



MID-ATLANTIC FARMERS MARKET CONFERENCE

Passport to Success

November 13-15, 2024 • Richmond, VA

Brought to you by
Virginia State University Cooperative Extension
and the Virginia Farmers Market Association



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Welcome to the Mid-Atlantic Farmers Market Conference!

On behalf of Virginia State University's College of Agriculture and our partners at the Virginia Farmers Market Association, it is my pleasure to welcome you to the Mid-Atlantic Farmers Market Conference. We are thrilled to co-host this gathering of farmers, market managers, and agricultural professionals who share a passion for strengthening our local food systems and farmers markets.

Farmers markets play a critical role in connecting producers with consumers, supporting local economies, and fostering access to fresh, healthy food in our communities. At VSU, our decision to partner with VAFMA to host this conference stems from our shared commitment to empowering market participants and ensuring the sustainability of these important hubs. Together, we are providing resources, tools, and best practices to help our region's farmers markets thrive.

VSU has a longstanding dedication to supporting small farms and urban agriculture, working closely with farmers to promote innovative practices and create sustainable food systems. Through our Small Farm Outreach Program and our urban agriculture initiatives, we are focused on improving market access, fostering community engagement, and driving agricultural innovation. Our research and Extension efforts are designed to support the future of agriculture not only in Virginia but across the region.

We are excited to engage with each of you and learn from your experiences as we work together to advance farmers markets throughout the Mid-Atlantic region. Thank you for joining us, and we wish you an inspiring and productive conference.

Sincerely,
Dr. Janine Parker Woods
*Associate Extension Administrator for Virginia Cooperative Extension
at Virginia State University*



Welcome to the 2024 Mid-Atlantic Farmers Market Conference!

We're thrilled to bring together this community of farmers market managers, vendors, policymakers, and community partners to share knowledge, spark collaboration, and empower one another in strengthening our local food systems. This year's theme, *Passport to Success: Leveling Up!*, reflects our commitment to equipping you with tools and insights that can transform your markets and businesses. With hands-on workshops, expert speakers, and targeted sessions for both new and experienced market managers, this conference is designed to be a resource-rich experience.

As you dive into the workshops, sessions, and activities planned, remember that one of the most valuable aspects of this conference is the opportunity to network. The collective expertise here—from seasoned market managers to innovative vendors and community partners—creates an outstanding learning environment. Take this chance to exchange ideas, build connections, and collaborate with others who share your commitment to vibrant, resilient food systems. We encourage you to use every conversation, whether formal or informal, as an opportunity to gain new knowledge and perspectives that can have a lasting impact on your work and community.

Thank you for joining us for this enriching experience. I hope that each attendee learns something new and creates at least one new partnership that will support your goals long after the conference ends!

Sincerely,

A handwritten signature in black ink, appearing to read "M. Omar Faison". The signature is fluid and cursive, written over a light gray rectangular background.

M. Omar Faison, PhD
Associate Vice Provost, Research & Economic Development, VSU
VAFMA Board Chair



Dear attendees, presenters, exhibitors and sponsors—

As co-chair of the conference planning committee, I want to take this opportunity to thank you for your support and enthusiasm for local food in the Mid-Atlantic region. VAFMA is proud to partner with VSU to put this stellar series of panels and events together over the next few days. Our vision is that this event “stamps your passport” for the next level in your market, business or network. We want you to walk away feeling both inspired and confident that you know what that crucial next step is. To that end, we have put together this set of resources from panel speakers. Please put these tools to good use as you plan your next year!

Our professional development programs for market managers and vendors always have the same goal- that you never feel alone. VAFMA is dedicated to being a resource for people in these roles by providing regular training opportunities on the state and national levels through Farmers Market University. As a member organization we can only do this work with your support. THANK YOU!

Please enjoy the conference! It is an honor to have you here with us.

Sincerely,
Meredith Ledlie Johnson
VAFMA Secretary



**We are so grateful for your valued presence
at the 1st VSU-VAFMA
Mid-Atlantic Farmers Market Conference!**

What an amazing journey we have had over the many years. Years fly by, and as I look back, we have had fruitful times filled with so many beautiful farmers market memories of new and old friends working together for the sake of sustaining the farmers market culture. I remember in 2008 when farmers markets in Virginia were beginning to come into full blossom. There were just a handful of Virginia farmers market managers, many were volunteers seeking educational support from various state agencies, such as Virginia Cooperative Extension and Virginia Department of Agriculture and Consumer Services. Through those early collaborative workshops in 2008, we knew we needed more focused education and networking opportunities. Working with many hearts and hands, VSU submitted and was awarded a USDA grant to establish the Virginia Farmers Market Association in 2011. Fast-forward to 2024, together with our long time VAFMA colleagues, we are hosting the first Mid-Atlantic VSU-VAFMA Mid-Atlantic Farmers Market Conference! I believe farmers markets are an integral part of healing our society because they bring people together over the love of all things food. We can agree that everyone has to eat! At a farmers market, we find real connections, a face to face encounter with neighbors who raise or grow or make food that is delicious and nutritious. Farm fresh foods revive our love of all things local, but more importantly, restore our love for each other despite our differences. Who can argue over warm baked bread or a vine ripened tomato? It is a deep hope that each of you come away from this learning and networking opportunity with tools to improve your local farmers markets. Let's never stop falling in love with farmers, farmers markets, and each other. Health promoting relationships are worth investing in!

In Joy,
Dr. Theresa J. Nartea
*Associate Professor, State Program Leader (Food), Integrated Marketing Program
Director, Extension Specialist-Marketing & Agribusiness, Virginia State University
Cooperative Extension*

Wednesday, November 13 | Pre-Conference Workshops

10:00 am to 2:00 pm – First Aid, CPR and AED Certification

The First Aid/CPR/AED course incorporates the latest science and teaches students how to respond to emergencies. Students who successfully complete this course will receive a certificate valid for two years.

9:00 am to 5:00 pm – ServSafe Food Protection Manager Certification

The ServSafe Food Protection Manager Certification is a nationally accredited certification developed by the National Restaurant Association. It is widely recognized and accepted by health departments nationwide.

4:00 pm – 8:00 pm – Early Registration

DINNER ON YOUR OWN

Don't Forget to Stop By The Food Safety Expo!

THURSDAY 9AM-4PM, FRIDAY 10AM-12PM

Join our interactive Food Safety Exposition, where market managers and vendors can learn essential safety practices. Explore our demo market tents and dive into topics like labeling, temperature control, packaging, and the difference between cottage law and inspected products. Participants receive a stamp in their passport and a raffle ticket. Think you know food safety? Take our quiz and put your knowledge to the test!



Thursday, November 14 | General Conference Day 1

6:00 am – Conference Registration

8:00 am – 9:00 am | Welcome! Introductions and Session Review

Joseph W. Guthrie, *VDACS Commissioner*

Dr. Robert N. Corley III, *Dean and 1890 Extension Administrator of the College of Agriculture at Virginia State University*

Dr. Janine Parker Woods, *Associate Administrator, Virginia State University Cooperative Extension*

Dr. M. Omar Faison, *Associate Vice President for Research and Director of Sponsored Programs VSU and VAFMA Board President*

Dr. Theresa Nartea, *Associate Professor State Program Leader (Food) Integrated Marketing Program Director, Extension Specialist, Virginia State University Cooperative Extension*

9:00 am – 4:00 pm

Farmers Market Food Safety Tents: *Hands on practice for identifying food safety issues*

SNAP EBT Farmer's Market Sign-Up: *Get authorized to accept SNAP at your market!*

9:10 am – 10:05 am | I. Food Access Programs for Market Success

Elizabeth Borst, *Virginia Fresh Match*

Amy Crone, *Market Link*

Claudia Jackson, *Virginia Department of Social Services*

Meredith Ledlie Johnson, *Virginia Family Nutrition Program*

Bill Jenkins, *USDA Food and Nutrition Service*

Matthew Wasikiewicz, *Farm Market Fresh*



10:25 am – 11:20 am | II. Concurrent Break-Out Sessions

Small Business Accounting Basics

Samantha Day, *Tatum Accounting*

“DIY” AI: Harnessing Artificial Intelligence Without Losing Your Personal Touch

Emilie Davis, *Magic Mirror Marketing*

Aligning Market Leadership Values with Community Partnerships

Sagdrina Brown Jalal, *SageD Collective*

Understanding the Farmers Market Promotion Program (FMPP) Grant Opportunity

Kim Hutchinson, *Executive Director, VAFMA*

LaTasha Thomas, *USDA AMS*

11:30 am – 12:25 pm | III. Concurrent Break-Out Sessions

Growing Community: Tips and Tools for Growing Your Community Market With Placemaking

Rebecca Adcock, *Patrick County Chamber of Commerce*

Sarah Wray, *Reynolds Homestead*

Modernization of Farm Market Fresh and Farmers Market Nutrition Programs

Sara Servin, *Farmers Market Nutrition Program Coordinator,
Maryland Department of Agriculture*

Matthew Wasikiewicz, *Farm Market Fresh Coordinator – Virginia*

Standard Operating Procedures for Success

Sheila Rhodes, *Owner, Small Batch Kitchen & PROVISIONal COO*

Navigating the Regulatory Requirements of Selling From Small Farm Production

Paul Boulden Jr., *Studley Farms*

12:35 pm – 1:40 pm | Lunch

The MARC Group

Sommer Alsaydali, *Vendor Acquisition and Partnership Development*

Alex Balabanowicz, *Senior Consultant*

The Virginia Department of Agriculture and Consumer Services (VDACS)

Virginia State Office of Rural Health

SCHEDULE & PROGRAM

1:50 pm – 2:50 pm | IV. Concurrent Break-Out Sessions

Going for the Gold: Market Manager Q and A

Karen Grisevich, Wes Surina & Sean Boyer, *GrowRVA, RVA Big Market & South of the James Market*

Sabrina Dooley, *Market Manager, Smithfield Farmers Market*

Melissa Nelson, *Market Manager, Downtown South Boston Farmers Market*

Tisha Sawyer, *former Market Manager, Hopewell Farmers Market*

Unlocking Food Security Through Farmers & Markets: A Data-Driven Exploration

Beth Austin, *Virginia Community Food Connections*

Elizabeth Borst, *Virginia Fresh Match*

Alistar Harris, *Shalom Farms*

Sam Hedges, *Virginia Fresh Match*

Connie Kenny, *LEAP*

From Stalls to Stability: The Truth Behind the Grind Q&A Session With a Panel of Entrepreneurs

Krystal Barnes, *Pawfect Sweets*

Amy Lu, *Crunch On Snacks*

Kyle Morse, *The Mayor*

Dre Sandoval, *Hunger Shop*

Kelly Shepherd, *What The Farm*

Brad Webber, *Top Knot Artisan Bakery*

Stephanie Wein, *Pinup Coffee*

The Possibility of Plastic Free Farmers Markets: A Discussion On How, Or If, We Get There

Jennifer Cole, *Clean Fairfax*

Elizabeth Moore, *Fairfax County Park Authority*

Mary West, *Mt. Olympus Berry Farm*



3:00 pm – 4:00 pm | V. Concurrent Break-Out Sessions

The Key to Powerful Marketing

Emilie Davis, *Magic Mirror Marketing*

Avoiding Common Legal Pitfalls for Farmers Markets

Wendy Chen, *Center for Agriculture and Food Systems at Vermont Law and Graduate School*

Food is Medicine

Maureen McNamara Best, *LEAP*

Meaghan Butler RD, CDCES, *Health Equity Director, VA Federation of Food Banks*

Dr. Meagan L. Graga, *The Kellyn Foundation*

Dr. Cliff Morris, *Morris Cardiovascular and Risk Reduction Center*

Eric J. Ruth, *The Kellyn Foundation*

Encouraging the Healthy Choice: How SNAP-Ed Supports Farmers and Farmers Markets in the Mid-Atlantic Region

Carmen Angel, *Washington DC Health Department*

Meredith Ledlie Johnson, *Virginia Family Nutrition Program*

Dr. Amanda Gomes, *USDA Food and Nutrition Service*

Kristin McCartney, *West Virginia SNAP-Ed*

Jocelyn Tidwell, *Maryland SNAP-Ed*

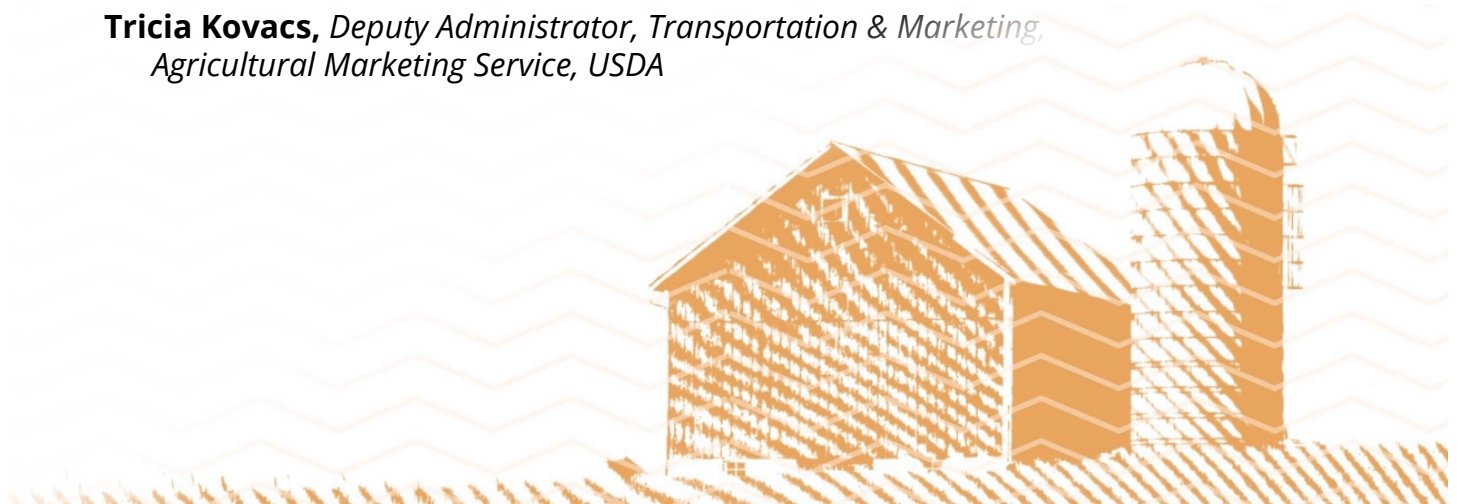
4:30 pm – 5:30 pm – Reception

Mingle with tradeshow exhibitors and fellow attendees at our networking social with appetizers and a cash bar.

