

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



Evelyynn 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

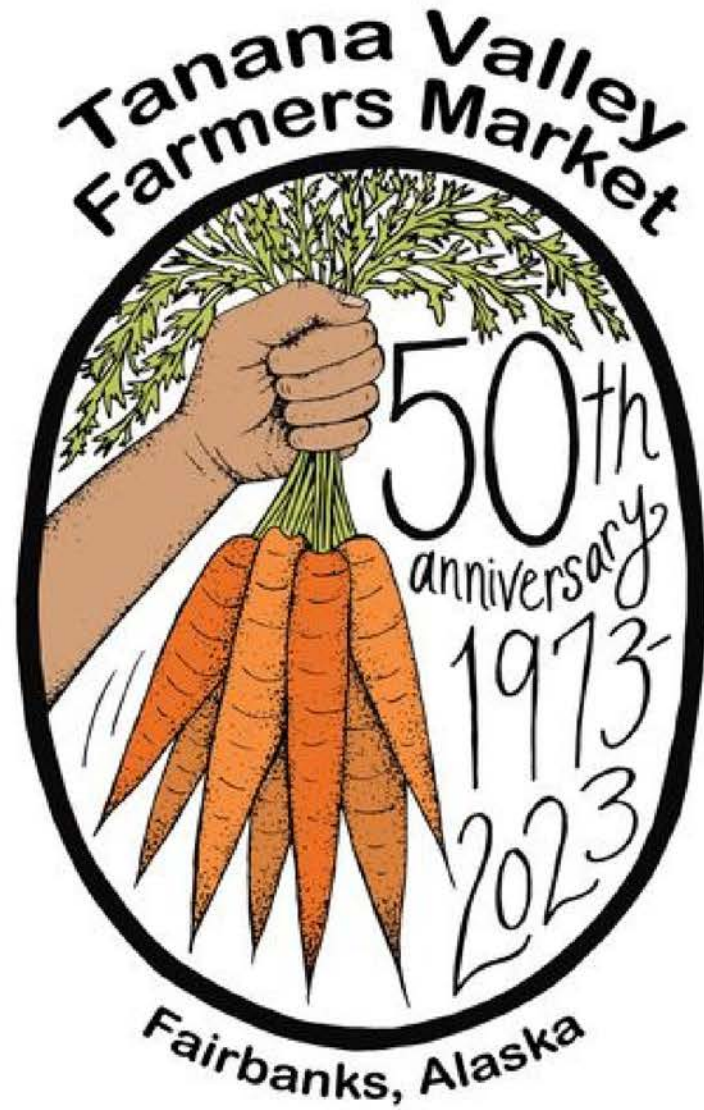
Moonstone Farm
Palmer



Phoebe Autry

Alaska Farmland Trust,
Palmer

Wow!





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>



Questions?
info@anchorageclt.org
(907) 748-5848



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!

MONDAY MARCH 13TH
3:00-4:30PM
VIA ZOOM

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




BEGINNING & YOUNG ALASKA FARMERS NETWORK

virtual social
Jan. 27th @ 1:00 - 2:30PM

Learn about the project, meet the Alaska Farmers Market Association's project coordinator, roundtable about the network's direction, and make connections with new farmers from around the state!
Email: kyra@alaskafarmersmarkets.org

