

# HOMER FARMERS MARKET

2016 Annual Meeting

Saturday, January 16, 2016

12pm @ Kachemak Community Center



# Today's Agenda:

- Welcome/Introduction
- Homer Farmers Market Grant
  - Presentations from 2016 Recipients: Smallpond Daycare & Flex High School
- Overview of 2015 Market Season
- Poster and T-shirt Designs Contest
- Update on the Division of Agriculture/ Alaska Grown Program
- Overview of the USDA Farmers Market Promotion Program Grant
- 2016 Board of Directors Election Results
- Member Poll
- Questions/Feedback

# Introductions and Welcome

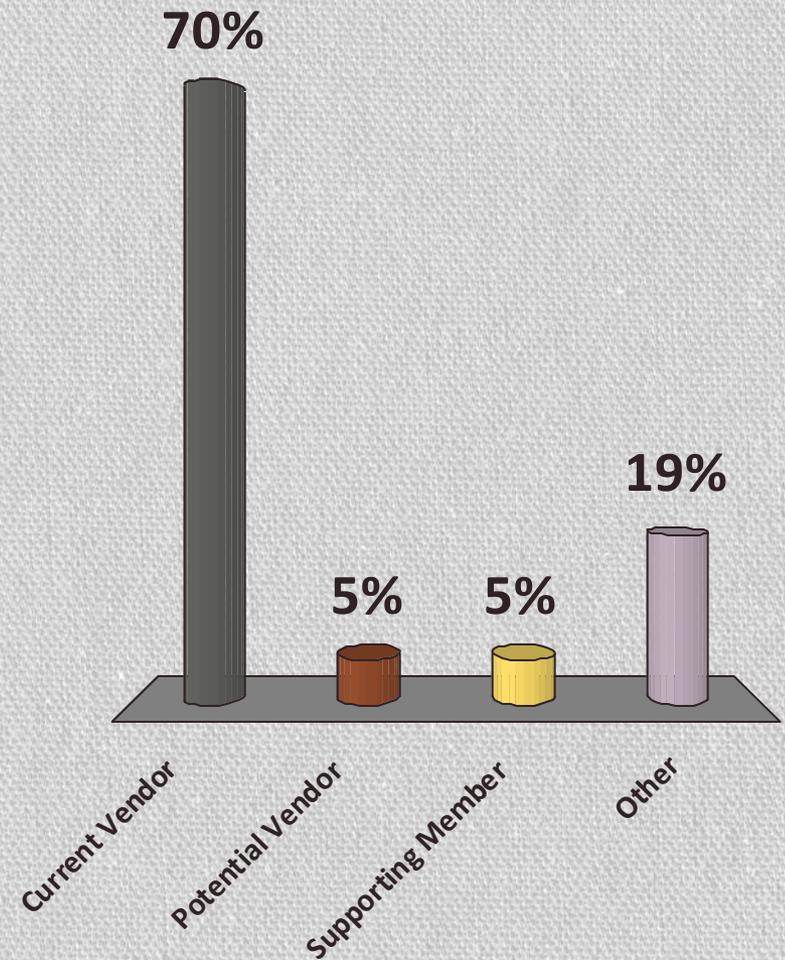
- Current Board President, Scott Miller



# Membership Poll 1:

I am attending the meeting as:

