Presentations by Alaska Beauty Peony Co-op and Loopy Lupine
Overview of 2019 Market Season
Financial Highlights
2020 Policy and Market Changes
2020 Board of Directors Election & Results
Call for Poster/Merch Designs
Questions/Feedback
Welcome Message

Scott Miller
Board President

one VEGETABLE ONE community
Homer Farmers Market: Mission Statement

The Homer Farmers Market welcomes all growers of farm, garden, and greenhouse produce to participate in a weekly market. The Homer Farmers Market was established in 2000 to aid in the development of a sustainable local agricultural community for the benefit of the greater community of the Kachemak Bay area by:

- Being an outlet for producers of small quantities of products.
- Providing the consumer with an opportunity to purchase excellent garden/farm fresh products.
- Expanding economic activity.
- Fostering consumer-producer education and relations.
Now for our special guests...
Cold Storage Development Plan
The mission of the Alaska Beauty Peony Cooperative is to create a sustainable cut flower industry in the Homer area through shared marketing resources, infrastructure and education.
Co-op Needs

Expanded refrigerated work space
- For sourcing volume, centralized quality control, potential fumigation, processing area, packing and maintaining the cold chain

Time Line
- Cold storage needed for peonies July to early September
- In 2019, we finished shipping & shutdown most of our cooler space the first week of August
- Once the bulk of our product is shipped, we could make space available to lease
- Local agricultural products could be stored in the off season, likely starting in August

Modular Development
- Plan to build out our facility as we can afford to grow
- Segregating vegetables from cut flowers important to prevent contamination (mold, bugs)

Financing
- Looking for partners in the larger farming community that might be interested leasing space in the off season to help offset cost
- Targeting grant programs as the co-op does not have strong enough cash flow for a loan

Cut flowers best stored at 33-34F with high humidity. Refrigeration created with dual 24,000 BTU Air Conditioners and Coolbots. Alaska Beauty Peony Cooperative, July 2019
Access to adjacent lots on Lakeshore Drive via long term lease agreement with peony farmers

- Existing piers
- Proposed Foundation Piers
- Proposed roof line

Draft Layout

For staging on one lot, the adjacent lot is available for expansion
Proposed BCI Roofline for added storage above
Site Plan

NOTES:
1. Parcel drains from southeast to northwest at 6.7% slope.

Lot 70
- Posted 20' easement
- Centered on E

Lot 16

Lot 17

Lot 18

Lot 68

LAKESHORE DRIVE
(30' R/W)

WATER SERVICE curb setup

Lakeshore Development

EXISTS

EXISTING DRIVEWAY entrance and cross culvert

SANITARY SEWER service stubout

24'-10" x 1'-5.5"

150.00'
N19'13"W

150.00'
N19'13"W

(6) 9'x19' parking stalls

LIMITS OF EXISTING GRAVEL

LIMITS OF BUILDING
(1,906 SF)

LIMITS OF EXPANDED GRAVEL DRIVEWAY

GROUTED PARKING lot (6,000 SF)

LANDSCAPED areas (3,404 SF)

SURFACE TYPES AND AREA

<table>
<thead>
<tr>
<th>AREA TYPE</th>
<th>PRE-CONSTRUCTION AREA</th>
<th>POST-CONSTRUCTION AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROOF PLAN AREA</td>
<td>320 SQ. FT.</td>
<td>1,906 SQ. FT.</td>
</tr>
<tr>
<td>GRAVEL DRIVEWAY/PARKING AREA</td>
<td>3,322 SQ. FT.</td>
<td>6,415 SQ. FT.</td>
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<tr>
<td>LANDSCAPED/NATURAL AREAS</td>
<td>3,852 SQ. FT.</td>
<td>2,464 SQ. FT.</td>
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<tr>
<td>TOTAL LOT AREA</td>
<td>11,250 SQ. FT.</td>
<td>11,250 SQ. FT.</td>
</tr>
<tr>
<td>TOTAL IMPERMEABLE AREA</td>
<td>5,642 SQ. FT.</td>
<td>8,321 SQ. FT.</td>
</tr>
<tr>
<td>PERCENT IMPERMEABLE</td>
<td>50.2%</td>
<td>74.0%</td>
</tr>
<tr>
<td>IMPERMEABLE AREA INCREASE</td>
<td>2,679 SQ. FT.</td>
<td>2,679 SQ. FT.</td>
</tr>
<tr>
<td>PERCENT OF LOT IMPERMEABLE CHANGE</td>
<td>23.2%</td>
<td>23.2%</td>
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</table>
MONTHLY RATES STARTING AT $2,100!