2023



Farmers Market Boot Camp



2022 Alaska Farmers Market Week

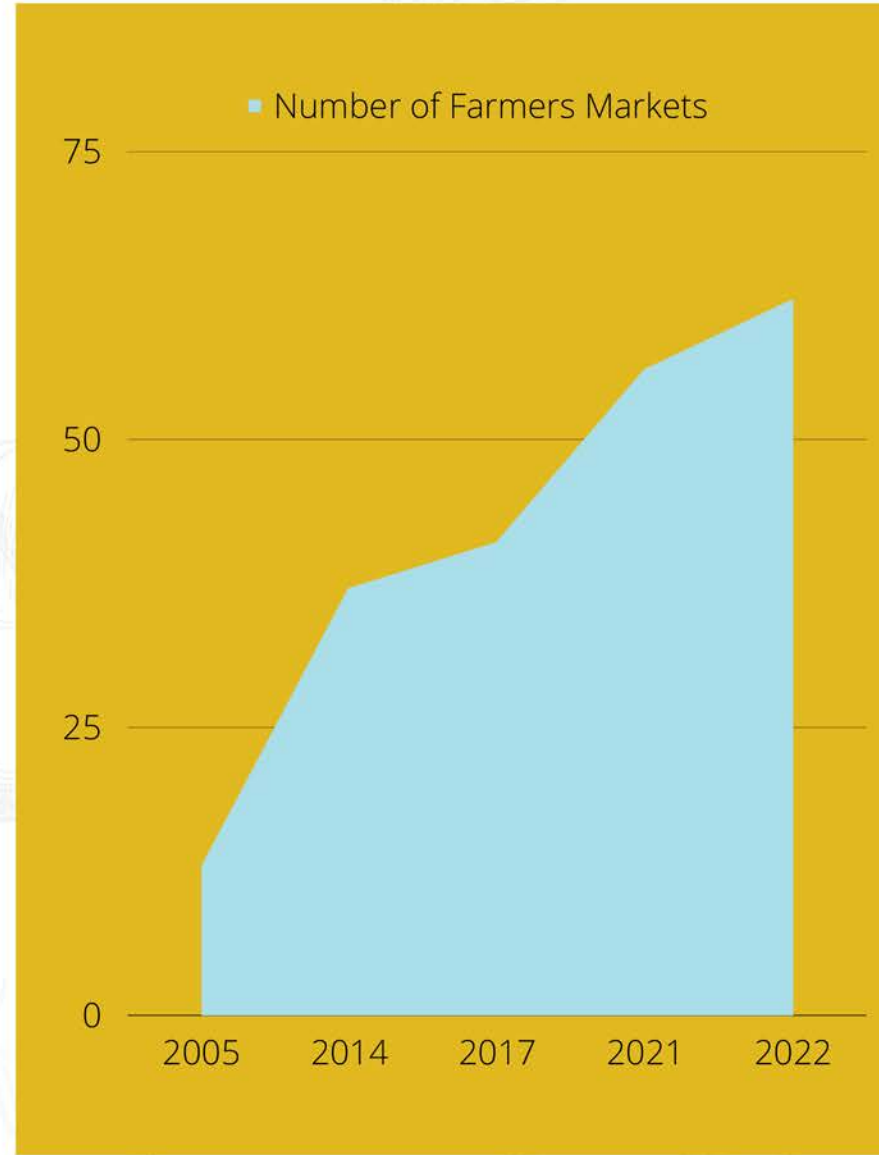
23rd Annual National Farmers Market Week took place August 7th - 13th

- 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
AT **19** 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



1157
STAKEHOLDERS
ATTENDED EVENTS



13
NUMBER OF
AFMA EVENTS



288
RECEIVED TECHNICAL
ASSISTANCE

DIRECTORY STATS



NUMBER OF FARMERS MARKETS
& FOOD HUBS STATEWIDE



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
#YouBelongHere

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

Matanuska Community Farmers Market

Our Mission

