



Fall 2009

the market beet

Newsletter of the Farmers Market Coalition

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The Mission of the **Farmers Market Coalition** is to strengthen farmers markets for the benefit of farmers, consumers, and communities.

Growing Ideas into Actions in Washington, DC

By Sharon Yeago
FMC Board President

An Op-Ed Message from the Board

Last week, our board of directors and staff spent four days in the nation's capitol. Our schedule was jam-packed with meetings, strategy sessions, a reception with our nearby partners, and (of course) a visit to the Foggy Bottom Farmers Market.

We chose DC because of the palpable excitement and activity being generated there-- from the White House Garden to the opening of the FRESHFARM Market by the White House. Through USDA's Know Your Farmer, Know Your Food initiative (KYF2), we are seeing a dramatic shift in the way this agency works internally and externally in promoting our local farm products and the markets and other venues that support them. It is in this new context that the board of directors convened to review our strategy and prioritize for the coming year.

We were assisted in the annual strategic planning process by Jim Barham of USDA AMS, who was a patient, energetic, and engaging facilitator. That evening we headed to the Capitol Hill home of our own Bernie Prince (FMC Board member and FRESHFARM Market Co-Director) for a wonderful reception with locally sourced foods and foods that were shipped in by board members from around the country. Included in the delicious feast were Louisiana shrimp and satsumas, wild Pacific salmon, pecans and Benie Wafers from South Carolina, farmstead cheeses from NYC Greenmarkets, wild rice from Minnesota and much more!

On Wednesday, we headed to USDA headquarters, where we started our morning with a visit with Deputy Secretary Kathleen Merrigan, the leader of the KYF2 initiative and a champion of local food systems (see page 3 for a photo of our group with Kathleen). I was then part of smaller groups that met with Food, Nutrition, & Consumer Services Under Secretary Kevin Concannon, Deputy Under Secretary Janey Thornton, FNS Administrator Julie Paradis, and many others. It was a great opportunity to communicate the fact that efforts to equip markets with EBT technology must coincide with investments in their overall capacity to operate sustainably in the long-term.

Along with our Executive Director Stacy Miller and fellow board members Diane Eggert, Andrew Stout, and Janel Leatherman, I also had the opportunity to meet with AMS Administrator Rayne Pegg and Errol Bragg, Director of the AMS Marketing Services Division, to discuss, among other things, the growth of the Farmers Market Promotion Program (FMPP). I found all the staff at USDA to be overwhelmingly enthusiastic and encouraging of FMC, our members, and the work that we do.

That same afternoon, the board fanned out on Capitol Hill for visits with key staff members of House and Senate Committees relating to Agriculture and Ag Appropriations as well as the House Education & Labor Committee to talk about WIC FMNP, food safety, and other important issues.

Entering into our final workplan development session early Thursday morning, the board reviewed all that we had seen and heard throughout the week. We will continue to finalize our plans over the next few months and expect to publish our 2010 Strategic Plan early in the new year. The board, composed of hard working advocates from across the country, have talked, listened, deliberated, and crafted a plan for FMC's future in this changing and challenging landscape. This plan is expected to provide more services to you, our members, your markets, your customers, and your communities.

Our opportunities are as vast as our challenges. Key issues in the coming year include EBT technology at markets, Farmers Market Nutrition Program coupon transition from paper to electronic distribution, food safety measures that make sense for small farmers, supporting the Farmers Market Promotion Program while making other federal funding streams accessible to farmers markets, and continuing engage leadership at the state level to build the capacity of state farmers market associations. This month in particular, we will be unveiling upgrades to the FMC Resource Library and invite you to share your tools-- together, we can make this powerful tool better and better every day.

Even in times of economic hardship, we will transform ideas into action as we continue to support farmers markets as well as the farmers, customers, and communities they serve. As our workplan takes shape, the board will be reaching out to its members in search of leaders to serve on issue-specific task forces. Can we count you in?

Sharon Yeago, a community food advocate and former market manager from Florida, is the President of the Farmers Market Coalition.



Fundraising for Sustainability: Revenue Strategies at the Memphis Farmers Market

By Sharon Leicham
co-Founder, Board Member,
and Immediate Past Chair
Memphis Farmers Market
Memphis, TN

Member Voice

FMC members rank funding, infrastructure, and capacity among their top challenges to continued success. Thirty-eight percent are recognized 501(c)(3)s, while on the other end of the spectrum, 38% presently have no IRS 501 status at all. Here, FMC member Memphis Farmers Market shares its strategies to raise operating funds.

