Agenda

● Introductions
  - Who is the Alaska Farmers Market Association
  - Introduce yourselves in the chat/Audience Poll
  - Meet the AFMA Board of Directors and Staff

● A look back at 2021
  - Celebrating our successes!
  - Crunching the numbers

● 2021-2024 Farmers Market Promotion Grant Project
  - Website and directory revamp
  - Workshops, summits, and scholarships
  - Funding for Marketing & Outreach
  - Beginning & Young Alaskan Farmers Chapter

● Alaska Farmers Market Toolkit
  - A collection of tools to help markets and food hubs at any stage

● Looking Forward & Getting Involved
  - 2022 Market Directory Surveys & Memberships
  - National Farmers Market Week
  - Board & Service
Introductions

- Who is the Alaska Farmers Market Association
- Introduce yourselves in the chat/Audience Poll
- Meet the AFMA Staff
- Meet the AFMA Board of Directors
Our Mission... is to support and promote vibrant and sustainable farmers markets throughout Alaska.

In 2022, we have expanded our support and promotion to farm stands, CSAs, and food hubs.

This is (y)our story.
We Have A Vision for Alaska

AFMA is helping to build resilient communities through:

- strong local food economies
- growing, training, and empowering new local food leaders
- nurturing connection & trust
- fill the gaps with support services and opportunities
- advocating for a fair and equitable food system
- increasing access to local foods
A Brief History of AFMA

2009-2011
Amy Pettit, at the time working for the AK Division of Agriculture, formed a core group and launched AFMA, obtained non-profit status, created bylaws and our logo, laying the groundwork for a successful association. A special thank you to her, Alison Ayrns, and everyone else in this first group!

2017
Markets from around the state gather in Homer for the first Alaska Farmers Market conference, hosted by the Homer Farmers Market. The collective decision to relaunch AFMA was made.

2017-2021
Cook Inletkeeper is awarded an FMPP Grant to officially relaunch the Association. Activities included: data collection, marketing material creation, marketing assistance, and directory creation and maintenance.

2021-2024
We have received another FMPP grant to continue building the Alaska Farmers Market Association. This time around, we will include farm stands, CSAs, and food hubs in our support!
Meet The Staff

Robbi Mixon
AFMA Executive Director,
Homer, AK

Meghan Geary
AFMA Local Foods Coordinator,
Craig, AK

Kyra Harty
Beginning & Young AK Farmers Chapter Coordinator, Homer, AK
Meet The Board of Directors

Barbara Landi
South Anchorage FM, Anchorage

Brad St. Pierre, President
Tanana Valley FM, Fairbanks

Meghan Stangeland
Salt & Soil Marketplace, Juneau

Elaine Howell, Vice President
Soldotna Saturday FM, Soldotna

Evelynn Trefon
E&A Produce Market, Iliamna

Jodie Anderson
Matanuska Experiment Farm - UAF, Palmer
Meet The Board of Directors

Nick Bachman
Anchorage Refugee Agricultural Programs / Grow North Farm, Anchorage

Sierra Reil, Secretary
Twisted Root Market, Wrangell

Lauren Jerew, Treasurer
Homer Farmers Market, Homer

Kyra Wagner, Ex-Officio
Homer Soil & Water Conservation District, Homer

Are you interested in Board Service?
A very special thank you and Congratulations to...

Our Friend... Our Founder... and now a National USDA Leader

Amy Pettit
USDA FSA State Executive Director Alaska, Palmer
A look back at 2021

- Celebrating our successes!
- Crunching the numbers
Events & Webinars

- Collaborative 3-part Cottage Food Webinar Series, hosting with the DEC, Alaska Farm Bureau, and Alaska Food Policy Council
- Participated in Food Security Fly-in Week, Juneau with the Alaska Food Coalition
- Multi-state Farmers Market Boot Camp, with Alaska Specific Day
- Provided funding for over 40 scholarships to Alaska Festival & Conference
- Hosted "Measure What Matters" Presentation on Food Systems & UN Sustainability Goals
2021 Alaska Farmers Market Week

- 22nd Annual National Farmers Market Week took place **August 1st through 7th**
- We joined 11 other states declaring farmers market week!
- National Farmers Market Week highlighted the **essential role** that farmers markets play in our **local food systems and communities**. Farmers markets are a vital part of **connected** communities and act as community **hubs for action**.
2021 Farmers Market Data

- SIX new markets joined us in data collection for 2021!
- 56 markets operated in 2021
- Nearly 75% of markets see annual customer counts of 1,000+ shoppers, with a few markets serving 15,000+
- 11 markets accept SNAP - 1 market distributed almost $11,000 in SNAP benefits and matching! WOW!
- Sales are bouncing back to pre-pandemic levels, with over $2.4 million in sales reported by just 10 markets combined
Data Continued...

