Alaska Farmers Market Association
Annual Meeting & Planning

Homer, Alaska
March 10, 2019
9am-12pm
Today's Agenda

- Introductions & Breakfast (Robbi/ Brad/ Ben)
- History of the Alaska Farmers Market Association (Amy/ Robbi)
- Current Grants, Projects, SNAP, & Initiatives (Robbi/ Brad)
- By-Law Review & Market Definition (Brad)
- Alaska Grown and Farmers Markets (Johanna Herron, Division of Ag)
- Relationship Building (Ben Feldman)
- Farmers Market Associations Nationwide (Ben Feldman)
- Alaska Farmers Market Association: Goals and Priorities (Ben & Everyone!)
Introductions

Board Members

Farmers Market Coalition

Market Managers/Organizers

Supporters

Industry & Other
History of the Alaska Farmers Market Association

- Ahead of her time...

Evolution (2017-2019)
- March 2017 - Homer Farmers Market hosts 1st conference
- Fall 2017 - Awarded FMPP grant to officially restart
- Winter 2018 - Work beings
Current Grants, Projects, and Initiatives

- Outreach - new website with resources, interactive map, printed guide, food wheels, events
- Funding for Division of Ag Farmers Market interns
- Specialty Marketing Grant ($15,000 to markets/ yearly)
- Farmer/ Manager Education (travel scholarships & events)
- SNAP Assistance and Research
- Farmers Market Coalition membership & Perks
- Advocacy
Manager Resources

Alaska Grown Program
- Alaska Grown Application
- Management Guides
  - Developing a Farmers Market: Your Guide to a Successful Alaska Market
  - Creating a Farmers Market Living Lab: Lessons Learned in Growing a Farmers Market
- Prepared Food
  - Alaska DEC Cottage Food Regulations
  - Temporary Food Service Information (Market Food Booths)
- Permits & Insurance
  - Fact Sheet: Farmers Markets, Do You Need Permit (Cottage Food, Meats, Poultry, Fruits/Veggies, Eggs)
- Chef at the Market and Sampling Guidelines (from AK DEC)
- Food Liability Insurance Program (for vendors)

Farmers Market Coalition – Resources
- Full, searchable Resource Library (AK’s ever-growing database of resources for farmers, market managers and researchers. These resources were developed by a wide spectrum of organizations, agencies, and academic institutions)
- State Association Information: (A great resource to connect with other Markets/States)
- National Farmers Market Week (National Farmers Market Week resources, tools, and fun activities of our own for market managers, vendors, and attendees alike to use for planning and participating NFMW)
- Farmers Market Legal Toolkit (includes legal resources, best practice recommendations, and case studies for market leaders on selecting and enhancing business structures, accepting SNAP benefits, and managing common risks)
- Members Only Area (you must be a current member of the Alaska Farmers Market Association to access these areas)

Alaska Grown Program
- Alaska Grown Application
- Farm-Based Education Field Guides (from Michigan Farmers Market Association)
  - These two-page Field Guides accompany each of the Farm-Based Education educational videos.
  - hoop House Internal Winter Cover Field Guide
  - Soil Blocking for Transplants Field Guide
  - Direct Seeding with a Tractor-Mounted Seeder Field Guide
  - Hoop House Soil Preparation Field Guide
  - Stringing Peppers Field Guide
  - Drip Irrigation Basics for hoop house Production Field Guide
- Finance/Loans
  - Farm/Farm Finance Online Course – Midwest Organic & Sustainable Education Services (safed Dec 2018)
  - Financial Resources for Farmers and Ranchers: Investing to Buy Agricultural Land in Alaska
- Insurance/Liability
  - Crop Insurance Options for Specialty, Diversified, and Organic Farmers from ATTRA
- Marketing & Social Media
  - Using Facebook to Grow your Farm Business
  - Using Social Media to Grow your Farm Business
  - Organizations & Coalitions
    - National Young Farmers Coalition (supports practices and policies that will sustain young, independent and prosperous farmers now and in the future)
FMPP Funding and Goals

**Objective 1:** Revitalize the Alaska Farmers Market Association and gather statewide baseline data on farmers market sales, attendance, and farmer participation.

**Objective 2:** Encourage and promote farmers market growth statewide by holding two annual meetings and two conferences for market farmers and market managers.

**Objective 3:** Expand the number of sustainable, long-term farmers markets statewide by providing training opportunities for farmers market managers and farmers in person and through online resource sharing.

**Objective 4:** Increase customers at farmers markets statewide by providing advertising and outreach funding and training for member farmers markets, encouraging market cooking demonstrations, and through a statewide farmers market marketing campaign.

**Objective 5:** Improve access to local foods at markets around the state through increasing the number of markets accepting SNAP/EBT.
FMPP Funding & Goals

This project will serve a statewide community of farmers and farmers markets to expand and support successful direct market opportunities across Alaska. With a statewide base of partners, this project will utilize and expand existing skills and expertise to improve production, access, and consumption of local foods at dozens of markets throughout the state of Alaska.
State Support for SNAP/QUEST

- FIS: 1-800-894-0050
- call with your FNS number
- Wireless processing machine assistance
Defining “Farmers Market” for AFMA

“Farmers market” meaning a location where one or more Alaska farmers or growers, gather on a regular recurring basis, where products grown or produced in Alaska, are sold direct to the consumer.
By-Law Review: Proposed Changes

Change to Membership dues:

4.5 Membership dues. Each market shall pay per year, dependent on number of vendors participating the previous season as follows for membership.

- New Farmers Market (first year only) $ 25.00-40.00
- Small Farmers Market (2-25 vendors) $ 60.00-100.00
- Medium Farmers Market (26-50 vendors) $120.00-260.00
- Large Farmers Market (50+ vendors) $260.00-500.00
- Other Market Associations $360.00-800.00
- Friends of AFMA $25-800.00

Membership Dues are due March 1st or upon becoming a member, whichever is later.
By-Law Review: Proposed Changes

Change of farmers market definition:

4.2 Qualifications for Membership.

In order to qualify for membership, a member shall be a “farmers Market”, defined as A location, where one or more Alaska farmers or growers, gather on a regular recurring basis. Where products grown or produced in Alaska, are sold direct to the consumer. A member may also be elected or appointed to membership by the board. Members may have such other qualifications as the board may prescribe by amendment to these bylaws. All members are required to pay the membership dues described in section 4.5 unless the board waives this requirement.
By-Law Review: Proposed Changes

Change to Officer terms:

2.3 The AFMA shall have nine (9) directors, designated Seats A, B, C, D, E, F, G, H and I who shall be selected by the membership.

Directors shall serve terms of three (3) years or until their successors are elected and qualified, unless removed for cause as provided in Section 2.7 No director shall serve more than two (2) consecutive terms; this restriction shall apply as well to any director now in office.

Directors shall be elected in groups of three directors according to the following schedule:

- Year 1 Seats A, B, C
- Year 2 Seats D, E, F
- Year 3 Seats G, H, I
Alaska Grown and Farmers Markets
(Johanna Herron, Division of Ag)
Ben Feldman

- Relationship Building
- Farmers Market Associations Nationwide
- Alaska Farmers Market Association: Setting Goals and Priorities