Want to write for *the market beet's* 'Member Voice'? We'd love to hear from you! Submit your piece (max 700 words) or article idea to membership@farmersmarketcoalition.org by December 10th for consideration in the Winter issue.



In the spring of 2005, a group of downtown residents in Memphis, Tennessee met to discuss the need for a farmers market downtown. We met with the Memphis Center City Commission and formed a committee to research the feasibility of opening a market. Among our challenges were finding a venue that people would feel safe visiting, finding local farmers to populate the market, and fundraising.

We applied for IRS 501(c)(3) status and, while waiting for a response (which took over a year), we partnered with the Center City Development Corporation as a fiscal agent. With their help, we were able to secure start-up funding from a local foundation. As it turned out, we were not granted (c)(3) status and instead granted a (c)(4) designation. That made obtaining grants almost impossible without an agent.

Plowing ahead, the Memphis Farmers Market (MFM) opened downtown in 2006 downtown, with 20 vendors in an outdoor covered pavilion adjacent to Memphis' Historic Central Station.

In 2008, we lost our fiscal agent and the ability to secure most grants. However, we were able to secure capital improvement grants for our facility and site improvements. The reality of the situation then, as it is now, is that fundraising is our biggest challenge. We are reapplying for (c)(3) status and are focused on earned income. Our 2009 operating budget totals \$118,000 and includes marketing services, depreciation, operations, a part-time market manager, promotional items and facility and site improvements.

Our 2009 revenue stream includes:

Memberships/Sponsorships 11%

This has been our most challenging fundraising function. It is imperative to have people skilled in asking for money to solicit memberships and, in particular, sponsorships. We have found more success selling sponsorships for our annual Harvest Celebration than to the market in general. This year's Harvest Celebrations sponsorships have brought in close to \$20,000 in cash and in-kind. It appears that people prefer to give to specific events.

Fundraisers 23%

Our biggest fundraiser of the year is our annual Harvest Celebration held after the market closes each fall. We invite 16 local restaurants to provide tastings, offer free refreshments, wine, and beer, as well as hold live and silent auctions. We sell tickets, but the auction provides the largest source of revenue generating between \$20,000 and \$30,000.

Each month we sponsor MFM Dinner Tours featuring local restaurants. The chefs shop the market for menu items and prepare market dinners based on the ingredients they find. A minimum of 30% of the net profits from the dinners goes to the market.

Vendor fees 18%

We presently have 70+ vendors. Full season vendors pay \$450 per stall, monthly vendors \$85, weekly vendors \$25. A list of all our vendors is available on our web site at www.memphisfarmersmarket.org/vendorlist

Grants 17%

The majority of our grant revenue is for capital improvement and marketing grants. We received capital improvement grants from Memphis Housing & Community Development and the Assisi Foundation of Memphis to install electrical wiring for data transfer, a storeroom adjacent to the market, fans, and access improvements. We are also fortunate to receive marketing grants from the Tennessee Department of Agriculture along with a forestry grant to plant 44 trees on the site.

Coffee Sales/Promo Sales/Cookbook 30%

We added a coffee cart to the market in 2008 and it has contributed greatly to our bottom line. We sell coffee, iced coffee, lemonade, pastries, etc. Our promotional t-shirts, hats, aprons, coffee cups, and logo tote bags consistently provide a positive revenue stream and our new market cookbook has been an overwhelming success.

As I imagine it is for any farmers market, fundraising is an ongoing challenge as we continually come up with new means of raising funds to keep the market operating successfully and fulfilling its mission. I look forward to learning and sharing ideas with other FMC members, as we all try to find the right balance of revenue streams. Please visit us at www.memphisfarmersmarket.org to learn more.

Photos (from top to bottom): Musicians play at harvest celebration; Volunteers sell promotional items at the market pavilion; Dinner tour chefs get recognition a fundraiser meal

The Coalition Converges in the Capitol

By Sarah Johnson Thirteen members of the Farmers Market Coalition's Board of Directors hopped on flights across the country on Monday, October 26, joining Executive Director Stacy Miller in Washington, DC for a busy week spent reflecting upon the Coalition's accomplishments, planning for the future, and meeting with local partners and friends.

The week got off to a tasty start with Monday's board dinner at Teatism, hosted by DC's FRESHFARM Markets and featuring local sweet potatoes from Mountain View Farm in Virginia and green beans from Greensboro, Maryland's Sand Hill Farm.

After a productive day of strategic planning on Tuesday, the board caught up with allies in USDA along with Jane Kirchner from American Farmland Trust, Megan Elsener of the Community Food Security Coalition, Aimee Witteman and Kate Fitzgerald of the National Sustainable Agriculture Coalition, and other DC-area friends. at a reception hosted at the home of board member and FRESHFARM Markets co-director Bernie Prince. Everyone enjoyed the variety of regional food brought from farmers markets across the country—as Bernie remarked, "What a delicious way to engage potential partners in support of our farmers and producers who are providing the healthy food we love to eat every day!"