DAYS RATES & WEEKLY RATES AVAILABLE!

20’ CONTAINER
Our 20’ Refrigeration Container contains up to 1,000 sq.ft. of useable space. We encourage our customers to fully utilize our many custom options. Our services have saved companies time and time again.

40’ CONTAINER
Our 40’ Refrigerated Container provides up to 2,100 sq.ft. of useable space. From keeping products cold, or making sure they don’t freeze, the versatility of our products’ use in Alaska is truly astounding. Call us today!

CUSTOM OPTIONS
Dalton Refrigeration proudly offers custom options for your rental or sale. We can provide you with lights, shelving, locking door, and even a diesel powered generator so you can take your connex anywhere.

PICKUP & DELIVERY ANYWHERE IN ALASKA!
Please feel free to contact us with any questions or concerns you might have!
Dallas Dalton - 907-260-4440 - dallasdalton@daltonrefrigeration.com
Grant Goulet - 907-264-8917 - grantgoulet@daltonrefrigeration.com

facebook.com/daltonrefrigerationalaska
instagram.com/dalton_refrigeration_alaska
facebook.com/daltonrefrigerationalaska.com
Marine Conex advantages

- Load bearing, can be stacked
- Can be used as freezers, coolers or heated to keep products from freezing
- Modular, can be relocated
- Dalton Refrigeration services units and stocks parts
- Can be converted from three phase to single phase power
- Better resale value than a customized floral cooler. 5-10 year old models (in good shape) have excellent resale. Expect to pay almost the same price for a 2013 model.
- Will hold temperature better than AC/Coolbots combo (3-year life expectancy)
- Airflow circulates under the floor and through the ceiling. Does not blow directly on the product.
- Units without plywood flooring can be hosed out with a little bleach in a pressor washer

Marine Conex disadvantages

- Not optimized for flowers (floral coolers may retain humidity better, have gentler air flow?)
- Noisy
New 40’ Conex cost

$35,000
- Includes 3-year warranty
- Latest generation compressor, more energy efficient
- 30% quieter than old models
- Push button double door (20’ models come with rubber curtain installed)
- Humidity monitor included. Adjustments via air vents.
- Lighting already installed

$6,500 – Cost for phase convertor

$500-$1,300 deliver to Homer

Requires 1-2 hours for an electrician to connect to power supply
Is there interest?

Could a partnership work with one or more entities or farms?

Would the vegetable growers want their own conex?

Ideas for financing?

Contact AlaskaBeautyPeony@gmail.com
Question & Answers w/ Loopy Lupine: What does Homer’s Plastic Bag Ban Mean for us?

Are ALL plastic bags prohibited?

No. Several types of plastic bags are still allowed:

1. Bags used to contain dampness or leaks from items such as frozen foods, meat, or fish, flowers or potted plants.
2. Bags provided by pharmacists to contain prescription drugs.
3. Bags used inside stores to package bulk items like fruit, milk, grains vegetables, candy, or nails, screws, nuts and bolts.
4. Bags used to protect prepared foods or bakery goods.
5. Newspaper bags, laundry, or dry cleaning bags.
6. Garbage bags sold in packages and other similar bags for collection of pet or yard waste.
2019 Overview: Numbers - Saturday Attendance

Average Visitors Weekly (by hour):

- 2019: 157
- 2018: 154
- 2017: 146
- 2016: 146
- 2015: 131
- 2014: 111
2019 Overview: Numbers - Wednesday Attendance

