

## FARMERS' MARKET SUPPORT PROGRAM

2019

### Overview:

Farmers' markets are an important retail market for small-scale Kentucky farmers and producers. Farmers Markets also offer the potential of becoming a food hub for aggregating and distributing beyond the traditional retail outlet to supply farm to school programs, restaurants, and to larger wholesalers/distributors.

While many funding opportunities and resources exist in Kentucky for farmers markets, they typically are uncoordinated and often fail to address the farmers' market's critical need for manpower and marketing support. This is especially true for farmers markets in their early stages of development, markets that have not yet reached sustainability, and rural markets.

Created by CFA in 2014, CFA facilitates the Farmers Market Support Program (FMSP) as a collaboration of CFA and other organizations to create a comprehensive, support system for Kentucky farmers markets.

The goal of the Farmers Market Support Program is *"The creation of scalable, sustainable public markets that increase farm profits and provide greater access to all consumers of Kentucky-grown products."*

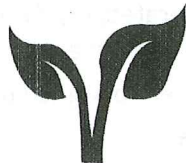
Beginning in 2017 The Farmer's Market Support Program (FMSP) and Kentucky Double Dollars became distinctly separate programs but linked through collaborative partnerships, funding, technical assistance, data collection evaluation and overall impact. CFA Staff are assigned to a particular program with specific duties but work together as a CFA Team to advance both programs.

### SERVICE



The program is directed at farmers markets interested in building capacity and overall growth

### GROWTH



The Farmers Market Support Program (FMSP) started in Eastern Kentucky with 8 Markets. Today, FMSP serves 32 markets across the state.

### PARTNERS



Kentucky Agricultural Development Fund, USDA, GOAP, KDA, CHFS, NEP, KCARD, Bluegrass Farm to Table, Louisville Farmers Market Association, Center for Crop Diversification, BB&T, WellCare

## Program Services

Through a collection of resource providers and toolkits, the FMSP provides Technical Assistance, Business and Market Development, and Capital Support, through one-to-one consultation, workshops, and webinars.

### Business Development

- a) Strategic planning facilitation, including vision and mission development, long-term market goals and potentially market demand studies;
- b) Governance and management training for legal structure options, By-laws, Board and organization policy development, as well as budgets, fee structures, conflict resolution, and market management personnel;

### Market Development

- a) Market vendor training about product presentation;
- b) Regulations concerning value-added and sampling;
- c) Toolkits for publicity and marketing development through advertising, publicity and buy-local campaigns;
- d) Participation in food and nutrition programs, i.e. SNAP, WIC, etc.;
- e) How to build community support through establishing Friends of the Farmers Market.

### Networking

- a) Farmers Market Manager Facebook Group
- b) Farmers Market Manager Google Group
- c) Annual Farmers Market Gatherings
- d) Support for Regional or National Farmers Market events

### Capital Support\*

- a) A cost-share/match program for market managers
- b) Marketing mini-grants
- c) SNAP EBT Access funding
- d) Grant application assistance
- e) Costshare assistance through the Appalachian Farm Fund

## Program Eligibility

### General Eligibility

- The majority of marketed products must be Kentucky grown;
- A Farmers Market must be legally incorporated, or, if not incorporated, must be actively pursuing a legal organizational structure and have a fiscal sponsor;
- Be registered with the Kentucky Department of Agriculture and Kentucky Proud.

### \*To Participate In The Capital Support Service:

- Must submit a business plan (and a marketing plan for a mini-grant), be in process of developing a business plan, or participate in the FMSP business development program.
- Cost shares require a 50% match with at least 10% of the match contributed directly by the market or the producers of the market (if unincorporated).