On Wednesday, the board members set out on foot to meet with USDA and congressional representatives, beginning with a meeting with Kathleen Merrigan, Deputy Secretary of Agriculture about the new USDA 'Know Your Farmer, Know Your Food' initiative and how to build the capacity of farmers markets.

The group then fanned out across the USDA to sit down with agencies such as Risk Management, National Institute of Food & Agriculture (formerly CSREES), Rural Development, Food & Nutrition Service (FNS), and the Agricultural Market Service (AMS) about the work needed to strengthen farmers markets and opportunities to cooperate with the USDA to achieve this goal. In the afternoon, the board headed to the House and Senate Office Buildings to discuss current food safety and child nutrition legislation with staffers from House and Senate Agriculture Committees as well as the House Education and Labor Committee and the Senate Health, Education, Labor and Pensions Committee.

After talking about farmers markets all day, the group was itching to visit one. As soon as the congressional meetings were concluded, everyone trekked from the Capitol building to the Foggy Bottom FRESHFARM market, sampling a wide variety of Mid-Atlantic apple varieties. The day was then capped off with a celebratory dinner generously donated by Founding Farmers, a LEED certified restaurant that

features produce from small farms across the country. The board was especially excited to sample the butternut squash ravioli, made from scratch with squash grown, harvested, and delivered by FMC's Executive Director.

As they prepared to depart on Thursday afternoon, the board members reflected upon their week together, recalling the new relationships forged, plans made, and delicious local food enjoyed. Board member Janel Leatherman of the Dallas Farmers Market concluded, "It is rewarding to work with so many positive people and see the progress we are making and to have FMC recognized as The Source for information-sharing. We do have exciting times ahead of us as we fulfill our strategic plan."



Left to right, Back Row: Andrew Stout, Bernie Prince, Don Wambles, Janel Leatherman, Fred Broughton, Diane Eggert, Richard McCarthy, Jeff Cole, Errol Bragg (AMS), Lucas Knowles, Sarah Johnson. **Front row:** Ruth White, Sharon Yeago, Deputy Secretary Kathleen Merrigan, Leslie Schaller, Chris Curtis, Stacy Miller, Copper Alvarez

Planning Underway for MIFMA Market Manager Certificate Program

By Dru Montri
Manager
Michigan Farmers Market
Association
East Lansing, MI



State of the States: Association Member Highlight

The Michigan Farmers Market Association (MIFMA) was formed in 2006 as a statewide association to promote local food consumption in Michigan by connecting more farmers to consumers through farmers markets. Together, Michigan market managers, vendors, and partners determined that our collective mission is to create a thriving marketplace for local food and farm products through the advancement of farmers markets. Over the last three years, this mission has guided MIFMA's growth and organizational development.

As one means for advancing Michigan farmers markets, MIFMA has committed to providing professional development and networking opportunities for those individuals responsible for farmers market daily operations, market governance, and market sustainability. We understand that market manager skills and responsibilities are critical for farmers markets to succeed in serving farmers, vendors, and consumers. When we found out in September that our USDA FMPP grant Professional Development for Michigan Farmers Markets would receive full funding, we were thrilled to start planning for a Market Manager Certificate Program.

Over the next year, MIFMA's Professional Development Committee will develop the Certificate Program's curriculum and promotional materials with a goal of launching the Program in November 2010. MIFMA's Market Manager Certificate Program will include training for new market managers and continuing education for current and experienced market managers as well as networking and information sharing opportunities. To receive certification, market managers will be required to attend six day-long sessions organized by the following topic areas:

1. *Market Governance, Rules, and Enforcement*
2. *Business Planning, Market Growth Management, and Recordkeeping*
3. *Human Relations and Conflict Management*
4. *Marketing and Outreach*
5. *Food Safety*
6. *Fundraising*

We know that the time and travel required for busy market managers to participate in the six day-long sessions of the Certificate Program won't work for everyone. Consequently, we will also develop a MIFMA Cyber Institute, which will include distance learning curricula based on the educational components of the Certificate Program. These online sessions will be available to market managers in Michigan and across the country 24 hours a day, seven days a week, 365 days a year. We have funding for the initial phase of development and the creation of two online learning modules that will be made available online beginning April 2011.