Wednesday Hours: 2pm-5pm (all season!)
- vendors could stay 5-6pm, but Info Booth closed at 5pm

Average Visitors Weekly (by hour):
- 2019: 68
- 2018: 48
- 2017: 55
- Average by hour:
  - 3:15pm- 75 (2018 – 46)
  - 4:15- 36 (2018 – 27)
2019 Overview: Memberships by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Memberships</th>
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<tbody>
<tr>
<td>2012</td>
<td>115</td>
</tr>
<tr>
<td>2013</td>
<td>131</td>
</tr>
<tr>
<td>2014</td>
<td>110</td>
</tr>
<tr>
<td>2015</td>
<td>114</td>
</tr>
<tr>
<td>2016</td>
<td>117</td>
</tr>
<tr>
<td>2017</td>
<td>112</td>
</tr>
<tr>
<td>2018</td>
<td>112</td>
</tr>
<tr>
<td>2019</td>
<td>113</td>
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2018 Overview:

Membership Types (112)
- Producer, 42
- Crafter, 35
- Prepared Food, 22
- Non-Profit, 8
- Supporting Community Member, 6

- 113 (one more than 2018)
- Same # of producers as 2018 (2017 – 36)
- Same # of prepared food as 2018 (2017 – 18)
- 1 less crafter than 2018 (2017 – 52)
- 14 total non-profit/community supporters (up 2 from 2018; 2017 – 6)
2019 Full Season vs. Space Available

- FS Craft: 16
- FS Producer: 20
- FS Food: 13
- SA Craft: 19
- SA Producer: 22
- SA Food: 9
- Non-Profit: 6
- Supporting Member: 8

Legend:
- FS Craft
- FS Producer
- FS Food
- SA Craft
- SA Producer
- SA Food
- Non-Profit
- Supporting Member
2019: Market Coins & Quest
-Mandy Bernard, EBT Coordinator & Wed. Manager

Sales by Year: All EBT Transactions

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Coin</th>
<th>SNAP</th>
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<tr>
<td>2012</td>
<td>$3,419.00</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>$4,822.00</td>
<td></td>
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<tr>
<td>2014</td>
<td>$6,740.00</td>
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<td>2015</td>
<td>$2,944.00</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>$1,981.00</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>$2,473.00</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>$4,040.00</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>$2,353.00</td>
<td></td>
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</table>
2019: Numbers – Market Coins

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Coins Purchased</th>
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<tbody>
<tr>
<td>2012</td>
<td>$13,920</td>
</tr>
<tr>
<td>2013</td>
<td>$20,140</td>
</tr>
<tr>
<td>2014</td>
<td>$46,880</td>
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<td>2015</td>
<td>$67,340</td>
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<td>2016</td>
<td>$76,320</td>
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<td>2017</td>
<td>$61,840</td>
</tr>
<tr>
<td>2018</td>
<td>$74,770</td>
</tr>
<tr>
<td>2019</td>
<td>$79,617</td>
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2019: Numbers – EBT Swipe Program

QUEST SALES

- 2011
- *2012
- *2013
- *2014
- 2015
- 2016
- 2017
- 2018
- 2019

$0.00 $1,000.00 $2,000.00 $3,000.00 $4,000.00 $5,000.00 $6,000.00 $7,000.00 $8,000.00

Quest Sold  Quest Match

SNAP
Supplemental Nutrition Assistance Program
Putting Healthy Food Within Reach
Policy Updates for 2020 Season

• General reorganizing
• Minor clarifications & edits
• Substantive changes

2.) Vendor Applications/Fees
• Increased booth fees
• Fees include updated sales tax (7.85%)

12.) Vendor Set-Up & Clean-Up
• Vehicles may not be driven in the market area
• Drop-off limited to 10 minutes
• Failure to move vehicle may result in $25 fine

13.) Kid’s Vending Policy
• Only one Kid’s Vending Day per season
• No prepared foods/baked items/beverages

6.) Application Process
• Space available must be pre-approved
• Only complete applications will be reviewed

