

FY-2014 Farmers Market Promotion Program Grants

Alabama

\$96,870 to the University of West Alabama's, Livingston, AL, Market to Market program to offer vendor trainings and improve farmers' markets visibility in two low-income/high-obesity counties.

\$90,200 to the City of Foley, AL, to promote the new Coastal Alabama Farmers' and Fishermens' Market and offer GAP certification training and conduct outreach to entice and retain vendors.

\$90,630 to the City of Anniston, AL, to establish and promote a year-round farmers' market in a priority project area.

\$79,332 to the City of Brewton, AL, for its Choo-Choo Farmers' Market to provide direct marketing, live entertainment, and cooking and nutrition education at the market, and market management training.

Alaska

\$86,873 to the Kenai Soil and Water Conservation District, Kenai, AK, to strengthen and promote agriculture on the Kenai Peninsula through training farmers and promoting farmers' markets to the public.

\$26,076 to the Petersburg Economic Development Council, Petersburg, AK, to expand and promote the Petersburg Farmers' Market, and to educate farmers.

Arizona

\$81,873 to the Mariposa Community Health Center to grow the Nogales Mercado (market) by recruiting and training vendors, and promoting the market to the public through advertising and market events.

\$43,571 to Hayden Flour Mills, Tempe, AZ, to establish a farmers' market agritourism enterprise in Queen Creek, AZ.

\$96,466 to the Ajo Center for Sustainable Agriculture, Ajo, AZ, to expand the Ajo Farmers Market by recruiting and training vendors, and by advertising and promoting the market to the public.

Arkansas

\$99,983 to Winrock International's Farmers' Market Training and Development Program, Little Rock, AR, to expand access to local and healthy foods through promotion and enhancement of two markets in low-access counties in Arkansas, and through Statewide market management and farmer training.

California

\$94,681 to the Thai Community Development Center, Los Angeles, CA, to promote the East Hollywood Certified Farmers' Market and increase awareness of WIC and Senior Farmers' Market Nutrition Program and other Federal benefits at the market.

\$62,277 to Promotores Unidas para Educacion Nacional de Tecnologias Sostenibles (PUENTES), Stockton, CA, to expand the appeal and capacity of the Stockton Harvest CSA, through an advertising campaign and adding a farm stand.

\$68,753 to Jefferson Economic Development Institute, Mount Shasta, CA, to facilitate the expansion of the Mt. Shasta Farmers' Market through increased marketing, expanded training opportunities, and outreach to youth, senior, and low-income populations.

\$94,448 to North Coast Opportunities, Ukiah, CA, to improve farmers' markets in Mendocino and Lake Counties, CA, through educational outreach and EBT training.

California

\$77,653 to the City of Fontana, CA, to establish and promote a new farmers market with up to 12 vendors and EBT capabilities.

\$97,448 to the Ecology Center, Berkeley, CA, to increase the appeal and quality of 827 Certified California Farmers' Markets with a Statewide television, radio, and Internet media campaign.

\$92,960 to the Agricultural Institute of Marin, San Rafael, CA, to complete pre-development for a farmers market by implementing an economic impact study and environmental impact reviews at the Marin Civic Center in San Rafael, CA.

\$97,779 to Pacoima Beautiful, Pacoima, CA, to develop and promote monthly pop-up market/food swaps in its low-income, low access communities.

\$100,000 to Everyone's Harvest, Marina, CA, to increase quality of services and product offerings at six farmers markets in Monterey County, CA.

\$79,056 to the City of Redlands, CA, to promote Redlands' farmers' markets through enhanced services, marketing campaigns and promotions, and vendor trainings.

\$90,448 to the City of Placentia, CA, to develop and establish a marketing campaign to promote the year-round Placentia's Farmers' Market and new EBT acceptance program.

\$100,000 to Special Service for Groups, Los Angeles, CA, to expand its Roots CSA by recruiting and training Asian immigrant farmers and promoting the CSA through its Asian and Pacific Islander Obesity Prevention Alliance division.