- Half of all markets had 7 or more farm vendors selling at the market

- 12 (out of 56) markets reported farmer stats:
  - 157 farmers vending
    - This could easily be 500 farmers statewide!
  - 27 new farmers
  - Since 2018, 132 new farmers at markets!
Welcome

New Markets for 2021

- Sutton Alpine Community Market (Matanuska Valley)
- Seward Farmers Market
- TCFU Farmers Market (Ketchikan)
Our ED was elected to a 3-year Board of Directors Term!

She will be representing Alaska and providing a voice for farmers markets located in rural and non-contiguous USA areas

The national Farmers Market Coalition is a 501(c)(3) nonprofit dedicated to working with farmers market operators to strengthen farmers markets across the United States so that they can serve as community assets while providing real income opportunities for farmers.

The mission of the national Farmers Market Coalition is “to strengthen farmers markets for the benefit of farmers, consumers, and communities.”

FMC's primary role is supporting those individuals and entities that operate farmers markets.

www.farmersmarketcoalition.org
2021-2024
Farmers Market Promotion Grant Project

- Website and directory revamp
- Workshops, summits, and scholarships
- Funding for Marketing & Outreach
- Beginning & Young Alaskan Farmers Chapter
Growing Sustainable Roots for Alaska’s Farmers Markets, Farm Stands, and CSAs

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

**Objective 1:**
To increase marketing capacity of farmers markets and direct to consumer vendors

**Objective 2:**
To increase the operational capacity of direct to consumer vendors and farmers markets

**Objective 3:**
To increase the overall capacity of the Alaska Farmers Market Association to better meet the needs of Alaska’s direct to consumer vendors and farmers markets

**Objective 4:**
To increase the number of direct to consumer farmers in Alaska
To increase marketing capacity of farmers markets and direct to consumer vendors

**Objective 1:***

**HOW:**

- Website revamp to include directory of markets, CSAs, and farm stands
- Creation and distribution of biennial AFMA printed directory of markets, CSAs, and farm stands, with seasonal social media campaigns; annual online directory
- Creation of Shoppers Guide with a focus on food access outreach and agritourism
- Media library creation, available free to all markets, farm stands, & CSAs
- Free workshops on Marketing Strategy, Business development, and Storytelling
- Promotional outreach items and reusable signage
- Seasonal shared social media content creation
- Outreach at and support of Alaska food and farm events

**RISING TIDE COMMUNICATIONS**

**edible ALASKA**

**ANCHORAGE COMMUNITY LAND TRUST**
Objective 2: To increase the operational capacity of direct to consumer vendors and farmers markets

HOW:

- Local Food Leader Certificate Training partial scholarships
- Virtual Farmers Market Summit + Annual Meeting, held annually, and other operator and producer professional development opportunities
- Bi-annual workshop on various food and farm business and marketing topics
Objective 3: To increase the overall capacity of the Alaska Farmers Market Association to better meet the needs of Alaska’s direct to consumer vendors and farmers markets

HOW:
- Board and staff professional development
- Strategic financial planning for sustainable funding and fiscal management policy
- Increase administrative capacities to transition to standalone non-profit organization
Objective 4: To increase the number of direct to consumer farmers in Alaska

HOW:

- Creation and launching of an Alaskan chapter of National Young Farmer Coalition
- Workshops aimed at increasing direct marketing skills

- Voices from every AK region
- Voices from every AG sector

kyra@alaskafarmersmarkets.org
call: 907-235-4068 ext 20
The Young Farmers Coalition is a national nonprofit whose mission is to "...shift power and change policy to equitably resource our new generation of working farmers."

The Chapter will serve beginning and young farmers/ranchers in Alaska.