MCFM is a farm and food-focused market that welcomes all patrons. We aim to offer the Matnuska 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



Anchorage
Community
Land Trust

edible
ALASKA

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



The Matanuska Experiment Farm
& Cooperative Extension Center



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

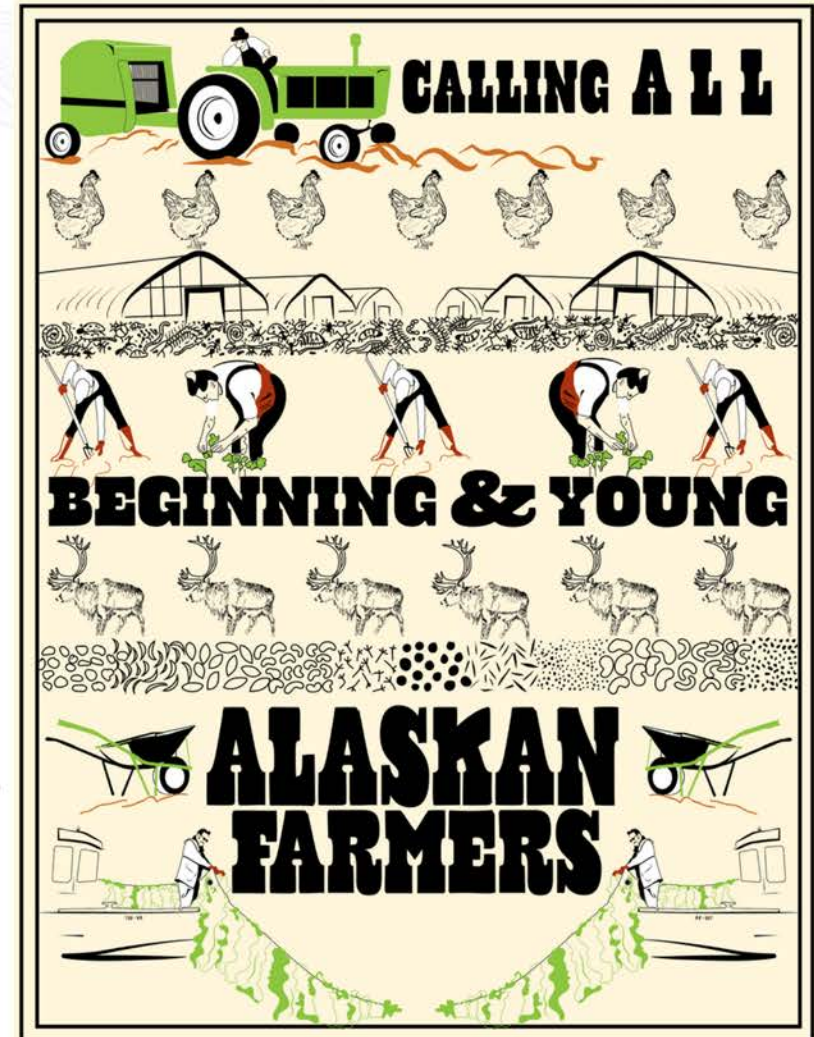
- **Outcome 1:** Collection of the needs and interested levels of young farmers throughout the state of Alaska.
- **Outcome 2:** Develop three short videos that will serve as marketing materials to attract members and also serve to advocate for the needs of the network.
- **Outcome 3:** Form a National 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