\$95,704 to the Northwest California Resource Conservation and Development Council, Weaverville, CA, to increase marketing and support for its two Trinity County farmers' markets, and a CSA.

\$99,010 to the California State University Fresno Foundation, Fresno, CA, to train market management and vendors to establish and support six Fresno County farmers' markets in low-income and food desert communities.

\$99,994 to the CSU Chico Research Foundation, Chico, CA, to make fresh produce, cooking demonstrations, and food tastings available to students, staff, and community members at farm stands in Colusa County, CA.

\$100,000 to the Fresno County Economic Opportunities Commission, Fresno, CA, to develop and promote a centralized brand for farm-to-consumer options for farmers' markets, CSAs, and other farm stands in Fresno County, CA.

\$88,987 to the Community Alliance with Family Farmers, Davis, CA, to increase patronage at Central California CSAs through better outreach, marketing, and member retention.

\$99,946 to Humboldt State University, Arcata, CA, to implement a marketing campaign to increase participation in five North Coast Growers' Association's (NCGA) certified farmers markets.

\$50,001 to Reach Out West End, Upland, CA, to develop and expand three CSA programs in low-income areas of Southern California.

Colorado

\$99,726 to Revision International, Denver, CO, to increase and expand their existing CSA model to include a local food buying club and a fresh food delivery service to increase participation from the food desert community of Westwood, CO.

\$35,906 to San Miguel County, CO, to strengthen its three farmers' markets by expanding outreach to Latino and low-income residents, and offering nutrition classes and food demonstrations.

Colorado

\$22,333 to the Red Willow Center, Taos, CO, to expand direct-to-consumer sales capabilities and services of the Red Willow Farmers' Market located on the Pueblo of Taos, NM, a Native American reservation.

Connecticut

\$88,869 to the Windham Regional Community Council, Willimantic, CT, to expand promotion and vendor development for the Willimantic Farmers' Market.

\$36,365 to the Norwich Community Development Corporation, Norwich, CT, to increase attendance at the Downtown Norwich Farmers' Market through promotional events and transportation assistance.

Delaware

\$99,750 to New Castle County, New Castle, DE, to start new farmers' markets with EBT capability and to promote all the markets to the local low-income community.

District of Columbia

\$75,970 to Columbia Heights Community Marketplace, Washington, DC, to establish a new Wednesday evening farmers market, a CSA program and promote Federal benefit redemption at the markets.

Florida

\$99,500 to the North-South Institute, Davie, FL, to enhance Batten's Farmers' Market and the Davie Agricultural Center through outreach and educational programs.

\$92,950 to Keep Tampa Bay Beautiful, Tampa, FL, to create a new farmers' market at the Florida Learning Garden that will engage low-income youth to work and learn at the market.

\$90,017 to the Pronto General Services dba the Gulf Coast Urban Farms, Fort Meyers, FL, to create and promote the Olga Farmers' Market in Fort Myers, FL.

\$46,860 to the Performing Arts Center Trust, Miami, FL, to establish a new farmers' market at the Arsht Center in downtown Miami, FL, with EBT benefits, local foods, and nutrition education.

\$61,130 to the City of Live Oak Community Redevelopment Agency, Live Oak, FL to strengthen and expand the Live Oak Farmers' Market through training and outreach.

\$96,700 to Florida A&M University, Tallahassee, FL, to increase sales at Frenchtown Heritage Marketplace by studying food preferences in nearby low-income communities.

\$96,205 to the Farmers Market Coalition, Miami Beach, FL, to create a modular series of guides, webinars, and worksheets for farmers' market practitioners on better management and market metrics.

Georgia

\$98,939 to the City of Jesup, GA, to establish and promote the Wayne County Farmers' Market, and engage community participation through educational agriculture and nutrition outreach.

\$92,412 to the City of Sylvester, GA, to expand and enhance its farmers' market and collaborate with neighboring Arlington, GA, on marketing, promotion, and training.

\$50,100 the City of Nashville, GA, to improve the visibility of the Nashville Farmers' Market through promotions.

Hawaii

\$80,839 to the Waimanalo Market Co-op, Waimanalo, HI, to expand its farmers' markets hub and increase promotions to encourage local foods consumption.

