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May 2019

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**Welcome to the quarterly
South Carolina Association of Farmers Markets
member-only newsletter!**

From SCAFM President, Elise Ashby

Spring is upon us; birds chirping, bees and butterflies pollinating and farmers/gardeners planting.

What a wonderful time in the south and across the country. Soon we will be bustling with fresh sweet berries, tomatoes and melons; overflowing with summer squash, peppers, zucchini, beans and herbs. Garden Fresh ideas abound.

I'm going to use this opportunity to ask you about your local Market. What are the best-selling fruits and veggies? Do you have community gardens?

Any school gardens in your area? What would you like your farmers/gardeners to grow? My new veggies are asparagus (I know, I have a few years before I can enjoy a bunch-for now I chew on the individual spears that come up) and artichokes-want to see what happens; I also have a few more blueberry bushes this year.

Watching Iron Chef America, the other day I saw one of the chefs make okra & strawberry ice cream- I plan to make okra and blueberry ice cream at the (Union County Farm & Craft) Market this year. I'll let you know how it turns out and the hopefully, rave reviews. Watched Barefoot Contessa the other day Ina made fresh corn pancakes (ho-cakes) with locally grown jalapeno peppers. I plan to make these at the Market this season. I'm also looking forward to making her zucchini boats filled with fresh herbs and cheeses and panko bread crumbs for a little crunch.

A few reminders; USDA Announces \$23 Million Available for Farmers Market & Local Food Promotion Program remember proposal applications are being accepted until June 18th. www.grants.gov In addition, I'd like to provide y'all with some updates from the Farmers Market Coalition (the national board).

National Poster Contest is OPEN!



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FMC's [2019 National Farmers Market Poster Contest](#) is officially open! Sponsored by **Farm Aid**, the contest give farmers markets the opportunity to showcase their beautiful marketing posters on a national scale. We've already received over 40 gorgeous posters entries from 20 states; [view them all and "like" your favorites here!](#) Each "like" counts as a vote towards our Fan Favorite Prize. **This year, we hope to have representation from all 50 states.** Be sure to [enter](#) your market's poster by **May 31** for a chance to win cash prizes, tickets to Farm Aid, and to have your poster displayed at the 2019 Farm Aid Concert and events in Washington D.C. during National Farmers Market Week!

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FMC Partnership Cuts SNAP & Credit Card Equipment Costs for Farmers Markets

FMC is committed to providing outstanding tools and services to our members. At a time when uncertainty exists regarding the future of the Federal no-cost wireless equipment program and other equipment providers, FMC is excited to team up with [MerchantSource®](#) to provide FMC members with significantly **discounted wireless SNAP, credit, and debit card processing equipment and solutions** (up to a 50% discount).

Elise Ashby
 SCAFM board President

News from the South Carolina Association of Farmers Markets (SCAFM) Board of Directors

1. SCAFM Secretary/Treasurer, Cassidy Bassie will be moving out of South Carolina. The Board elected a new Secretary/Treasurer, Sarah Key with the Old Town Farmers Market. Welcome Sarah.
2. Anne Marcengill from Lake City Farmers Market has moved and resigned from the Board. Thank you, Anne, for your service to SCAFM.
3. Planning has begun for the 2020 Annual conference. ***SAVE THE DATE! Tuesday, January 14, 2020*** at the Phillips Market Center, SC State Farmers Market, West Columbia, SC. We will expand and extend the time allotted for the roundtables. The attendees will have the opportunity to listen to all the topics as the facilitator will move to the next table after the allotted time.
4. Topics:
 - Specialty Crops will include how to encourage vendors to grow different products and how to teach consumers to eat different products.
 - Grants segment to include information on how to find grants, how to properly write grants, and what a market needs for a grant (documentation, etc.).
 - Healthy Bucks
 - Cottage law
 - Farmers Market Nutrition Program
 - Paperwork & Compliance
 - Special Market Activities
 - Marketing Your Market
 - Funding and Partnerships
 - SNAP Overview

Guide to Applying for Farmers Market or Local Food Promotion Grant

Each year, Farmers Market Coalition (FMC) fields many calls for advice on how to best approach applying for a USDA Farmers Market or Local Food Promotion Program (FMLFPP) grant. Whether you're new to the scene, or a seasoned FMPP/LFPP grant writer, our guide provides tips and tools (including upcoming webinars!) you can use to ease the process and improve your application.

