Penn Economic Development Council**, Uniontown, PA, to increase the profitability of farmers and educate the public in underserved, food desert communities with investments in market staff, equipment, and promotions on how to access locally grown food and about food available from Fayette County farmers/providers.

\$87,349 to **Pennsylvania State University - Pennsylvania Women's Agricultural Network**, University Park, PA, to: 1) develop a marketing campaign and a long-term management strategy for markets in Lewistown, PA; 2) collaborate on educational on-farm workshops; and 3) help deliver nutrition education to underserved customers including WIC recipients, senior citizens, and youth.

\$62,931 to the **Southern Alleghenies Conservancy**, Bedford, PA, to: 1) start two new farmers markets; 2) encourage consumers to shop at the new farmers markets; 3) help organize a farmers' network; and 4) help farmers improve their operations and businesses.

**EE** \$40,040 to the **SHARE Food Program, Inc.**, Philadelphia, PA, to enhance and expand an existing EBT program; and to establish a farm stand with EBT access on SHARE property in a low-income area of Philadelphia, PA.

\$48,900 to **People For People**, Philadelphia, PA, to: 1) establish a new urban, seasonal, open air farmers market in a low-income community; 2) support financial gains of new farmers through direct producer-to-consumer activities; 3) implement a campaign promoting the new market; and 4) educate low-income consumers on healthy eating and nutrition while promoting farmers market produce.

\$88,022 to the **Greensgrow Farm**, Philadelphia, PA, to: 1) increase access to fresh, healthy and affordable food in the food deserts and low-income areas of Camden City, NJ; 2) increase financial gains for regional farmers through expansion of its market with four new mobile market venues; 3) create a food hub in Camden City, NJ, with refrigeration and processing equipment; and 4) launch a multi-faceted promotional campaign.

**South Carolina** \$43,944 to the **Hub City Farmers Market** of Spartanburg, SC, to increase access to healthy, local food among food desert residents in Spartanburg by increasing the production and marketing capabilities of local farmers through business planning and targeted training programs and by increasing the number of marketing venues, including a mobile market.

**Tennessee** \$100,000 to **The Works, Inc.**, Memphis, TN, for expanding the functional capacity, availability, and outreach of the South Memphis Farmers Market through the purchase and installation of refrigeration equipment, increased capacity in market management, and development of a market plan.

\$94,354 to the **Upper Cumberland Broadcast Council**, Cookeville, TN, for engaging Tennessee communities, using television, print, website, and social media marketing to drive widespread awareness and promotion of agriculture commodities from farmers to consumers, throughout the State of Tennessee.

**E** \$85,120 to **Middle Tennessee State University**, Murfreesboro, TN, to develop a new EBT project to establish an EBT payment system at the Rutherford County Farmers Market (RCFM) and heavily promote this new initiative among EBT recipients in Rutherford County and contribute to the health and well-being of the local community and the economic well-being of local farmers by increasing sales of healthy, locally produced foods at the RCFM.

**E/EE** \$84,425 to **Community Food Advocates**, Nashville, TN, to begin a new EBT project and expand an existing EBT one to increase SNAP usage at two Nashville farmers markets and establish EBT programs at two other markets.

**Texas** **EE** \$95,299 to the **Sustainable Food Center**, Austin, TX, to enhance and expand its existing EBT program to establish a second mid-week farmers market with EBT access in East Austin, TX, which will provide a necessary sales outlet for area farmers and introduce greater access to fresh fruit and vegetables to low-income residents.

\$74,370 to **Centro del Obrero Fronterizo, Inc.** of El Paso, TX, to expand and promote a farmers market and three new mobile markets in El Paso County, TX, and Dona Ana County, NM, and educate the low-income community about the benefits of eating fresh produce in a traditional Hispanic diet.

\$65,000 to the **City Of Winnsboro**, TX, to promote and stabilize the Winnsboro Farmers Market by hiring and training a market manager, promoting the market via advertisements and signage, and training vendors in business practices.

**Texas** \$24,600 to the **City of Killeen**, TX, to expand and promote the Green Avenue Farmers Market to a low-income food desert community through extensive advertising and new signage, and for the purchase of refrigeration and market equipment.