Beginning & Young Alaska Farmers Network

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

 **Beginning & Young AK Farmers Network**

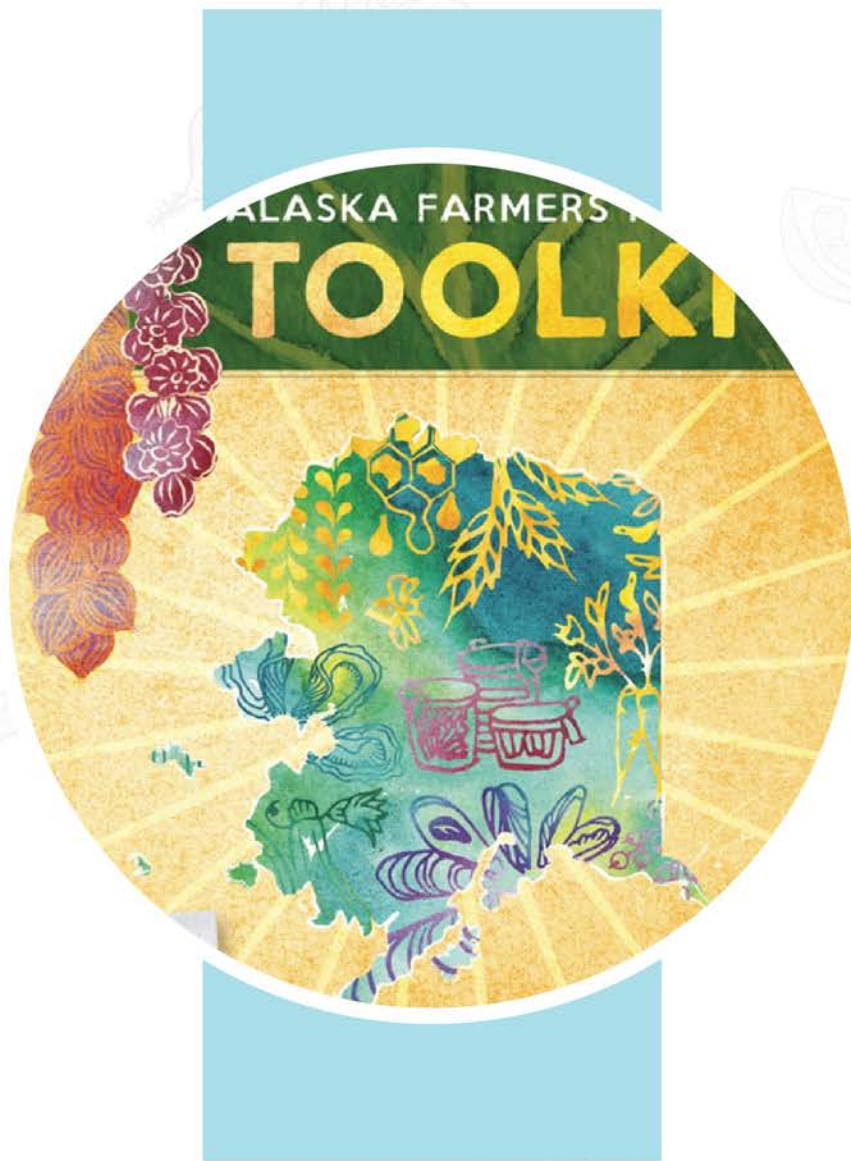
 **New Farmers Network**

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) recieved 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

