

Farmers' Market Promotion Program (FMPP) – 2015
APPLICATION NARRATIVE FORM AND INSTRUCTIONS

This narrative form, including Appendix A, is mandatory. Thoroughly review the [FMPP Request for Applications](#) before completing this form.

1.	Project Title: Hawthorne Community Farmers Market.			
2.	Organization Name: Florida Organic Growers Email: marty@foginfo.org Phone: (352) 538-1743 Fax:	Mailing Address: 214 W. University Ave Suite A Gainesville, FL 32601		
3.	Authorized Representative Name: Sarah Cervone Email: sarah.cervone@gmail.com Phone: (352)562-5138 Fax:	Mailing Address: X Check if same as #2 above.		
<i>This person will be the main contact for any FMPP correspondence and is responsible for signing any documentation should the grant be selected.</i>				
4.	Project Implementation Physical Address (record as many as applicable):			
	Address 1: 214 West University Avenue Gainesville FL 32604	Address 2: SE 221st Hawthorne Florida 32640		
5.	Requested FMPP Funds: <i>Indicate the dollar amount (in whole dollars) of Federal funds requested. This must match the total amount provided in the Budget form.</i>	\$ 99,790		
6.	Entity Type: (Refer to the "FMPP Request for Applications" for definitions of each eligible entity type.) <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <input type="checkbox"/> Agricultural cooperative <input checked="" type="checkbox"/> Nonprofit corporation <input type="checkbox"/> Local government <input type="checkbox"/> CSA association <input type="checkbox"/> Tribal government <input type="checkbox"/> Producer network <input type="checkbox"/> Other (please specify): _____ </td> <td style="width: 50%; vertical-align: top;"> <input type="checkbox"/> Producer association <input type="checkbox"/> Public benefit corporation <input type="checkbox"/> CSA network <input type="checkbox"/> Economic development corporation <input type="checkbox"/> Regional farmers market authority <input type="checkbox"/> Agricultural business entity </td> </tr> </table>		<input type="checkbox"/> Agricultural cooperative <input checked="" type="checkbox"/> Nonprofit corporation <input type="checkbox"/> Local government <input type="checkbox"/> CSA association <input type="checkbox"/> Tribal government <input type="checkbox"/> Producer network <input type="checkbox"/> Other (please specify): _____	<input type="checkbox"/> Producer association <input type="checkbox"/> Public benefit corporation <input type="checkbox"/> CSA network <input type="checkbox"/> Economic development corporation <input type="checkbox"/> Regional farmers market authority <input type="checkbox"/> Agricultural business entity
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7.	Executive Summary: Alachua County, Florida has a thriving local food economy with more than five weekly farmers markets for approximately 250,000 residents. Yet none of the markets operate in the eastern region of the county leaving a disproportionate population of minority residents who are low-income and have low-access to food out of the local food economy. In light of this, Florida Organic Growers is requesting \$99,790 to expand and promote access to and consumption of local food in East Alachua by creating the 'Hawthorne Community Farmers Market,' a producer-operated market with three main goals; 1.) to establish a multi-weekday			

indoor producer-to-consumer farmers market in January 2016, 2.) to create a state-permitted commissary to wash, package and store local food for producer-to-consumer sales in March 2016, and 3). to develop a food-based community education program for local food producers and consumers. This project meets the goals of the FMPP because the new market opportunity for producers will increase access to local food for low income and low-food access residents in East Alachua; the commissary will enhance marketing opportunities for food producers; and food-based education activities will provide outreach, training and technical assistance for producers and consumers.

8. Project Background: The primary objective for this project is to expand and promote access and consumption of local food for low-income and low food-access communities in and near East Alachua by creating the ‘Hawthorne Community Farmers Market’ which will serve as a central indoor location for routine producer-to-consumer marketing, state-permitted processing of local food for legal producer-to-consumer sales, and food-based community education activities. This project consists of three main goals: 1.) to **establish a multi-weekday indoor farmers market** for producer-to-consumer marketing that will increase access to local food in East Alachua; 2.) to **create a state-permitted commissary** for producers to legally wash, package and store agricultural products that will enhance marketing opportunities for producers; and 3.) to **create a food-based community education program** that provides outreach, training, and technical assistance to local food producers and consumers.