6:00 pm – 10:00 pm | Dinner

Transforming Food Systems From the Ground Up

Tricia Kovacs, *Deputy Administrator, Transportation & Marketing, Agricultural Marketing Service, USDA*



Friday, November 15 | General Conference Day 2

8:30 am – 9:45 am | Welcome & Keynote

Welcome: Dr. Janine Parker Woods, *Associate Administrator, Virginia State Cooperative Extension*

Speaker Introduction: Kim Hutchinson, *Executive Director, VAFMA*

Keynote | Truth & Dare: Speak Up For Farmers Markets

Catt Fields White, *Founder and Lead Consultant of Farmers Market Pros*

10:00 am – 12:00 pm | Ongoing

Farmers Market Food Safety Tents: *Hands on practice for identifying food safety issues*

SNAP EBT Farmer's Market Sign-Up: *Get authorized to accept SNAP at your market!*

10:05 am – 11:05 am – VII. Concurrent Break-Out Sessions

Managing Common Legal Risks for Farmers Markets

Wendy Chen, *Center for Agriculture and Food Systems at Vermont Law and Graduate School*

Conflict Resolution and Leadership Styles in Farmers Market Management

Sagdrina Brown Jalal, *SageD Collective*

The Big Bite – Vendor Marketing Essentials

Barb Lamb, *Big Spoon Co.*

Cultivating Cooperation — Using Vendor Visits as a Tool for Market Managers

Isaac Campbell, *Salem Farmers Market*



11:10 am – 12:05 pm | VIII. Concurrent Break-Out Sessions

Federal Grants and Getting True Costs Back

Ben Feldman and Debbie Beyea, *Co-Founders, Indirect Rates Consulting*

Survey Says ... Using Survey Data to Make Decisions

Dr. Omar Faison, *Virginia State University*

Phil Easley, *Mary Jo's Flowers*

Deborah Edwards, *Director, Blacksburg Farmers Market*

Tracy Frey, *Market Manager, Williamsburg Farmers Market*

Brian Moyer, *Extension Program Specialist with Penn State Extension*

Bridging the Language Gap: Ensuring Equitable Access to SNAP Matching Programs at Farmers Markets

Ahoo Salem, *Blue Ridge Literacy*

From Field to Fan: Turn Your Passion into Powerful Marketing Tools

Kathryn Tuttle, *Founder, KT Advisors*

12:10 pm – 1:45 pm | Lunch

Certified Market System

Farmers Market University

Wrap and Close

Dr. Janine Parker Woods, *Associate Administrator,
Virginia State University Cooperative Extension*

Meredith Ledlie Johnson, *Virginia Family Nutrition Program*

2:00 pm – 5:00 pm – Networking and Regional Meetings

Virginia Cooperative Extension programs and employment are open to all, regardless of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law. An equal opportunity/affirmative action employer. Issued in furtherance of Cooperative Extension work, Virginia Polytechnic Institute and State University, Virginia State University, and the U.S. Department of Agriculture cooperating.

Welcome, Introductions & Session Review



Joseph Guthrie
VDACS Commissioner

On January 15, 2022, Joseph Guthrie became the 18th Commissioner of the Virginia Department of Agriculture and Consumer Services. This appointment was originally announced by Governor-elect Glenn Youngkin on January 4.

Commissioner Guthrie is a sixth generation Virginia farmer. He owns and operates a beef cattle and hay farm in Pulaski County on farmland that has been in his family since 1795. Since 2007, he served as a Senior Instructor at Virginia Tech and taught courses in business management, finance, communications, and leadership in the Agricultural Technology Program.

Prior to his appointment, he served the residents of Pulaski County on the Board of Supervisors since 2015, and was elected Board Chair in 2020 and 2021. He was also elected to a four year term on the Pulaski County School Board in 2011. Commissioner Guthrie has served as the president of Virginia Tech’s College of Agriculture and Life Sciences Faculty Association, president of Pulaski County Farm Bureau, and president of the Virginia Cattlemen’s Association. He was appointed by USDA Secretary Tom Vilsack to the National Cattlemen’s Beef Promotion and Research Board and was appointed by former Governor Bob McDonnell to the Virginia Cattle Industry Board.

Commissioner Guthrie earned a B.S. degree in Agricultural Economics from Virginia Tech. He was named Virginia Tech’s Man of the Year as the outstanding graduating senior in 1989. He earned a master’s degree in 1991 in Agricultural Economics and International Trade from Massey University in New Zealand, where he studied as a Fulbright Scholar. In 2007, he was awarded the Eisenhower Fellowship in Agriculture to research international trade of beef from Australia and New Zealand.

NOTES



Dr. Robert N. Corley III, Ph. D.
Dean and Director of Land Grant Programs, VSU

Dr. Robert. N. Corley III serves as Dean and Director of Land Grant Programs for the College of Agriculture at Virginia State University, where he provides visionary leadership for its academic, research, and Extension programs. He currently manages a \$50 million-plus portfolio and previously served the university as Vice-Provost for Academic and Student Affairs, Project Director for the Wallace Foundation’s national University Principal Preparation Initiative, Associate Vice-Provost for Graduate Programs, Interim Dean for the College of Education, Interim Dean for the College of Agriculture, and

Chair of the Department of Agriculture and Human Ecology.

Throughout his academic career, he has leveraged authentic engagement, talent management, high standards, and a shared vision and facilitated PLCs (professional learning communities) to create inclusive excellence. Before attaining an administrative role, he was awarded one US patent, authored over 42 publications, attended multiple leadership development programs, and served as PI or Co-PI, securing over 9.2 million across a plethora of capacity-building areas, including Animal/Human Health and Nutrition, Leadership Development, and Academic Innovation.

He currently serves on USDA’s 1890 Executive Committee, Virginia Department of Agriculture and Consumer Services Board, State Fair of Virginia Youth Development Board, Lewis-Ginter Botanical Garden Board, STEM for US Board, a partnering member in USDA’s 1890 Center of Excellence, and formerly served on the Governor’s Commission for African American History Education. He holds the Bachelors’s and Masters’s of Science degrees, respectively, in Animal and Poultry Sciences from Tuskegee University and a Ph.D. from the University of Illinois in Animal Sciences with a specialization in Nutrition and Biological/Mathematical Modeling.

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Dr. Janine Parker Woods
Associate Extension Administrator for Virginia
Cooperative Extension at Virginia State University

Dr. Janine Parker Woods is the Associate Extension Administrator for Virginia Cooperative Extension at Virginia State University (VSU). She holds a Ph.D. in Agriculture Education & Communications, focusing on International Extension System, Agriculture Leadership, and Latin American Studies from the University of Florida. Additionally, she has a Master’s degree in Agriculture Economics, with a focus on International Trade from North Carolina Agricultural and Technical State University. Dr. Woods is also a Returned Peace

Corps Volunteer, serving in Guatemala as a Sustainable Agriculture Marketing Practitioner with a coffee cooperative.

At VSU, Dr. Woods provides oversight to Extension specialists, directs programmatic activities, and serves as a liaison between Cooperative Extension at VSU and Virginia Tech, facilitating collaborations across the Commonwealth.

With over a decade of experience in both international and domestic agricultural systems, Dr. Woods has made significant contributions to Cooperative Extension, developing educational programs, enhancing small farm production workshops, and improving operational efficiencies within Extension. Her leadership also extends to the well-being of youth, families, and communities through nutrition, health, and 4-H programs. Her work is driven by a deep commitment to fostering economic and community development, particularly for underserved populations.

NOTES



Dr. M. Omar Faison
Associate Vice Provost of Research & Economic Development at Virginia State University & VAFMA Board President

M. Omar Faison is the Associate Vice Provost of Research & Economic Development at Virginia State University (VSU). In that role, he works to expand the research enterprise at VSU and facilitate internal and external partnerships for VSU faculty. In parallel with his service as AVP, Dr. Faison also served as Interim Dean for the College of Graduate Studies (2017-18) and Interim Executive Director for VSU’s Center for Agricultural Research, Engagement, and Outreach (2018-19).

Prior to becoming AVP, he served VSU as Chair of the Biology Department (2009-13) and Director of the Office of Sponsored Research (2012-15).

Dr. Faison earned his undergraduate degree in Biology from Hampton University (1994) and PhD in Neurosciences from the University of Virginia (2002). He received his post-doctoral training at Virginia Commonwealth University before joining the faculty of VSU’s Biology Department in 2004. Dr. Faison has published and presented in the fields of developmental neuroscience, cognition, and student academic performance and has received grant funding from the National Institutes of Health and National Science Foundation. Coming from an agricultural family, Dr. Faison is passionate about local foods and local food systems and the concept of farmers as entrepreneurs. Dr. Faison is married to Dr. Jennifer Wolstenholme and they have 3 children, Kyra, Omar, Jr., and Haley.

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Dr. Theresa Nartea
Associate Professor, State Program Leader (Food),
Integrated Marketing Program Director, Extension
Specialist-Marketing & Agribusiness, Virginia State
University Cooperative Extension

Dr. Nartea is American-born child of adventurous immigrants from the Philippine Islands (Ilocos Tribe). She was raised to honor all people and to work together for the betterment of society. She loves to explore and teach others how to grow, use, and sell edible flowers and medicinal herbs as an Associate Professor, Extension Specialist-Marketing &

Agribusiness with The Virginia State University College of Agriculture-Cooperative Extension. She is currently serving as the Virginia Cooperative Extension State Program Leader in Food. Career accomplishments include establishing the Virginia Farmers Market Association through USDA grant funding. She most recently conducted the first VSU Campus Farmer’s Market Pilot Project through USDA grant funding in 2023.

From 1993-1998, she worked with USDA county based programs and Washington State University Cooperative Extension to provide technical support on farm preservation, environmental stewardship and farm profitability issues. She is a formally trained Soil Scientist (NC Department of Environment & Natural Resources-2000-2002), and has served as the Program Director of Education & Marketing of the Center for Environmental Farming Systems (NC State University, 2002-2004), she also worked as an Statewide Extension Specialist (Agribusiness & Marketing) with NC Cooperative Extension from 2004-2008.

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Food Access Programs For Market Success

Food access programs are a triple win for farmers market managers, vendors and shoppers. They allow markets to serve their whole community, bring more revenue to vendors, and allow shoppers to purchase healthy local foods. However navigating how to get started with accepting SNAP, SNAP incentives and other food access programs can be daunting! Come hear the details of these programs and learn how to get involved or level up your food access work.



Elizabeth Borst
Virginia Fresh Match Director of Advocacy

Elizabeth Borst has been a leader in food access programs and food system partnerships in Virginia for 14 years. As one of the state’s early nutrition incentive practitioners, Elizabeth helped develop Virginia Fresh Match, Virginia’s statewide Nutrition Incentive Network working alongside Maureen McNamara Best at LEAP. She is also founder of Virginia Community Food Connections (VCFC), a Fredericksburg-based local food nonprofit that connects people, producers and communities to increase consumption of healthy, Virginia-Grown fruits and vegetables. Elizabeth has started and managed farmers markets, piloted innovative food access programs and partnerships, and is passionate about connecting vulnerable people and available local produce to improve community food security and support family farms. Elizabeth has a B.A. from the University of North Carolina at Chapel Hill. She lives in Spotsylvania, VA with her husband, and enjoys occasional visits with her 2 adult daughters.

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Amy Crone
Project Manager for Market Link

Amy Crone is the Project Manager for MarketLink, a national initiative developed in collaboration with USDA to increase acceptance of the Supplemental Nutrition Assistance Program (SNAP) at farmers markets and by direct marketing farmers. MarketLink, a program of the National Association of Farmers Market Nutrition Programs (NAFMNP), is the only app-based means of accepting SNAP available, and since its start in 2013 has enabled sales of more than \$104m in SNAP and more than \$168m nationwide in total sales by farmers markets and direct marketing farmers. The MarketLink team has also

developed technology to enable a shift from paper to electronic FMNPs, electronic incentive programs, and for farmers to accept SNAP Online, all of which have been implemented across the country.

Formerly, she was the Executive Director of the Maryland Farmers Market Association (“MDFMA”), a nonprofit organization that she founded in 2012. Prior to her current roles, she was with the Maryland Department of Agriculture as state point of contact for farmers market issues and administered the Maryland Farmers Market Nutrition Program (Seniors and Women, Infants and Children or “WIC”). Crone is a nationally recognized expert on federal nutrition assistance programs, who has experience in speaking to a variety of audiences across the country. She currently serves on the Maryland Agricultural Commission representing the Farm Direct sector, is the Chair of the Anne Arundel County Agricultural Commission, and is a member of the LEAD Maryland Board of Directors. Ms. Crone lives on a diversified farm in Maryland with her husband and two children.

NOTES



Claudia Jackson
SNAP Community Engagement Team
Virginia Department of Social Services

Claudia Jackson began working at VDSS in 2008 as the SNAP Outreach Coordinator and later became SNAP Program Manager before retiring in 2020. She returned to VDSS in 2022 as part of the SNAP Community Engagement team which works with community partners to promote SNAP and its nutritional benefits.

Claudia has been part of the effort to recruit farmers markets and direct marketing farmers to accept SNAP since 2009 and currently serves on the steering committee for Virginia Fresh Match.

Bill Jenkins
USDA Food and Nutrition Service

Bill Jenkins has worked for the Food and Nutrition Service (FNS) for 35 years and is currently the Branch Chief for FNS’s Mid-Atlantic Regional Office’s Technology, Nutrition and Integrity (TNI) branch. The Mid-Atlantic Region encompasses Delaware, DC, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia and Puerto Rico. TNI handles the SNAP areas of SNAP Ed, SNAP Outreach, EBT, Farmers Markets, Integrity, and systems, providing oversight and assistance to our partner state agencies in their operation of these programs.



Meredith Ledlie Johnson
Policy, Systems and Environmental Change
Programming Manager

Meredith Ledlie Johnson manages Policy, Systems and Environmental Change Programming for Virginia Cooperative Extension’s Family Nutrition Program. These programs are designed to ensure that all Virginians have access to enough healthy, culturally appropriate food in their communities through increasing access to farmers markets, gardening, and healthy retail outlets. Meredith holds a Masters degree in Social Work with a concentration in community organizing from Hunter College, CUNY. Before living in Virginia, Meredith

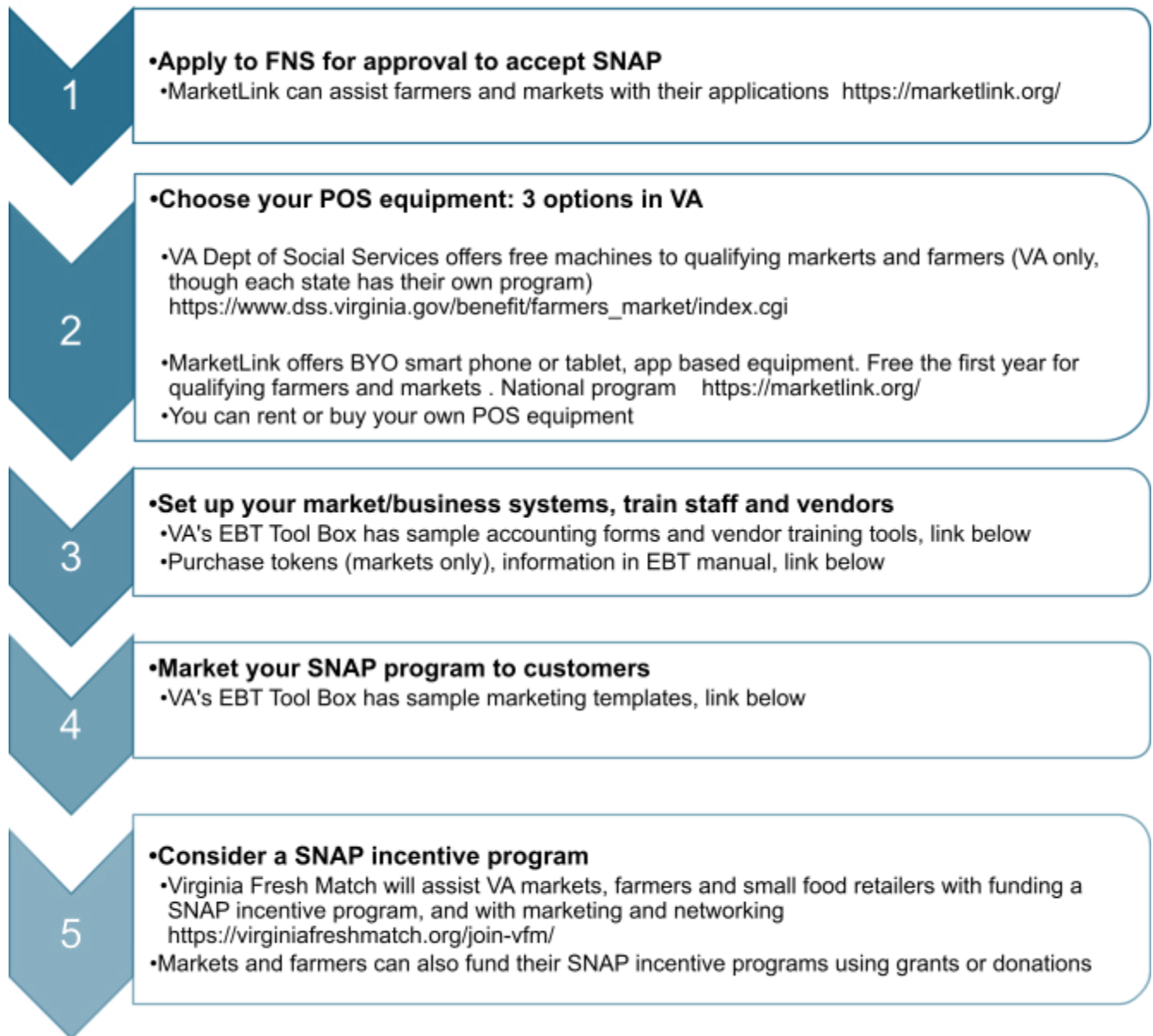
worked as a farmers market manager for Greenmarket in New York City and as an urban park advocate with New Yorkers for Parks. Meredith is excited by the possibilities offered by the local food movement to strengthen the resiliency of Virginia’s families and communities.

