



Local Food Promotional Program
LFPP 2021

Fortify and Multiply Farmers' Markets Hubs to improve Community Health and Farm Viability

Farmers' Market Hub How it works

A MN Farmers' Market is licensed by the MN Department of Agriculture as a food handler.

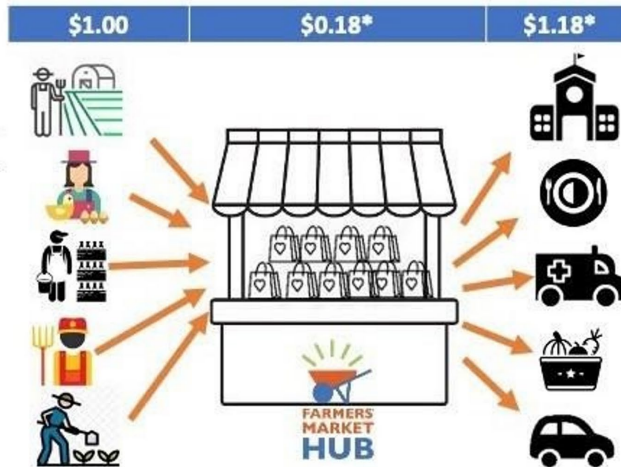
Farmers put product on online platform, where buyers (e.g. schools, hospitals, hunger relief programs, restaurant, household consumers) make and pay for their orders.

Farmers bring product to market, hub coordinator aggregates orders, and buyers pick up or have orders delivered.

Hub charges a markup on farmers' products to offset costs for coordination, marketing, licensing, equipment, sales platform.

Utilize existing market space/times to limit overhead costs and increase efficiency.

**Markup is determined by the individual markets, with input from participating farmers, and varies across markets.*

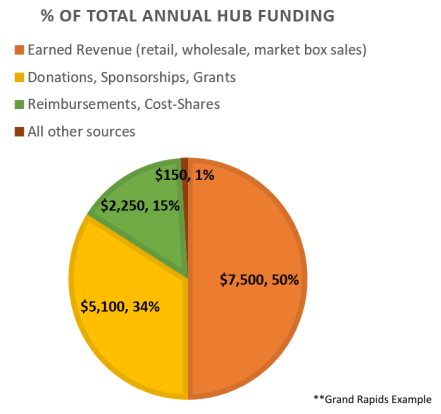
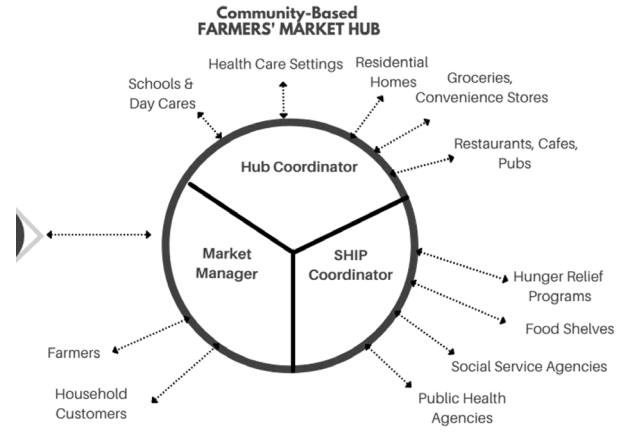


Project Objectives

Create	Improve	Collaborate	Increase	Diversify	Develop	Share
Create and operationalize five new Farmers' Market Hubs.	Improve the efficiency and long-term viability of existing FMHs, and increase new FMHs efficiency each year of the project	Work with SHIP and their community partners to create pathways to get local food	Increase purchasing of local foods by local institutions and wholesale buyers	Diversify market channels and increase sales through FMH for small-scale farmers in and around these communities.	Develop sustainability plans for each participating community to support the long-term sustainability of this model	Share learnings with communities

Outcome Indicators

- **Outcome 1:** To Increase Consumption of and Access to Locally and Regionally Produced Agricultural Products.
- **Outcome 2:** To Increase Customers and Sales of Local and Regional Agricultural Products.
- **Outcome 3:** To Develop New Market Opportunities for Farm and Ranch Operations Serving Local Markets.
- **Outcome 4:** To Improve the Food Safety of Locally and Regionally Produced Agricultural
- **Outcome 5:** To Establish or Expand a Local and Regional Food Business Enterprise.
- **Outcome 6: (REQUIRED)** To increase financial efficiency of local food distribution to wholesale markets.



Market Expectations

- Obtain MDA License:
 - wholesale or retail food handling
- Use Open Food Network Platform
- Monthly Meetings w/ Project Team
- Recruit Farmers
- Identify and Meet with Buyers
- Work with your Local SHIP Coordinator
- Determine (1) *new pathway to implement
- Create a sustainability Plan
- Annual Event
 - Farmer-Buyer Workshops
- Attend the Food Finance Institute

Grant Support for New hubs:

- Hand wash Stations \$100
- MDA License \$77
- Boxes/Bags \$200
- Scales \$180
- Tent \$250

Eligible Marketing and Advertising Expenses from LFPP Grant

- Printing:
 - Brochures
 - Banners
 - A Frame Signs
 - Consumer Education handouts
- Advertising:
 - Direct Mailing
 - Social Media
 - Newspaper Ads

- Online Platform fee \$750
- Advertising \$500
- Printed materials \$250
- Annual Events (sm) \$250 – (lg) \$500
- Deliveries \$500
- Coordinator Travel \$230
- Mileage for annual meeting at MFU + Lodging for those travelling 250+ miles

- Social Media
- Newspaper Ads



Grant Support for Staffing the Farmers' Market Hub

	New Hubs	Existing Hubs
Year 1	\$13,000	\$10,400
Year 2	\$10,712	\$8,034
Year 3	\$11,033	\$8,374