Goal #1: to **establish a multi-weekday indoor farmers market** for producer-to-consumer marketing that will increase access to local food in East Alachua

- **Objective A:** establish a space to conduct producer to consumer direct marketing
 - **September – December 2015:** lease, permit, license, and insure 1400 square foot commercial property located on 221st St in downtown Hawthorne that will accommodate indoor and outdoor market activities, producer processing and community education activities.
 - **January 2016:** register ‘Hawthorne Community Farmers Market’ as a not-for-profit corporation in the State of Florida
- **Objective B:** begin weekly outdoor farmers market activity at leased location
 - **September – December 2015:** recruit 10 outdoor farmers market vendors; solicit feedback from vendors to create a mission and framework for market rules and guidelines; designate market manager(s) and weekday and hours of operation, and promote new market to Hawthorne residents and surrounding communities
 - **January 2016:** acquire City permit to operate weekly outdoor market and begin weekly outdoor market at leased location acquired in Objective A
- **Objective C:** begin multi-weekday indoor farmers market activity
 - **September – December 2015:** acquire permit from Florida Department of Agriculture and Consumer Services to conduct food-related retail business activities in leased location; recruit five local food vendors to participate in indoor market and solicit feedback from vendors to create a framework for operation procedures, rules, and guidelines, and establish at least three weekdays of operation.
 - **June 2016:** open and promote indoor farmers market

Goal #2: to **create a state-permitted commissary** for producers to legally wash, package and store agricultural products that will enhance marketing opportunities for producers

- **Objective A:** license and permit commissary within existing indoor market retail space

- March 2016: prepare space within indoor Farmers Market to meet minimum construction standard to pass food safety inspection by Florida Department of Agriculture and Consumer Services
- June 2016: recruit five market vendors to process agricultural products in the facility and solicit feedback from participating vendors to create operation rules and procedures
- open processing facility to operate *in conjunction with* indoor Farmers Market

Goal #3: to create a food-based community education program that provides outreach, training, and technical assistance to local food producers and consumers.

- Objective A: food-based knowledge deficits and areas of interest for East Alachua residents related to topics that include but are not limited to; food preparation, health and nutrition, farm to table and farm tour experiences, and identify production information needs among local producers related to topics that include but are not limited to; food safety regulations, accounting, value-added strategies, business management, marketing, and pack and label regulations.
 - September – December 2015: conduct 50 preliminary interviews with East Alachua residents from a purposive sample selected to reflect age, gender, race, and income demographic patterns identified by 2010 Census data and conduct 20 preliminary interviews with food producers to identify production information needs
- Objective B: create a food-based education program that address information deficits and areas of interest identified in preliminary interviews
 - January – March 2016: recruit experts and educators from agencies such as Alachua County Extension, University of Florida, Florida Department of Agriculture and Consumer Services, USDA, etc. to provide food-based community workshops
 - June 2016: release bi-weekly workshop schedule from July to December 2016
 - January 2016: release bi-weekly workshop schedule for 2017

The goals of the ‘Hawthorne Community Farmers Market’ project coincide with the FMPP mission because they will increase access to and consumption of local food and help develop the local food economy in an area where it does not exist. The multi-day indoor farmers market provides a new opportunity for food producers to routinely offer their products directly to consumers who do not have access to local food within the existing local food market economy. A state-permitted commissary will provide opportunities for producers to wash, pack and sell food products in compliance with state regulations, and the food-based community education will help producers become more competitive in the local food economy and assist East Alachua residents in acquiring food-based knowledge, skills and expertise that will fuel the consumption of fresh and local food among low-income and low food-access communities in East Alachua and surrounding areas.

Problem: Eastern Alachua lies at the intersection of poverty and an absent local food economy, and this is particularly the case in the City of Hawthorne which is home to a disproportionate number of minority and low-income residents with low food access. Although the Alachua County hosts several vibrant Farmers Markets, the local food economy has developed unevenly as all of the markets are concentrated in the western, and more affluent, areas of the county. (Figure 1.) The absence of a farmers market presents a considerable barrier for East Alachua residents to access fresh and local food. This project will expand the local food economy into East Alachua by providing routine access to fresh and local food through a multi-weekday indoor farmers market; creating a state-permitted

processing facility to allow local producers to wash, pack and store agricultural products for direct sale to consumers at the market; and developing a food-based community education program that will enhance the production and consumption of local food for low-income and low-food access residents in eastern Alachua county.