Food Access Programs used at Farmers Markets and Farm stands/stores

Program	Virginia version	How to apply to participate as a farmers' market	How to apply to participate as a farmer
SNAP/EBT* - (Supplemental Nutrition Assistance Program/Electronic Benefit Transfer) can be used to purchase produce, meat, dairy, baked goods, herbs, food plants.	n/a	Apply to FNS for approval to accept SNAP. FNS application information: https://www.fns.usda.gov/snap/retailer/apply-to-accept	Apply to FNS for approval to accept SNAP. See step one below. FNS application information: https://www.fns.usda.gov/snap/retailer/apply-to-accept
SNAP incentives - Federally funded programs at participating farmers markets, farm stands and small stores. Doubles the SNAP purchasing power on fruits and vegetables.	In VA: called <i>Virginia Fresh Match</i> .	Contact Virginia Fresh Match for assistance https://virginiafreshmatch.org/join-vfm/	Contact Virginia Fresh Match for assistance https://virginiafreshmatch.org/join-vfm/
SFMNP - (Senior Farmers Market Nutrition Program) Funds given to seniors who apply to the program and spent directly with participating farmers for fruit and vegetables.	In VA: called " <i>Farm Market Fresh</i> ", seniors receive \$50 in paper vouchers.	n/a Funds for this program are spent directly with produce farmers. Managers can support the program by highlighting participating farmers on their social media and websites.	Applications usually open in the spring. Single application to participate in SFMNP and FMNP. Go to https://www.vda.virginia.gov/FarmMarketFresh.htm for more information. Shortened URL is FarmMarketFresh.org Farmers' Market Managers may also support this by promoting farmer participation with their produce vendors.
FMNP - (Farmers Market Nutrition Program) Funds given to WIC clients and spent directly with participating farmers for fruit and vegetables.	In VA: called " <i>Farm Market Fresh</i> ", participants receive \$30 in paper vouchers.	n/a Funds for this program are spent directly with produce farmers. Managers can support the program by highlighting participating farmers on their social media and websites.	This program is not yet available in all of VA. Applications usually open in the spring. Single application to participate in SFMNP and FMNP. Go to https://www.vda.virginia.gov/FarmMarketFresh.htm for more information. Shortened URL is FarmMarketFresh.org

*SNAP is the name of the program, EBT is the name of the system the program runs on. These terms are sometimes used interchangeably. SNAP was originally called food stamps.

Steps for a successful SNAP program



Resources:

Virginia's EBT application manual:

<https://docs.google.com/document/d/193gIr1J1p8MCKaGPyaPxFdd-LbLiV7vd/edit?usp=sharing&rtpof=true&sd=true>

VA's EBT Tool Box:

<https://drive.google.com/drive/folders/0BxuPUnm8D19EeGI2Z1BTM3dGVDA?resourcekey=0-U6IV73r-sawF0tIQO9mJw>

Food Access Programs used at Farmers Markets and Farm stands/stores

SNAP EBT Farmer's Market Sign-Up Event

A win/win for Farmer's Markets and Direct Marketing Farmers:

- Increased customer base
- Increased economic benefits for you and your communities
- Healthy and nutritious options for SNAP recipients

Find out if you qualify for a **FREE** state provided wireless point of sale EBT/SNAP equipment!

Also learn more about the new availability for farmers to accept **SNAP benefits on-line**. Check your eligibility **here**.

What to bring to the sign-up event:

- **Picture ID** (driver's license or passport)
- **Social Security Card** (or other official document with your name and SSN)

Applying as a sole proprietor/LLC/Partnership/Private Held Corporation

- **Signature Page** (Provided at the event)
- **Government-issued photo identification** (driver's license, passport, etc.)
- **SS Card** (or other official document with your name and SSN)

Applying as an IRS 501c3 Organization

- **Signature Page from new Market Manager & Executive Director** (from 501c3 organization)
- **Government-issued photo identification** (driver's license, passport, etc.)

- **IRS 501c3 Tax Exempt Letter**
- **Letter authorizing new Market Manager to apply for SNAP EBT Permit on behalf of the 501c3 organization. Letter needs to be on organization's letterhead and signed by Executive Director.**

Applying as a Town/City/Government Agency

- **Signature Page from Market Manager & Government Official**
- **Government-issued photo identification (driver's license, passport, etc.)**
- **W-9 signed by Government Official**
- **Letter authorizing Market Manager to apply for SNAP EBT Permit on behalf of the town/city/government agency. Letter needs to be on town/city/government agency's letterhead.**

Small Business Accounting Basics

Join us for an engaging presentation on accounting basics tailored to the challenges vendors can face. We'll cover essential bookkeeping practices to help you manage your finances effectively, along with some practical Excel tips to simplify your record-keeping and improve your business decision-making.



Samantha Day
Senior Bookkeeper, Tatum Accounting

Sam has over 16 years of experience in accounting and finance. She specializes in analyzing numbers, optimizing accounting systems, and streamlining financial processes which allows for a better understanding where a business can be more profitable and efficient. She's been with T&O since 2023 and prides herself on finding efficiencies for both herself and clients to promote a better work life balance.

NOTES

“DIY” AI: Harnessing Artificial Intelligence Without Losing Your Personal Touch

In today’s rapidly evolving marketing landscape, Artificial Intelligence (AI) offers incredible opportunities for small business owners and market managers to amplify their reach and effectiveness. But with so many tools at your disposal, how do you ensure that your marketing stays personal and human? In this session, Emilie Davis, founder of Magic Mirror Marketing, will show you practical, DIY strategies for integrating AI into your marketing that will save time, streamline your processes, and create meaningful, people-centered engagement. Because even in the digital age, there’s a real person on the other side of every click!



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Emilie Davis
Owner & CEO, Magic Mirror Marketing

Emilie Davis is the founder and CEO of Magic Mirror Marketing. As a StoryBrand Certified Guide, WIX Legend Partner, and Marketing Momentum Specialist with over 15 years of experience, Emilie knows that the most powerful marketing is personal, and she is on a mission to empower entrepreneurs to generate marketing momentum by helping them reflect their magic and make their mark on the world.

NOTES

Aligning Market Leadership Values with Community Partnerships

This session is designed for newer market managers who are eager to define and strengthen their leadership values. Participants will explore how to align their market operations with their core values and build partnerships that reflect and enhance these principles. Through interactive discussions and practical exercises, attendees will learn strategies to foster meaningful collaborations that support a thriving and values-driven farmers market community.

Takeaways:

- Identifying and articulating your leadership values
- Building and sustaining partnerships that align with these values
- Practical steps to integrate values into market operations



Sagdrina Jalal
 Founder, SageD Collective

Sagdrina Jalal is the Founder of SageD Collective. Sagdrina's work thrives at the intersection of community and innovation.

Sagdrina is a graduate of the University of Georgia. In 2013, she became the founding executive director of the Georgia Farmers Market Association (GFMA). In this role, she worked with large and small communities across our state, throughout the country and around the world. The Just Food program she initiated in partnership with UGA's Department of Agribusiness and the USDA-AMS offers a community led

sliding scale farmers market/CSA hybrid to places with limited access to fresh, local produce.

She has served as a board member for the national Farmers Market Coalition, a 2018 Well-Being Impact Area Advisor for the Community Foundation of Atlanta, and an advisor for Tuskegee University's Organic Farming Project. She was also chosen to participate in CARE USA's first Growing Solidarity fellowship. This offered her the opportunity to travel to Côte d'Ivoire to share and learn with both international representatives from CARE's global health initiatives and indigenous leadership in a local village. In 2021, she helped design Georgia's first leadership fund specifically designed to honor black womxn social enterprise leaders in our state. She also served on Mailchimp's Forward Project: an innovative approach to funding creative solutions.

Sagdrina raised her family in Atlanta and is a proud empty nester. Sagdrina is an avid cook, a hobbyist floral arranger and a tinker of tinctures. She loves to share her home with friends and neighbors who frolic through her garden and sample the Gullah Geechee dishes of her childhood. As she always says, "you'd be surprised how effectively folk can work together when a delicious, homemade meal is shared. Healing happens."

Understanding the Farmers Market Promotion Program (FMPP) Grant Opportunity

The Farmers Market Promotion Program (FMPP) is a grant opportunity of the USDA Agricultural Marketing Service (AMS). The purpose of FMPP is to fund projects that develop, coordinate, and expand direct producer-to-consumer markets to help increase access to and availability of locally and regionally produced agricultural products.

LaTasha Thomas, Grants Management Specialist at FMPP, will discuss the purpose of FMPP, project types available, applications requirements and provide examples of eligible activities to help attendees foster their understanding of the program and develop a successful application.



Kim Hutchinson
Executive Director, Virginia Farmers Market Association

Dr. Kim Hutchinson has been a nonprofit executive, management consultant, public policy expert, federal contractor, and community advocate for building healthy, sustainable communities for more than 35 years. Dr. Hutchinson works alongside VAFMA's committed board, staff, and stakeholders across the Commonwealth to ensure it remains a mission-driven organization that represents and supports diverse farmers markets by developing education and training initiatives, fostering advocacy and innovation, and by providing networking opportunities.



LaTasha Thomas
USDA Agricultural Marketing Service (AMS)

LaTasha Thomas is a Grants Management Specialist for the Grants Division in USDA's Agricultural Marketing Service (AMS), position that she has held since 2019. She has experience managing multiple portfolios of the east coast region for recipients of the Farmers Market Promotion Program (FMPP) and the Local Food Promotion Program (LFPP). She enjoys assisting recipients to understand the grant requirements, learning about their projects and help them to succeed.

Growing Community: Tips and Tools for Growing your Community Market with Placemaking

This engaging session explores how creative placemaking can make your Farmers Market grow from a place of commerce to a community gathering spot. Strategic partnerships and community engagement have resulted in a variety of programming attracting diverse groups of people to visit our market annually, join us to learn how and why. Weekly markets are complemented by monthly community concerts, food trucks, storytime events, holiday markets, youth and artisan fairs, and much more. This 55-minute session will share tips and tricks for growing your market through creative placemaking.



Rebecca Adcock
Executive Director, Patrick County Chamber of Commerce

Rebecca Adcock is the executive director of the Patrick County Chamber of Commerce and a current member of Stuart Town Council. Her passion for connecting and educating the public on the importance of community space and access to locally produced items is a driving force for her work in promoting the market.



Sarah Wray
Community Engagement, Partnership, and Program Manager at Virginia Tech's Reynolds Homestead

Sarah Wray serves as the Community Engagement, Partnership, and Program Manager at Virginia Tech's Reynolds Homestead and is a board member and past president of One Family Productions, an organization that frequently utilizes the Farmers' Market for programming. Her outreach and service centers around cultivating spaces for the community to gather. Connecting people to resources to realize their goals, especially in rural communities, is a passion.

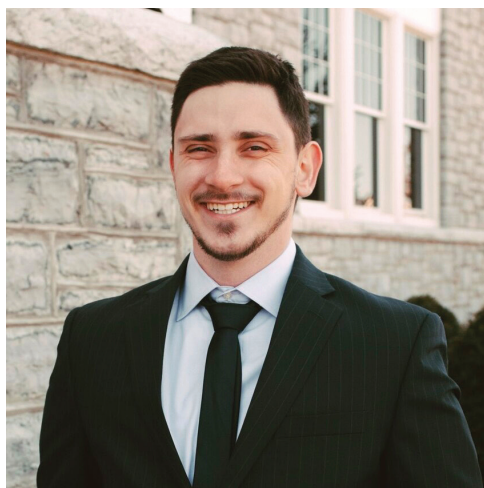
Modernization of Farm Market Fresh and Farmers Market Nutrition Programs

This session will explore the modernization of USDA's Senior and WIC Farmers Market Nutrition Program. Virginia's Farm Market Fresh and Maryland's Farmers Market Nutrition Program leaders will demonstrate some modernization tools for these food benefit programs utilizing electronic solutions also known as e-solutions. The Virginia Department for Aging and Rehabilitative Services and Maryland Department of Agriculture will bring awareness to how this movement will be seen in an already familiar program, and how technology can build upon healthier communities.



Sara Servin
Farmers Market Nutrition Program Coordinator,
Maryland Department of Agriculture

Sara Servin joined the Maryland Department of Agriculture as the Farmers Market Nutrition Program Coordinator after years of managing a farmers market focused on food access in Takoma Park, Maryland. She has also vended at farmers markets and worked on a number of rural and urban farms.



Matthew Wasikiewicz
Virginia's Farm Market Fresh Coordinator, in the Division
for Aging Services, at the Department for Aging and
Rehabilitative Services

Before joining the FMF program, Matthew worked closely with food security efforts as a part of a local foodshed network in the Roanoke region. the resiliency of Virginia's families and communities.

Standard Operating Procedures for Success

Whether you are the manager of a non-profit, volunteer-run farmers' market or a vendor with several employees, developing operations manuals, checklists, and other procedural documents is an important step in ensuring that your organization runs safely, efficiently, and with room for growth. Sheila will showcase how taking the time to document these processes can actually free up time for managers and empower your team to find solutions, even when faced with challenging situations.



Sheila Rhodes

**Board of Directors for the Lansdale Farmers Market,
Adjunct Instructor of Agribusiness Management at
Delaware Valley University,
Leadership Team of the Montgomery County Food Policy
Council**

Sheila Rhodes is a CPG business owner who launched her company at a local farmers market and has grown the organization to an award-winning, nationally distributed brand. Sitting on the Board of Directors for the Lansdale Farmers Market in the suburbs of Philadelphia, an adjunct instructor of Agribusiness Management at Delaware Valley

University, and a member of the Leadership Team of the Montgomery County Food Policy Council, Sheila applies her engineering and operations expertise to improve systems for farms, food manufacturers, farmers markets, and food banks.