\$23,667 to Big Island Rural Conservation and Development, Hilo, HI, to establish a farmers' market with a strong educational component and unique specialty crops.

\$67,863 to Kahua Paa Mua Inc., Hawi, HI, to train taro farmers and expand direct-to-consumer market opportunities for taro products.

\$83,530 to the North Kohala Community Resource Center, Hawi, HI, to increase low-income access to locally grown food, and expand market opportunities for local farmers and producers.

\$16,300 to the Hawaii Farm Bureau Federation, Kunia, HI, to educate consumers on and promote Hawaii-grown and produced items at the Hawaii Farm Bureau Federation's Kapiolani Community College (KCC) Saturday Farmers' Market.

\$32,166 to the Hawaii Agriculture Research Center, Kunia, HI, to create a new farmers' market at an agribusiness complex and farmer housing site.

Illinois

\$63,910 to Faith in Place, Chicago, IL, to support the expansion of its 15-16 winter markets and 5 CSAs.

\$94,502 to Plant Chicago, NFP, Chicago, IL, to establish new marketing opportunities for local and urban farmers in the low-income and low-access Chicago South Side community.

\$99,939 to the Experimental Station, Chicago, IL to facilitate the expansion of the 61th Street Farmers' Market to a year-round market and to fund promotional outreach, educational programming, and healthy eating programs to increase food access and direct-to-consumer produce purchases.

\$78,656 to Northern Illinois University, DeKalb, IL, to develop strategies to increase sales and producer participation at farmers' markets.

\$88,231 to Food Works, Stonefort, IL, to build capacity for a year-round farmers' market and train emerging farmers.

\$88,908 to the City of Chicago Department of Cultural Affairs and Special Events, Chicago, IL, to establish, expand and promote three Chicago Farmers' Markets in underserved areas.

\$99,735 to Inner-City Muslim Action Network, Chicago, IL, to establish a Farmers' Market in a low-income community and provide nutrition and wellness resources.

\$94,256 to the Bureau County Health Department, Princeton, IL, to develop and promote direct producer-to-consumer market opportunities in low-income and low-access areas.

\$86,648 to the Illinois Stewardship Alliance, Springfield, IL, to establish the Band of Farmers CSA association and promote CSAs via outreach activities, and enroll CSA producers to serve underserved areas.

Indiana

\$26,716 to the City of West Lafayette, IN, for a promotional campaign to strengthen community awareness and attendance at the West Lafayette Farmers' Market.

\$24,705 to Growing Places Indy, Indianapolis, IN, to promote SNAP benefits and support vendors through training at the Indy Winter Farmers' Market.

Iowa

\$87,458 to the United Way of Central Iowa, Des Moines, IA, to train vendors at 18 farmers' markets to accept EBT and to promote the farmers markets to consumers.

\$94,745 to the Resource Conservation and Development for Northeast Iowa, Postville, IA, to form a collective for producers and farmers' markets in Northeast Iowa and collectively brand and market the region.

\$77,188 to Dubuque Main Street, Dubuque, IA, to promote awareness and acceptance of Federal benefits by increasing EBT vendor training and consumer outreach.

Kentucky

\$98,515 to Community Farm Alliance, Frankfort, KY, to expand its successful farmers' market support program and trainings, and expand farmers' markets to reach 15 communities, including Strike-Force and low-income and low-access zones.

\$88,719 to Louisville/Jefferson County Metro Government, Louisville, KY, to strengthen the overall market structure and number of Louisville farmers' markets with SNAP capability and provide consumer education on purchasing local and seasonal products on a budget.

\$96,512 to the University of Kentucky Research Foundation, Lexington, KY, to grow CSA participation by documenting health choices among new shareholders prior and subsequent to enrolling in a CSA.

\$74,502 to the Metcalfe County Farmers Market, Metcalfe, KY, to grow its farmers' market and establish economic sustainability.

\$47,041 to the Berea Farmers Market Cooperative, Berea, KY, to build demand for locally produced healthy food through consumer outreach, promotion, and education in a rural low-income and low-access areas characterized by food insecure communities.