Hawthorne is the poorest city in Alachua County. As of the 2010 Census, there were 1,417 people living in the city of Hawthorne, Florida. Per capita income for the city was \$15,331. Nearly 12% of families and 18.9% of the population were living below the poverty line; including 23% of those under age 18 and 30% of those aged 65 or over. Forty-five percent of the population was African-American. Out of 561 households in Hawthorne, more than 20% were headed by women without spousal support, more than a third of the households included children, and twelve percent of households had someone living alone who was 65 years of age or older.¹ When compared to the western region of Alachua County, East Alachua County residents have the lowest performing schools, fewer employment opportunities, and no public transit service to economic, social, educational or food resources concentrated in the City of Gainesville, Alachua's county seat.

In addition to a dismal economic climate, residents in Hawthorne and surrounding communities have little to no access to local food. According to the USDA Food Access Research Atlas, eastern Alachua census tracts 12001001400 (4,585 people), 12001001902 (3,316 people), 12001000400 (5,665 people), and 12001000500 (4,976 people) are designated as low income and low access food deserts (Figure 1). In addition, census tracts 12107950400 and 1210795030 on the perimeter of Alachua County in Putnam County near the City of Hawthorne are classified as 'low income' and 'low vehicle access' respectively (Figure 2). The per capita income in Putnam County was \$15,603 in 2010 with 15.8% of families and more than 20% of the population living below the poverty line which includes 30.6% under 18 years of age and 13.1 % of those over 65 years of age.² Although the vast rural tract 12001002000 in eastern Alachua County is not designated as a food desert by the USDA, approximately 5,000 people living within that spacious tract represent the highest unemployment rate in Alachua County and the one supermarket in that area does not retail fresh and locally produced agricultural products (Figures 3 and 4).

The goals of this project will promote and expand the local food economy into an area that has been left out of both economic and local food market development. The Hawthorne Community Farmers Market provides a new opportunity for farmers and ranchers to market agricultural products direct to consumers in eastern Alachua County and thereby increase access to local food for residents. The on-site commissary will allow producers to wash, package and store agricultural products according to state regulatory guidelines, and this will ultimately diversify the array of local food products and increase local food options for residents. By incorporating food-based community education into farmers market activities, residents will acquire food-related skills and expertise that will help fuel local food consumption and producers will gain knowledge and training to make their products more competitive in the local food economy.

The goals of the Hawthorne Community Farmers Market are designed to address the unique economic and cultural landscape in East Alachua County. The project builds on a previous, unsuccessful attempt to establish a market by another party by incorporating the needs and perspectives of local food producers operating in Alachua and Putnam Counties and considering the economic status of local residents. It relies on current scholarly research on farmers market development, local food marketing, consumer patronage, and market management as well as informal preliminary interviews with local food vendors and East

¹ "[American Factfinder](#)". United States Census Bureau. "[American Community Survey: Hawthorne, Florida](#)". United States Census Bureau. Retrieved 17 April 2015.

² "[American Factfinder](#)". United States Census Bureau. "[American Community Survey: Putnam County](#)". United States Census Bureau. Retrieved 13 May 2015.

Alachua residents.

Indoor Farmers Market open more than one day a week

A direct producer to consumer farmers market that takes place indoors on more than one day a week will increase access to local food by offering more frequent opportunities for residents to participate in farmers market activities. Previous research on farmers market participation has shown that limited days and hours, weather, and location presented the most significant barriers to market participation.^{3 4} Multiple days and extended hours each week can mitigate time and day barriers on market participation. Indoor retail sales will lessen barriers created by inclement weather, and closer proximity at a central location in the City of Hawthorne will facilitate access for residents without vehicles. Although previous attempts to establish markets in Hawthorne have failed (2009-2010), preliminary interviews with thirty-six residents in Eastern Alachua County and surrounding areas indicated that the absence of fresh and local food at the previous market was a salient complaint among residents and the previous market was characterized as primarily offering local crafts and non-food products. Interviews indicated that East Alachua residents want a local farmers market and many residents with vehicles travel more than 15 miles to attend markets at distant locations. A marketing strategy emphasizing direct producer to consumer marketing, such as 'Know your Farmer, Know your Food' programs, will enhance market participation as well as roadside signs and flyers which have been identified as the most effective promotional strategies for farmers markets.³ Florida Organic Growers (FOG) also offers SNAP (Supplemental Nutrition Assistance Program, formerly food stamps) recipients the opportunity to use their benefits to purchase food at two farmers markets in Alachua County: the Saturday Alachua County Farmers Market and the Wednesday Union Street Farmers Market. Providing this service at the Hawthorne Community Farmers Market will expand local food access to SNAP recipients in East Alachua. Since the market serves a lower income rural area the market will investigate the process for and has the goal of accepting EBT at the market. The market will also pursue being part of an incentive program designed to increase lower income residents access to healthier food, though it should be noted that no FMPP funding is requested or will be used for either of these market goals. FOG has separate committed funds already to do this work. Guidance and feedback from successful market managers and local food organizations who have provided letters of support included here will also facilitate market success. Furthermore, preliminary interviews with farmers market vendors at three markets in Alachua (Union Street, Haile and 441) indicated that the opportunity to engage in direct sales within an indoor facility on more than one day a week and the ability to store agricultural products on site was a strong attractant to market participation in East Alachua.