We Need Your Input!

tinyurl.com/AKCHAPTER

www.youngfarmers.org
Beginning & Young Alaska Farmers Chapter

Timeline

• **Year 1:** Seek beginning and young farmers, build relationships, assess needs, create marketing and advocacy materials

• **Year 2:** Deploy a state chapter and determine collective mission, goals, and objectives; engage existing coalitions and organizations for deeper networking

• **Year 3:** Based on the assessment of needs, collective mission, and chapter goals & objectives: implement short-term project-based collaboration project/events.
Beginning & Young Alaska Farmers Coalition Chapter

Outcomes We Hope to Achieve

• **Outcome 1**: Collection of the needs and interested levels of young farmers throughout the state of Alaska.

• **Outcome 2**: Develop three short videos that will serve as marketing materials to attract members and also serve to advocate for the needs of the coalition.

• **Outcome 3**: Form a National Young Farmer Coalition for the state of Alaska, elect four representatives, and come up with collective mission, goals and chapters.

• **Outcome 4**: Design and strategize short-term project-based collaboration projects and/or host a fundraising event for membership fees.

• **Outcome 5**: Increase participation and collaboration with the Alaska Farmers Market Association and other existing organizations/businesses regarding agriculture.
2021-2024 Farmers Market Promotion

Grant: Project Partners

- Cook Inletkeeper
- Rising Tide Communications (providing match too)
- Edible Alaska (providing match too)
- Anchorage Health Department – SNAP-Ed
- Grow North Farm/ Anchorage Community Land Trust
- Homer Soil and Water Conservation District
- Alaska’s Farmers Markets, CSAs, Farm Stands, Food Hubs, Fishers, Shellfish Growers, and Supporters

**AFMA’s Board will contribute the bulk of matching through in-kind project/ market work; these partners are:**
- Homer Farmers Market
- University of Alaska Fairbanks Institute of Agriculture Natural Resources and Extension
- Alaska Farmland Trust
- Tanana Valley Farmers Market
- Twisted Root Market
- Tyonek Tribal Conservation District
- Salt & Soil Marketplace/ Southeast Alaska Watershed Coalition
- Homer Soil & Water Conservation District
- E&A Produce
- Soldotna Saturday Farmers Market
- South Anchorage Farmers Market
Alaska Farmers Market Toolkit

- A collection of tools to help markets and food hubs at any stage
Purpose

The purpose of the "Alaska Market Manager and Specialty Crop Vendor Training Toolkit" is to help strengthen the management of farmer's markets and support the increase of local food sales in Alaska.

Physical copies will be mailed to all markets this spring/summer, and a web version will be available soon.

2020
AFMA (Cook Inletkeeper is our fiscal sponsor) received a 2020 Alaska Specialty Crop Block Grant

2021
30 out of 56 markets completed a needs assessment survey to inform what was included in the toolkit; research and materials collected and created

2022
Toolkit published, both as a website and physical printed version; Toolkit Webinar coming this spring!

Onword!
This is a living document and will be continuously updated. Do you have resources to add? Send them our way!
Chapters:
- Introduction
- Business & Financial Planning
- Market Operations
- Promoting your Market
- Understanding Legal Concerns
- Creating a Culture of Market Food Safety
- Happy Vendors, Happy Markets, Happy Customers
- Supporting Greater Food Security at Farmers Markets
- Equity at the Market
- Data: Making Your Market Count
- Vendor Management
- Food Hubs
- Resources
1. INTRODUCTION

Welcome to the Alaska Farmers Markets Toolkit! We’re so excited that you’ve found your way here and are passionate about starting, enhancing, or supporting a farmers market in your community. This toolkit provides most of the information you’ll need to start a market from scratch or to grow your market with more programs, along with helpful information, tips, and templates for running a successful market.

To navigate the toolkit, follow the chapter number and names along the left side of the screen. There are multiple chapters, each with subcategories that will open when you hover over the chapter name. In each chapter you will find downloadable resources that you can adapt to your market’s needs. This toolkit is a living document and is meant to be updated regularly, so please send us any recommendations you may have or resources that you’d like to share.

The toolkit is available online and as a print version—if you would like to request a physical copy for your market, or provide feedback, please contact us at info@alaskafarmersmarkets.org. The online version will be a living document and may change over time. Be sure to check back regularly for updates and additional resources that may not be included in your printed copy!

We’ll meet you at the farmers market!

Alaska Farmers Market Association

LAND ACKNOWLEDGEMENT

We acknowledge the 231 Alaska Native nations upon whose ancestral and unceded traditional territories lands and waters our farmers markets, farmstands, and farms reside on.