NOTES

Standard Operating Procedures for Success

10-STEP PROCESS

Get your processes out of your head and on paper. This will help you reduce decision fatigue, overwhelm, and make scaling your business a LOT easier.

- 1** **TIME & PLACE**
Set aside a time and clear a special place.
- 2** **LIST ALL THE PROBLEMS**
Nothing is too big or too small. Get everything out on the paper.
- 3** **ORGANIZE**
Group similar issues together.
- 4** **PRIORITIZE**
What groups of similar issues are causing the most stress?
You'll start with the most pressing problem in step 5
- 5** **REFRAME**
Turn your problem into an opportunity.
- 6** **BRAINSTORM SOLUTIONS**
What needs to change or be developed to help you meet your new opportunity?

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Questions or Comments? Email Sheila: Sheila@yourPROVISIONalCOO.com

7

DETERMINE YOUR NON-NEGOTIABLES

What ALWAYS or NEVER happens in your system?

8

WRITE YOUR SOPS. SHOULD INCLUDE:

What: This process defines the MARKET SALES PROCEDURE

Who: For ALL MARKET SALES STAFF

Why: to ensure SALES OF AT LEAST \$\$\$\$\$

When: Every Saturday

Where: at the MAIN STREET MARKET

How: This is your process from start to finish, including non-negotiables. Include checklists, flow charts, whatever will be helpful to communicate the process to yourself and your team.

9

PUBLISH & TRAIN

If you don't put it in writing, print it out, communicate/train your staff - HOW WILL ANYTHING CHANGE?

10

REVIEW AND REVISE

Set a date to review your metrics to see if your new objective is being met. Review and revise your process according to your new data. Get feedback from your team - include them on improvements.



DID YOU MISS OUR PRESENTATION?

We pre-recorded a copy of the presentation in case you were in another session. Scan the QR code to get access to the FREE recorded webinar.

Navigating the Regulatory Requirements of Selling from Small Farm Production

In this session, Paul Boulden Jr will share insights on how to successfully navigate the often complex/ nuanced regulatory environment of selling from a small farm production. Participants will learn about which regulatory department has authority over their production, sales, and distribution. This presentation will discuss current limitations for various licensing or exemptions.



Paul Boulden Jr Studley Farms

Paul Boulden Jr holds a B.S. Degree in Mechanical Engineering from the Virginia Military Institute. Since graduating in 2006, Paul has worked around the world in the Nuclear Industry specializing in regulatory compliance. In 2009, Paul and his wife Kim moved back to Virginia, and began homesteading... first with a big garden, then adding a menagerie of livestock including chickens, ducks, goats and purebred Ossabaw Island Hogs. In 2016 Paul & Kim, along with Paul's parents, launched Studley Farms. Studley Farms is a multi-species operation located in Hanover, Virginia, with a USDA Grant

of Inspection for the VSU Mobile Production Unit for Small Ruminants (On-Farm). Being no stranger to regulatory requirements, Studley Farms also has several licenses from the Virginia Department of Agriculture and Consumer Services (VDACS) including a Poultry Exemption, Pet Food License, and Retail Food License.

Paul recently graduated from the Virginia Agricultural Leaders Obtaining Results (VALOR) program, a two year cohort based program focusing on leadership development and highlighting all aspects of Virginia's Diverse Agricultural Industry. When Paul's not farming, he enjoys spending time traveling, visiting museums, and spending time with his family.

NOTES

Going for the Gold: Market Manager Q and A

This session dives into the Virginia Certified Farmers Market System. Hear from market managers operating Gold certified markets about their experiences becoming certified and how certification has impacted their markets. Bring your questions!



Karen and Doug Grisevich
Owners, GrowRVA

Karen and Doug Grisevich own GrowRVA, which operates the Saturday RVA BIG MKT and the Sunday South of the James Farmers Market. Both markets are year round. Living in Colonial Beach Virginia, they enjoy boating, the beach, hosting oyster roasts and walking their harlequin Great Dane Lancelot. They have a 5 month old grandson, and a granddaughter due in January.



Wes Surina
Market Manager, GrowRVA

Wes Surina is the market manager for GrowRVA. A Graduate of Germanna Community College, he has over 17 years of experience in events, both managing and security. He has been with GrowRVA for three years. Wes is also an independent author published under the name John Surina.



Sean Boyer
Assistant Manager, GrowRVA Big Market & South of the James Farmers Market

Sean Boyer is from Richmond, Virginia, and is the Assistant Manager for the GrowRVA Big Market and the South of the James Farmer's Market. Sean graduated Magna Cum Laude from VCU in 2020 with an Interdisciplinary Degree in Environmental Studies and Urban Planning. When not working the markets on the weekend, Sean is dogsitting, landscaping, woodworking, and occasionally working as an apprentice electrician. A diplomat by nature, and a great listener, Sean enjoys uplifting others and spreading kindness.



Sabrina Dooley
Smithfield Farmers Market Manager

Sabrina Dooley has been the Smithfield Farmers Market Manager for Smithfield & Isle of Wight County since December of 2021, following obtaining her bachelor's degree. She has a bachelor's degree in Sociology/Anthropology with a minor in Museum Studies and Hospitality from Christopher Newport University. Her experience includes managing the Smithfield Farmers Market, as well as serving on the board for Harvest Faire, a non-profit for the Southeastern and Eastern Shore Food Bank. She also manages the Carrollton Christmas Market and Carrollton Farmers Market.

Sabrina also works with her tourism team to help put together several different events for the Town of Smithfield and Isle of Wight County including the Spring Vintage Market, Smithfield Arts Festival, Autumn Vintage Market, Mistletoe Market, and the Downtown Smithfield Christmas Parade.

Sabrina has facilitated numerous fundraising events at the Smithfield Farmers Market for local non-profits such as Isle of Wight Social Services, Isle of Wight Chapter of NAACP, Isle of Wight County Animal Services, and Smithfield Volunteer Fire Department.

Sabrina enjoys spending her free time visiting other markets in the state with her husband, Sean. When she isn't spending time at other markets, she can be found at home in Carrollton baking every known thing with her husband, family, and animals (Charlie, Marnie, and Salem) as her taste testers.



Melissa Nelson
Market Manager,
Downtown South Boston Farmers Market

Melissa Nelson is currently the Market Manager for the Downtown South Boston Farmers Market in South Boston, Virginia. Prior to becoming the Market Manager, she was already managing her own farm as a 4th generation farmer and was an active vendor at the downtown market. In 2024, Melissa led the market to achieve the coveted Gold Medal from the Virginia Farmers Market Association (VAFMA). Melissa's passion for farming is the catalyst behind her creative management of the market that has resulted in

significant growth and improvements over the past two years. She assumed her position with an ambitious agenda to improve the market and implement programs to increase the number of individuals who take advantage of all the market has to offer.

Under Melissa’s management, between 2023 and 2024 the market experienced a 25% increase in the number of registered farmers and vendors. As of September, and with three (3) more months remaining, the market has already met the 2023 actual participation numbers in the Power of Produce (POP) program. Melissa focuses on creative programs, consistent messaging, interactive marketing, and collaboration as key components of the marketing strategy.

Under her direction, the Supplemental Nutrition Assistance Program (SNAP/EBT) sales have increased 65% year-to-date over 2023. Year-to-date, Virginia Fresh Match (VFM) sales have increased 49% over 2023. Both programs were included as part of the overall plan to position the market as a key resource of food for children and the under-served populations. She also collaborated with local businesses to establish a Food Pantry at the market supported by community donations. The market also supports The People’s Pantry for the needy in Halifax County, Virginia.

In addition to her work at the market, Melissa coordinates major events for Destination Downtown South Boston (DDSB) to cross-promote the market with local businesses. She has successfully established partnerships with downtown businesses to expand marketing outreach such as POP Club hosted by local businesses and food collection for the market’s food pantry for the needy.

Melissa worked on the front lines as a Certified Nursing Assistant in the Hospital Emergency Departments for over 10 years in Virginia and North Carolina hospitals before becoming the Market Manager. Her healthcare knowledge and farming experience contribute to her success in promoting community health initiatives aimed at health and wellness. She couldn’t do what she does without the support of her amazing boyfriend Jason, and their fur baby Macey. She also credits her family for making it possible to do all she does because they are always by her side.



Tisha Sawyer
Former Market Manager, Hopewell Farmers Market

Tisha Sawyer, a proud Navy Veteran, hails from the west coast but fell in love with Virginia when she moved here in 2004 to work as a chef at the Williamsburg Inn. Her professional experience also includes linguistics, teaching, administration, retail, and hospitality, as well as small business entrepreneurship. She has managed both the Surry County and Hopewell Farmers Markets. In addition to her love of farmers markets, she enjoys gardening, farming, food preservation, cheesemaking, and all manner of crafting. When not devoting herself to her work, she can be found

tinkering on her tiny house on wheels, creating all manner of handmade items, or traveling to new and exciting places.

Unlocking Food Security Through Farmers & Markets: A Data-Driven Exploration

Curious about how farmers and markets are making a real difference in low-income food security? At Virginia Fresh Match (VFM), we've spent years gathering impact data for our statewide nutrition incentive program. Our research reveals a powerful truth: the longer people engage with nutrition incentive programs, the more fruits and vegetables they eat, and the stronger their food security becomes.

In this session, we'll uncover insights from our extensive data and research, complemented by first-hand perspectives from VFM Regional Leads from across the Commonwealth. These experts will share their experiences running VFM programs across diverse communities with stories that illustrate the impact of incentive programs.

You'll discover innovative strategies to make fresh produce more affordable and boost farmer incomes, whether you're in a bustling city or a rural area.



Beth Austin
Director of Programs for Virginia Community Food Connections

Beth Austin is the Director of Programs for Virginia Community Food Connections and oversees development and operations of VCFC's Virginia Fresh Match, Veggie Voucher, and Farm to Pantry programs. Beth is a former farmers market manager and has a master's degree in Nutrition and Integrative Health. She comes from a long career of administrative support in the corporate world, but when she left, she never looked back. Beth has worked in the food access arena for more than 10 years and is passionate

that fresh healthy food should be accessible for everyone in the community.



Elizabeth Borst
Virginia Fresh Match Director of Advocacy

Elizabeth Borst has been a leader in food access programs and food system partnerships in Virginia for 14 years. As one of the state's early nutrition incentive practitioners, Elizabeth helped develop Virginia Fresh Match, Virginia's statewide Nutrition Incentive Network working alongside Maureen McNamara Best at LEAP. She is also founder of Virginia Community Food Connections (VCFC), a Fredericksburg-based local food nonprofit that connects people, producers and communities to increase consumption of healthy,

Virginia-Grown fruits and vegetables. Elizabeth has started and managed farmers markets, piloted innovative food access programs and partnerships, and is passionate about connecting vulnerable people and available local produce to improve community food security and support family farms. Elizabeth has a B.A. from the University of North Carolina at Chapel Hill. She lives in Spotsylvania, VA with her husband, and enjoys occasional visits with her 2 adult daughters.



Alistar Harris
Director of Programs, Shalom Farms

Alistar Harris is a food systems change worker investing in practices which center liberation and collaboration. As an immigrant to the U.S., he places high value on diverse views, curiosity, and openness to change. He has a background in experiential learning, leadership development, agricultural food production, and network building. As Director of Programs at the nonprofit farm and food justice organization, Shalom Farms he guides program strategy, distribution, and health equity partnerships.

Alistar is a child, sibling, dad, and spouse within a large family of relations both in South Africa and the United States. A brown, cis-man, born and raised in apartheid South Africa, he comes from a place with a storied agricultural past and future. He is from a people for whom laughter and joy is effervescent, who knows how to alchemize suffering into growth, and for whom hugs are love embodied. He brings with him a deep humility, love, and care for people, plants, and soil – always grounded in radical hope.

Together with his wife, Alistar is most proud to be raising two children who are curious about the world. They make a home and garden in Richmond's Northside neighborhood.



Sam Hedges
Virginia Fresh Match Director of Operations

Sam Hedges graduated from the University of the South with a BA in Religion and zero essential food skills. He found himself working on educational farms, restaurants, kitchens, and organic veggie farms in the ensuing decade, and, by the time he came to Virginia Fresh Match, knew a lot more about food than religion. He was inspired by the changes he saw as a farm vendor at Albuquerque's downtown farmers market: once the market started accepting SNAP, his customer base became markedly more diverse in color, history and food traditions. He saw the profound connection between food

production and access work and understood the importance of local food systems to all people, regardless of income. Sam brings his passion for supporting farmers and customers to Virginia Fresh Match.

From Stalls To Stability: The Truth Behind The Grind Q&A Session With A Panel Of Entrepreneurs

This session delves into the journey from initial struggles and setbacks (the “stalls”) to finding a sustainable path forward. Expect candid discussions, practical strategies, and inspiring stories that highlight the grind involved in turning obstacles into opportunities for growth.



Krystal Barnes
Pawfect Sweets

Krystal Barnes started Pawfect Sweets in April 2022 in Henrico, VA with her husband Chris, and two daughters. They partner with many farms and businesses around Virginia to acquire quality ingredients for their pet treats. Their mission is to provide a wide range of healthy, fair priced treats for all furry furriends.



Amy Lu
Crunch on Snacks

Amy Lu is the owner of Crunch On! Snacks, a freeze-dried company in Virginia Beach. She and her team focus on producing quality freeze-dried snacks to include candy, ice cream, fruit, and vegetables. They purchase as much as they can from Virginia farmers and producers. Crunch On! Snacks has two retail locations in Virginia Beach, but can still be found at several farmers markets between Virginia Beach and Richmond.



Kyle Morse
Owner of The Mayor

Kyle Morse is the owner of The Mayor, a sausage company in Richmond, VA. His offerings range from classical flavors like Linguica and Bratwurst to seasonal chef driven sausages like a Ramp Sausage, Broccoli Raab & Swiss or the Red Eye Sausage. He practices whole hog butchery and only source sustainably raised and well maintained animals. This fall, Kyle and his team will open a restaurant of the same name in Richmond's Carytown.

Fun facts about Kyle: He's an Eagle Scout, born and raised in New Hampshire. Lived and worked in Michelin starred restaurants for 10 years in NYC. Also he's left handed.



Dre Sandoval
Hunger Shop

Dre Sandoval created Hunger Shop, a condiment company based out of Virginia Beach, in 2013 with his wife Katie and chef friend David Francis. With 40 years of culinary experience between Dre and David, they believe food should be flavorful. Hunger is all about flavor and trying new things.

Fun fact about Dre: He played guitar in a metal band for 9 years.



Kelly Shepherd
Co-Owner of What The Farm

Kelly Shepherd is the co-owner of What The Farm, a regenerative farm that specializes in chicken, pork, lamb and beef in Virginia Beach, VA. With a background in business coaching, her primary focus is helping farmers achieve profitably through agritourism, education and subscription based sales. Kelly believes that the only way to grow the sustainable farm movement is to make it a win/win for both farmers and consumers.



Brad Webber
Owner, Top Knot Artisan Bakery

Brad Webber is the owner of Top Knot Artisan Bakery which specializes in sourdough breads, pastries and desserts. Brad attends several farmers markets weekly in the Hampton Roads area and wholesales to local restaurants and coffee shops. He may have just started his business in 2023, but already has a huge following due to his social media presence. When Brad is not baking, creating content, or spending time with his family, you can find him at the beach as he is an avid surfer.



