Alaska Farmers Market Association

2023 Annual Meeting
Friday, March 24, 2023
9:30-10:30 am
Agenda

- Introductions
- A look back at 2022
- 2021-2024 Farmers Market Promotion Grant Project
- Beginning & Young Farmers
- Alaska Farmers Market Toolkit
- SNAP/ WIC Matching Program
- Looking Forward & Getting Involved
Introductions

- Introduce yourselves in the chat
  - ZOOM Poll - Region
  - Name
  - Role in Farmers Markets/Ag
- Who is the Alaska Farmers Market Association
- Meet the AFMA Team
- Meet the AFMA Board of Directors
Our Mission...

is to support and promote vibrant and sustainable farmers markets, farmstands, CSAs, and food hubs throughout Alaska.

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
SERVING 62 MARKETS STATEWIDE

OUR MISSION
TO SUPPORT AND PROMOTE VIBRANT AND SUSTAINABLE FARMERS MARKETS THROUGHOUT ALASKA

STATEWIDE DIRECTORY
OUR WEBSITE HOUSES A DIRECTORY OF FARMERS MARKETS, CSAs, AND FOOD HUBS IN ALASKA, UPDATED ANNUALLY.

ALASKA FARMERS MARKET TOOLKIT
THIS TOOLKIT PROVIDES MARKET MANAGERS NEW AND OLD WITH THE RESOURCES THEY NEED FOR SUCCESS!

TRAINING & CONFERENCES
WE OFFER AN ANNUAL CONFERENCE AND WEBINARS THROUGHOUT THE YEAR ON TOPICS RELEVANT TO THE ALASKA FOOD SYSTEM

RESOURCES & SUPPORT
OUR WEBSITE HAS A PLETHORA OF RESOURCES ON EVERY TOPIC YOU MAY NEED AS A MARKET MANAGER OR VENDOR!
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 our staff...

Robbi Mixon
Executive Director, Homer, AK

Meghan Geary
Local Foods Coordinator, Craig, AK

Claire Marshalek
Local Foods Coordinator, Seward, AK

& Contractor

Kyra Harty
Beginning & Young AK Farmers Network 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

Leah Wagner  
Foundroot, Haines

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

Brandi Jo Nyberg
Sauntering Roots Farm, Palmer

Lauren Jerew, Treasurer
Homer Farmers Market, Homer

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

John Church
Moonstone Farm, Palmer

Phoebe Autry
Alaska Farmland Trust, Palmer
A look back at 2022

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

WANT TO BE A MOBILE FOOD VENDOR? ATTEND OUR FOOD BUSINESS WORKSHOP SERIES!

Please join Anchorage Community Land Trust and the Alaska Farmer’s Market Association for a FREE workshop series for emerging food businesses. These workshops will cover permitting, licensing, insurance, and costs associated with vending at farmer’s markets and beyond. We will discuss what it means to scale up into different food industry sectors, go through what questions you need to ask when starting or expanding a food business, and who to ask for support.

WORKSHOP 1: WEDNESDAY, MAY 18, 6-8PM
WORKSHOP 2: WEDNESDAY, JUNE 15, 6-8PM
ZOOM LINK: https://us02web.zoom.us/j/85118666395

ATTENTION MARKET MANAGERS HOW TO BECOME A SNAP AUTHORIZED MARKET

Join AFMA for an informational zoom session on the in’s and outs of becoming a SNAP authorized market. We’ll discuss:
- SNAP at farmers markets
- assessing your markets capacity to accept SNAP
- the USDA application process
The session is free but requires registration!