We acknowledge this not only in thanks to the Indigenous communities who have held relationship with this land for generations but also in recognition of the historical and ongoing legacy of colonialism. Additionally, we acknowledge this as a point of reflection for us all as we work towards dismantling colonial practices.

Funding Acknowledgment

The Alaska Farmers Markets Toolkit was made possible by a 2020 USDA Alaska Specialty Crop Block Grant – huge thanks to the USDA and the Alaska Division of Agriculture for the opportunity to create this toolkit. Thank you to the Washington State Farmers Market and the Farmers Market Coalition for your invaluable inspiration and guidance. And most importantly, thank you to all the numerous farmers markets and agriculture organizations in Alaska and beyond who provided resources and feedback.
CREATING A MARKET

Below, you’ll find presentations that will help you determine the best first steps for your agricultural venture. Each resource gives a general overview of work when starting a farmers market. They are meant to be an introduction to the many moving parts of a market, including, having the necessary permits, and recruiting vendors. The toolkit dives into each of these topics in more detail through subsequent pages.

- Starting a Farmers Market: a presentation from the West Virginia Farmers Market Association. Great starting point!
- Successful Farmers Market: presentation from the Virginia Cooperative Extension.
- Opening Day: a presentation from the Iowa Farmers Market Toolkit, but gives a great overview of what is involved in starting a market.
- The UC Small Business Center created this resource on the who, what, when, where and why of starting a new farmers market.
- If you’ve established a market but are curious to know how to expand, this resource on lessons learned in growing a farmers market can help.
- Live in a rural community and want to start a market? Check out this article on developing viable farmers markets in rural communities, and this one on running a market in a tribal community.

Additional reading: What we Know About Farmers Markets That Fail.
Looking Forward & Getting Involved

- 2022 Market Directory Surveys & Memberships
- Specialty Marketing Assistance - Applications Due May 16!
- National Farmers Market Week & FMC
- Board & Service
2022 Market Survey

- We'll use this information in our directories (online and print)
- The data you provide is used to measure growth of farmers markets statewide
- It informs our projects and programs (for example, our FM Toolkit was created based on your needs)

Step 1: Complete 2022 Market Membership & Survey Form

Two surveys this year:
- Farmers Markets & Food Hubs
- CSAs & Farm Stands.

Step 2: Pay for Membership and Complete the Sign-up Process

Pick a level that makes sense for your market or business.
You can pay via Paypal or by mailing a check.

In addition to being listed in our directory, we'll send you swag, outreach materials, and a printed Toolkit!

Alaska Farmers Markets - 2022 Market & Food Hub Listing Updates

Hello Alaska Farmers Market Managers and Organizers! We are working to update your market information and gearing up for the 2022 Market Season!

www.alaskafarmersmarkets.org/join-afma/
2022 Specialized Marketing Assistance
https://tinyurl.com/2022AFMA

- All member markets (membership is free/ sliding scale), farm stands, and food hubs are eligible

- This program is funded by a USDA FMPP Grant and will be distributed by fiscal sponsoring organization, Cook Inletkeeper.

- We have $15,000 to distribute amongst eligible markets, farm stands, and food hubs for the 2022 Market Season.

- Eligible expenses: advertising costs such as radio, newspaper, signage, or other outreach materials. Merchandise and Chef Demos are not eligible this year.

- Deadline: MONDAY, MAY 16th. You will be notified by MAY 25th if awarded

- Any costs incurred since January 1, 2022 are reimbursable. All receipts and reports will be due by September 29th (but you may submit as soon as your project is complete) – no extensions will be granted

- Reporting requirements include: how funds were used (with receipts), photos (jpegs) of project (ads), thank you letter/posts, etc.

- Your market, farmstand, or food hub will be required to report at least three data points, which may include: customer counts, farmers affected, sales, SNAP redemptions, and more- a more detailed package will be sent to you if selected. **You must commit to collecting data for the full 2022 season in order to accept this funding**
2022 Alaska & National Farmers Market Week

Save the date: August 7-13, 2022

This year we'll be working with the national Farmers Market Coalition to amplify this week even more!

Stimulate Local Economies

www.farmersmarketcoalition.org
Board and Volunteer Service

You're never too young to lend a hand!
In addition, gratitude to our entire Board & their Organizations for donating time and energy!

Thank You to our generous sponsors!
Contact Us

Stay in touch and get involved! Our organization is led by a 100% volunteer board of directors and three dedicated part-time staff. We would love your help!

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