[Explore guide](#)

How Important is Strategic Planning and Writing a Mission Statement to a Farmers Market?

Planning is extremely important to the long-term success of your market. It keeps you focused on the organization's original goals while training your eyes to bigger and better sights on the horizon. As farmers markets are businesses, taking the time to develop a business plan for your market allows you to define the mission of your organization, determine your profit goals, establish a direction, and attract funding for your organization. Strategic planning is another type of planning you may want to consider undertaking. It helps you determine the vision and mission for your market, establish your objectives and the actions you'll take to achieve them, and develop methods to evaluate your success. In 2010, the Urbana Farmers Market (operated by the City of Urbana) developed a [Farmers Market Strategic Plan](#) with public input, and their process may be useful to anyone interested in undergoing a similar process.

At the very least, develop a mission statement for your market if you have not done so yet. Your mission statement defines your purpose, the needs or opportunities your market addresses, and the values that will guide your policies and operations. Your mission will guide how you decide what activities and policies your market puts into practice. For that reason, communicate your mission publicly as much as possible by including it on your website, brochures, and market application. You'll be glad you took the time to develop a mission statement, as it will be a guiding star when tough decisions need to be made regarding policy enforcement. Review the following resources on developing a mission statement:

- FMC's webinar [Purpose Defined: Developing a Market Mission Statement](#)
- Market Umbrella's [Organizational Details: Mission Statement](#)
- Market Umbrella's [The Strategy of 4Ms](#)
- The Neighborhood Farmers Market Alliance's [Mission Statement](#)

What does 'producer-only' mean? Does our Market need to be Producer-only?

'Producer-only' means that vendors at the market sell only what they themselves produce—resale of items purchased elsewhere is prohibited or is severely limited. This policy keeps vendors from selling wholesale products or products from other farms and ensures the integrity of a market and its vendors. Vendors who resell produce (versus producing it themselves) can unfairly affect prices and competition in the market. Some 'producer-only' markets also allow vendors to carry a limited amount of product from local farmers who are not attending the market with permission from market management. This allows market managers to

ensure that a wide range of products are in market every week and also helps vendors who may only have one product during different parts of the season remain in the market.

There are a number of ways that 'producer-only' markets handle craft or value added vendors. Many markets require that the vendors produce the bulk of the materials/ingredients themselves, with exceptions for products that are essential but are not produced locally. Other producer-only markets may only require that the vendors produce the final product themselves and are not concerned with where the ingredients came from. Your market does not have to be purely producer-only; in fact, there are many farmers markets that are not. The degree to which a market establishes strict producer-only regulations is a decision that each market needs to make for themselves and should be based on what is best for your vendors and your community. Be aware that some states require markets to have producer-only rules or sell only locally-grown produce in order to participate in Farmers Market Nutrition Programs (FMNPs). However you decide to define 'producer-only' for your farmers market, make sure you have policies in place that define specifically what is allowed at your market, and enforce this policy fairly and consistently. If you advertise that you are a 'producer-only' market, ensure that your customers know what this means so that you don't make promises that you are unable to keep. Here are some resources to help you decide on a 'producer-only' policy for your market:

["Defining and Defending a Producer-Only Market"](#) in the Winter 2010 FMC Newsletter

Additionally, you can browse for sample producer policies in the [Rules and Vendor Applications](#) section of the Farmers Market Resource Library.

WE NEED YOUR EVENTS!

The South Carolina Association of Farmers Markets has a new website. <http://southcarolinafarmersmarkets.com/>

Check out all it has to offer including a downloadable [Farmers Market Toolkit](#).

Are you holding a special event at your market? Add it to the calendar by following this link

<http://southcarolinafarmersmarkets.com/events/community/add>

South Carolina Association of Farmers Markets is on Facebook!!!

<https://www.facebook.com/southcarolinaassociationoffarmersmarkets/>

SC Department of Agriculture Website list of Community Based Farmers Markets

The South Carolina Department of Agriculture website has a list of 155 South Carolina Community Based Farmers Markets. Your market should be on that list, if you are not or if your information is not correct. please register your market today at

<http://agriculture.sc.gov/where-to-buy-local/community-based-farmers-markets/>

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