Register at https://alaskafarmersmarkets.org/events/

2023 Farmers Market Boot Camp
2022 Alaska Farmers Market Week

23rd Annual National Farmers Market Week took place August 7th - 13th

- We saw HUGE engagement on our social media pages!
  - Reached 7,982 accounts on Instagram, a 1,400%+ increased compared to the prior week
  - Reached 11,700 accounts on Facebook
- Took over Edible Alaska's social media for the week
- Provided a public resources folder of social media templates to share
- Photo contest for vendors and customers to submit their favorite market photos to win their market manager lunch on us!
- Proclamations: statewide, Anchorage, Soldotna, and Kenai Peninsula Borough
2022 Farmers Market Data

- 16 markets reported a total of **175,000 market visitors**
- 62 markets operated in 2022
- 15 markets reported a total of **29 new and beginning farmer vendors**
- 5 markets accept SNAP - distributing a total of **$30,000** in benefits
- 14 Markets reported a total of **$2.5 million** in sales:
  - this could be **$7 million** with all markets accounted
ALASKA FARMERS MARKET ASSOCIATION PRESENTS:

2022 FACTS FROM 19 MARKETS & FOOD HUBS

19 OUT OF THE 62 ORGANIZATIONS IN OUR DIRECTORY PROVIDED DATA IN 2022

**MARKET DATA**

- Estimated $2.52 million in sales
- ~174,700 visitors
- 29 new & beginning farmers supported
- 162 farmers markets
- $30,264 in SNAP redeemed

**Using these numbers, we estimated the impact statewide:**

- Sales: ~$7 million
- Visitors: 525,000
- New/beginning farmers: 90
- Farmers: 500
- SNAP at 5 markets

Estimated for all markets

**AFMA OUTREACH**

- 1,157 stakeholders attended events
- 13 number of AFMA events
- 288 received technical assistance

**DIRECTORY STATS**

- Number of farmers markets & food hubs statewide: 62
- Number of farm stands: 7
- Number of CSAs: 1

! This is the most markets & food hubs ever in the state of Alaska

**Note:** 2022 is the first year we have listed these types of operations

More information: AlaskaFarmersMarkets.org
Welcome

New Market for 2022
• Upper Valley Farmers Market (Haines)

Upper Valley Farmers Market
Victory Garden at
Mosquito Lake Community Center
Local produce and products
Hot Lunch and Lemonade

Every 2nd Sunday of the month
all Summer
11AM to 2PM
June 26th (Mushroom workshop)
July 24th (Bioreactor workshop)
August 14th
September 11th

Information on becoming a vendor
Contact Sandrine at sg1582@humboldt.edu
#You Belong Here
Welcome

New Market for 2023

- Matanuska Community Farmers Market

- Thank you to the Mat-Su Health Foundation for grant funding to incubate this market!

MAT-SU HEALTH FOUNDATION

Our Mission

MCFM is a farm and food-focused market that welcomes all patrons. We aim to offer the Matanuska Valley community access to locally, sustainably, and naturally grown, produced, processed, and foraged foods and farm goods.
In 2022, AFMA joined the World Farmers Markets Coalition

Farmers' Market Associations from all over the world have come together to share diverse best practices from their regions with the aim to encourage and enable successful direct producer to consumer sales, and the availability, of agricultural products.

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

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
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:
- Workshops aimed at increasing direct marketing skills
- Creation and launching of a statewide chapter of National Young Farmer Coalition
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 network.

• **Outcome 3**: Form a National Young Farmer Network for the state of Alaska, elect four representatives, and come up with collective mission, goals and foster more localized 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
Timeline

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

- **Year 2:** Deploy a state network 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.
What actually happened?

- 93% of survey responses said, "Yes! a chapter of beginning and young farmers for the state of Alaska is a good idea!"
- Emerging top priorities as a group are: **land access and skill share**
- Visited new farmers, met with different orgs
- First virtual social held late January
  - 28 participants
- Themes about why new farmers are called to growing food:
  - Self Sufficiency
  - Personal and Community Health
  - Food Security and Food Sovereignty
  - Climate Change
- Outreach at AK Just Transition Summit, AK Farm Bureau Expo, and SEAK Farmers Summit
What is next?

alaskafarmersmarkets.org/events/

March 30th
6:30 - 8:30 PM

April 5th
7 - 9 PM
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 were mailed out to markets last year but we have a handful left - let us know if you want/need one for your market!

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!

Onward!
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 Market 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 that thrives to grow your market with more programs, along with helpful information, tips, and forms for running a successful market.