Commissary to wash, process and store agricultural products

A state-permitted commissary will allow local food producers to legally wash, package, store and value-add agricultural products. This will not only create a broader scope of local food options for East Alachua residents, it will incentivize local food producers to participate in a farmers market that operates in the depressed economic climate of East Alachua. Preliminary interviews with farmers market vendors at Union Street Farmers Market, Haile Plantation Farmers Market, and the 441 Farmers Market during the Fall season in 2014 indicated that vendors were reluctant to expend time, money and energy at a weekly market in East Alachua due to concerns over poor consumer attendance and low purchasing activities by an economically challenged population. At least six food vendors operate in East Alachua and Putnam County and travel to western Alachua markets to sell their agricultural products. Since

³ Govindasamy, Ramu, John Italia, and Adesoji Adelaja. 2002. 'Farmers' Markets: Consumer Trends, Preferences and Characteristics.' *Journal of Extension*. February 40:1

⁴ Jilcott-Pitts, Stephanie et al. 2014. 'Farmers' market use is associated with fruit and vegetable consumption in diverse southern rural communities,' *Nutrition Journal* 13:1'

local food producers face unique economic challenges, they demand economic incentives to engage in regional food channels.⁵ Food safety regulations in the State of Florida require food producers to process agricultural products in a state-inspected facility and this incurs significant expenses to meet minimum construction standards, equipment standards, and annual permitting and inspection fees. The integration of a shared commissary that allows producers to wash, package, store and process products as a part of the indoor farmers market will provide producers with the low-cost infrastructure needed to preserve and value-add surplus agricultural products. This incentive will attract producers to the indoor market because it will allow them to become more competitive in the local food economy.

Food-based Community Education Program

A food-based community education program will promote the consumption of local food in East Alachua by providing residents with skills, knowledge and expertise related to local food preparation and benefits and it will also offer knowledge and training to help local producers become more competitive in the food economy. Previous research has shown that consumer values are reflected in consumption behavior and this forces market managers to develop targeted programs that reflect the values and needs of the community.⁶ Food-based education opportunities for East Alachua residents such as local farm tours, local food cooking demos, and local food nutritional information sessions will enhance local food knowledge and fuel the consumption of local food. Community education also attracts residents who are drawn to public life and group settings, and this will help recruit new customers and increase patronage at the farmers market.⁴ Training workshops for farmers market vendors such as food-safety seminars, marketing workshops, business management lessons, and specialized production demos will help producers enhance the profitability of their products by increasing efficiency, adding value, and avoiding loss. Production-based education will also empower and encourage new producers to enter the local food industry. Food-based education activities will also help build community among local producers and consumers in a place that is increasingly becoming a ghost town characterized by boarded storefronts and an empty downtown center due to an economic freefall caused by rising unemployment.

The broader impacts of the Hawthorne Community Farmers Market will not only increase access to and consumption of agricultural products for East Alachua residents, it will provide a foundation for food-based community-building and opportunities for local food entrepreneurship in East Alachua. Farmers markets create low-capital and low-risk economic opportunities for low-income people. Direct producer-consumer relationships developed at farmers markets strengthen small-scale food economies and enhance food security in poor communities. Farmers markets are also social locus for neighbors to meet, socialize, plan, organize, and build community. Without this project, eastern Alachua County residents will remain left out of the local food economy and left out of the benefits that farmers markets bring to communities.