Stephanie Wein
Pinup Coffee Co.

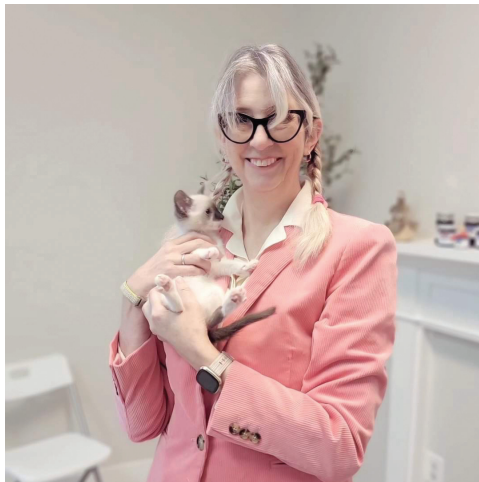
Stephanie Wein and her husband Bryce started Pinup Coffee Co. in 2021 while both were still active duty. Their mission is to bring people together over high-quality, small-batch, hands-on roasted specialty coffee, celebrating individuality in every cup while ensuring each blend and single origin coffee is crafted with care from source to final brew. They are primarily a coffee roaster but recently opened their first coffee shop inside Back Bay Brewings' Farmhouse in Virginia Beach.

Fun facts about Stephanie: She is crazy about being super clean, which makes for a nice clean roasting space. She enjoys being outdoors. She loves walking her dog and even mowing the lawn (whether or not it needs to be mowed), just to be outside.

NOTES

The Possibility Of Plastic Free Farmers Markets – A Discussion On How, Or If, We Get There

Working towards eliminating single-use plastic at farmers markets; a discussion of best practices, limitations in implementation, and lessons learned from real-life examples.



Jen Cole
Executive Director of Clean Fairfax

Jen Cole has been the Director of Clean Fairfax since 2009. A 25-year veteran of environmental education and advocacy from New England, Jen led Fairfax County's Litter Task Force in 2021 and recently wrapped up a 4-year appointment to the Governor's Plastic Waste Prevention Advisory Council.



Liza Moore
Marketing & Outreach Coordinator for Fairfax County
Park Authority's 10 Farmers Markets

Liza Moore is the Farmers Market Outreach Coordinator at the Fairfax County Park Authority. A graduate of William & Mary, she joined the staff at FCPA in April 2022. Liza has been involved in the planning and implementation of the FCPA's plastic bag free initiatives including the Plastic Bag Free July campaign at all ten FCPA farmers markets.



Mary West
Owner, Mt Olympus Berry Farms

Mary lives in Caroline Co. where she and her husband have been farming fruits and vegetables since 1988. They have been participating in Northern VA Farmers markets for over 30 years.

The Key to Powerful Marketing

What’s the secret to marketing that sticks? It’s not just about the latest tools or trends—it’s about creating genuine connections. In this session, Emilie Davis will show you how powerful marketing begins with a personal touch. Learn how to craft messages that resonate, build trust with your audience, and create a marketing strategy that reflects your authenticity. Through storytelling, clear messaging, and thoughtful personalization, you’ll discover how to make your marketing efforts not only effective but memorable.



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Emilie Davis
Owner & CEO, Magic Mirror Marketing

Emilie Davis is the founder and CEO of Magic Mirror Marketing. As a StoryBrand Certified Guide, WIX Legend Partner, and Marketing Momentum Specialist with over 15 years of experience, Emilie knows that the most powerful marketing is personal, and she is on a mission to empower entrepreneurs to generate marketing momentum by helping them reflect their magic and make their mark on the world.

NOTES

Avoiding Common Legal Pitfalls for Farmers Markets

In this session, we'll go beyond the basics of legal risk management for farmers markets and explore some of the practices that can unwittingly put markets at legal risk. This session will cover market liabilities related to limited liability businesses and IRS tax-exempt organizations; employees, independent contractors, and volunteers; and vendor compliance with food safety, licensing, and other legal requirements. We'll also discuss how markets can use risk management tools such as insurance coverage and recordkeeping more effectively. We'll make sure to leave plenty of time for questions.



Wendy Chen
Staff Attorney with the Center for Agriculture and Food Systems (CAFS) at Vermont Law and Graduate School

Wendy is a staff attorney with the Center for Agriculture and Food Systems (CAFS) at Vermont Law and Graduate School, where she oversees the Farmers Market Legal Toolkit. Before joining CAFS, she spent seven months working on a small, diversified farm in Western Massachusetts. For more than a decade, Wendy practiced employment law in Seattle. After relocating to Vermont, she investigated wage and hour claims and decided unemployment and worker misclassification claims as an administrative law judge for the Vermont

Department of Labor. Wendy also currently serves as vice chair of the board of Food Connects, a nonprofit organization that operates a food hub and farm to school program in Southeastern Vermont.

NOTES

Food Is Medicine

“Food Is Medicine” is an exciting new opportunity for funding getting healthy food to those that need it. Because this term is new, it is still being defined and developed. Come hear how markets in Virginia and Pennsylvania have joined with clinical partners to create a variety of opportunities to improve the health of participants while sustainably funding local food.



Maureen McNamara Best Executive Director, LEAP

Maureen McNamara Best is the Executive Director with Local Environmental Agriculture Project (LEAP), a 501c3 non-profit based in Roanoke, VA. Founded in 2009, LEAP strives to nurture equitable food and farming systems that prioritize health and abundance. LEAP programs include two farmers markets, a mobile market, a farm share, a food hub, a retail store, a commercial kitchen, a processing kitchen, three community gardens, and robust food access programs. LEAP is a fiscal sponsor for the Roanoke Foodshed Network, a community of partners from across the region working together on initiatives that promote farmers, food access, and local food systems. LEAP is also the fiscal sponsor for Virginia Fresh Match, a statewide network of farmers markets and retail stores that make fruits and vegetables more affordable for SNAP participants. Learn more about LEAP at leapforlocalfood.org, Roanoke Foodshed Network at roanokefoodshednetwork.org, and Virginia Fresh Match at VirginiaFreshMatch.org.

Maureen has over fifteen years of experience working with food, agriculture, and community. Her work and professional experience is wide-ranging and includes teaching high school agriculture in Raleigh, NC, working with migrant farmworkers in eastern NC and in the Colorado plains, doing food safety inspections in Boulder CO, and studying the economic viability of the local food system in Northern Colorado. Maureen has a Master of Arts in Anthropology from Colorado State University and undergraduate degrees in Agriculture Education, Spanish, and Anthropology from North Carolina State University. Maureen recently completed her Master of Public Health at Johns Hopkins University as a Bloomberg Fellow.



Meaghan Butler RD, CDCES
Health Equity Director, VA Federation of Food Banks

Registered dietitian and public health professional dedicated to improving policies, systems, and environments so that all people can attain their desired level of health. Experienced relationship builder across organizations, sectors and tables, who thrives in leading teams to achieve collective impact and to solve complex problems.



Dr. Meagan Grega, MD, FACLM
Co-Founder, Chief Medical Officer, Kellyn Foundation

Dr. Meagan Grega, MD, FACLM, DipABLM, DipABFM is the Co-Founder and Chief Medical Officer of Kellyn Foundation (www.kellyn.org), a 501(c)3 non-profit dedicated to making the Healthy Choice the Easy Choice. Through the “Healthy Neighborhood Immersion Strategy”, Kellyn provides school-based healthy lifestyle education and “Garden as a Classroom” programs; supports access to nutrient-dense produce via the Eat Real Food Mobile Market; engages participants in hands-on, plant-based cooking classes in community settings and offers intensive therapeutic lifestyle

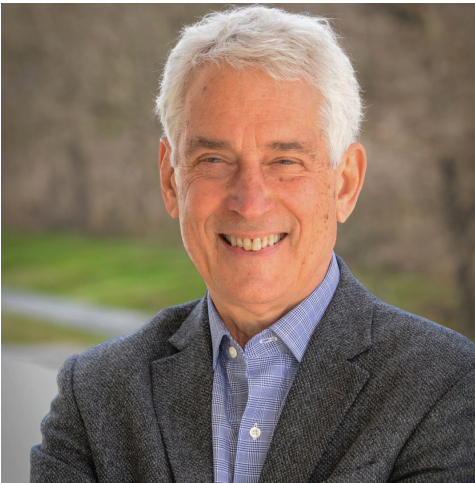
change interventions for families, employers and community groups. She is a summa cum laude graduate of Bucknell University with a B.S. in Biochemistry/Cell Biology and earned her MD degree from the University of Pennsylvania Medical School.

Dr. Grega spent several years as a medical officer in the United States Navy and is currently the Managing Director of Llantrisant Retreat and Wellness Center (www.llantrisantretreat.com). She is honored to serve as faculty for the St. Luke’s University Health Network Anderson Campus Family Medicine and Internal Medicine Residency programs, Clinical Assistant Professor for the Lewis Katz School of Medicine at Temple University and as the faculty advisor for the LKSOM/SLUHN medical student Lifestyle Medicine Interest Group. Dr. Grega is a member of the True Health Initiative Council of Directors, the current conference chair for the American College of Lifestyle Medicine Annual Meeting and a member of several national task force groups dedicated to the expansion of evidence-based lifestyle medicine services. She is a member of the American Academy of Family Physicians, a Fellow of the American College of Lifestyle Medicine, serves on the Board of Directors of the American Board of Lifestyle Medicine and as Secretary of the Board of Directors for the American College of Lifestyle Medicine. Dr. Grega is board certified in both Family Medicine and Lifestyle Medicine.



Dr. Cliff Morris
Cardiologist and Lifestyle Medicine Specialist

Dr. Cliff Morris, a double board-certified cardiologist and lifestyle medicine specialist, founded the Morris Cardiovascular and Risk Reduction Center in 2011. A former UNC basketball player with former teammate Michael Jordan, he pioneered a unique Medical Fitness Program to reverse heart disease and diabetes. Dr. Morris received the prestigious Presidential Lifetime Achievement Award in 2023, recognizing his commitment to holistic heart health and community service.



Eric J. Ruth
Co-Founder, CEO, The Kellyn Foundation

Eric J. Ruth is the Co-Founder and Chief Executive Officer of the Kellyn Foundation. The well-being of children raised in today's world has been a major influence on his life. Raising three children, teaching thousands more and seeing the habits, pressures and influences on our children and families, has led Eric to co-found the Kellyn Foundation.

Mr. Ruth is a graduate of the Isenberg School of Management at the University of Massachusetts. Eric served fifteen years in the accounting field focused on the management and operational side of business, rising to C-Level positions. The combination of a strong management, financial, and marketing background provides Eric with unique, wide-ranging business expertise.

Eric is responsible for providing the vision and the resources to sustain the initiatives for Kellyn. He also loves spending time in the neighborhoods with community members or interacting with groups of children or families. In partnership with co-founder Meagan Grega, MD, they provide the leadership for the Kellyn "Healthy Neighborhood Immersion Strategy."

Healthy Neighborhood Immersion Strategy

Kellyn's strategy is to immerse neighborhoods with the education, tools, and support to enable individuals, families, and communities to transition to healthier lifestyles. Neighborhoods can be defined as elementary school catchment areas, senior living facilities, employees of an entity or members of an organization. Our objective within each neighborhood is to “Make the Healthy Choice the Easy Choice” and encourage living a healthy lifestyle as the cultural norm, thus reducing the overall impact of chronic disease individually and nationally.

The **Healthy Neighborhood Immersion Strategy** encompasses Kellyn’s four main initiatives: Kellyn Schools, Kellyn Kitchens, Kellyn Food Access, and Kellyn Lifestyle Medicine. It is our intent to build self-sustaining neighborhoods where any, or all, of our interconnecting initiatives can be managed and maintained by members of each neighborhood as their healthy living culture evolves. We believe that growing long-term relationships, engaging in collaborative initiatives, and encouraging healthy lifestyle habits across multiple neighborhood groups will build momentum in our region, thereby creating sustainable change.

Summary

Each neighborhood is unique. Partnerships and collaboration with mental health service providers, job training and placement services, housing coordinators, food pantries, community non-profits and healthcare institutions/providers are a valued part of each Healthy Neighborhood Immersion strategy. Albert Einstein said, “We cannot solve our problems with the same thinking we used when we created them.” Devising effective and innovative strategies to support making healthy lifestyle choices is the most urgent priority facing our nation. The Healthy Neighborhood Immersion Strategy leverages ongoing relationships, provides the infrastructure to support the programming and engages the power of collaborative partnerships to create a path for lasting behavioral change.



Encouraging the Healthy Choice: How SNAP-Ed Supports Farmers and Farmers Markets in the Mid-Atlantic Region

SNAP-Ed is a national, federally funded program that strives to increase the fruit and vegetable consumption of SNAP eligible families. Each state has a SNAP-Ed program with similar goals but different programs that respond to local needs in unique ways. SNAP-Ed programs across the Mid Atlantic region partner with farmers and farmers markets to increase access to local fruits and vegetables for consumers using SNAP, SNAP incentives and other food access programs. Hear from Maryland, West Virginia, Virginia, Washington DC and the USDA office overseeing SNAP-Ed about the unique ways they partner with farmers markets and direct marketing farmers. Gather ideas to reach shoppers paying with SNAP in new ways, forge partnerships with SNAP-Ed implementing agencies, and learn from the successes in other states.

Carmen Angel Public Health Analyst at the DC Department of Health



Carmen Angel is a Public Health Analyst at the DC Department of Health (DC Health) where she coordinates the DC Produce Incentive Programs (federally and locally funded farmers' market initiatives) as well as develops and implements the build environment and physical activity strategic plan. Carmen has worked within the field of Public Health for five years and specializes in technical assistance, customer service, data analysis, project management, and program development.

In her free time, Carmen can be found biking, walking, reading, listening to podcasts, or cooking. If you are interested in connecting with Carmen, please visit her LinkedIn or send her a note at Carmen.Angel@dc.gov.

Dr. Amanda Gomes Mid-Atlantic Regional SNAP-Ed Coordinator, USDA FNS



Dr. Amanda Gomes is the Mid-Atlantic Regional SNAP-Ed Coordinator with USDA's Food and Nutrition Service. She supports the mid-Atlantic states in improving food and nutrition security in their communities through SNAP-Ed administration.



Meredith Ledlie Johnson
Policy, Systems and Environmental Change Programming Manager

Meredith Ledlie Johnson manages Policy, Systems and Environmental Change Programming for Virginia Cooperative Extension's Family Nutrition Program. These programs are designed to ensure that all Virginians have access to enough healthy, culturally appropriate food in their communities through increasing access to farmers markets, gardening, and healthy retail outlets. Meredith holds a Masters degree in Social Work with a concentration in community organizing from Hunter College, CUNY. Before living in Virginia, Meredith

worked as a farmers market manager for Greenmarket in New York City and as an urban park advocate with New Yorkers for Parks. Meredith is excited by the possibilities offered by the local food movement to strengthen the resiliency of Virginia's families and communities.



Kristin McCartney
Director of SNAP-Ed for West Virginia

Kristin McCartney, a registered dietitian and doctoral student in Public Health at West Virginia University, combines her academic pursuits with impactful public service as the Director of SNAP-Ed for West Virginia. She has been successful at linking nutrition, public health and agriculture through several innovative programs including Kids Markets, KidsMarket@theStore and GrowThis!, targeting rural communities across West Virginia. Her overall goal in these efforts is to improve capacity for nutrition security in rural communities by rebuilding the local food economy.