To navigate the toolkit, use the colored tabs that correspond to the chapters. In each chapter you will find resources that you can adapt to your market’s needs. This printed toolkit is a condensed version of the online resource, so we encourage you to seek additional information and the full versions of these compiled resources online! The online version 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.

If you would like to provide feedback on the toolkit, 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!

If you find a resource in the online toolkit that is not included in your print version, feel free to download the resource online, print it, and add it to your toolkit here. We encourage you to make full use of your toolkit and adapt it to your needs.

We meet you at the farmers market!
—Alaska Farmers Market Association

LAND ACKNOWLEDGMENT

We acknowledge the 229 Alaska Native nations upon whose ancestral and unceded traditional territories belong and call our farmers markets, farmstands, and other places that provide food to Alaskans. As a people, we hold relationship with the land and for generations but also in recognition of the historical and ongoing legacy of colonization. Additionally, we acknowledge this to be 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, a 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.
Local Food for Every Family (2018 version)

We included a print version of the 2018 AFMA Food Access Toolkit. But we encourage you to print a copy of the NEW 2022 version and add it to your toolkit! :) This resource is meant to be a living document for you. As we add things to the online version, we hope you'll pull what is useful to you and add it to your market's physical copy.
Local Food for Every Family (2022 version)

Every Alaskan deserves to participate in their food system by purchasing fresh, local produce. Unfortunately, the reality is that many of our neighbors struggle to put healthy meals on the table for themselves and their families.

About 80,000 Alaskans are facing food insecurity in Alaska, meaning their access to adequate food is limited by a lack of money and other resources. For the roughly 112,000 Alaskans who receive food assistance, shopping at a farmers’ market has historically not been the most cost-effective way to ensure they can fill their fridges and pantries.
Local Food For Every Family: Toolkit Highlights

**FOOD ASSISTANCE PROGRAMS AT THE MARKET**

**WIC Farmers’ Market Nutrition Program (FMNP)**
- Alaska WIC: The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a federal-funded nutrition program that helps promote healthy pregnancies, birth outcomes, and growth and development for women, infants, and children up to age 5 who are at nutritional risk. WIC provides benefits for purchasing nutritious supplemental foods, breastfeeding promotion and support, education on healthy eating, and referrals to healthcare and critical social services. Eligible participants are women who are pregnant or just had a baby, children up to age 5, and infants. WIC recipients spend $8,400,000 at Alaska food stores.

**SMNP**
- Alaska Senior Farmers’ Market Nutrition Program (SMNP): The Alaska Senior Farmers’ Market Nutrition Program (SMNP) provides low-income seniors with five $7 coupons ($35 total for the season) to shop at eligible farmer-vendors across the state. Participants are seniors aged 60 or older whose income is less than 185% of the federal poverty level, and are considered nutritionally at-risk. Seniors apply to the SMNP, and receive coupons at a local distribution agency listed on the SMNP website. In FY2020, 1,920 Alaska senior citizens participated in the program.

**SNAP**
- Alaska QUEST EBT card: Alaska Department of Health and Social Services (DHSS) distributes benefits to SNAP recipients through the QUEST EBT card. Benefits can be used to purchase eligible food items and certain non-food items at eligible retailers.

**WIC FMNP**
- **Vouchers/checks**
  - Must apply to be authorized FMNP retailer through the USDA.
  - Meet USDA Definition of a Farmers Market OR Meet USDA Definition of Direct Marketing Farmer.
  - Markets have consistent hours and located in an area with enough eligible FMNP and SMNP participants.

**SENIOR FMNP**
- **Vouchers/checks**
  - Senior FMNP encourages participation in local food systems through a direct market approach. Participants shop at local farmer’s markets, receive vouchers from their local WIC office, and use the vouchers to purchase fresh fruits, vegetables, and other eligible items.

**HOW DO SHOPPERS SPEND THEIR BENEFITS?**

**SNAP**
- **Voucher/checks**
  - **Seniors** apply to Alaska DHSS for benefits and receives EBT card.
  - **WIC participant** receives benefits from their local WIC office and receives EBT card.