Figure 1: The spatial distribution of Farmers' Markets denoted by a red star in relation to census tracts designated as food deserts. (Data from USDA ERS database)

⁵ Ahearn, Mary and James Stearns. 2013. 'Direct-to Consumer Sales of Farm Products: Producers and Supply Chains in the Southeast.' *Journal of Agricultural and Applied Economics* August 45:3

⁶ Williamson, Sara. 2014. 'A multivariate analysis of consumer beliefs, attitudes and behaviors associated with locally produced food and farmers market patronage.' University of Kentucky Thesis & Dissertations – Agricultural Economics.

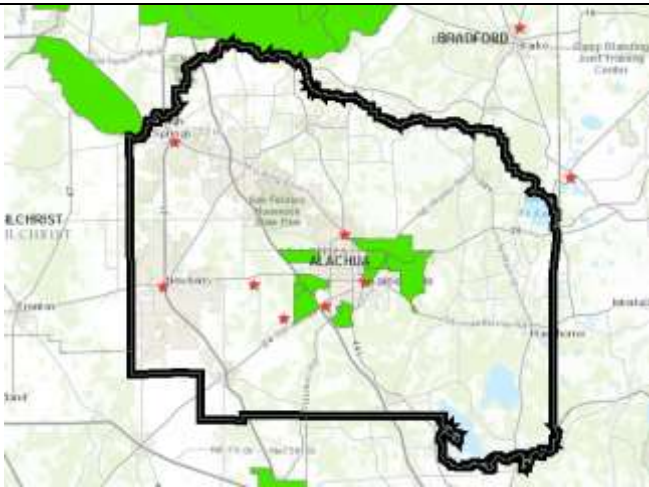


Figure 2: ‘Low-Vehicle Access’ census tracts denoted by purple. (Data from USDA ERS database)

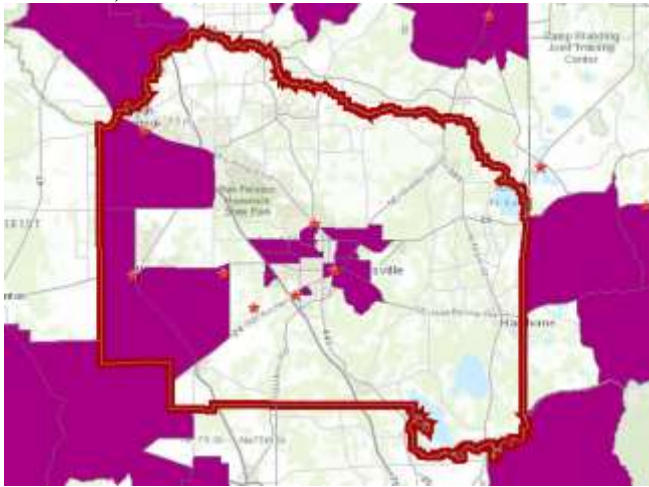


Figure 3: Spatial distribution of farmers markets and unemployment. Orange indicates 21% or higher. (Data taken from 2010 Census and USDA ERS databases)

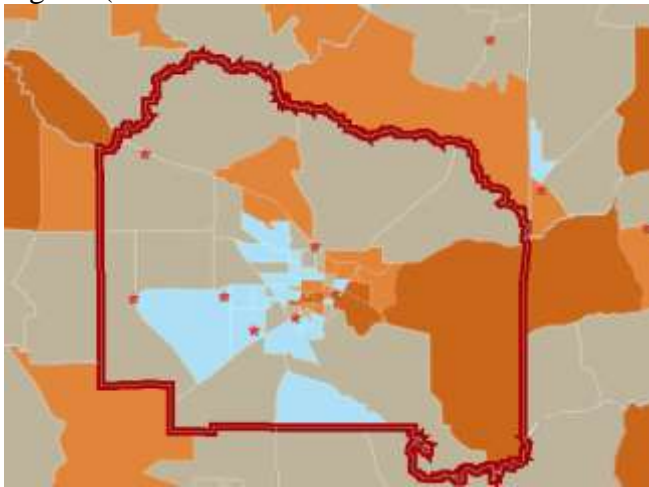
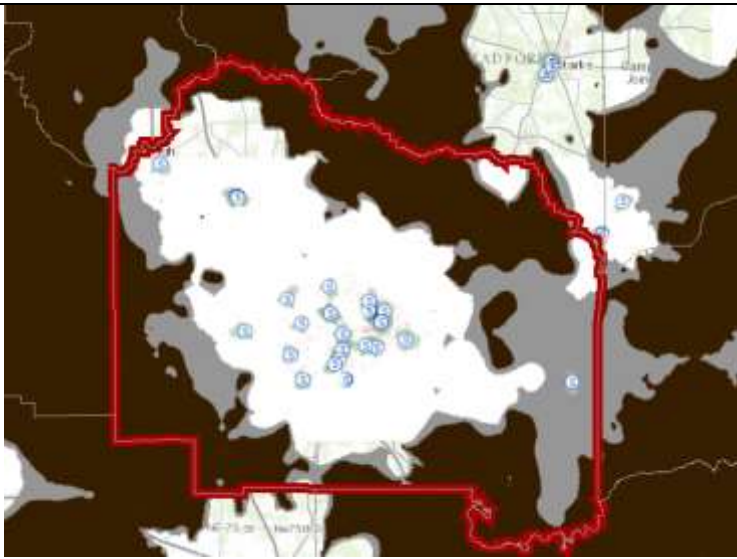