Jocelyn Tidwell
Healthy Food Access Coordinator, Maryland SNAP-Ed

Jocelyn Tidwell earned her Master's in Adult Education from Seattle University and spent six seasons full-time farming and developing farm-based education and food access programs. She has traveled and worked internationally as an instructor and programs consultant. In 2023, she joined Maryland SNAP-Ed as the statewide Healthy Food Access Coordinator, and in this role, she seeks to create new pathways to increase access to healthy foods through food systems changes and partnerships across Maryland.

The Virginia Family Nutrition Program

Farmers Markets

The Virginia Cooperative Extension Family Nutrition Program works across the state to help communities and the food outlets that serve them create easier access to healthy foods. FNP has partnered with farmers markets big and small by assisting them to set up successful SNAP programs. FNP provides a variety of ways to help, from educating customers about how to use the produce sold at farmers markets to helping market managers plan community outreach about their SNAP program.

If you are interested in partnering with FNP to help your SNAP program flourish please contact your SNAP-Ed Agent for more information.

Possible Levels of Partnership	What We Offer to Farmers Market Partners
Market Networks	<ul style="list-style-type: none"> • Statewide marketing of SNAP at Farmers Markets on our social media platforms • Maintenance of the map of Farmers Markets that accept SNAP for Virginia • Able to provide training to groups of market managers at regional meetings on SNAP/EBT
Market Manager	<ul style="list-style-type: none"> • Technical assistance for starting a SNAP/EBT program • Assistance with planning SNAP program marketing to help reach the target audience • Social media content (recipes, SNAP marketing) • Cross promotion of your SNAP program with other community organizations • Assistance with training vendors on how the SNAP program helps them and how to participate
Vendors	<ul style="list-style-type: none"> • Templates for EBT signage
Customers	<ul style="list-style-type: none"> • Simple yet delicious cooking demonstrations using foods sold at the market that day • Engaging nutrition education using the Just Say Yes to Fruits and Vegetables! curriculum



For more information contact:


Virginia Cooperative Extension **Eat Smart·Move More**
 Virginia Tech • Virginia State University Virginia Cooperative Extension • Family Nutrition Program

www.ext.vt.edu | www.eatsmartmovemoreva.org

This institution is an equal opportunity provider. This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP. SNAP provides nutrition assistance to people with low income. Contact your county or city Department of Social Services or to locate your county office call toll-free: 1-800-552-3431 (M-F 8:15-5:00, except holidays).

Follow us @VaFNP



MARYLAND SNAP-ED PROGRAM

Maryland SNAP-Ed is a program within University of Maryland Extension that creates healthier environments and improves the health and wellbeing of limited income families across Maryland. SNAP-Ed programs encourage a nutritious and active lifestyle through increased food access, drinking more water, and promoting physical activity. SNAP-Ed provides comprehensive programs that consist of nutrition education lessons, social marketing programs and policy, system and environmental-level changes at partnering sites.

SNAP-Ed collaborates closely with over 500 partner organizations to design programs that meet the needs of clients where they live, work and learn. Partners include community sites that serve families including youth education sites such as schools, early education centers, and out of school programs, as well as food access sites such as food pantries and farmers' markets. Nutrition education programs available to youth and adult audiences consist of hands-on activities including gardening, food preparation and tasting opportunities. SNAP-Ed complements those educational programs with site-level efforts aimed to create a healthier environment by bringing more nutritious food and beverage options as well as increased physical activity opportunities, resources and marketing to participants.

SNAP-Ed works with food pantry collaborators to increase procurement and promotion of healthy food options, including maximizing local produce donations, gardening efforts, and education and tasting of nutritious recipes.

SNAP-Ed provides nutrition education programs at youth sites across Maryland, reaching children and their families. Programs work to establish a healthier cafeteria environment, a greater connection to local food access including farms, on-site gardens and food pantries, as well as supporting teachers in providing access to water, healthy celebrations and physical activity resources for the school community.

SNAP-Ed connects local farmers and farmers' markets with low income Marylanders to increase access to locally grown fruits and vegetables. SNAP-Ed supports farmers with marketing and promotion efforts, encouraging EBT acceptance at markets and farm stands, and helps to foster community connections through market tours and farmer visits to local SNAP-Ed sites.



SNAP-Ed programs work to improve food access by ensuring that children and adults know where to find and how to purchase, select, and prepare healthy foods. **After SNAP-Ed programs:**

71% of farmers' markets ensure that their food displays feature and promote the selection of healthy options, for example, by placing fruits and vegetables in easy-to-reach locations.



74% of food pantries distribute healthy recipes to match the foods being distributed.



94% of parents keep fruits and vegetables ready for their child to eat by, for example, cutting them up in advance or placing them in a bowl that is easy to reach.



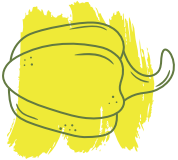
For more information, contact Jocelyn Tidwell, Healthy Food Access Coordinator at tidwellj@umd.edu

This institution is an equal opportunity provider.

This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP in cooperation with Maryland's Department of Human Services and University of Maryland Extension. University programs, activities, and facilities are available to all without regard to race, color, sex, gender identity or expression, sexual orientation, marital status, age, national origin, political affiliation, physical or mental disability, religion, protected veteran status, genetic information, personal appearance, or any other legally protected class.

Toolkit Purpose

This Toolkit is designed to help people find information and resources on food assistance programs in the District, including how to qualify and apply. This Toolkit is not a complete list of food resources or eligibility criteria. More information can be found by calling the phone number or visiting the listed websites under each program.



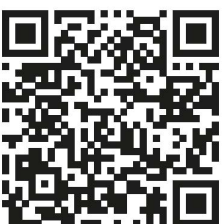
How to Use

This document outlines potential programs a person may be eligible for by age. To understand your potential program eligibility:

1. Choose the brochure that matches the age of the person needing food assistance.
2. Review the programs listed in the brochure to see what programs may match your needs.
3. Find more information on a program by visiting the website listed under each program description.
4. Visit the online **Eligibility Estimator** to see what programs you may qualify for by going to the back of this brochure and scanning the QR code.

Eligibility Estimator

The DC Federal Nutrition Programs Eligibility Estimator Tool can help find programs you may be eligible to receive. To use the Tool, visit the website or QR code listed below. After you answer the 10-question Tool, the Tool will create a list of programs you may be eligible to receive with a link to more information on each program. All answers are kept completely confidential.



For additional food, health, and housing resources, visit: linkudmv.org



CHILDREN AGES 2-5

These institutions are equal opportunity providers:



MURIEL BOWSER, MAYOR



CACFP: Child and Adult Care Food Program

CACFP reimburses approved child development facilities, adult day care centers, sponsored day care homes, afterschool programs, and emergency shelters in the District for the meals and snacks they serve.

Eligibility is determined by age and disability status.

Contact Information

Call your child or adult care facility to see if they participate.

To find a CACFP center or home provider, visit: childcareconnections.osse.dc.gov/MyChildCare/home

SFSP: Summer Food Service Program

SFSP serves no-cost healthy meals and snacks to help youth 18 and younger in the District during the summer months when they are out of school.

Eligibility is determined by age and disability status. There is no sign-up required.

Contact Information

TEXT Food to 877-877

Call: 1-866-3-HUNGRY

Visit: fns.usda.gov/meals4kids or coronavirus.dc.gov/food to find a SFSP site.

WIC: Special Supplemental Nutrition Assistance Program for Women, Infants, & Children

WIC provides pregnant women, new mothers, infants, and children up to age 5 in the District breastfeeding support, nutrition education, and benefits to buy groceries at WIC-accepting grocery stores, corner stores, pharmacies, Commissary, and farmers' markets.

Eligibility is determined by age, pregnancy status, household size and income.

Contact Information

(202) 442-9397

Email: info.wic@dc.gov

Visit: dcwic.org

Instagram: [@dcwic](https://www.instagram.com/dcwic)



WIC FMNP: WIC Farmers Market Nutrition Program

WIC FMNP provides pregnant women, new mothers, infants, and children up to age 5 in the District benefits to buy fresh fruit, vegetables, and herbs at participating farmers' markets.

Eligibility is determined by age, pregnancy status, household size and income.

Contact Information

(202) 442-9397

Email: info.wic@dc.gov

Visit: dcwic.org

Instagram: [@dcwic](https://www.instagram.com/dcwic)



SNAP: Supplemental Nutrition Assistance Program

SNAP provides individuals and families in the District benefits to buy groceries at SNAP-accepting grocery stores, corner stores, and farmers' markets.

Eligibility is determined by household size and income.

Contact Information

(202) 727-5355

(202) 807-0405

Email: dhs@dc.gov

Visit: dhs.dc.gov/snapinfo



Produce Incentive Programs at DC Farmers' Markets

This institution is an equal opportunity provider.

PROGRAM

DESCRIPTION

LEARN MORE



Produce Plus



WHO?

- DC Resident
- Ages 16+
- Eligible for: SNAP/EBT, WIC, CSFP, Medicaid, SSI, and/or TANF

WHAT?

\$40.00 per month to spend at participating Farmers' Markets on fruits, vegetables and cut herbs.

WHEN?

June 1 - November 30



(202) 888-4834



Senior Farmers Market Nutrition Program (SFMNP)



WHO?

- DC Resident
- Ages 60+
- Enrolled in Grocery Plus (CSFP)

WHAT?

\$50.00 per season to spend at participating Farmers' Markets on fruits, vegetables, cut herbs and honey.

WHEN?

June 1 - November 30



(202) 299-3775



WIC Farmer's Market Nutrition Program (WIC FMNP)



WHO?

- DC Resident
- Enrolled in DC WIC

WHAT?

\$30.00 per season to spend at participating Farmers' Markets on fresh fruits, vegetables and cut herbs.

WHEN?

June 1 - November 30



(202) 299-3775



Supplemental Nutrition Assistance Program (SNAP)

WHO?

- DC Resident
- Below the specified household income

WHAT?

Benefits loaded onto EBT card for use at SNAP-Accepting grocery stores, corner stores, and farmers' markets.

WHEN?

Year round



(202) 727-5355



Market Matching



WHO?

- Federal Nutrition Program participants including SFMNP, WIC FMNP, and SNAP

WHAT?

Dollar-for-Dollar match at participating Farmers' Markets. Ask your market manager to learn more.

WHEN?

Varies by market



Ask your market manager to learn more about market matching



Scan for the **DC Market Guide** to find markets that accept these programs.

<https://dchealth.dc.gov/page/wic-senior-farmers-market-nutrition-programs>



Scan for more information about **Federal Nutrition Programs in DC.**

<https://www.dchunger.org/federal-nutrition-programs/>

Tastes better!

Keeps longer!

Want fresh local food?

BUY HERE

FARM/MARKET NAME

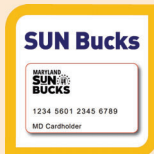
Schedule (Day, Time, Months)

Address

Contact info

Other info: directions, transit options, etc.

PAY WITH



Buy Some, Get More with Maryland Market Money

**daily limits may apply*



Find Local Markets

Healthy Recipes



go.umd.edu/FindLocalProduce

go.umd.edu/EatSmartMD

Join farmers and neighbors supporting each other to be healthy!

This institution is an equal opportunity provider.

This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP in cooperation with Maryland's Department of Human Services and University of Maryland Extension. University programs, activities, and facilities are available to all without regard to race, color, sex, gender identity or expression, orientation, marital status, age, national origin, political affiliation, physical or mental disability, religion, protected veteran status, genetic information, personal appearance, or any other legally protected class.



SNAP Benefits at Farmers' Markets

Farmers' markets are making real strides in increasing fresh food access for low-income Americans.

What is SNAP?

The [Supplemental Nutrition Assistance Program](#) (SNAP), formerly the Food Stamp Program, is the nation's largest nutrition assistance program. The program is managed at the federal level by the United States Department of Agriculture Food and Nutrition Service (FNS). Food vendors are required to be authorized by FNS before accepting SNAP benefits for approved food items.

SNAP benefits can be used to purchase any approved food item for human consumption, as well as seeds and plants that produce food. Clients receive their benefits via an Electronic Benefits Transfer (EBT) system that works like a debit card to transfer their benefits to the food retailer.

Why get authorized to accept SNAP Benefits?

- Increased customer base
- Increased economic benefits for you and your communities
- Healthy and nutritious options for SNAP recipients
- Approximately \$195 million SNAP Benefits were issued each month in Virginia for Federal Fiscal Year 2023*
- **NEW** - Summer EBT program begins 2024 adding additional benefits

Who can become a SNAP retailer?

In order to accept SNAP benefits, businesses first need to apply for SNAP authorization. USDA authorizes business, farmers markets, direct marketing farmers and non-profit food buying cooperatives. To participate in SNAP, all businesses must meet the basic FNS authorization eligibility criteria, which can be viewed at: <https://www.fns.usda.gov/snap/retailer/eligible>.

What is a Farmers' Market?

A farmers' market is a multi-stall market where farmer-producers sell agricultural products, particularly fresh fruits and vegetables (but also meat products, dairy products, and/or grains), directly to consumers at a central or fixed location.

What is a Direct Marketing Farmer?

Direct marketing farmers are individual producers of agricultural products that sell their food and farm products directly to consumers without using an intermediary.

Why should I accept SNAP?

As an authorized SNAP retailer, you will increase your customer base, see increased economic benefits for you and your communities, and provide healthy and nutritious options for SNAP recipients.

How do I apply?

Apply online to accept SNAP benefits at your farmers' market or farm stand. Applying to accept SNAP benefits at your farm stand or farmers' market is a three- step process: get a USDA account, fill out an application online, and mail us your supporting documentation to complete your application. Also, by applying through the secure online portal, you can check the real-time status of your application via your USDA account.

Complete your application online at: <https://www.fns.usda.gov/snap/apply-to-accept>. You can also request a paper application by calling our toll-free telephone number at: 1-877-823-4369; the paper application package is usually received within 3-4 business days. Lastly, you can attend a SNAP EBT sign up event to apply.

How do I get the equipment to take SNAP benefits? I heard it was free.

Markets and farmers are currently able to receive free wireless EBT-only equipment through the Virginia SNAP agency.

To receive a free wireless point of sale (POS) device, [complete this form](#) or email the information requested on the form to ask_vafm@dss.virginia.gov after approved to accept SNAP.

Who can I contact with questions?

For additional information call on applying for SNAP: (312) 353-6609

For general information, visit our SNAP Farmers' Market webpage: <https://www.fns.usda.gov/snap/farmer-producer>.

NEW - To learn how Direct Marketing Farmers can become SNAP online authorized visit:

<https://www.marketlink.org>.

NEW - 2024 Summer EBT

A permanent summer EBT program begins this summer! Once authorized, you'll be able to accept Summer EBT cards just like you would with SNAP EBT. USDA estimates that nearly 21 million children are expected to receive food benefits this summer with the new permanent federal program. Families will receive \$40 per month per eligible child (or \$120 for the summer per child) beginning this year. In total, that's approximately \$2.5 billion in grocery benefits.

***Source: National Data Bank as of 2/22/2024**

Transforming Food Systems From The Ground Up

In June 2022, Secretary Vilsack announced details of a USDA framework to transform the food system. The framework, built on the lessons of the pandemic, represents a holistic and historic investment in strengthening food systems throughout the supply chain and across the country, including a strong focus on building markets for small- and mid-sized farms. The USDA Agricultural Marketing Service (AMS) has long focused on supporting local food systems and growing direct-to-consumer markets through programs like the Farmers Market Promotion Program (FMPP) and is now playing a central role implementing USDA's Food System Transformation Framework, including Regional Food Business Centers.