Louisiana

\$82,298 to the Big River Economic and Agricultural Development Alliance, Baton Rouge, LA, increase SNAP sales at four Red Stick Mobile Farmers' Markets.

Maryland

\$99,942, to 5 A Day CSA, Beltsville, MD, to increase its consumer base through an interactive outreach and nutrition education campaign.

\$100,000 to Maryland Farmers Market Association, Gambrills, MD, to foster a robust network of farmers' markets in Maryland, expand direct-to-consumer markets, and engage new customer bases.

\$99,242 to Goldman Enterprises, Inc., Waldorf, MD, to create, recruit for, and promote the Taste of Southern Maryland CSA.

Massachusetts

\$83,589 to the Boston Public Market Association, Boston, MA, to increase sales at three farmers' markets through vendor training and consumer engagement.

\$84,908 to Nuestras Raices Farmers, Holyoke, MA, to improve farm sales through bilingual and targeted consumer marketing, highlighting its unique Latino crops.

Massachusetts

\$99,139 to Community Involved in Sustaining Agriculture, Inc., South Deerfield, MA, to strengthen direct-market farms and farmers' markets through enhanced marketing training of management and expanded consumer engagement.

\$100,000 to the YWCA of Lowell, Lowell, MA, to expand its direct-to-consumer offerings with a new winter market and two new summer markets; two vendors to each of the existing seven markets; and increased SNAP/WIC acceptance

Michigan

\$89,152 to Sprout Urban Farm, Battle Creek, MI, to increase Sprout Foot Hub sales to institutions and the public by establishing a market-stand and packaging facility on its farm site.

\$20,582 to Broad Street Events, Inc., Chesaning, MI, to promote the farmers' market in downtown Chesaning, MI.

\$53,310 to the City of Harrison, Harrison, MI, to operate, and increase consumer and farmer participation in, a new downtown indoor-and-outdoor farmers market, retail incubator, and community kitchen.

\$94,148 to the Local First Educational Foundation, Grand Rapids, MI, to develop stronger collaboration marketing for local CSAs and develop networks and promotional events between local CSAs.

\$47,758 to Grow Benzie, Benzonia, MI, for advertising and promotion of its farmers' market and incubator kitchen.

\$73,700 to the Michigan Land Use Institute, Traverse City, MI, to expand the 10-counties Taste the Difference local food marketing program.

\$99,660 to Michigan Integrated Food and Farming Systems for the Michigan Farmers' Market Association, East Lansing, MI, to develop a farmers' market manager mentorship program, expand the Market Management Certificate Program, and invest in long-term strategic planning and professional development.

\$90,378 to the Allen Neighborhood Group, Lansing, MI, to expand and promote its Winter Farmers' Market, Hunter Park Garden-House CSA, and Allen Market Place Kitchen projects.

Minnesota

\$61,496 to the Minnesota Farmers' Market Association, Nerstrand, MN, to improve the number of sustainable farmers' markets through regional trainings to market managers and vendors.

\$99,750 to Hmong National Development, Inc., Saint Paul, MN, to increase the availability and diversity of agricultural products offered by Hmong farmers at farmers' markets. The project reaches USDA designated Strike-Force counties in Arkansas.

\$16,007 to Farm Market Café, LLC, Onamia, MN, to expand its All Season Farmers' Market hours-of-operation, recruit farmers and vendors, and develop a marketing campaign.

\$53,302 to Farm Commons, Inc., Duluth, MN, to provide direct-market farmers with essential legal guidance on sales, finance, and new market opportunities.

\$98,044 to Renewing the Countryside II, Minneapolis, MN, to direct more agritourism to farms in Minnesota and Wisconsin through expanded promotion and training.

Mississippi

\$95,298 to Start 2 Finish Inc., Batesville, MS, to equip social disadvantage farmers and youth with leadership and entrepreneurial skills and hands-on experience in sustainable agriculture.