Figure 4: Spatial distribution of access to supermarkets denoted by ‘S’. (Data taken from USDA Food Environment Atlas).



9. Work Plan, Resources, and Timeline Requirements: Fill out the table as described below.

<i>List and describe each planned activity (scope of work) including how it relates to the project objectives:</i>	<i>Anticipated date of completion:</i>	<i>Resources required to complete each activity:</i>	<i>Milestones assessing progress and success of each activity:</i>	<i>Who will do the work (include collaborative arrangements or subcontractors)?</i>
Establish market space	December 2015	realtor, insurance agent, Chamber of Commerce, Charlie Lybrand (Union Street Market Manager), Ellen Vause (Hawthorne city manager)	Milestone 1: negotiate lease for market site Milestone 2: acquire liability insurance Milestone 3: acquire business permit	Market Manager,
register fictitious name and not for profit corporation status	January 2016	State of Florida	Milestone 1: pay fee Milestone 2: submit paperwork Milestone 3: acquire status	Market Manager
recruit vendors, create market operation guidelines, promote new market	December 2015	none	Milestone 1: recruit 10 vendors Milestone 2: establish market operations	Market Manager
acquire business permits to operate	Jan 2016	City of Hawthorne	Milestone 1: pay permit fee	Market Manager

market			Milestone 2: begin market	
prepare commissary facility to pass food safety inspection, recruit five processors, create operation rules and procedures	March 2016	Florida Department of Agriculture and Consumer Services, Blue Oven Kitchens	Milestone one: Pass food-safety inspection Milestone two: recruit five processors Milestone three: create operation procedures	Assistant Manager,
open commissary	June 2016	Consultation with Blue Oven Kitchens	Milestone one: pay inspection fees Milestone two: begin operation	Assistant Manager
create food-based education schedule	January 2016	Consultation with Hogtown Homegrown, Alachua County Extension Agency	Milestone 1: develop and administer 75 surveys, analyze data and establish need areas Milestone 2: recruit educators Milestone 3: create program schedule	Market Manager and Assistant Manager

10. Expected Outcomes and Intended Beneficiaries:

The expected outcomes from this project include an increase in producer to consumer direct marketing activities, greater diversification in the availability of local agricultural products, increased farmers market participation by Eastern Alachua residents, increased consumption of local food by East Alachua residents, and enhanced food-based knowledge and skills among Eastern Alachua residents and food producers. Results will be measured and evaluated both qualitatively and quantitatively by collecting subjective and metric data through face-to-face interviews, standardized questionnaires and focus group activities with farmers market producers and consumers. Results in increased producer to consumer direct marketing will be evaluated according to vendor-specific metrics that include but are not limited to; gross market sales and revenue, new customer recruitment, customer retention, and overall satisfaction with market management (determined by composite Likert-scale). Success will be determined by: the recruitment and retention of at least 10 indoor and outdoor market vendors, 10% quarterly increase in gross sales and/or revenue for at least ½ of farmers market vendors, 10% increase in new customer recruitment and retentions for at least ½ of famers market vendors, and overall satisfaction measured as ‘4’ or higher on a 1-5 composite Likert-scale. Results in the diversification of available agricultural products will be evaluated according to vendor-specific metrics that include but are not limited to; producer participation in on-site processing activities, development of new agricultural products, sales and revenue of new agricultural products. Success will be determined by; participation of at least five of the ten farmers market vendors in on-site storage and processing activities, development of at least one new agricultural product each quarter for each participating vendor, and 10% quarterly increase in sales and revenue of new agricultural products developed on site. Results in increased market participation will be evaluated according metrics that include but are not limited to; on-site customer contact visits to indoor and outdoor farmers market, preliminary and quarterly questionnaires with local residents, and consumer focus groups. Success will be determined by; 10% quarterly increase in customer contact visits, 20% of consumer