Tricia Kovacs, Deputy Administrator at AMS, will provide conference attendees with an overview of how the agency is combining traditional programs like FMPP with these historic new investments, programs, and services to help farmers markets expand their critical role in transforming local food systems.



Tricia Kovacs
Deputy Administrator, Transportation & Marketing,
Agricultural Marketing Service,
United States Department of Agriculture

Tricia Kovacs is the Deputy Administrator for Transportation and Marketing in USDA's Agricultural Marketing Service (AMS), a position she has held since 2020. She leads programs that support local and regional food systems, grants to support market access for farmers, USDA's Regional Food Business Centers, and research and data analysis on agricultural transportation and markets. Tricia joined USDA in 2016 as local and regional food systems policy advisor, where she

coordinated efforts across USDA to support the local and regional food sector. In 2021-2022, she held a 1-year assignment as a Senior Policy Advisor for Agriculture and Rural Policy at the White House Domestic Policy Council. Prior to joining USDA, Tricia managed Regional Markets programs at Washington State Department of Agriculture, where she was founding Program Manager for the state Farm to School Program and led the Small Farm Direct Marketing Program.

Welcome & Keynote Introduction



Dr. Janine Parker Woods
Associate Extension Administrator for Virginia
Cooperative Extension at Virginia State University

Dr. Janine Parker Woods is the Associate Extension Administrator for Virginia Cooperative Extension at Virginia State University (VSU). She holds a Ph.D. in Agriculture Education & Communications, focusing on International Extension System, Agriculture Leadership, and Latin American Studies from the University of Florida. Additionally, she has a Master's degree in Agriculture Economics, with a focus on International Trade from North Carolina Agricultural and Technical State University. Dr. Woods is also a Returned Peace

Corps Volunteer, serving in Guatemala as a Sustainable Agriculture Marketing Practitioner with a coffee cooperative.

At VSU, Dr. Woods provides oversight to Extension specialists, directs programmatic activities, and serves as a liaison between Cooperative Extension at VSU and Virginia Tech, facilitating collaborations across the Commonwealth.

With over a decade of experience in both international and domestic agricultural systems, Dr. Woods has made significant contributions to Cooperative Extension, developing educational programs, enhancing small farm production workshops, and improving operational efficiencies within Extension. Her leadership also extends to the well-being of youth, families, and communities through nutrition, health, and 4-H programs. Her work is driven by a deep commitment to fostering economic and community development, particularly for underserved populations.



Kim Hutchinson
Executive Director, Virginia Farmers Market Association

Dr. Kim Hutchinson has been a nonprofit executive, management consultant, public policy expert, federal contractor, and community advocate for building healthy, sustainable communities for more than 35 years. Dr. Hutchinson works alongside VAFMA's committed board, staff, and stakeholders across the Commonwealth to ensure it remains a mission-driven organization that represents and supports diverse farmers markets by developing education and training initiatives, fostering advocacy and innovation, and by providing networking opportunities.

KEYNOTE

Truth & Dare: Speak Up For Farmers Markets

More than 12,000 farmers markets operate in the United States and Canada alone, hosting some quarter million producers and small businesses. It's a multi-billion dollar industry that is hiding in plain sight, rarely included in food system conversations or news stories. Big box stores slap "Farmers Market Fresh" signs above bins of imported produce and delivery services claim to "bring the farmers market to you". Join Farmers Market Pro Catt Fields White to talk about how to raise our voices, call out greenwashing, and speak up for farmers markets.



Cat Fields White
Founder and Lead Consultant of Farmers Market Pros

Farmers Market Pros promotes financial sustainability, community engagement and entrepreneurship for local market managers, small farmers and food makers. Online Vendor-101 and Marketing for Market courses prepare prospective vendors for success. Now in its 9th year, InTents: The National Farmers Market Conference brings farmers' market managers and participants from throughout the US and Canada together for three days of speakers, workshops and roundtables. Catt is the co-host of Tent Talk, the weekly Farmers' Market Podcast, and the online Farmers Market Pros

Community, and works as a Technical Advisor for USDA FMPP grantees.

As the Founding Director of San Diego Markets since 2008, Catt built the team that brings farmers to the city and more than 25,000 people to the table weekly, developing and managing multiple year-round farmers' markets including San Diego County's largest, the six-block long Little Italy Mercato.

A former restaurant owner, marketing consultant and publisher, Catt writes and speaks about food, farms and business for regional and national publications and at conferences and events worldwide. She facilitates the monthly State Leaders Network call for the national Farmers' Market Coalition Forum and participates annually at the World Farmers Market Coalition general assembly in Rome, Italy.

Catt's dedication to local food systems is inspired and motivated by her nine grandchildren and her determination to preserve healthy food options for them and for coming generations.

Managing Common Legal Risks for Farmers Markets

The Farmers Market Legal Toolkit describes some of the legal risks farmers markets commonly face and offers strategies for managing those legal risks. In this session, we'll discuss how governance, insurance coverage, policies and procedures, and recordkeeping practices can help reduce market liabilities related to personal injury, property damage, food-borne illness, vendor and host site relationships, and compliance with employment and discrimination laws.



Wendy Chen
Staff Attorney with the Center for Agriculture and Food Systems (CAFS) at Vermont Law and Graduate School

Wendy is a staff attorney with the Center for Agriculture and Food Systems (CAFS) at Vermont Law and Graduate School, where she oversees the Farmers Market Legal Toolkit. Before joining CAFS, she spent seven months working on a small, diversified farm in Western Massachusetts. For more than a decade, Wendy practiced employment law in Seattle. After relocating to Vermont, she investigated wage and hour claims and decided unemployment and worker misclassification claims as an administrative law judge for the Vermont

Department of Labor. Wendy also currently serves as vice chair of the board of Food Connects, a nonprofit organization that operates a food hub and farm to school program in Southeastern Vermont.

NOTES

Conflict Resolution and Leadership Styles in Farmers Market Management

Join us for an engaging session focused on conflict resolution and understanding your leadership style, tailored for a smaller, interactive group setting. Using the Enneagram personality framework, participants will gain insights into their leadership tendencies and learn effective strategies for resolving conflicts within their teams. Pre-session Enneagram assessments will be sent out to enhance the learning experience. This session will equip market managers with the tools to navigate challenges and foster a harmonious market environment.

Takeaways:

- Understanding your leadership style through the Enneagram
- Effective conflict resolution techniques
- Practical approaches to apply these insights in market management

NOTE: Participants are encouraged to complete the Enneagram assessment prior to the session to maximize the benefits of the discussion.



Sagdrina Jalal
Founder, SageD Collective

Sagdrina Jalal is the Founder of SageD Collective. Sagdrina is a graduate of the University of Georgia. In 2013, she became the founding executive director of the Georgia Farmers Market Association (GFMA). In this role, she worked with large and small communities across our state, throughout the country and around the world. The Just Food program she initiated in partnership with UGA's Department of Agribusiness and the USDA-AMS offers a community led sliding scale farmers market/CSA hybrid to places with limited access to fresh, local produce.

She has served as a board member for the national Farmers Market Coalition, a 2018 Well-Being Impact Area Advisor for the Community Foundation of Atlanta, and an advisor for Tuskegee University's Organic Farming Project. In 2021, she helped design Georgia's first leadership fund specifically designed to honor black womxn social enterprise leaders in our state. She also served on Mailchimp's Forward Project: an innovative approach to funding creative solutions.

Sagdrina raised her family in Atlanta and is a proud empty nester. Sagdrina is an avid cook, a hobbyist floral arranger and a tinker of tinctures. She loves to share her home with friends and neighbors who frolic through her garden and sample the Gullah Geechee dishes of her childhood. As she always says, "you'd be surprised how effectively folk can work together when a delicious, homemade meal is shared. Healing happens."

The Big Bite – Vendor Marketing Essentials

Ok, so you have a product and are ready to grow; now what!? This session will address the tangible steps to implement various marketing strategies across your food business. A road map encompassing the tools you have, including website utilization, social, email and pre-selling.



Barb Lamb
The Sassy Strategist
Food Guru, CPG Expert, Marketing Maven

Barb Lamb has been known to snag a client in a hotel lobby, simply from a conversation. An East Carolina University grad, she hopped across the pond post-college to work for a newspaper in London. She operated her own marketing company before returning to Richmond. Since, she has taught business workshops, guided startups and emerged as a force in the food and beverage community. She co-founded the Apple Cart Company in 2014 before joining Big Spoon in 2024.

Noteworthy: Former Director of the Women’s Business Center funded by the Small Business Administration, Virginia Specialty Food Association Board Member, Professional Speaker on all topics marketing + food. Metropolitan Business League, Virginia Farmers Market Association and InUnison member.

NOTES

Cultivating Cooperation – Using Vendor Visits as a Tool for Market Managers

This presentation will cover the role that farm visits play in managing a farmers market and how they can help build trust and cooperation among market stakeholders. Regular farm visits ensure and can enhance product quality, build strong farmer-manager relationships, and increase customer confidence when shopping at the market. The presentation will cover some of the best practices and tips for visiting farms from building farm visits into market policies to on-the-ground tours with vendors.



Isaac Campbell
Market Manager, Salem Farmers Market

Isaac Campbell is passionate about local food systems and brings an international perspective to his work as the manager of the Salem Farmers Market. With a background that includes experience working on small farms in Europe and Virginia, Isaac enjoys working with local growers and appreciates all aspects of local food, from farm to table.

NOTES

DATE FARM
VISITED:

Farm Visit Permission Sheet

Provide the address for all locations where you produce all products sold at the SFM. Please indicate whether the land is owned or leased. If leased, please list your name as well as property owner.

Business Name: _____

Farmers Name: _____

Location 1: Physical location and **street address** of primary land in production. Use back of sheet if a map is necessary. **PLEASE BE SPECIFIC IN YOUR DIRECTIONS.**

Number of acres at this location: _____

This location is: _____ owned _____ leased (please check one)

Do the farmers live at this location as well? _____ yes _____ no (please check one)

Additional Location - Physical location and street address of additional land in production and map:

Number of acres at this location: _____

This location is: _____ owned _____ leased (please check one)

I understand and give permission for City staff or a representative of the Salem Farmers Market to visit my farm or production facility to verify my growers certificate status. I understand that the staff or representative may visit whenever deemed necessary by the City of Salem. Management will contact vendors ahead of time to coordinate a site visit.

Vendors' signature _____

Date _____



Salem Farmers Market

Farm Visit Report

Farm Name:
Farm Representative:
County:
Miles from SFM:

Date:
Time Arrived:
Time Departed:
Inspector:

Certifications:

Farm Size:

Leased or Owned:

Buildings:

Products for Market:

Field Conditions:

weed pressure compost mulching fertilizers cultivators
spray rigs black plastic row covers season extenders.

Irrigation methods/practices:

Municipal Pond/Surface Well Drip Sprinklers

Pest Management:

IPM Organic Chemical Trapping Exclusion

Harvesting/Storage Facilities:

Wash Station Freezers Cold Storage Root Cellars Sanitized Containers

Transportation:

Dedicated Vehicle Crates/Containers

Additional Notes:

Federal Grants and Getting True Costs Back

In this session, we will cover how to identify and fully capture an organization’s indirect costs and outline the process and benefits of obtaining a negotiated indirect cost rate (NICRA) to maximize reimbursement of a nonprofit’s administrative costs.



Ben Feldman
Co-Founder, Indirect Rates Consulting

Ben Feldman has worked in nonprofit leadership roles for over 20 years and is a subject matter expert in food and agriculture with deep knowledge of direct marketing, short supply chain dynamics, including food and ag policy.



Debbie Beyea
Co-Founder, Indirect Rates Consulting

Debbie Beyea has over 35 years of management experience working in nonprofit and government settings. Her areas of expertise include budgeting and finance, human resources, grant administration, operations and risk management.

NOTES

Survey Says ... Using Survey Data to Make Decisions

A round table discussion intended to explore how to fully use the information gathered in the market attendee survey introduced by Dr. Faison last year to help managers maximize their market’s potential.



Dr. M. Omar Faison
Associate Vice Provost of Research & Economic Development at Virginia State University & VAFMA Board President

M. Omar Faison is the Associate Vice Provost of Research & Economic Development at Virginia State University (VSU). In that role, he works to expand the research enterprise at VSU and facilitate internal and external partnerships for VSU faculty. In parallel with his service as AVP, Dr. Faison also served as Interim Dean for the College of Graduate Studies (2017-18) and Interim Executive Director for VSU’s Center for Agricultural Research, Engagement, and Outreach (2018-19).

Prior to becoming AVP, he served VSU as Chair of the Biology Department (2009-13) and Director of the Office of Sponsored Research (2012-15).

Dr. Faison earned his undergraduate degree in Biology from Hampton University (1994) and PhD in Neurosciences from the University of Virginia (2002). He received his post-doctoral training at Virginia Commonwealth University before joining the faculty of VSU’s Biology Department in 2004. Dr. Faison has published and presented in the fields of developmental neuroscience, cognition, and student academic performance and has received grant funding from the National Institutes of Health and National Science Foundation. Coming from an agricultural family, Dr. Faison is passionate about local foods and local food systems and the concept of farmers as entrepreneurs. Dr. Faison is married to Dr. Jennifer Wolstenholme and they have 3 children, Kyra, Omar, Jr., and Haley.

NOTES



Phil Easley
Mary Jo’s Flowers, Harrisonburg Farmer’s Market Vendor
And Former Board Member

Phil Easley, Harrisonburg Farmer’s Market vendor and former board member, spent most of his career as a broadcast journalist. He’s worked for several statewide public television networks as well as managed a couple of radio stations. Over three decades he’s interviewed and reported on hundreds of political, business and community leaders for local, state and national audiences.

He has also worked in what media people call ‘the real world’: on farms, in factories, and as a heavy equipment operator. He retired from the language-learning company Rosetta Stone, where he held the position of Senior Audio Engineer.

He and Mary Jo Swartzendruber own a flower farm near Harrisonburg, Virginia. For the past 20 years they have been vendors at the Harrisonburg Farmers’ Market, which is operated by a member (vendor) association governed by a vendor-elected board of directors.



Deborah Edwards
Market Director, Blacksburg Farmers Market

Deborah relocated to SW Virginia 6 months ago from Delaware where she grew up and raised her children. She has always wanted to move to the mountains and jumped at the opportunity when she was offered the position as Director of the Blacksburg Farmer’s Market. With her bachelor’s degree in Finance, her professional experience includes non-profit and bank management, and small business lending. Additionally, she has owned several small businesses and is currently a certified personal trainer and yoga teacher. As a believer in a healthy lifestyle, which includes eating locally grown food, she

is excited to support the food system that unites produce and consumer.

NOTES



Tracy Frey
Market Manager, Williamsburg Farmers Market

Tracy Frey has over a decade of experience managing the Williamsburg Farmers Market. Passionate about food access and small market businesses, she has implemented initiatives that enhance market accessibility and improve profitability of vendors.

In addition to her hands-on work with vendors and community stakeholders, Tracy is an avid data analytics enthusiast. With an eye for trends and insights, she utilizes data-driven strategies to improve market operations, boost vendors sales, and elevate the overall customer experience. Tracy believes that leveraging analytics can not only optimize market performance but also empower local communities by making informed decisions.

When not managing the market, Tracy enjoys divergent thinking and encouragement of wild ideas, and is committed to continuous learning. She is excited to share her insights on the intersection of markets and analytics, inspiring others to embrace the power of data in decision making.