**Vermont** \$97,029 to **Vermont Farm-to-School, Inc.**, Newport, VT, to launch a new mobile farmers market that will provide fresh fruit and vegetables to low-income and senior housing and community centers in a food desert area, while providing educational consumer programming.

**E/EE** \$68,526 to the **Northeast Organic Farming Association of Vermont** (NOFA-VT), Richmond, VT, to begin a new EBT project and expand an existing EBT one to identify and address barriers that threaten the long-term sustainability of established direct producer-to-consumer EBT sales and to help new farmers markets, CSAs, and farm stands develop new EBT programs.

**Virginia** \$93,000 to **Lulus Local Food**, Richmond, VA, for establishing four new virtual (online) farmers markets that will create opportunities for more than 400 small-scale farmers to connect directly with their consumers.

**EE** \$88,400 to the **George Washington Regional Commission**, Fredericksburg, VA, to enhance and expand an existing EBT program to encourage SNAP recipients and credit card users to shop at three farmers markets in the Fredericksburg area through educational programs that encourage the consumption of locally grown foods.

\$87,227 to **Sustain Floyd**, Floyd, VA, to increase the availability of fresh, nutritious food to a food desert community in Floyd County through purchase of refrigeration, implementation of a marketing campaign, implementation of a mobile market stand pilot, and farmer education.

\$77,937 to the **Appalachian Sustainable Development**, Abingdon, VA, for making healthy, locally grown foods available to all citizens of southern Appalachia by strengthening and promoting regional farmers markets through education and technical support, and increasing income opportunities for over 250 mostly limited-resource farmers through market expansion and education.

\$70,290 to **Virginia State University**, Petersburg, VA, for establishing a statewide Farmers Market Managers Association to support the educational needs of Virginia farmers market managers, develop a manager's guidebook and centralized website, and expand EBT/SNAP opportunities at farmers markets.

\$34,130 to the **City of Galax**, VA, to re-energize its farmers market by integrating new market opportunities for farmers, initiating an aggressive marketing and promotional campaign, and securing adequate market management.

<b>Washington</b>	<p>\$77,732 to the <b>City of Stanwood</b>, WA, to begin and to operate the Port Susan Farmers Market Association, which will serve farmers in the Stanwood/Camano Island area of Washington, strengthen and support local farmers, bring people together in a community activity, support local entrepreneurs and small businesses, and stimulate the City of Stanwood’s downtown.</p> <p>\$53,390 to <b>Sustainable Connections</b>, Bellingham WA, to increase, through market promotions and advertising, farmer and vendor support and income for food and farm vendors and farmers offering CSA shares by improving business-to-business direct market activities and removing barriers to participation in the market or in workplace CSAs.</p>
<b>West Virginia</b>	<p>\$33,750 to the <b>Charleston West Side Main Street</b>, Charleston, WV, for establishing a farmers market on the west side of Charleston to make fresh produce more accessible to a community with limited transportation to commercial markets, and to engage local youth in financial and leadership skills building.</p>
<b>Wisconsin</b>	<p>\$66,100 to <b>Browse and Grass Growers</b>, Downing, WI, to increase processing, marketing, and distribution capacity and ultimately profit by: 1) educating, training, and supporting producers transitioning to 100 percent grass fed meat and/or value added production on the requirements, opportunities and logistics of direct marketing; and 2) applying this training through experiential learning and the expansion of a farm-to-school program with two culturally and economically diverse specialty schools.</p> <p>\$90,938 to <b>Home Grown Cow</b>, Evansville, WI, to: 1) increase the producer network to a level where collective marketing power will sustain the business; and 2) build consumer brand-awareness and credibility to generate a sustainable sales level for the producer network through marketing, business development, and technology.</p>
<b>Wyoming</b>	<p>\$34,980 to <b>Community Action of Laramie County, Inc.</b>, Cheyenne, WY, to increase market promotion through traditional media, billboards, and bus signs, and measure its impact, and to increase access to healthy foods, including fruits, vegetables, whole grains, and lean meats.</p>