While some of our launch dates seem years away, the development of the Certificate Program and Cyber Institute coincides with MIFMA's current strategic planning process. We see developing professional expertise for our Board, staff, and active members as an essential first step to developing a sound Certificate Program. Our goal is to first provide strategic coaching for our Board and members and then reach a minimum of 100 individuals through the Certificate Program and certify 10% of all attendees in the first year.

As planning gets underway, MIFMA welcomes other interested organizations with similar goals to join us. Our professional development programs could be implemented in other states, and we are happy to share our resources as a model for other interested state associations. Just as the Farmers Market Coalition has been a great resource for us to learn from others across the country, we would love to be able to contribute to the growing number of resources available for farmers market managers. To learn more about MIFMA's Market Manager Certificate Program, contact Dru Montri at (517) 432-3381 or dnmontri@msu.edu.

From Farm to Fork: What Does Food Safety Look Like on the Ground?

Tenley Weaver and Dennis Dove of Floyd County, Virginia own Full Circle Organic Farm and operate Good Food-Good People, a distributor of local fresh farm food. With food safety legislation pending in Congress, FMC took the opportunity to chat with Tenley about food safety at her farm and distributorship.

FMC: Tell us about about your farm. How long have you been in business? What are your operations like?

TW: We have owned Full Circle Organic Farm, here in Floyd, for 15 years. We have two parcels totaling 15 acres, and tend to grow fast rotation, high dollar per row crops, which means that a lot of the acreage is employed seven times in the 9-10 months per year the farm is in production. We grow garlic, salad greens, beets, carrots, shitake mushrooms, run a culinary herb business, and use lots of garden seedlings for season extension.

The other business that we operate is called Good Food-Good People, a local fresh farm food distributorship that we started at the same time as the farm. In the last several years of running Good Food, we have branched into eggs and meat, and try to buy only certified organic. However, since we only work with farmers within a 50-mile radius of Floyd, we handle commercial fruit since it is all we can find locally.

FMC: What marketing outlets do you use? How do farmers markets play in your sales?

TW: Our farm sells all of its produce through Good Food-Good People, which in turn sells at farmers markets as well as to restaurants, stores, individual consumers, and other outlets. Farmers markets are incredibly important to us; we've been selling at them for 20 years. This year, we participated in three farmers markets—Blacksburg, Grandin Village, and Blacksburg YMCA—which accounted for about a third of our sales. We also have an online virtual market preorder program for our CSA and farmers markets.

FMC: It sounds like your client base is diverse—do any of them ask about food safety?

TW: Incredibly, they don't! Foodborne illnesses have actually strengthened our sales and those of other small farmers and CSAs, due to the perception that food safety problems only occur at large companies. This is certainly idealistic, as small farmers can make mistakes too, although we do tend to care more about our customers than large corporations. Still, most of us are hesitant to bring food safety up, and it's quite surprising that nobody—not farmers market customers, not restaurants, not natural food stores—has asked a word. Even more surprising is the fact that nobody except for us growers seems to have even heard of GAPs.

FMC: GAPs (Good Agricultural Practices) are based upon a 1998 Food and Drug Administration publication. Since 1999, the USDA has offered voluntary auditing services to determine a farm's compliance with GAPs. As a farmer and distributor, how have GAPs, and the food safety issues it addresses, affected you?

TW: Not long ago, all of us growers started to realize that GAPs were for real and starting to breathe down our backs, and that we needed to pay attention to two things.

First, there's the regulatory level—the paperwork—and there are copious pages of information to sort through on what the regulations are about. It's hard to understand, and even harder to figure out how to work with growers to bring them up to snuff and make them compliant with the issues.

However, more importantly, there are serious issues with food safety in agriculture today that must be addressed. It's so hard for small farmers like us to know what we need to do to stay safe. The people we work with all gross less than \$25,000 a year, and certainly can't afford to build \$10,000+ state of the art prep facilities—but GAP doesn't spell out other options for small farm-

ers. Nobody wants to get in the way of food safety, but the imposition of industrial-scale GAP measures on small farms could easily put a lot of us out of business.

FMC: So, GAPs aside, how have you taken food safety into consideration at your farm? What food safety concern looms largest?

TW: Water, water, water! We have had our spring water tested, but according to the Department of Health it could be clean one day and dirty the next, since it is being continuously fed by an underground source. Water is particularly important at the packhouse. We don't test our irrigation water, but we use an underground drip system that is far less likely to have problems than overhead irrigation. It's in washing the produce at the packhouse that contamination worries become relevant—the temperature of the water needs to be matched with that of the produce so the produce doesn't draw water in.

