



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 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. We have already reached 1.3 million to date.
- 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.¹

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.²

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.

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

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

For more information, contact Carle Brinkman, Program Director:
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The California Alliance of Farmers' Markets is a member-based coalition of farmers' markets and affiliate partners from around the state, representing 200 farmers' markets, committed to working together for the betterment of our industry. The Alliance is dedicated to promoting the direct farmer-to-consumer relationship, supporting small independent farmers, 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 11-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:

Amelia Moore, Ecology Center (Program Coordinator)

3 Farmers' Markets,

Ecology Center also leads the statewide Market Match & Farmers' Market EBT Technical Assistance Programs.

Elizabeth Bowman, SEE-LA

6 Farmers' Markets

Julie Schwarz, SoCal Farmers' Markets

1 Farmers' Market

Portia Bramble, North Coast Growers' Association

7 Farmer's Markets

LaTisha Sohai, Alchemist CDC

1 Farmers' Market, CalFresh operator at 10 markets

Catt Fields White, San Diego Markets

3 Farmers' Markets

Paul Stonebarger, Ghiggari & Stonebarger Farms

3rd generation farmer in Brentwood, CA.

Megan Goehring, Certified Farmers' Markets of the Coachella Valley

3 Farmers' Markets

Erin Tormey, Irish Ridge Ranch / Coastside Farmers' Markets

Farmer, 2 Farmers' Markets

Ben Palazzolo, Pacific Coast Farmers' Market Association

50 Farmers' Markets

Tanya Wolf Small, Agricultural Institute of Marin

7 Farmers' Markets