respondents report 10% quarterly increase in market participation, qualitative satisfaction of '3' or higher on a 1-5 composite Likert-Scale among 60% of focus group participants. Results in increased consumption of local foods by residents will be evaluated according to consumer-specific metrics that include but will not be limited to: farmers market purchasing trends, consumer consumption patterns and diet-surveys. Success will be measured by consumer reported 10% quarterly increase in dollars spent on local food at the farmers market, consumer-reported 10% quarterly increase in over local food consumption, and at least one new local food product reported by consumers in monthly diet surveys. Results in enhanced local food-based knowledge will be evaluated according to preliminary and concluding standardized surveys using metrics specific to the educational goals of the learning experience. Success will be measured by at least 60% of the participants reporting that 30% of the learning experience provided new and relevant information.

The beneficiaries of this project include local farmers, farmers market producers and vendors, and eastern Alachua County residents in low-income and low-food access areas. The expansion of the local food economy into a new area with an untapped consumer base will benefit farmers and farmers market producers and vendors by offering new opportunities to recruit customers and increase direct producer to consumer sales which thereby enhance profitability in the local food economy. Producers will also benefit from the availability of processing infrastructure that will increase the profitability of local food sales by providing opportunities to value-add surplus agricultural products and diversify their product base. Overall, a new market within an untapped consumer base processing opportunities will increase the overall competitiveness of local food and direct producer to consumer marketing.

Eastern Alachua residents will also benefit from increased access to fresh and local food, enhanced food-related skills and knowledge, and inclusion in a community-based local food economy. The linkages between poverty and diet-related chronic illnesses are well-known; poor people living in areas designated as food deserts like eastern Alachua County are at greater risk for obesity, diabetes, and hypertension.⁷ Yet, there is an inverse link between risk for chronic diet-related conditions and the consumption of fresh fruits and vegetables because fresh local produce contains higher levels of phytonutrients.⁸ Fruit and vegetable consumption is associated with farmers market shopping, and access to a local farmers market will increase local food consumption and will therefore generate positive effects on the health and nutrition status of eastern Alachua County residents.⁹ Food-based skills and knowledge will also help residents increase their daily consumption of local food by raising awareness about the health benefits of local food and ways to prepare local food. The diversification of local food products resulting from the on-site processing facility will offer residents a greater variety of local food choices and facilitate the integration of local food into the daily diet. The expansion of the local food economy and the inclusion of eastern Alachua County residents will also provide opportunities for residents to take a pro-active role in their local food system and to engage in small-scale entrepreneurial activities within the local food economy.

- 11. Outreach:** The outcomes and results of this project will be disseminated to the target audience and a broader audience via reports and presentations delivered electronically and face-to-face. A market website will showcase features and developments in the progress of the market. Market producers, consumers, and stakeholders can elect to receive a monthly newsletter detailing the progress and outcomes of the project as well as the results of the quarterly

⁷ Phillips et al. 2013. Locating and establishing farm-to-market and garden-to-market collaborations in food deserts to improve access to and consumption of healthy foods in Broward County, Florida. Presentation at 141st APHA Annual Meeting and Exposition.

⁸ McCormack et al. 2010. Review of the nutritional implications of farmers markets and gardens: a call for evaluation and research efforts. *Journal of American Diet Association* 110:3

⁹ Boeing et al. 2012. 'Critical Review: Vegetables and fruit in the prevention of chronic diseases.' *European Journal of Nutrition*. 6

evaluation criteria. The website will also include contact information to collect feedback and recommendations on the progress of market development and strategies for improvement. A quarterly on-site market meeting will provide face-to-face dissemination of projects results as well as opportunities for public comment. The project design, results and outcomes will be shared to a broader audience of regional, state and national local food stakeholders through presentations at public institutions and organizations that include but are not limited to; the University of Florida, Santa Fe College and other state educational institutions, Agricultural Extension Agencies, local 4-H programs, Future Farmers of America events, Chamber of Commerce meetings and other political activities, local food advocacy groups, tabling at public events, and social media.

