



**California Alliance of Farmers' Markets  
Farmers' Market Promotion Program Grant 2017-2020**

In 2017, the Ecology Center was awarded a Farmers' Market Promotion Program (FMPP) grant from the U.S. Department of Agriculture (USDA) to further the work of the California Alliance of Farmers' Markets (the Alliance) over the next three years. The Alliance is a program of the Ecology Center.

This statewide initiative is designed to bring new shoppers to California farmers' markets and increase sales for farmers; strengthen the identity and recognition of farmers' markets; and through market manager trainings and professional development, build the managerial, marketing, and compliance capacity for farmers' market operators necessary to meet the challenges that the California farmers' market industry faces.

Projects over the next three years include:

- Creating and launching a statewide media campaign using farmer-focused videos, images, and content to reach over 2 million Californians - potential market shoppers.
- Continuing beginning and advanced farmers' market management trainings for over 160 market managers across the state, elevating the professional capacity of the industry.
- Rolling out the Farmers' Market Coalition's Market Metrics tool to approximately 120 markets, to track data for evidence-based market management and evaluation.
- Strengthen and build the Alliance organizational and Steering Committee capacity.

Investing in farmers' markets is good for consumers, farmers, and the local economy. Farmers who sell direct to consumers spend a much greater share of their revenue on inputs from local companies and generate three times as many local jobs compared to larger growers.<sup>1</sup>

According to the 2015 Local Food Marketing Practices Survey, (National Agricultural Statistics Service, USDA) California has \$467 million in farm-direct sales to individuals per year. If we very conservatively assume 80% is from the 2,200 growers selling at farmers' markets, that's \$373.6 million generated purely from farmers' markets. The Ecology Center estimates that implementing this program will result in a 4% increase bringing the total annual sales up to \$388.5 million by 2020, an additional \$15 million in sales per year for California's direct marketing farmers. This increase in sales has the power to generate \$986.8 million in economic activity in the state of California, according to the Local Food Impact Calculator.<sup>2</sup>

We are grateful to have been selected by USDA Agricultural Marketing Services (AMS) to do this important work and hope this will strengthen the farmers' market industry across the state and nation.

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<sup>1</sup> Hardesty, S., et al (2016) *Economic Impact of Local Food Producers in the Sacramento Region* available online: <http://sfp.ucdavis.edu/files/238053.pdf>

<sup>2</sup> Local Food Impact Calculator, USDA <https://localfoodeconomics.com/benchmarks/impact-valuation/>





*The California Alliance of Farmers' Markets is a statewide membership organization representing 160 Certified Farmers' Markets across California. The Alliance is dedicated to promoting the direct farmer-to-consumer relationship, increasing the integrity and securing the future of Certified Farmers' Markets throughout California.*

The Alliance is a project of the Ecology Center, and is governed by an 8-member Steering Committee that helps chart the direction and activities of the organization. The Steering Committee is made up of farmers' market leaders, farmers, and non-profit organizations working for the betterment of the farmers' market industry and a more sustainable and just food system.

Current Steering Committee Leadership includes:

**Portia Bramble, North Coast Growers' Association**

7 Farmer's Markets

**Ben Palazzolo, Pacific Coast Farmers' Market Association**

50 Farmers' Markets

**Erin Tormey, Coastside Farmers' Markets/Irish Ridge Ranch**

Farmer, 2 Farmers' Markets

**Catt Fields White, San Diego Markets**

3 Farmers' Markets

**Tanya Wolf Small, Agricultural Institute of Marin**

7 Farmers' Markets

**Marie Uber, Modesto Certified Farmers' Market**

1 Farmers' Market

**Leah Smith, Fresh Approach**

2 Mobile Farmers' Markets

**Jackie Rivera-Krouse, SEE-LA**

6 Farmers' Markets