- A. Current Vendor
- B. Potential Vendor
- C. Supporting Member
- D. Other



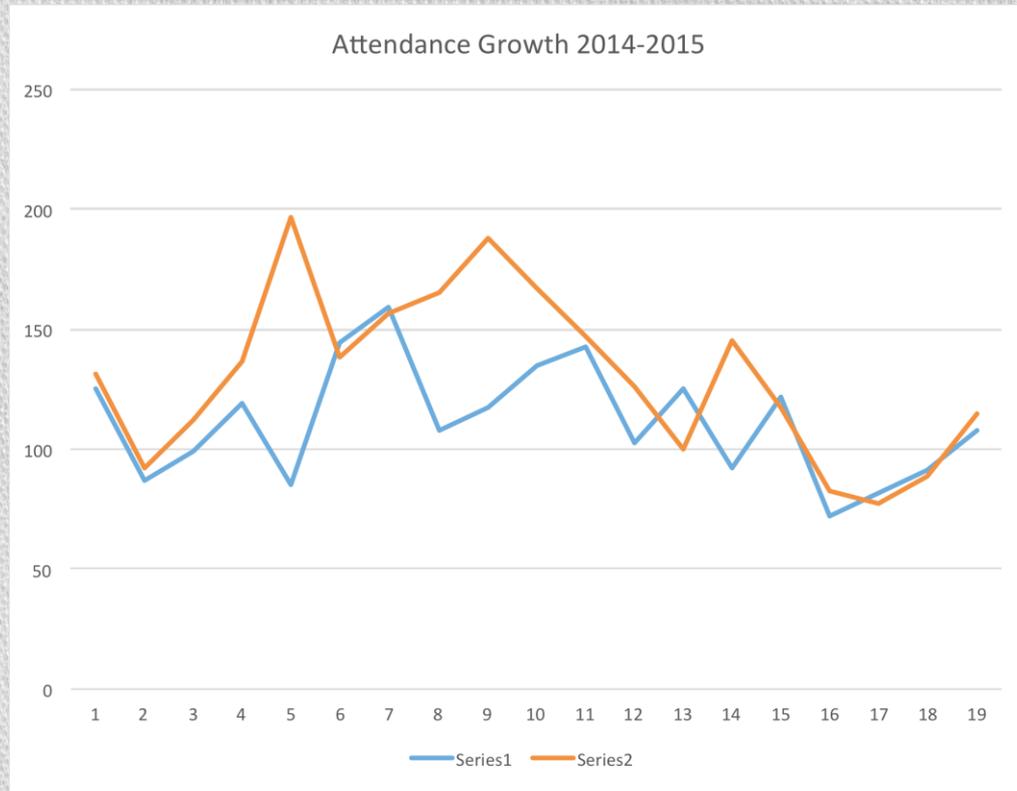
# Homer Farmers Market Grant: 2015 Recipients Flex High School & Smallpond Daycare

## Grant Projects funded:

- 2013-Haven House Chicken Coup Project
- 2013- Ember Jackinsky, Winter Hardy Seed Cultivation
- 2014- Lori Jenkins, Farmer Education Resources
- 2014- Little Fireweed School, Hydroponic Growing
- 2015- Flex High School, School Garden
- 2015- Smallpond Daycare, Learning Garden
- 2016- APPLY SOON!



# 2015 Numbers: Attendance



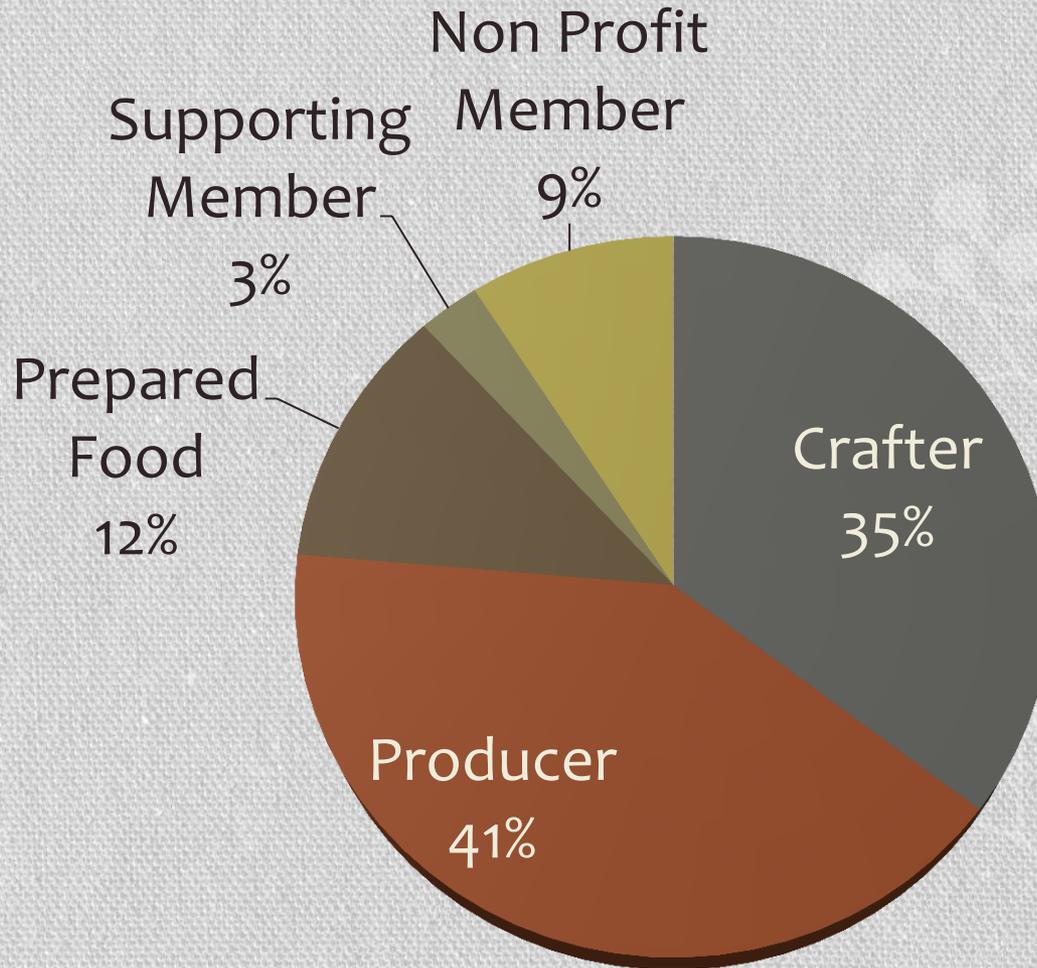
Blue = 2014 attendance  
Orange = 2015 attendance