**WIC FMNP**
- **Voucher/checks**
  - SNAPP client applies to Alaska DHSS DPA for benefits and receives EBT card.

**SENIOR FMNP**
- **Voucher/checks**
  - **Seniors** apply for FMNP through the Alaska DHSS DPA and receive vouchers from local distribution agencies.
Local Food For Every Family: Toolkit Highlights

HOW TO ACCEPT FOOD ASSISTANCE PROGRAMS AT YOUR MARKET

1. ASSESS YOUR CAPACITY, COMMITMENT, & ELIGIBILITY
   Take the time to assess interest from stakeholders, market and vendor capacity to accept food assistance programs, and understand eligibility requirements.

2. KNOW THE POTENTIAL CUSTOMER BASE
   Work with SNAP, WIC, and Senior citizens and social service organizations to identify underserved geographic areas in your community, and the nutrition needs of your customer base.

3. CONSIDER FINANCIAL & TECHNOLOGICAL NEEDS
   Determine what type of budget your market or stand has, the financial support needed, and infrastructure for equipment.

4. BECOME AN AUTHORIZED MARKET OR VENDOR
   Apply to be an authorized market or vendor with the proper entities, including federal and state agencies.

5. SET UP A REDEMPTION SYSTEM FOR SNAP
   Select which POS equipment, provider, and method of implementation (tokens, coupons, etc) is best for your market or stand.

6. EDUCATE STAFF, VENDORS, & VOLUNTEERS
   Train all staff and farmers/vendors on procedures, record-keeping, and best practices for accepting food assistance programs and working with clients.

7. MARKET & PROMOTE YOUR PROGRAMS
   Work with media, advocacy groups, libraries, public transportation, food banks, soup kitchens, affordable housing, and other stakeholders to educate the public and potential clients about using food assistance programs at your market.

8. CREATE PARTNERSHIPS
   The most successful SNAP projects are collaborative and inclusive of multiple sectors like public health, government entities, and nonprofit partners.

9. THINK ABOUT INCENTIVE PROGRAMS
   Help clients stretch their dollars by leveraging community partnerships for a “food access” fund to double program benefits.

APPENDIX B: HOW TO BECOME AN AUTHORIZED SNAP RETAILER

Retailers accepting SNAP benefits must be authorized by FNS, who will provide a SNAP License with an FNS number. This permit number is then programmed into the wireless point of sale (POS) terminal you end up using. There is no charge for the SNAP License.

FOR FARMERS MARKETS
Farmers and farmers markets apply for a SNAP License online. A full step-by-step guide on how to fill out the Online Store Application (OSA) can be found here. USDA’s Food and Nutrition Service (FNS) is the only source that authorizes retailers – no one else. FNS does not work with outside entities to authorize retailers for SNAP.

1. Name a “responsible official”
   - The responsible official is the person responsible for ensuring the market will comply with the law and FNS regulations, policies, and other guidance on SNAP. If the market violates these laws and requirements, the market organization and responsible official can still be held accountable. For more information, click here.

2. Get a USDA Account
   - Before you start your application:
     - Register for a USDA-enrollment account
     - Activate your USDA-enrollment account

3. Complete the SNAP Application
   - SNAP Application found here.

4. Tip: After starting this application, you have 30 days to complete and submit it. If you application is not submitted within 30 days, it will be deleted. Before starting this application, make sure that you have name(s), home address(es), and Social Security Number(s) for each store owner and sales data for the store.

5. Submit Supporting Documentation
   - Keep in mind that your SNAP Retailer application is not complete until you submit the required supporting documents. Instructions on how to submit your documentation are provided at the end of the online application.

   - Photo identification and Social Security card for all owners, partners, and corporate officers. If the market is owned by a government agency, in cases where a farmers market is owned by a nonprofit cooperative, the cooperative may designate a single “responsible official,” and provide such information solely for that person.

   - USDA FNS Completed Certification and Signatures Statement, which is received after submitting the application online.