So, employee training to deal with these packhouse concerns is number one. The first thing we did when we got serious about this was sit down with all our employees and open their eyes to food safety issues, starting with water. We've established a firm clean-up procedure with them. They wash their hands with antibacterial soap, clean all surfaces with bleach solution, wear food handling gloves, tie bags tightly, and check cooler thermometers at every shift. A lot of the food safety literature emphasizes traceability, so we've really focused on that as well—using checklists, making sure we're in the packhouse watching the employees so we know procedures are being followed. Of course, nobody can watch everyone all the time, so trust is key.

The emphasis on washing produce carefully is also something I've shared with our growers—just because you're used to the water on your farm and can drink it without any problem, doesn't mean you can wash lettuce with it, take it to a restaurant, feed it to an elderly person, and have them be okay. Most of the farms around here have \$1-3 million of liability coverage, and although if there were to be a problem it would be on a much smaller scale than if it were, say, Dole, it would still be very damaging.

FMC: Have you had any food safety incidents?

TW: Never! Good Food has had not one single incident in 15 years of operation. The job ahead of us is simply to continue to stay conscious of food safety concerns.

FMC: What can be done to help farmers stay conscious of these issues?

TW: I think any information by organizations like the Farmers Market Coalition or farmers market associations that can be filtered down to individual vendors would be extremely helpful. A lot of small farmers have no idea that food safety regulation is coming their way, and may not be thinking about the issues as much as they should. There are things we could do for free on our farms that would make us safer, and we need to know about them.

As of this writing, the Senate is still working on its version of the Food Safety Legislation passed by the House (HR 2749) earlier this year. The text of Senate 510, or the FDA Food Safety Modernization Act, as it is presently called, is available at <http://thomas.loc.gov/cgi-bin/query/z?c111:s510>:

FMC recently had an opportunity to meet with staffers on the Senate Health, Education, Labor, & Pensions Committee working on the bill about our concerns. A brief PDF of FMC's current Food Safety Position Statement is available at www.farmersmarketcoalition.org/joinus/policy/.

Browse or submit food safety resources to the ever-growing FMC Resource Library at www.farmersmarketcoalition.org/resource-library.

Campus Farmers Markets Sprout New Roots

By Sarah Johnson

As interest in sustainable food systems grows on college campuses nationwide, so do campus farmers markets, bringing college communities together while connecting them with local farmers. Campus farmers markets can play an important role in catalyzing support for agricultural academic programs and initiatives, grounding students' classwork in real interaction with local food systems.

Yet, while college farmers markets can be tremendously rewarding for campus communities and local farmers, they can also face unique challenges by virtue of their on-campus locations.

Many of these challenges can be summarized by two words: red tape. Jessica Zdeb, who started a farmers market at Harvard while working as the Food Literacy Project Coordinator for Harvard Dining Services, says she felt like she was "talking to 25 different departments at the university"—and while they were all delighted by the thought of a farmers market, getting any of them to sign off on the proposal was much harder.

Zdeb recalls, "I always asked each administrator, 'Who else do you think I need to talk to about this?' And there was always someone else. To be honest, I don't know if anyone ever said that they were the last person who needed to say yes, but eventually I just decided to do it."

Dan Waxman, Sustainability Projects Manager for University Services at George Mason University, had a similar crash course in campus bureaucracy when starting a market at Mason, working with a laundry list of university offices including University Life, Student Centers, Human Resources, Events Management, Facilities, and more.

Waxman and Zdeb also found that the unique food needs of students and faculty impacted the design and operation of their markets. While many farmers markets are frequented by consumers who leave home with the express purpose of visiting the market—and thus have the shopping bags and transportation necessary to get their purchases home—students and faculty tend to filter through their campus markets on the way to classes and other activities. Purchasing a head of lettuce on the way to yoga at 10 AM can be a commitment to sitting with that lettuce as it wilts through hours of French conversation, economics office hours, and a cappella practice, only to return at night to a dorm without a fridge.

Having determined that demand for over-educated lettuce is not high, Waxman and Zdeb each discovered creative ways to tailor their markets to student needs. At the Harvard market, Zdeb encouraged fruit sales, realizing that while most students felt satisfied by the vegetable offerings at their dining halls, fresh fruit was often priced out of the dining services budget and offered a healthy option for students to buy and snack on throughout the day. Zdeb also started a vendor rotation system so that each specialty vendor only visited the market every third week, maximizing vendor sales per hour as well as the small market space by recognizing that "customers don't need lavender salt every week."

At George Mason, the outside market operator contracted by the university helped make the market more student-savvy by having vendors miniaturize their wares—for example, instead of selling large pies or bread loaves, they sell smaller turnovers and rolls students can easily carry around with them.