Week number is listed on horizontal axis  
Attendance # is listed on vertical axis

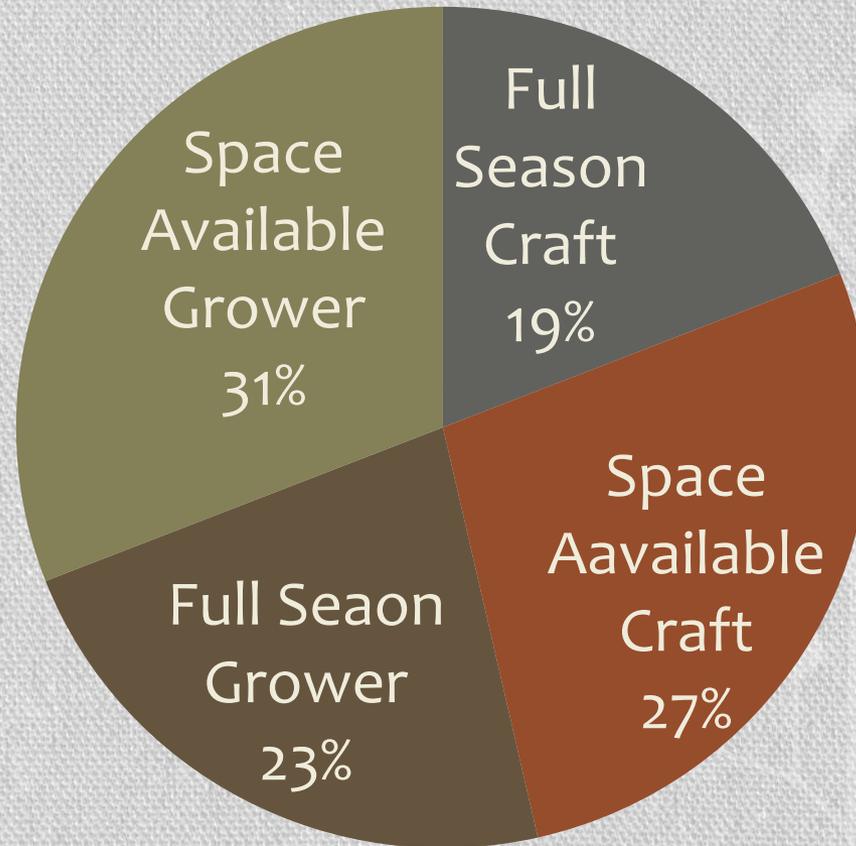
- Overall, we had more visitors in 2015 than in 2014
- We will begin tracking attendance for Wednesdays in 2016