   - Any business licenses you may have for doing business at your location, under the current owner’s name (this is optional for farmers markets located on temporary sites).

6. Check Application Status
   - After you submit your supporting documents to FNS, you can check the status of your application in real-time.

   - You must be authorized by FNS before you can accept SNAP. You cannot accept EBT in your store until you are authorized by FNS. You will know you are authorized when you receive an FNS issued SNAP Permit.
Food Access: SNAP & WIC Matching

Opportunities that will offer equitable access to fresh, affordable food, support regional food producers, and promote healthy eating choices for all residents.
AFMA's SNAP Market Match

Alaska Farmers Market Association is launching a Market Match program to incentivise the purchase of local foods. This program offers healthy food incentives SNAP recipients and provides Markets with technical support, stipends, and matching funds to increase dollars per SNAP transactions.

Step 1: Become a SNAP authorized Farmers Market or Farm Stand

Step 2: Apply to receive matching funds and stipends for market support and supplies

Step 3: Increase access to local food and start matching!

https://tinyurl.com/AFMAMatch
AFMA's WIC Market Match

WIC Farmers Market Nutrition Program vouchers (administered by (Division of Public Assistance)) will see an increased amount for the 2023 season, AFMA will fund an additional $15 per WIC voucher to encourage local food consumption. To participate in WIC match farmers keep their FMNP authorization up to date and customers spend their vouchers at participating vendors.

**WHO Qualifies?**
All farmers who accept Farmers Market Nutrition Program Vouchers

**Not Authorized?**
Apply by May 31st 2023 with the Division of Public Assistance
Food Access Programs at Farmers Markets, Farm Stands, Food Hubs, and beyond

- To learn more about Food Access at the Farmers Market and beyond visit our Toolkit or our Food Access Webpage
  - https://alaskafarmersmarkets.org/food-access-and-food-assistance-programs/
- Working on becoming authorized?
  - SNAP authorization applications accepted by USDA year round
  - FMNP applications due May 31st
- Need support or assistance reach out
  - foodaccess@alaskafarmersmarkets.org
Looking Forward & Getting Involved

- 2023 Market Directory Surveys & Memberships
- Specialty Marketing Assistance - Applications Due May 15!
- National Farmers Market Week & FMC
- Board & Service
2023 Market Survey

- We’ll use this information in our directories (online and print)
- This year we are not collecting data from you in the spring, JUST Market information for the directory. Instead, we’ll collect data at the end of the season and round everything up this fall. Makes more sense, right? :)

Step 1: Complete 2023 Market Membership & Survey Form
- Two surveys:
  - 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!

www.alaskafarmersmarkets.org/join-us/become-a-member/
2023 Specialized Marketing Assistance
https://tinyurl.com/AFMA2023Funding

- 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 15th.** You will be **notified by MAY 30th** if awarded
- Any costs incurred since January 1, 2023 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 (jpgs) 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 2023 season in order to accept this funding**
2023 Alaska & National Farmers Market Week

Save the date: August 6-12, 2023

Every year we try to outdo ourselves with National Farmers Market Week festivities and this year is no different!

Mark your calendars and see what we have in store this year!
Board and Volunteer Service

You're never too young to lend a hand!
Thank You

To Our Generous Sponsors

In addition, gratitude to our entire Board & their Organizations for donating time and energy!
Upcoming Events

SAVE THE DATE

Alaska Food Protection Task Force
2023 Educational Workshop

April 3-4, 2023
Virtual; 8:30am-12:30pm daily

- Developing a food safety plan
- Sanitation monitoring
- Preparing for an inspection
- And more!

Alaska Food Safety and Sanitation Program
State of Alaska, Department of Environmental Conservation
Division of Environmental Health
1-877-233-3663
dec.alaska.gov/eh/fss

https://alaskadoec.jotform.com/230377726377061
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 (and an awesome contractor). We would love your help!

Website
www.alaskafarmersmarkets.org

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Kyra Harty, Beginning & Young Alaskan Farmers Chapter Coordinator, kyra@alaskafarmersmarkets.org