12. Budget Justification:

Personnel: Managerial framework for the Hawthorne Community Farmers Market will be organized by three personnel positions: The **Market Manager** will be a local food producer in charge of overseeing the overall operations of the indoor and outdoor markets, managing vendor applications and fees, coordinating with the assistant manager to organize promotional and educational activities, and communicating with the administrative coordinator. The \$9.50 hourly compensation is commensurate with the average wage provided by food retailers in Alachua County (Wards Supermarket, Lucky's Supermarket, Citizens Co-op), and as a vendor at the market, the manager will benefit economically from services and sales at the indoor market. The **Assistant Manager** will be a local food producer in charge of overseeing the overall operations of the commissary, ensuring and enforcing compliance with food safety regulations, managing food processor applications and fees, and communicating with the market manager and administrative coordinator. The \$9.50 hourly compensation is commensurate with the average wage provided by food service providers in Alachua County, and as a vendor at the market, the assistant manager will benefit economically from processing and sales opportunities at the indoor market. The **Administrative Coordinator** will be an employee of Florida Organic Growers in charge of managing the budget and accounting, ensuring adherence to grant recipient guidelines and protocols, and communicating with the market manager and assistant manager. The \$9.50 hourly wage will compensate for additional time and labor expenses generated by administration of the Hawthorne Community Farmers Market.

Contractual: Contractual expenses related to operating the Hawthorne Farmers Market include leasing a commercial space in a centrally located area that is accessible to residents without vehicles. The \$2000 monthly lease is based on a 1400 square foot property with an existing kitchen space that is currently available. The monthly utility fee is based on the 1400 square foot property. Liability insurance rate is based on estimate provided by Scarborough Insurance. Web design and Maintenance contract fee is based on rate provided by the Santa Fe College Digital Arts Program. All contracts will adhere to State and Federal Guidelines.

Equipment: Stainless steel equipment listed in the budget is based on minimum construction standards to permit a legal commissary according to the Florida Department of Agriculture and Consumer Services. Estimates provided by RW Beaty Restaurant Equipment & Supplies in Gainesville, Florida.

Supplies: The economic status of East Alachua residents makes it necessary to expend costs on agricultural products for food-based workshops in order to provide free educational opportunities and eliminate financial barriers to participation. Tables and chairs will create a classroom environment and provide seating during market events, and pricing is based on estimates provided on walmart.com. Shade tents provide weather protection during outdoor events and activities, and pricing is based on estimates provided at walmart.com. Miscellaneous cleaning supplies will promote a clean retail environment and compliance with food safety guidelines.

Other: Food-related business operations in Florida require permitting and licensing from

multiple agencies and the budget permits will ensure legal compliance. Market and promotion will enhance the success of the project by recruiting resident participation.

- If you are using contractors, have you or will you use your own documented procurement procedures that reflect applicable State, local, and tribal laws and regulations provided they conform to applicable Federal law and the standards identified in [2 CFR §200.318](#)? Yes No
- Are you expecting any program income (refer to [2 CFR §200.307](#)) Yes No
Any generated program income you accrue during the period of performance must be used to further the purpose of the project. If you expect to generate program income explain how the funds will be used to further the project purpose: Participation fees from weekly market vendors, indoor market vendors, and processing vendors will generate income that will be applied to purchase additional equipment to expand the kitchen, seating areas for customers, display and storage equipment, and seed money to continue the project beyond the grant period.

13. Previous and Similar USDA Funding Opportunities:

- Have you submitted this project to another Federal grant program other than the FMPP for funding and/or is another Federal grant program other than the FMPP currently funding the project?
 Yes No

14. Priority Project Selection: Priority will be given to project proposals that are located in and/or serve populations in *at least one* area of concentrated poverty with limited food access. However, it is NOT A REQUIREMENT that your project is associated with a low income/low food access priority area. All projects will be evaluated equally among the peer reviewers regardless of priority area. Priority selection will only be used by AMS should the targeted number of priority area projects not be met (refer to [Section 1.4 in the Request for Applications](#)).

Should USDA consider the project proposal under a low income/low food access priority area?

Yes No

If using the [Food Access Research Atlas](#) to qualify, **list the census tract(s)** from the Atlas to identify the business/organization location(s) and/or targeted community/area(s): **12001001400, 12001001902, 12001000400, and 12001000500**

If qualifying based on your partnership with one of the five [Promise Zone Lead Applicant Organizations](#), indicate the specific Zone:

____NA_____

****Qualifying for consideration as a Promise Zone Lead Applicant Organization: NA**