27.) Pets & Animals
• Pets left in vehicles must not disturb vendors/customers

30.) Token Program
• Coins may be turned in from 9:00-9:30am and 3:00-3:30pm every Saturday

Multiple Sections
• No single-use plastics <2.5mil
• Other single-use plastics discouraged
2019 Events & Collaborations

Kids Activities & People’s Garden
Sponsored by Ulmer’s Drug & Hardware
Hosted by The HOMER FOUNDATION

Center for Alaskan Coastal Studies
www.akcoastalstudies.org
Our Mission: The Homer Garden Club was founded to educate and encourage gardeners and to provide positive experiences for gardeners at all levels of learning. Homer Garden Club is a non-profit organization. The club happily welcomes new members and visitors.
2019 Poster & Apparel

HOMER FARMERS MARKET 2019
ON OCEAN DRIVE  •  MAY 25 - SEPTEMBER 28
SATURDAYS 10AM - 3PM • WEDNESDAYS 2PM - 5PM
WIC, FMNP & EBT coupons accepted
Call for Artists!
2020 Merch/Poster Design Contest

- must be clear/large enough to be printed up to 11 x 14, or on a variety of items
- original artwork/photography only
- themes should celebrate the Homer Farmers Market and its community
- must be submitted by April 1, 2020
- informative text will be added by the HFM to your design
- you may submit up to 3 designs
- Two-three entries will be chosen and awarded a $100 prize each
- Chosen designs will become property of the Homer Farmers Market and may be used in other promotional material including shirts, hoodies, etc.
- Email entries to: manager@homerfarmersmarket.org or Post to: PO BOX 2274, Homer, AK 99603
Financial Highlights

Jon Kee, Treasurer

- Finished year with a loss (will make up for it with booth fee increases in 2020)
- Community Support – THANK YOU!!
  - Homer Foundation City of Homer Grant: $1,000
  - Alaska Farmers Market Association Grant: $1,100
  - Quest Matching Private Donation: $2,000
  - Ulmer’s Drug & Hardware Kids Zone Sponsor: $1,000
- Sales Tax collected on merchandise and booth fees
- Market Coin Sales: Highest year ever!!!
  - Reduces costs for market vendors
- $2 Transaction Fees for Market Coin purchase
  - Offset cost of running EBT program by $2,7312
2020 Board of Directors Election

Scott Miller, Board President
- What the Board Does
- Introduce slate of candidates
- Stand up if present

Select up to 4 members to fill 4 open seats on the Board of Directors
DRUM ROLL please.
2020 Board of Directors Election Results

Welcome 2020 Board Members:

- **RETURNING:**
  - Megan Palma (Alibi Cafe)
  - Scott Miller (Wooden Diamonds)
  - Dan Dorvall (Luba’s Garden)

- **NEW:**
  - Bridget Maryott (Community Member)

Board Officers to be elected at February Board Meeting
Upcoming Agriculture/Education Events:

[Image of Alaska Farmers Markets logo with text: Scholarships Available!]

[Image of conference poster with text: AK Farmers Market Conference, Anchorage, AK, April 2-4, 2020. DOWNTOWN SHERATON HOTEL.]

Join market organizers and supporters from around the state for a weekend devoted to growing your farmers market! SHARE IDEAS, DEVELOP NEW SKILLS, and STRENGTHEN YOUR SUPPORT NETWORK. Travel Scholarships Available. More details on our website! — ALASKAFARMSMARKETS.ORG
Reminder!

Send in Website Listing Updates

http://www.homerfarmersmarket.org/vendors.html
Full Season Vendor Applications are due TODAY!
- Turn in at Table in marked envelope
- Applications/Policy on table
- All booth fees must be paid in full by April 1st

Mid-February/Early March- notification on Full Season Status
- May 23rd - Market Set-up Day, 12pm
- May 30th - First 2020 Saturday Market
- June 3rd - First 2020 Wednesday Market
- August 15th - Zucchini Festival and Races
- September 26th - Harvest Party Potluck (and last market)
Vendors, Customers, and Supporters: Thank you for an awesome 2019 season!!!