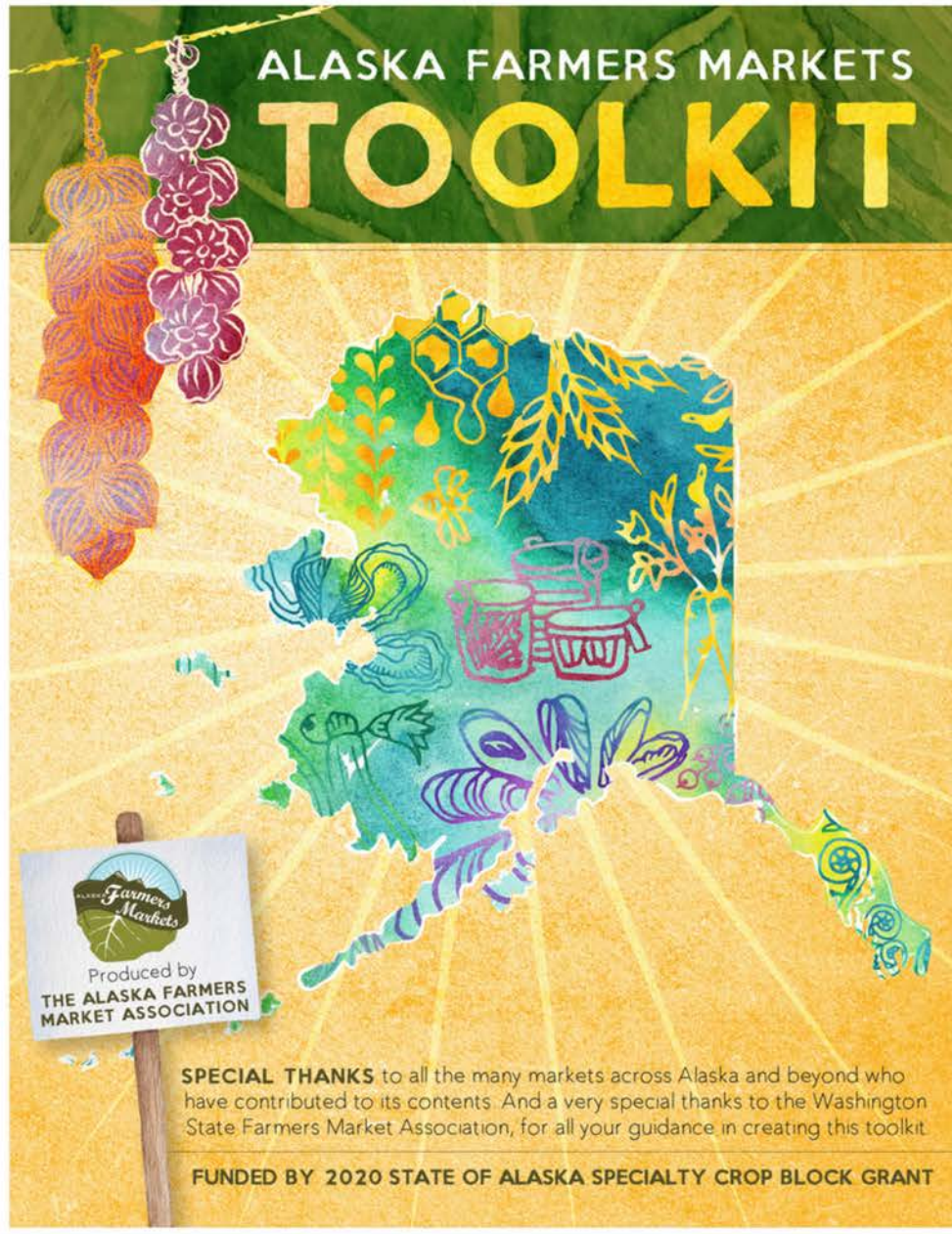
2022

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

Timely information, tips, and templates to build your market organization

- 1. INTRODUCTION
- 2. BUSINESS & FINANCIAL PLANNING ▶
- 3. MARKET OPERATIONS ▶
- 4. MARKETING YOUR MARKET ▶
- 5. UNDERSTANDING LEGAL CONCERNS ▶
- 6. CREATING A CULTURE OF MARKET FOOD SAFETY ▶
- 7. HAPPY VENDORS, HAPPY MARKETS, HAPPY CUSTOMERS ▶
- 8. SUPPORTING GREATER FOOD SECURITY AT FARMERS MARKETS ▶
- 9. EQUITY AT THE MARKET ▶
- 10. MAKING YOUR MARKET COUNT ▶
- 11. VENDOR MANAGEMENT ▶
- 12. FOOD HUBS
- 13. RESOURCES