Brian Moyer
Extension Program Specialist, Penn State Extension

Brian Moyer is an Extension Program Specialist with Penn State Extension under the Business, Entrepreneur, and Economic Development team where he assists farmers and markets with direct-to-consumer marketing, resource, and regulations. Brian was the founder and manager of the Skippack Farmers Market from 1999 to 2009. Founded PA Farm Markets in 2018 which is a statewide association for farmers markets, on-farm markets and public markets which is now a program under the BEE team

which launched the Farm Market Finder, a GIS map to locate markets in Pennsylvania.

Bridging the Language Gap: Ensuring Equitable Access to SNAP Matching Programs at Farmers Markets

This session will highlight the importance of language access in supporting non-English speaking customers at farmers markets, with a focus on those eligible for SNAP Matching Programs through EBT, TANF, and SNAP benefits. Participants will gain a deeper understanding of language access, specifically emphasizing the translation of written materials. The session will explore the importance of implementing measures to ensure high-quality translations that convey meaning clearly and effectively to the target audience. High-quality translations avoid the pitfalls of literal conversion from English, which can lead to confusion due to the lack of direct equivalents in other languages and the need to address literacy concerns. Instead, competent language services prioritize “meaning for meaning” translation, ensuring that the message is understandable and culturally appropriate. Additionally, the session will cover strategies for leveraging community contacts and connections to spread awareness of language access resources at the local level. By the end of the session, participants will understand the importance of providing accurate and effective language access at their markets and will be better equipped to address potential challenges, promoting a more inclusive and equitable environment for all customers.



Dr. Ahoo Salem
Executive Director of Blue Ridge Literacy

Dr. Ahoo Salem is the Executive Director of Blue Ridge Literacy (BRL), a non-profit organization housed in the Roanoke Main Library Building that offers adult literacy services to foreign and native-born residents of Roanoke Valley.

As a sociologist with a passion for integration initiatives, Ahoo is especially interested in how differential access to resources shapes and impacts everyday life experiences for immigrants in different host settings. Ahoo currently serves on the Emergency Management Equity Working Group (EMEWG), which ensures that emergency management programs address the needs of vulnerable populations. She previously served on the Virginia Office of New Americans Advisory Board (2020-2024), where she co-led efforts to support the linguistic and cultural integration of New Americans in Virginia. Originally from Iran, Ahoo holds a PhD in sociology from Università Degli Studi di Milano (Milan University) in Milan, Italy.

From Field to Fan: Turn Your Passion into Powerful Marketing Tools

In this interactive session, Kathryn Tuttle will share actionable branding and storytelling strategies to help farmers’ market vendors stand out and boost sales. Participants will learn how to craft a compelling brand story, identify their unique value proposition, and effectively communicate their message to forge stronger customer connections in the competitive farmers market environment.



Kathryn Tuttle
Advisor, Brand Strategy Planning & Execution -
Marketing, Innovation & Sales

Kathryn Tuttle is a brand strategy advisor for purpose-driven founders helping them translate their expertise and passion to compelling brands. She draws on two decades of experience leading marketing, innovation, and sales, transforming good products into category leaders, disruptors, and household names.

NOTES

Closing Remarks



Dr. Janine Parker Woods
Associate Extension Administrator for Virginia
Cooperative Extension at Virginia State University

Dr. Janine Parker Woods is the Associate Extension Administrator for Virginia Cooperative Extension at Virginia State University (VSU). She holds a Ph.D. in Agriculture Education & Communications, focusing on International Extension System, Agriculture Leadership, and Latin American Studies from the University of Florida. Additionally, she has a Master's degree in Agriculture Economics, with a focus on International Trade from North Carolina Agricultural and Technical State University. Dr. Woods is also a Returned Peace

Corps Volunteer, serving in Guatemala as a Sustainable Agriculture Marketing Practitioner with a coffee cooperative.

At VSU, Dr. Woods provides oversight to Extension specialists, directs programmatic activities, and serves as a liaison between Cooperative Extension at VSU and Virginia Tech, facilitating collaborations across the Commonwealth.

With over a decade of experience in both international and domestic agricultural systems, Dr. Woods has made significant contributions to Cooperative Extension, developing educational programs, enhancing small farm production workshops, and improving operational efficiencies within Extension. Her leadership also extends to the well-being of youth, families, and communities through nutrition, health, and 4-H programs. Her work is driven by a deep commitment to fostering economic and community development, particularly for underserved populations.



Meredith Ledlie Johnson
Policy, Systems and Environmental Change Programming
Manager

Meredith Ledlie Johnson manages Policy, Systems and Environmental Change Programming for Virginia Cooperative Extension's Family Nutrition Program. These programs are designed to ensure that all Virginians have access to enough healthy, culturally appropriate food in their communities through increasing access to farmers markets, gardening, and healthy retail outlets. Meredith holds a Masters degree in Social Work with a concentration in community organizing from Hunter College, CUNY. Before living in Virginia, Meredith

worked as a farmers market manager for Greenmarket in New York City and as an urban park advocate with New Yorkers for Parks. Meredith is excited by the possibilities offered by the local food movement to strengthen the resiliency of Virginia's families and communities.



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The mission of VA-SORH is to collaborate with rural communities to identify opportunities and develop sustainable solutions that improve the well-being of all Virginians. Our goal is to strengthen rural health care delivery systems to ensure equitable health outcomes across rural Virginia.

PRIORTIES

Virginia Rural Health Plan 2022-2026

defines seven priority areas and respective metrics. These metrics aim to provide a comprehensive evaluation of the overall health and well-being of Virginia's rural communities.

- **Education**
- **Broadband**
- **Nutrition & Food Security**
- **Healthy Moms & Babies**
- **Access to Health Care Services**
- **Behavioral Health, Substance Use Disorder & Recovery**
- **Employment/Workforce Development**

The VA-SORH is dedicated to enhancing rural healthcare delivery systems by serving as a central point for rural health, providing funding to connect small rural communities with state and federal resources to establish sustainable solutions for rural health initiatives.



Photography, Ruth Owens, Wise County, VA

ARE YOU RURAL?

In Virginia, nearly 1.1 million or 12.4% of population and 88% of the Commonwealth's land area are considered rural.



Learn more about VA-SORH, scan the QR code.

To view Virginia Rural Health Plan 2022-2026, scan the QR code.



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Do you want **FREE** Reusable Market Bags?

Contact *US* today to schedule your complimentary order!

The MARC Group partners with Farmers' Markets across North America offering a zero-cost solution to help markets go plastic free with customized sustainable tote bags. **Visit our booth to sign up today!**



"We've had a great experience working with The MARC Group! They're doing great work helping small organizations like farmers market in receiving valuable marketing resources!"

*- Corrina Smith,
Columbia Farmers Market*

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Quantity: Receive 2500-5000 Reusable Tote Bags at No Cost!

Quality: Our bags are made from partially recycled material, featuring laminated polypropylene non-woven fabric that's food-safe, machine washable, and resistant to water, bacteria, and mildew. Crafted with 110gsm fabric and reinforced with double-stitched webbing handles, they can carry up to 50lbs!

Size: Spacious 15"x15"x6" Totes

Free Custom Design: We offer full-color printing, custom-designed specifically for your market, with unlimited revisions at no extra cost!

Benefits:

Promote your Market & Local Agriculture: Spread the word about your market far and wide with our long-lasting, reusable tote bags. They're not just bags; they're walking billboards for your market, capable of making millions of impressions.

Give Back to Your Community: Say "Thank You!" to your customers by distributing free tote bags & forge strong relationships with local businesses by offering a platform for them to be recognized.

Create a Buzz: Our outreach process organically promotes your market through word-of-mouth, driving foot traffic to your location!

Versatility: Beyond just market days, our tote bags meet a variety of needs, making them a practical choice as single-use plastics are fading out.

Sustainability: By choosing reusable bags, you're taking a stand against single-use plastic, helping to reduce your community's carbon footprint.

Absolutely Free! We understand the constraints of promotional budgets, which is why we proudly offer our services at no cost to Farmers Markets nationwide.

The MARC Group proudly offers a complimentary service to Farmers Markets across the USA & Canada, aimed at enhancing community engagement and promoting local agriculture.

We provide your market with custom-branded reusable tote bags, emblazoned with your logo & important information, for distribution at your market events.

This service is completely free, thanks to the inclusion of tasteful advertisements for family-friendly, local businesses on the bags. Your organization has the final say on all businesses featured, ensuring they align with your values.

FAQ's

Is there really no catch?

Absolutely! The only thing we ask is that you distribute the bags for free and refrain from selling them. We're thrilled to support you at no cost, thanks to our advertising model that also keeps our operations glowing.

How long does it take?

Typically we have a lead time of 6-8 months from the time you sign up. The timeline may vary slightly based on community engagement, artwork approval, and logistics, but we're committed to moving things along smoothly and swiftly.

What businesses will be featured on my bag?

We meticulously select only the finest, most reputable local businesses to pair with your brand. Rest assured, we focus on family-friendly partners and give you the final approval on all sponsors and their designs.

How do you find the businesses?

We put in the research to align with your preferences, reaching out to your suggested contacts, vendors, or established sponsors first. With over 100,000 clients across North America, we then approach our network. If needed, our dedicated sales team can also connect with local businesses over the phone and via email to find the perfect match for your bag.

How much does an ad cost?

We offer a variety of options to fit any business size or budget, with prices starting at only 18 cents per bag! Our goal is to make participation accessible for everyone.

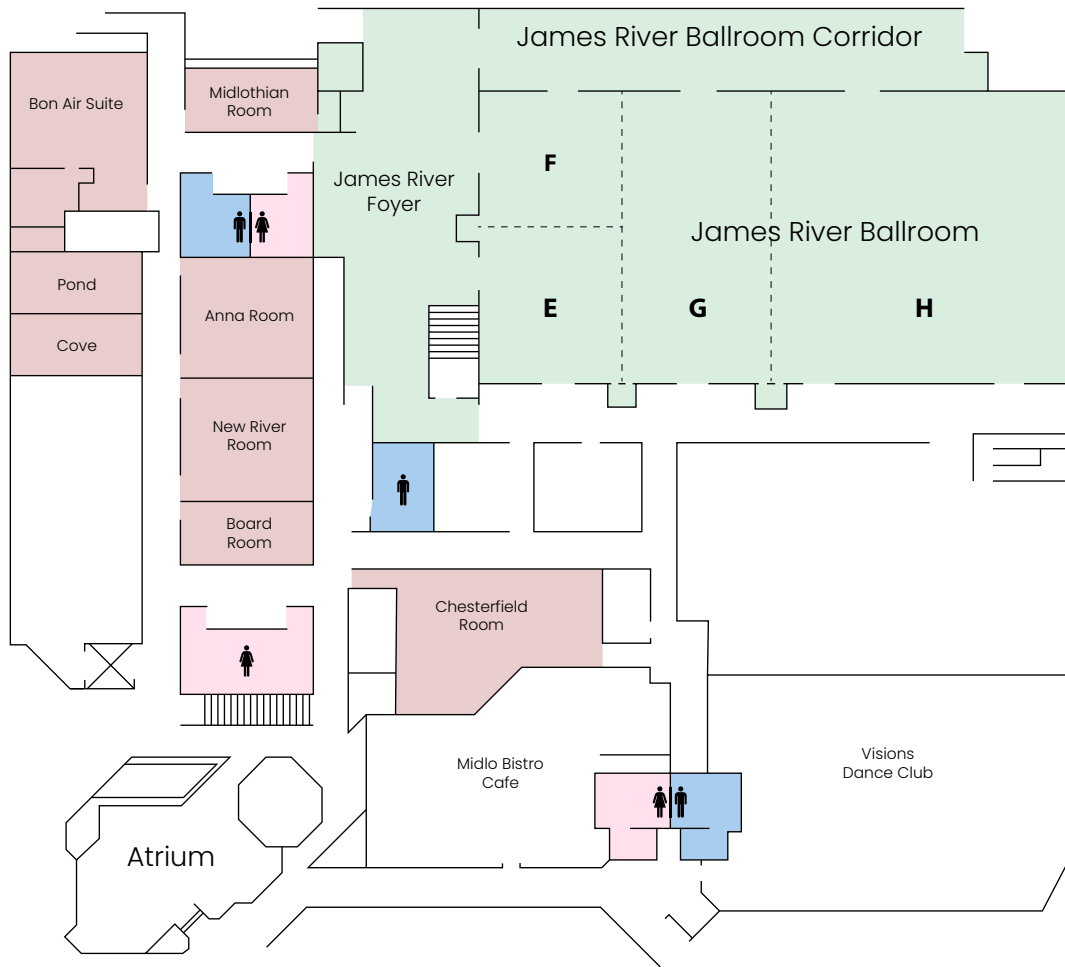
Do you need a long-term commitment?

Not at all! While we'd be delighted to partner with you annually, there's no obligation. You have complete freedom to decide on renewing our collaboration as we progress.

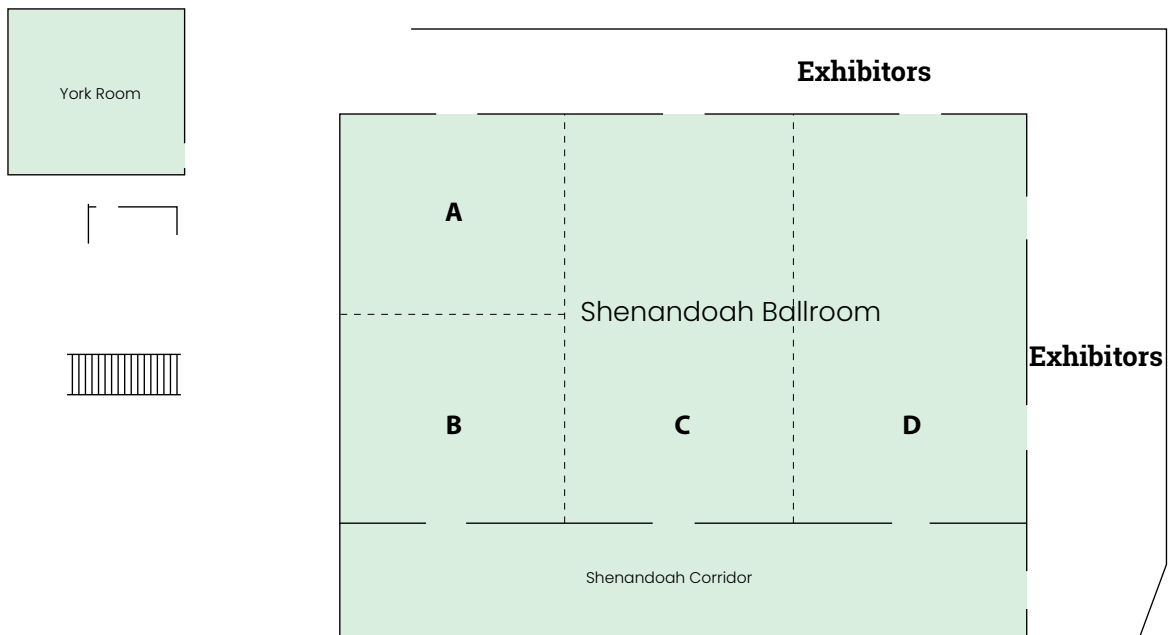
Excited to learn more and kickstart your market's free tote bag initiative?

Reach out to our Vendor Acquisition Team at info@themarcgroupinc.com to schedule your order today!

We look forward to speaking with you!



Lower Level



Upper Level