As a way to share these and other insights among campus market managers across the country, Waxman and Zdeb started the Campus Farmers Market Network, an email listserv for managers to give advice, vent about university bureaucracies, and build a campus farmers market community.

Zdeb says that one of the most important pieces of advice for wannabe campus market managers that she has learned from the network is that "the best thing a student can do is find a department in the university that will champion your cause." Waxman echoes this sentiment and adds that planning ahead with all logistics, market promotions, rain plans, and scheduling can make the difference between success and failure—especially on campuses where the market is but one of a string of events scheduled at the same location on the same day.

Students interested in farmers markets might also consider starting small. Stanford University's produce stand, grown out of a collaboration between student gardeners and Stanford Dining in 2007, operates from a single table outside of the student union, and the majority of its food comes from the Stanford community farm. The rest is supplemented by local, organic produce from the Agriculture and Land-Based Training Association (ALBA), which generates opportunities for limited-resource farmers in Monterey County.

Although the market is smaller than most, Stanford student gardener Shila Soni notes that regardless of size, all campus markets help fulfill the same purpose: they offer a venue for students to learn and become passionate about gardening and local food systems, incubating the next generation of loyal market patrons—or, even better, new farmers.



Julie Shaffer, Sustainable Food Service Education Coordinator at Emory University, displays heirloom tomatoes at her campus farmers market

To join the Campus Farmers Market Network, visit <http://groups.google.com/group/campusfarmersmarketnetwork/>

Markets Are Up! Offers Tools for FM Week & Beyond



During the 10th Annual National Farmers Market Week, farmers markets had some new tools to help them communicate the positive impacts that have in communities nationwide. Several thousand glossaries, postcards, bookmarks and 'I love farmers market' decals were ordered and disseminated around the country. Thousands of hits to the web page included 500 downloads of the free press release template, more than 100 downloads of the glossary PDF, and more than 200 downloads of ads and postcards. In addition, nearly 375 people accessed the Farmers Market Frequently Asked Questions between July and September. These are all available year-round at www.farmersmarketcoalition.org/membership.

Another positive side effect of the promotional campaign was an improvement in the accuracy of existing data on farmers markets. The Agricultural Marketing Service, which maintains the national Farmers Market Directory, was flooded with updates this spring and summer, which is why the official release of the farmers market numbers for 2009 (5,274) wasn't announced until October. FMC also collaborated with *Growing for Market* to distribute nearly 10,000 copies of its new Farmers Market issue to FMC members free of charge, to help more farmers.

Because of the perennial nature of the materials, Markets Are Up! is just as relevant today as it was during Farmers Market Week. The farmers market glossary brochure, for example, contains more than 30 terms shoppers might find associated with products for sale at market, developed in partnership with Marin Farmers Markets and the Center for Urban Education about Sustainable Agriculture. Other materials include:

- A set of three postcard mailers that reinforce the messages "Market Value," "Healthy Investment," and "Green Economy"
- 'I love farmers markets' decals and bookmarks aimed to help markets reach second-tier consumers and give loyal shoppers tools to spread the message
- Farmers Market Talking Points, updated with this fall's new national tally of markets

The glossary, stickers, bookmarks, and postcards are available in print (in 250 or 500 quantities), with a 20% discount to FMC members, at www.farmersmarketcoalition.org/shop.

All Markets Are Up! tools, including the postcard mailers, ads, and glossary are available electronically as print-ready files for free download on the FMC web site, ready to send to a local printer as is or modified with local market hours. Members also have access to high-resolution print ready files with space specifically reserved for insertion of a local logo.

Please e-mail news@farmersmarketcoalition.org to share your stories about how you used National Farmers Market Week to spread the positive message about farmers markets.

Thanks to the 2009 for 'Markets Are Up!' sponsors:



Information Marketplace Webinars, Mini-Grants Available

With farmers markets spanning a variety of geographies, sizes, ages, and organizational structures, Information Marketplace was launched this summer as a free professional development webinar series for farmers market association leaders and farmers market managers. With topics selected in response to proceedings from the National Farmers Market Summit (2007) and data from FMC's State Farmers Market Association Survey Report, FMC, along with the Wallace Center for Sustainable Agriculture, hosted six live sessions hosted between June and September. More than 300 people participated in these live sessions, with most saying they were 'very likely' to recommend the recordings to board members or colleagues.

Recordings, Presentations, and Handouts Available On-line

Missed a session? Archived recordings, along with helpful handouts and the presentations themselves (in PDF) are at www.farmersmarketcoalition.org/resources/information-marketplace. FMC encourages market managers, association leaders, and others to share these resources among their farmers market colleagues and board members.