Print Version

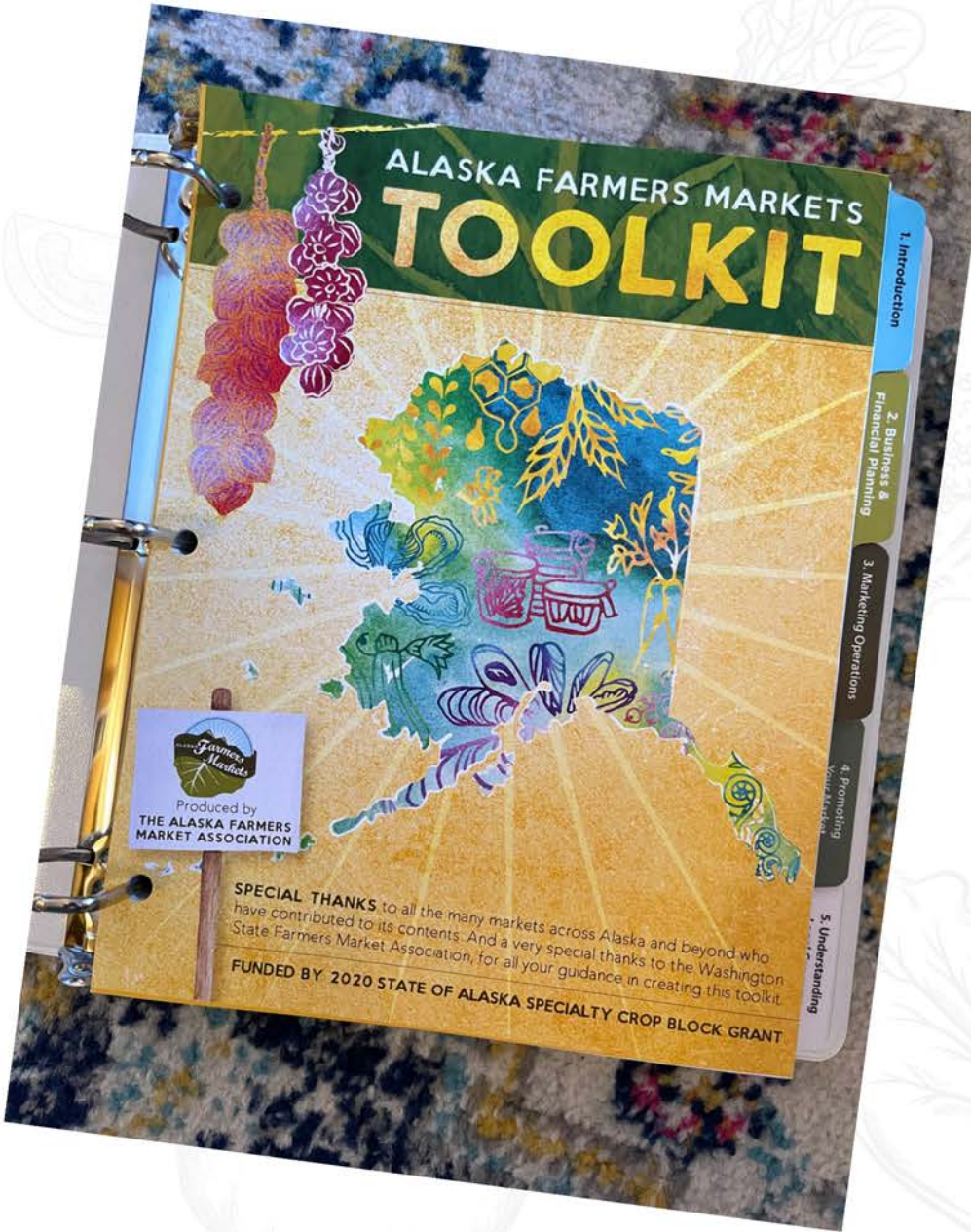
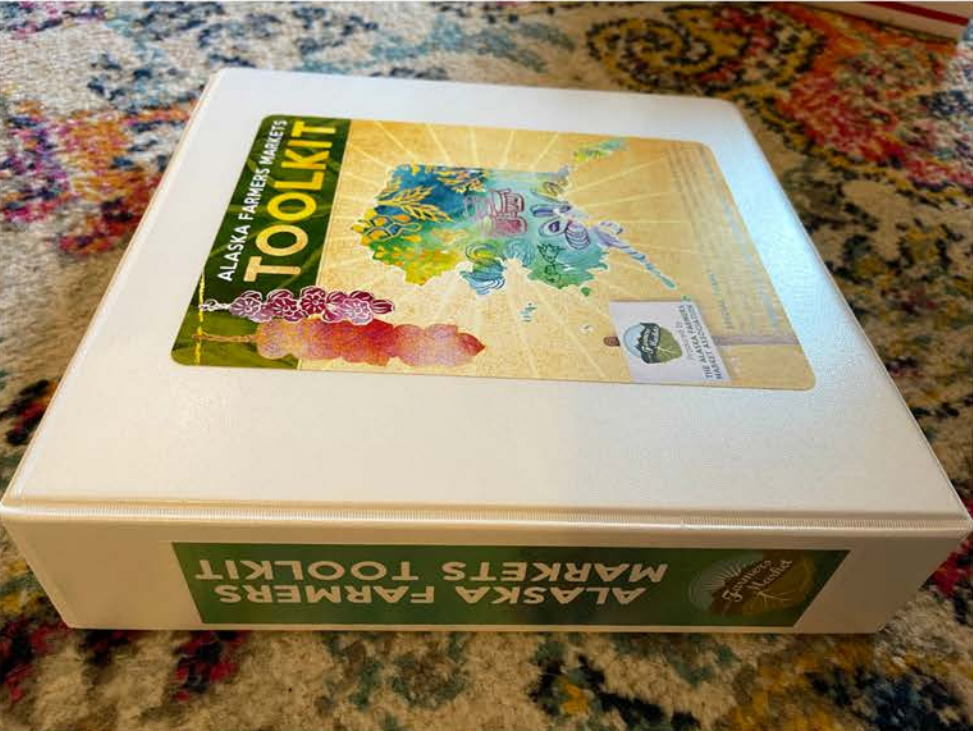