Mississippi

\$40,379 to ACTS Career Center, Sourhaven, MS, to develop a comprehensive and integrated farming program resulting in the establishment of a new farmers' market while providing marketing and business training to farmers and health/nutrition education to low-income consumers.

\$59,772 to the City of Madison, MS, to promote and expand the Downtown Madison Farmers' Market.

Missouri

\$85,375 to the Friends of the City Market, Kansas City, MO, to develop a marketing plan to attract consumers and new market vendors.

\$71,936 to the Meramec Regional Planning Commission, Saint James, MO, to establish a consortium of agricultural businesses in the Meramec Region of Missouri that will support, promote, and expand direct marketing sales for the region's agricultural sector.

\$97,931 to the Columbia Missouri Farmers' Market Promotion Program, Columbia, MO, to expand sales by enhancing marketing strategies and collaborations.

Montana

\$58,834 to the Yaak Valley Forest Council, Troy, MT, to provide training for the market manager, vendors; establish an EBT system; and provide promotional materials to further develop the Troy, Montana, Farmers' Market.

Nebraska

\$50,616 to Community Crops' Growing Market Farmers, Lincoln, NE, project to address significant barriers facing beginning farmers.

\$85,314 to the Center for Rural Affairs, Lyons, NE, to expand the Macy Farmers Market on the Omaha Nation by training and providing assistance to vendors in marketing practices, and by promoting culturally relevant and unique products.

Nevada

\$99,523 to Southern Nevada Health District, La Vegas, NV, to increase Supplemental Nutrition Assistance Program (SNAP)-redemption rates at farmers' markets in Clark County, NV.

New Jersey

\$26,835 to the Township of Pemberton, Pemberton, NJ, to recruit vendors and add promotional activities to the Heart of the Garden Farmers' Market.

\$94,980 to City Green, Inc., Clifton, NJ, to expand the existing City Green Farmers' Markets and start two new markets and a mobile market.

\$65,899 to Duke Farms, Hillsborough, NJ, to establish and promote an agritourism attraction: the Farm-to-Table farmers' market.

\$50,019 to Burlington County, Mt Holly, NJ, to increase attendance at the county farmers' market through improved web and multimedia marketing.

\$40,000 to the Township of Brick, NJ, to create a new farmers' market and educate the public about locally produced agricultural products.

New Mexico

\$77,059 to the New Mexico Farmers Marketing Association, Santa Fe, NM, to promote SNAP redemption at farmers' markets in four counties and train vendors to use EBT.

\$100,000 to the Pinyon Foundation, Santa Fe, NM, to produce and implement Spanish language multimedia campaigns promoting farmers' markets nationwide.

\$91,604 to the Santa Fe Farmers' Market Institute, Santa Fe, NM, to establish an advertising campaign to promote the market and Federal benefits redemption at the South Side Summer Market, and provide technical assistance and professional training to vendors.

\$44,616 to the Pueblo of Pojoaque, Santa Fe, NM, for promotional activities, expanded services, and vendor recruitment, to grow the Pojoaque Farmers' Market.

New York

\$95,020 to Northeast Organic Farming Association of New York, Rochester, NY, to build and promote an interactive online direct-market farmers' directory for local, organic, and sustainably raised food, and provide farmers with business tools.

\$91,043 to the Southern Tier Central Regional Planning and Development Board, Corning, NY, to open a new Winter Farmers' Market in Bath, NY, that accepts EBT benefits; add EBT capability to an existing market; and seek out other direct sales opportunities for the area's farmers.

\$99,899 to Hudson Valley Hospital Center, Cortland Manor, NY, to expand the Hospital Center Farmers' Market with promotion to consumers and farmers, implement a shuttle service to the market, and install an EBT machine to enable SNAP benefits.

\$100,000 to the County of Orange, Goshen, NY, to promote 15 farmers' markets, create a winter market and a new summer market, and install EBT machines in markets in lower-income areas.

\$88,657 to Cornell Cooperative Extension Clinton County, Plattsburgh, NY, to increase direct farm-to-consumer sales by broadening the cooking skills of consumers through menu distribution, cooking classes, and cooking demonstration.