Strategic Planning in the Real World: How to Put No Staff, No Money, and Big Dreams to Work for Your Organization. Nicole de Beaufort, Fourth Sector Consulting and Karen Wagner, Oregon Farmers' Market Association.

Best Board Practices and Meetings that Matter: An Introduction to Nonprofit Governance. Rosanne Stead, Tides Center.

Sowing Value, Reaping Rewards: Recruitment, Services, and Administrative Systems for Successful Membership Organizations. Brian Snyder and Michele Gauger, Pennsylvania Association for Sustainable Agriculture & Jeff Cole, Federation of Massachusetts Farmers Markets.

Measuring Success: Market Record-Keeping and Evaluation. Chris Curtis, Neighborhood Farmers Market Alliance (Seattle, WA); Bernie Prince, FreshFarm Markets (Washington, DC); Darlene Wolnik, marketumbrella.org (New Orleans, LA)

Food Safety First: GAPs and Food Safety Issues for Farmers Markets. Betsy Bihn, National GAPs Program Coordinator, Cornell University; Andy Sarjahani, former Virginia Tech Sustainability Coordinator; Brigitte Moran, Marin Farmers Markets.

EBT and Nutrition Outreach: Practical Advice from Successful Programs. Diane Eggert, Farmers' Market Federation of New York; and Mike Hurwitz, New York City Greenmarket Farmers Markets.

Mini-Grants Available to Support Market Manager and Producer Professional Development

State and regional associations participating (or watching the recordings of) at least three sessions this summer are eligible to apply for small stipends in support of winter market manager trainings. The Farmers Market Coalition has approximately 15-18 small grants available for state and regional farmers markets associations to provide market manager and producer trainings. In order to be eligible, representatives from applicant organization must a) be active FMC members as state, regional, government, or academic institutions and b) have had an organizational representative register for and participate in OR watch recordings of at least three Information Marketplace webinar sessions. Funds are available to eligible entities on a limited basis. Applications can be downloaded at www.farmersmarketcoalition.org/information-marketplace. Deadline for submission is November 15th, 2009.



Information Marketplace is possible with support from the USDA Agricultural Marketing Service and the USDA Risk Management Agency.

Growing Gifts: The Facts About Produce Donation

By Sarah Johnson
Research & Education Intern
Farmers Market Coalition

Whether your farm has brought too many tomatoes to the market, or your family has endured one too many nights of green bean casserole, one question is probably all too familiar: What do I do with all this extra produce? Rather than drastically cut your prices, a more rewarding option might be to donate the produce and stock someone else's shelves instead. But how can it be done? To get advice, we brainstormed with Gary Oppenheimer, a community garden director in West Milford, New Jersey and the founder of AmpleHarvest.org, a web resource facilitating produce donation, and came up with the following ideas for farmers and markets.

For the farmer...

- Ask your farmers market if it facilitates produce donation. Many farmers markets will help collect produce and take it to food banks and pantries at the end of the market day.
- Consider food pantries. An avid gardener, Oppenheimer once found himself with 40 pounds of extra produce on his hands and took it to a women's shelter. When the woman at the door exclaimed, "Now we can have some fresh produce!", Oppenheimer realized that most shelters and pantries only have access to syrupy sweet canned fruits and sodium-laden canned vegetables. While food banks—the operations distributing to soup kitchens and food pantries—may have refrigeration, the typical walk-in food pantry for families in need does not. Farmers and home gardeners can get produce to food pantries sooner after harvest than can food banks or grocery stores, thus making fresh produce an option where it otherwise would not be.
- Remember that every little bit helps. So you have one head of lettuce too many but 40 pounds of extra okra? Don't leave the lettuce at home. Food pantries are frequented by families, and one head of lettuce might be just what the family needs to have a salad that night. Plus, someone else in the community might have bushels of extra lettuce but only a handful of okra.
- Don't forget about tax deductions. Although helping to alleviate hunger is certainly incentive enough for produce donation, alleviating tax-time woes can be a nice side benefit. Neil Hamilton at Drake University Agricultural Law Center reminds that "the Good Samaritan Hunger Relief Tax Incentive Program allows farmers and small business owners to receive a tax deduction for donating food to banks, pantries, and homeless shelters." The value of the deduction allowed under this program is either the fair market value—the price of the food at the time of donation—or two times cost, whichever is lesser. However, be aware that the deduction is currently only good for food donated in 2009—the program expires at the end of this year. A bill introduced to Congress this summer intends to permanently extend the program, so now is the time to let your congressmen know the importance of keeping the tax donation alive in 2010 and beyond. For more information about tax deductions, see <http://foodtodonate.com/taxBenefits/taxBenefits.htm>.
- Find a gleaning group. If you've got too much extra or seconds produce to harvest yourself, a gleaning group may visit your farm, pick your produce, and bring it to food pantries for you.