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- Operational Forms, Policy, and Guides	
- USDA Guides to Running Food Hubs	
13. Resources	

1. Introduction

2. Business & Financial Planning

3. Marketing Operations



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, utilize 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 this resource your own and adapt it to your needs.

We'll 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 lands and waters our farmers markets, farm stands, and farms reside. 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—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.

1

Introduction



1. Introduction

2. Business & Financial Planning

3. Marketing Operations

4. Promoting Your Market

5. Understanding

6. Creating a Culture of

2. Business & Financial Planning

3. Marketing Operations

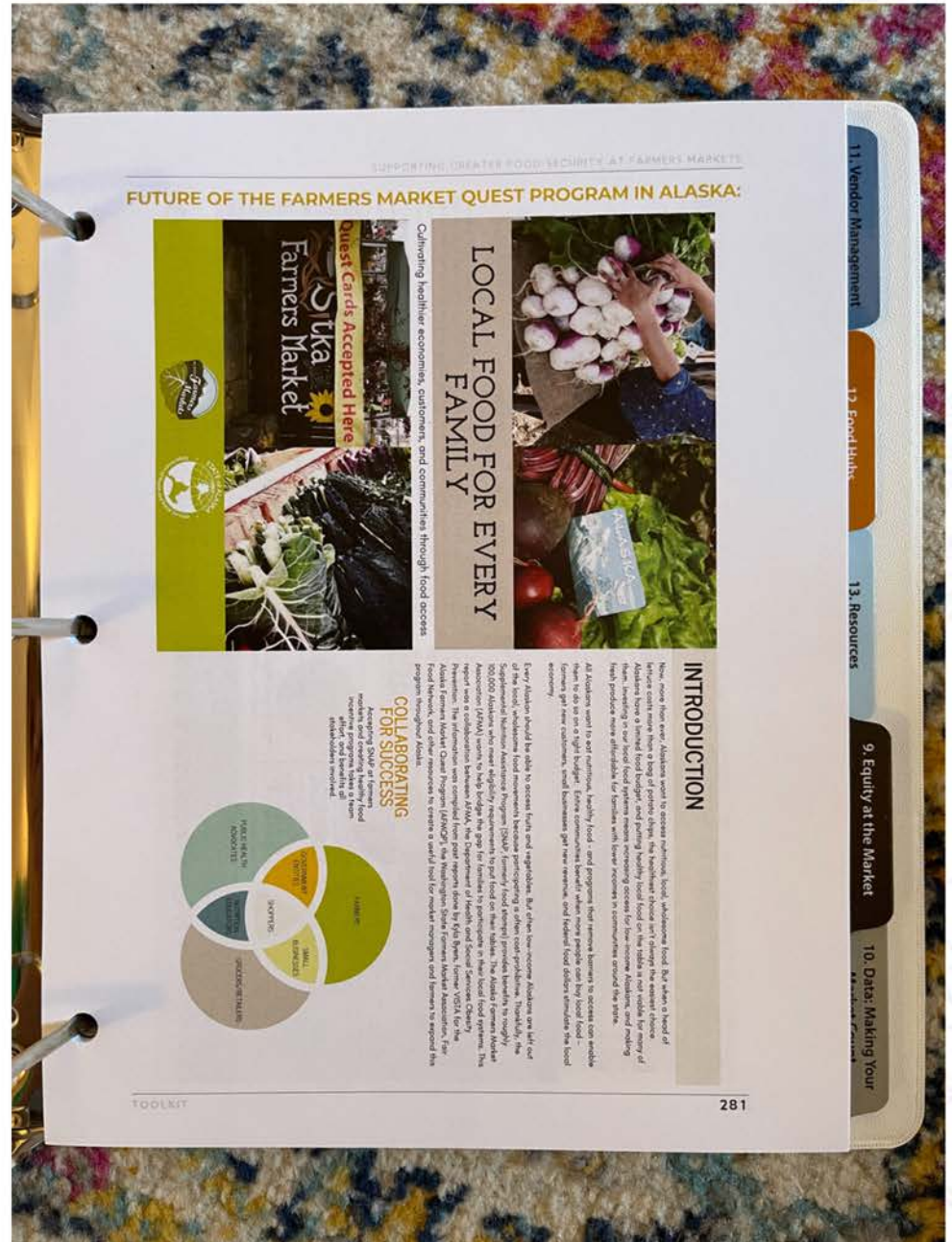
4. Promoting

5. Understanding

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

Cultivating healthier economies, customers, and communities through food access

ALASKA FARMERS MARKET ASSOCIATION

A publication by the



Local Food For Every Family: Toolkit Highlights

FOOD ASSISTANCE PROGRAMS AT THE MARKET

WIC FARMERS' MARKET NUTRITION PROGRAM (FMNP)



The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a federally-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 participants must meet income eligibility guidelines and be at nutritional risk.

The WIC Farmers' Market Nutrition Program (FMNP) is the voucher program for WIC participants to buy fresh produce at eligible markets-farmer-vendors.

18,963 Alaskans in the WIC program in FY2021 including

10,534 children and
4,037 infants

Average WIC family yearly income

\$26,768
Average WIC benefit per month in Alaska

In FY2020 WIC recipients spent **\$8,400,000** at Alaskan food retailers

40% of infants born in Alaska participate in WIC
20% Childhood obesity rate of WIC toddlers



Shoppers at Muldoon Farmers' Market in Anchorage, Tanana Valley Farmers' Market, and Fairbanks customer at Muldoon Farmers' Market in Anchorage

17,449 Seniors who lack income to pay for basic living needs
42.2%

Seniors in Alaska are threatened by or experiencing hunger
Seniors eating 3+ vegetables a day
17.4%

21.5% of Seniors report "fair" to "poor" health
Seniors eating 2+ fruits a day
37.1%