\$99,600 to Cornell University's Cornell Cooperative Association, Delaware County, Hamden, NY, to develop a storefront and CSA Network for local farmers to sell their products in Delaware County.

\$59,521 to Certified Naturally Grown, Brooklyn, NY, to train and help farmers to improve their capacity to market their products.

\$39,310 to the Farmers Market Federation of NY, Inc., Fayetteville, NY, to provide websites and technology training to farmers and farmers' market operators.

\$82,566 to the International Rescue Committee, New York City, to aid and train immigrant farmers to increase sales at farmers' markets in San Diego, CA.

\$88,298 to Just Food, Inc., New York, NY, to implement an educational campaign to promote New York's farmers' markets to low-income residents.

North Carolina

\$79,711 to Hertford Northhampton Farmers Market, Inc., NC, to enlarge its market and expand its consumer base by training its vendors, mounting a marketing campaign, starting a mobile market, and hosting agritourism activities.

North Carolina

\$50,000 to the Reidsville Farmers Market, Reidsville, NC, to promote the availability of healthy foods and the acceptance of SNAP benefits to more than 1,400 low-income families.

\$83,229 to the Appalachian Sustainable Agriculture Project, Asheville, NC, to train farmers in conducting farm tours and promote agritourism in the Appalachian Region of North Carolina.

\$79,372 to Fayetteville State University, Fayetteville, NC, to expand the Murchison Road Community Farmers' Market to include a CSA, and offer educational programming and vendor training.

\$88,539 to the Executive Center for Economic and Educational Development, Greenville, NC, to promote healthier eating, connect customers to local growers, and improve the economic conditions in the communities.

\$90,300 to Inter-Faith Food Shuttle, Raleigh, NC, to create and promote two markets in Southeast Raleigh; recruit and train vendors; and educate the community in using healthy food from the markets.

\$93,853 to Feast Down East, Wilmington, NC, to expand and promote its farmers' market and CSA in low-income and food desert communities.

\$95,067 to the Rural Advancement Foundation International-USA, Pittsboro, NC, to investigate and adopt marketing techniques at four North Carolina markets, and convene a Statewide conference of farmers' market managers to present its project findings.

North Dakota

\$ 98,673 to the United Tribes Technical College, Bismarck, ND, to support, promote, and enhance two existing farmers' markets in the Bismarck-Mandan community of North Dakota.

Ohio

\$36,678 to Neighborhood Development Services, Inc., Ravenna, OH, to increase advertising and outreach efforts and improve operations of the Ravenna Farmers' Market.

\$99,555 to Lake-to-River Food Cooperative, Youngstown, OH, strengthen the online market for local produce delivery in the Mahoning Valley; encourage purchases from community, school, and institutions; and expand training opportunities for growers.

\$53,240 to Northside Farmers' Market, Cincinnati, OH, to increase market visibility and expand special promotions, market tools, and educational programs to attract more customers.

\$44,060 to ProMedica Toledo Hospital, Toledo, OH, to increase direct marketing and access to agricultural commodities from local producers to low-income seniors and food desert populations.

\$62,747 to WSOS Community Action Commission, Inc., Fremont, OH, to increase marketing and support for Northwest Ohio Food Partnership Center, Toledo Farmers' Market.

\$96,733 to the Trumbull Neighborhood Partnership, Warren, OH, for its F.A.R.M. Warren project to provide educational and networking resources for local farmers and to promote the Warren Farmer's Market.

\$90,277 to SID Public Services Association, Columbus, OH, to increase marketing of the Pearl Market and awareness of its EBT participation.

Oklahoma

\$93,774 to Cherry Street Farmers' Market. Inc., Tulsa, OK, to develop promotional campaigns for two farmers' markets, located in Tulsa, Oklahoma.

Oregon

\$95,880 to the Willamette Farm and Food Coalition, Eugene, OR, to expand and promote an online farmers market and expand the Lane County Farmers Market and the Lane Local Foods with promotion and outreach.

\$93,985 to Janus Youth Programs, Portland, OR, to expand and strengthen the Village Gardens Farmers Market in New Columbia, OR, with improved management, outreach and marketing, and updated infrastructure.