For the farmers market...

- Look online. When Oppenheimer tried to facilitate produce donation for his community garden, a thorough search in the phone book demonstrated that food pantries can be tricky to find. In response, he started AmpleHarvest.org, where food pantries interested in fresh produce donation can register their location and hours. In only its 17th week of operation, AmpleHarvest.org has 915 food pantries listed. Take a look—you very well might find one near you.
- Help coordinate the donation of produce by your vendors at the end of the market day. Need some inspiration? Look at the seven Seattle Neighborhood Farmers Markets—in 2008, they donated a combined total of 40,343 pounds of produce to local food banks.
- Inform your customers about produce donation options. The produce at your market is probably so fresh, healthful, and enticing that many customers pick up more than they can eat—let them know what they can do with it, so they keep coming back to the market for more. Find maps of food pantries closest to your market at AmpleHarvest.org and hand them out to your shoppers, or just direct them to donation-facilitating websites like AmpleHarvest.org or Plantarow.org.



News Bites: The Back Page Beet

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FMC Offers Free Holiday Gift for New or Renewing State & Regional Members

Thanks to a generous contribution by author Garry Stephenson of Oregon State University, FMC is proud to offer a free copy of *Farmers' Markets: Success, Failure, and Management Ecology* (2008) to new and renewing members at the state association, regional organization, government agency, or academic institution level. The book, which retails for \$99, uses an ecological approach to explore historic trends related to growth and decline in market numbers, examines the management organization associated with markets of specific sizes, analyzes the characteristics and issues associated with markets that fail, and offers a model that illustrates how farmers market organizers successfully adapt to barriers and challenges in their environment. To take advantage of this offer, membership applications and renewals must be submitted no later than December 31st, and accompanied by an e-mail to membership@farmersmarketcoalition.org that says 'Management Ecology Book Request.' Quantities are limited, so act fast!

Healthy Incentive Pilot May Include Funding for Farmers Market EBT Initiatives

This month, the USDA Food and Nutrition Service (FNS) is set to announce proposal submission guidelines for the Healthier Incentive Pilot Program (HIP). The most recent Farm Bill authorized \$20 million for pilot projects to evaluate health and nutrition promotion in the Supplemental Nutrition Assistance Program (SNAP) to determine if incentives provided to recipients at the point-of-sale increase the purchase of fruits, vegetables or other healthful foods among SNAP participants. Eligible entities include state SNAP program administration agencies, a list of which can be found at: <http://www.fns.usda.gov/snap/outreach/map.htm>. Inquire with your respective state SNAP administrator to see if they plan to incorporate farmers markets into a HIP proposal.

Know Your Farmer, Know Your Food Makes USDA Programs More Accessible

Since launching in September, the USDA's Know your Farmer, Know your Food initiative has taken steps to identify and promote resources from across USDA to help create the link between local production and local consumption. A list of possible funding opportunities available for local food initiatives is at http://www.usda.gov/wps/portal/knowyourfarmer?navtype=KYF&navid=KYF_GRANTS. The website also features social media tools to help focus the public conversation about farming and food, while engaging American agriculture and linking producers to customers. The public will be able to send their stories, ideas or videos to the 'Know Your Farmer, Know Your Food' team at knowyourfarmer@usda.gov. Individuals and groups can become a fan of USDA on Facebook at www.facebook.com/USDA.

New Journal Seeks Research Paper Submissions

The Journal of Agriculture and Food Systems Development is a new online, international, peer-reviewed journal focused on applied research and best practices in developing thriving farming communities and sustainable food systems. The Journal is online at www.AgDevJournal.com. Beginning November 15, 2009, the Journal welcomes papers at any time on any subject related to the development aspects of agriculture and food systems. Submissions are also being accepted for a special topics call on GROWING FARMERS: Evaluations of, Recent Innovations in, and Best Practices for Young Farmer, New Farmer, Small Farmer, and Farm Transfer Programs, Incubators, Networks, and Alliances. Submissions for this special topic will be accepted from Nov. 15, 2009, through February 15, 2010. Subscriptions to the Journal of Agriculture and Food Systems Development will open in late winter 2009/2010.

Support FMC with your membership

Support FMC's work to educate, network, and advocate by becoming a member or renewing your membership today. Members receive 20% off all *Markets Are Up!* printed materials, and state or regional organization members are eligible to apply for sponsorship support for fall/winter market manager trainings. Learn more at www.farmersmarketcoalition.org/membership.