\$258 average monthly SNAP benefit amount for Alaskan seniors

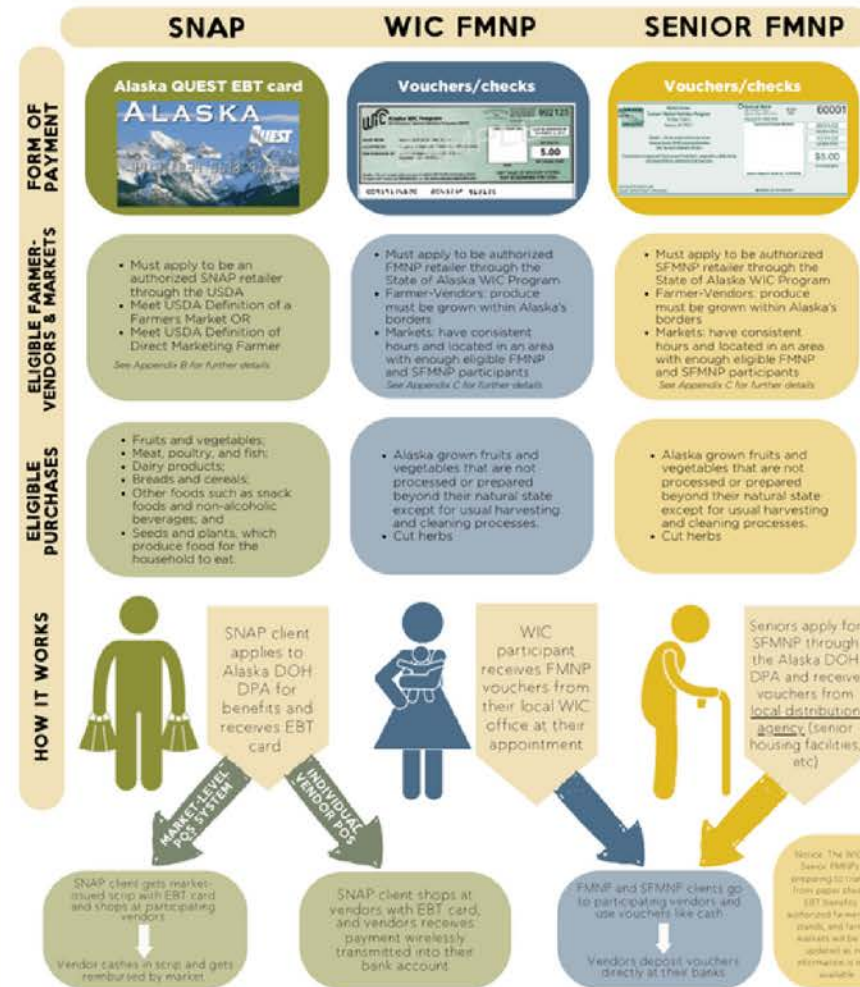
12,682 Seniors in Alaska receive SNAP benefits

SENIOR FARMERS' MARKET NUTRITION PROGRAM (SFMNP)

The Alaska Senior Farmers' Market Nutrition Program (SFMNP) 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 SFMNP, and receive coupons at a local distribution agency listed on the SFMNP website. In FY2020, 1,920 Alaskan Seniors participated in the program.

FOOD ASSISTANCE PROGRAMS AT THE MARKET

HOW DO SHOPPERS SPEND THEIR BENEFITS?



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 clients 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 farmer-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. 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. Choose 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 both be held accountable. For more information, [click here](#).
2. Get a USDA Account
 - Before you start your application:
 - [Register for a USDA eAuthentication account.](#)
 - Activate your USDA eAuthentication account.
3. Complete the SNAP Application
 - [SNAP Application found here](#)
 - Tip: After starting this application, you have 30 days to complete and submit it. If your 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.
4. 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, unless 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 Signature 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).
5. 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.

Responsible Official Eligibility by Business Structure

- Sole proprietorship - owner
- Partnership - any partner
- LLC - any member in a member-managed LLC; the manager in a manager-managed LLC
- Corporation - a board member or the board's designee
- Nonprofit organization - a board member or the board's designee in a nonprofit corporation; any member selected by a majority of members in an unincorporated nonprofit association
- Cooperative - a board member or the board's designee; any designated cooperative member if there is no board

Note: If you identify as a Direct Marketing Farmer, the application process for becoming an authorized retailer for SNAP is slightly different. You still need to create an account with FNS and fill out an application. However, instead of selecting "Farmers Market Application," use the "Store Application" and choose "Direct Marketing Farmer" under the "Special Store Type" drop-down menu.

Full Step-by-Step Guide to fill out the Online Store Application

<https://fns-prod.azureedge.us/sites/default/files/snap/Farmers-Market-Application-Guidance.pdf>



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? :)



Alaska Farmers Markets - 2023 Market & Food Hub Membership Signup/Renewal!

Hello Alaska Farmers Market Managers and Organizers! Thank you for becoming a member! We are working to update your membership and market directory for the 2023 Market Season!

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!





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



Thank You

TO OUR GENEROUS SPONSORS



Upcoming Events



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>

Upcoming Events

November 10-12, 2023 -
Anchorage, AK (Egan Center) + Virtual Options
Alaska Food and Farm Festival

Details coming soon!



<https://www.akfoodpolicycouncil.org/2023-festival-conference>



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!

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