\$66,022 to Gorge Grown Food Network, Hood River, OR, to expand outreach and marketing for locally grown foods and to low-income communities; and increase training, networking, and resources for rural farmers' market managers.

\$73,667 to the Tigard Area Chamber of Commerce, Tigard, OR, for marketing and targeted outreach to low-income and low-access areas to increase community patronage and vendor participation at the Tigard Area Farmers' Market.

Pennsylvania

\$97,920 to the Greater Easton Development Partnership, Easton, PA, to start a new indoor public market, promote an existing farmers' market, and conduct an education program to introduce school children to local farmers.

\$82,202 to South Central Community Action Programs, Gettysburg, PA, to increase sales of agricultural products, stimulate agritourism activities, and expand EBT and FMNP access throughout Adams and Franklin counties.

\$99,950 to the Just Harvest Education Fund, Pittsburgh, PA, to install and operate EBT and other electronic transaction kiosks at nine farmers' markets in Pittsburgh; provide EBT guidance to other markets in the city; and promote markets to immigrant communities.

\$28,171 to Boalsburg Farmers' Market, State College, PA, to accept SNAP benefits and promote the market through school outreach programs and a promotional campaign.

\$99,742 to the Rodale Institute, Kutztown, PA, to develop two new urban farmers' markets in Allentown, PA.

\$96,360 to the Food Trust, Philadelphia, PA, to develop a model of collaboration between five farmers' markets and faith-based institutions by educating the congregations, market managers, and vendors.

Rhode Island

\$84,017 to the Thundermist Health Center, Woonsocket, RI, to establish and promote a year-round indoor and outdoor farmers' market and increase redemption of Federal benefits at the market.

\$83,856 to the Southside Community Land Trust, Providence, RI, to recruit and train urban farmers in direct-to-consumer markets, and educate consumers on choosing healthy and local food options.

South Carolina

\$84,119 to Family Health Centers, Inc., Orangeburg, SC, to increase nutrition understanding in its rural and low-income community, thereby increase sales at its farmers' market.

\$85,600 to SCF-Organics Farms, Ltd., Sumter, SC, to operate a new mobile farmers' market stand to reach USDA Strike Force Initiative zones, food deserts, and offer Federal benefits redemption and nutrition education demos.

South Dakota

\$40,000 to Dakota Rural Action, Brookings, SD, to expand the South Dakota Local Foods Cooperative membership and sales by conducting outreach and advertising to increase the number of vendors and customers.

Tennessee

\$99,973 to Long Hungry Creek Farm to create a farmers market and CSA program in Red Boiling Springs, TN.

Texas

\$61,869 to the City of Winnsboro, TX, to conduct advertising to draw more customers to the market, and train farmers for better investment in the growth, marketing, and success of the market.

\$70,001 to the Greater East End Management District to establish a Farmers' Market with EBT operations and Federal benefits redemption, and provide farmer and market management training in a low-income and low-access area of Houston TX.

\$93,746 to the City of Texarkana, TX, to increase low-income participation in area farmers' markets by increasing options for redemption of Federal benefits; launch a mobile farmers' market with four locations; and expand farmer training and entrepreneurial development.

\$78,565 to White Rock Local Market, Dallas, TX, to create a new seasonal weekly farmers' market with EBT capabilities to improve access to healthy food in the ethnically diverse, high-density and low-income Vickery Meadow neighborhood of Dallas.

\$77,871 to the City of Denton, TX, to improve, expand, and promote the Denton Community Market.

\$82,779 to the Texas Health Harris Methodist Azle, Azle, TX, to establish a farmers' market to promote healthy eating.

\$100,000 to Sustainable Food Center, Austin, TX, to spearhead a brand new Fresh Buy Local Campaign in Central Texas with selected farmers, farmers' markets, and CSA members to collaboratively promote locally grown produce.

Vermont

\$79,193 to Vital Communities, Inc., Junction, VT, to increase direct sales for Upper Valley producers through consumer education and community collaborations.

\$92,362 to the Northeast Organic Farming Association of Vermont, Richmond, VT, to grow the demand for Vermont's direct-to-consumer markets through expanded outreach and promotional events.

Virginia

\$93,674 to the Central Shenandoah Planning District Commission, Staunton, VA, for its Shenandoah Valley Fields of Gold Agritourism Program to boost rural economic development by increasing agritourism marketing and promotions.

\$81,298 to the City of Lynchburg, VA, to expand outreach efforts and educational programming and increase sales and Federal benefits redemption rates at Lynchburg Community Market.

\$99,995 to the Mid-Atlantic Gleaning Network, Lorton, VA, to establish a network of farm stands in food deserts in the Washington/Baltimore area, thereby improving access to market quality fresh fruits and vegetables.

\$94,249 to the City of Alexandria, VA, to expand marketing and improve management of the Old Town Farmers' Market; increase EBT usage and promote Federal benefits redemption for food purchases; and implement a gleaning program using bicycles to transport donated produce to area shelters.

Virginia

\$57,000 to Pulaski County, Pulaski, VA, to increase consumer attendance and producer/vendor participation in The Marketplace through a regional promotional campaign.

\$97,810 to the Highland Center, Monterey, VA, to strengthen farmers' markets in the four-county agricultural area through increased promotion, direct market off-season opportunities, and community and youth involvement.

\$99,897 to Town of Pearisburg, VA, to educate the community about regional food systems and set up a new farmers' market, thereby generating revenue for local producers and increasing awareness of locally grown products.

Washington

\$98,372 to Washington State University Small Farms Program, Pullman, WA, to develop trainings to help over 100 farmers' markets maximize promotions, grow, and become self-sustaining in metropolitan Seattle, the Puget Sound, and rural areas of central and eastern Washington.

\$87,643 to Sustainable Connections, Bellingham, WA, to collaborate with Bellingham Farmers' Market for branding and promotions to grow producer-to-consumer sales; as well as training and collaborative membership opportunities to enhance farmer-to-farmer resources.

\$43,500 to Pike Place Market Preservation and Development Authority (PDA), Seattle, WA, to operate small-scale farmers' markets in five dense urban neighborhoods with concentrations of low-income residents around downtown Seattle.

\$16,966 to Bremerton Farmers Market, Bremerton, WA, to organize the Kitsap Farmers' Market Coalition; train managers and facilitate best practices; and equip all eight farmers markets with EBT machines and provide related training to increase Federal benefits redemption.

\$83,128 to Sunnyside Transformation Yakima Valley, Sunnyside, WA, to develop the Lower Yakima Valley Sunnyside Farmers' Market to promote emerging Latino farmers through regular direct-to consumer opportunities and community building.

West Virginia

\$81,164 to West Virginia Community Development Hub, Inc., Fairmont, WV, to assist the West Virginia Farmers Market Association in training new farmers' market managers.

\$100,000 to Eastern Area Health Education Center, Inc., Martinsburg, WV, to enable four Eastern West Virginia farmers markets with EBT capability; create a new mobile market to reach a food desert region; and develop nutrition marketing and educational material for SNAP, WIC, and Senior populations.

Wisconsin

\$99,179 to the Crawford County Economic Development Corporation, Prairie du Chien, WI, to train vendors and promote three existing farmers markets in Crawford County.

\$74,337 to the Janesville Farmers' Market, Janesville, WI, to conduct vendor training and increase outreach to the low-income community to improve redemption rates of Federal benefits and EBT awareness.

\$60,505 to the Downtown Fond du Lac Partnership, Fond du Lac, WI, to promote its new location and expand educational and community market related activities.

\$59,884 to the Western Dairyland Economic Opportunity Council, Independence, WI, to improve market management, business development, and vendor training at three farmers' markets.

Wisconsin

\$88,630 to Home Grown Cow, Evansville, WI, to expand its online farmers market with a marketing campaign targeting both farmers and consumers.

\$92,800 to the University of Wisconsin, Madison, WI, to study barriers to EBT program utilization by Federal benefits recipients, and to train market managers to overcome these barriers.