# 2015 Numbers:

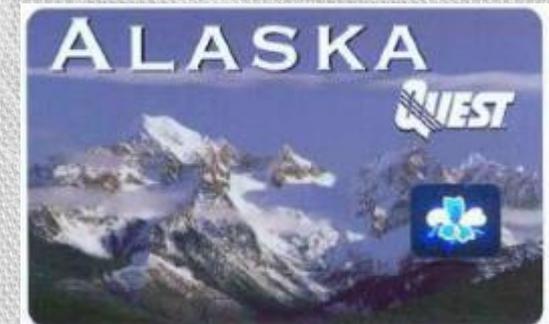
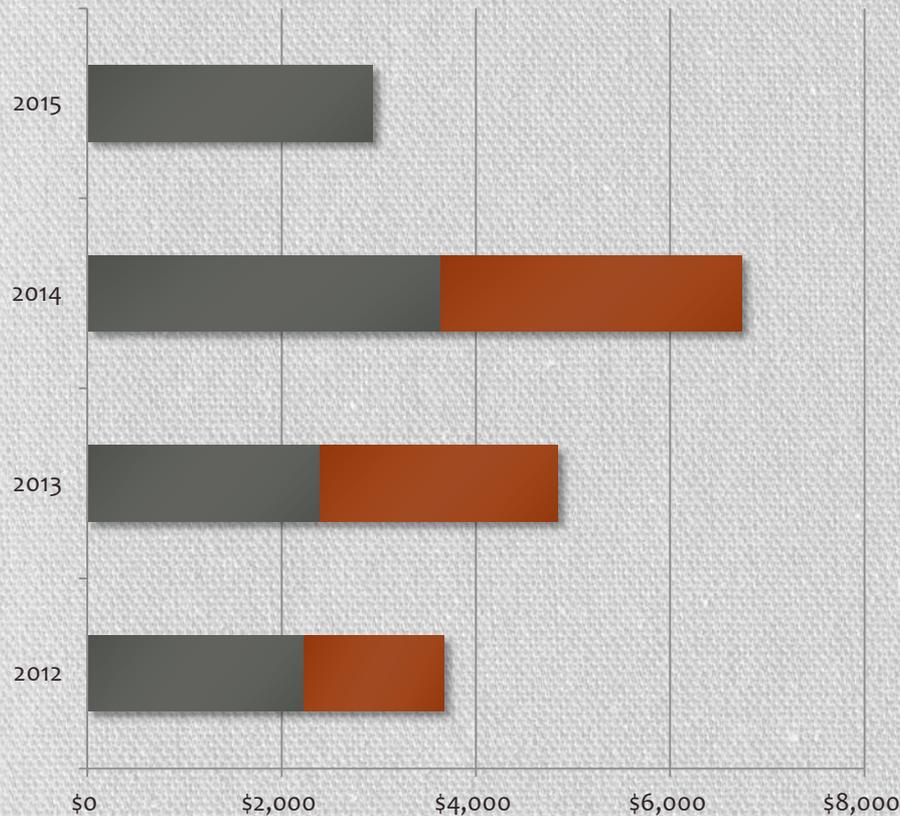
## Types of Membership (out of 110 Members)



# 2015 Numbers: Full Season vs Space Available



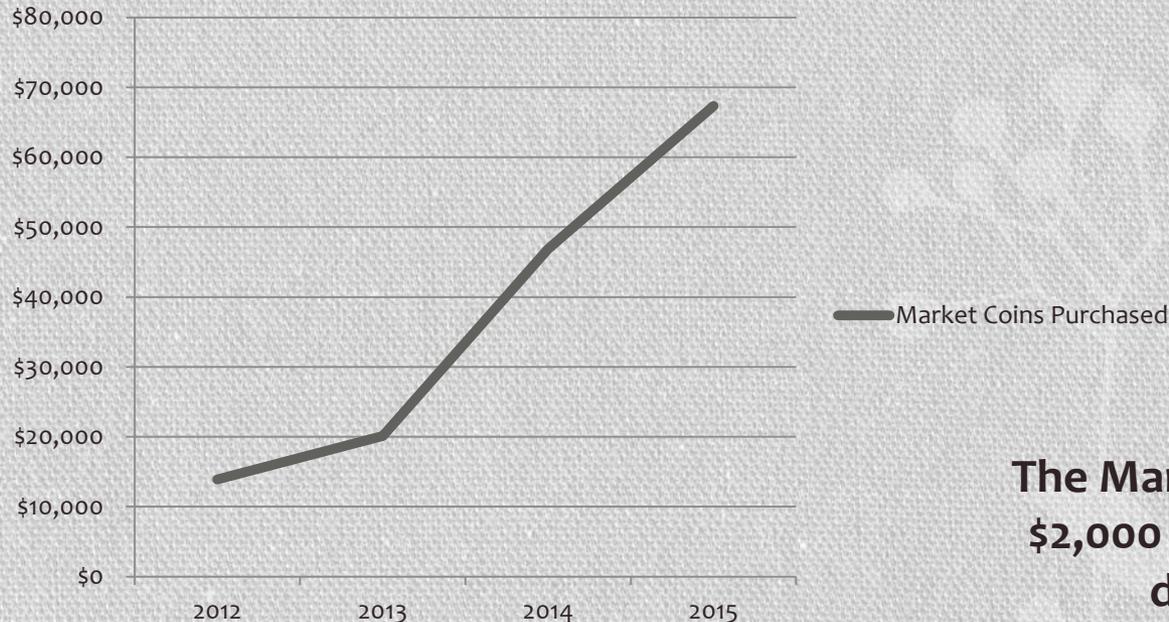
# 2015: Numbers – EBT Swipe Program



Use of SNAP Benefits was down in 2015; Matching Program was cut by the State

# 2015: Numbers – EBT Swipe Program

## Market Coins Purchased



**The Market paid out over \$2,000 in merchant fees during 2015!**

	2012	2013	2014	2015
Market Coins Purchased	\$13,920	\$20,140	\$46,880	\$67,340



# 2015 Overview: Events

Two Sisters Bakery  
Presents:

## CELEBRATION of FERMENTATION

WITH  
Sandor  
KATZ

Join us as we welcome renowned  
author and fermentation expert  
**Sandor Katz**  
opening with readings by  
Dan Cuyler, Nancy Lord Rich,  
Chappone and Tom Kitzia  
and featuring music by  
Hawke! Whales

Land's End Resort  
Monday, August 3rd 2015  
7:00 PM  
A Benefit for the Homer Farmers Market  
admission by donation-give what you can!



# Harvest Party

## This Saturday

Quest cards accepted here



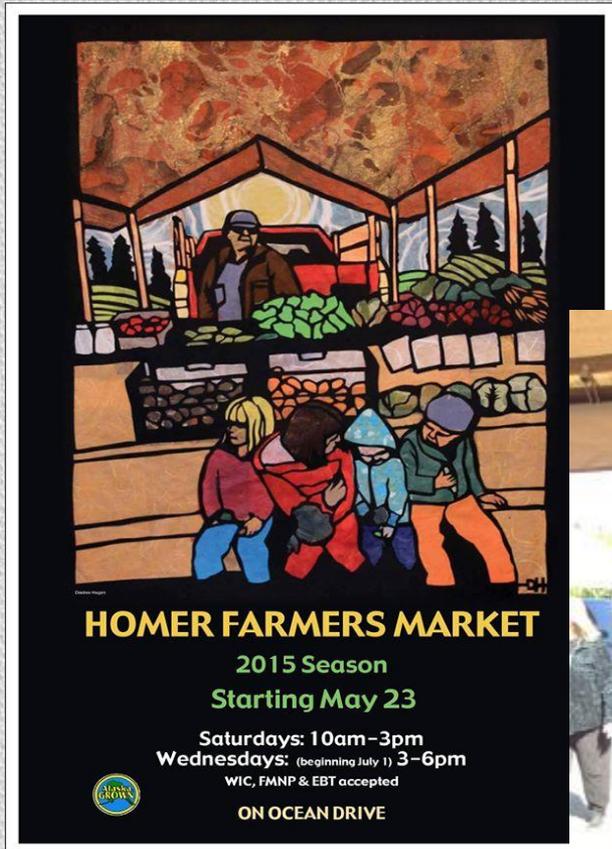
# 2015 Overview: ETC



- Kids Activities, CACS returned for a 2<sup>nd</sup> year and will continue in 2016
- Redesigned Website: [www.homerfarmersmarker.org](http://www.homerfarmersmarker.org)

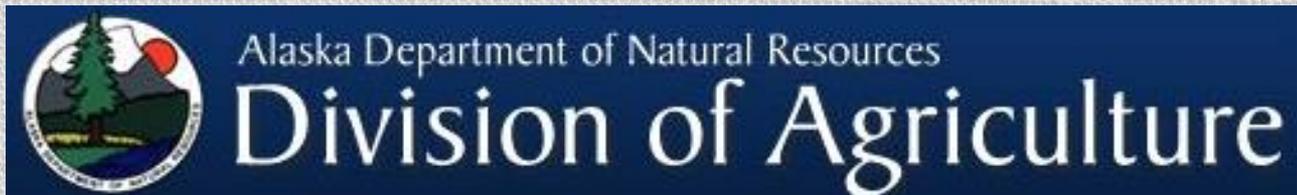


# 2016 Poster & Apparel Design Contest



# Update on the Division of Agriculture/ Alaska Grown Program

- Paul Castellani



# Overview of the USDA Farmers Market Promotion Program Grant (FMPP)

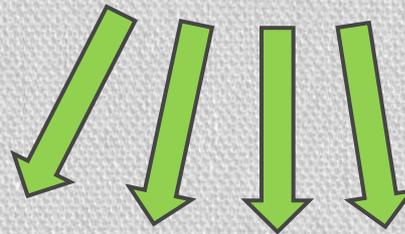
- Why did we apply for the grant?
- What will it fund?
- Questions?



# FMPP – A Grant?



2014 Farm Bill



USDA  
Operations

Private  
Contracts

Loan  
Programs

**Competitive  
Grants**

# FMPP – A Grant!

HFM grant funding from the State Division of Ag cut in 2014  
(~\$10,000)

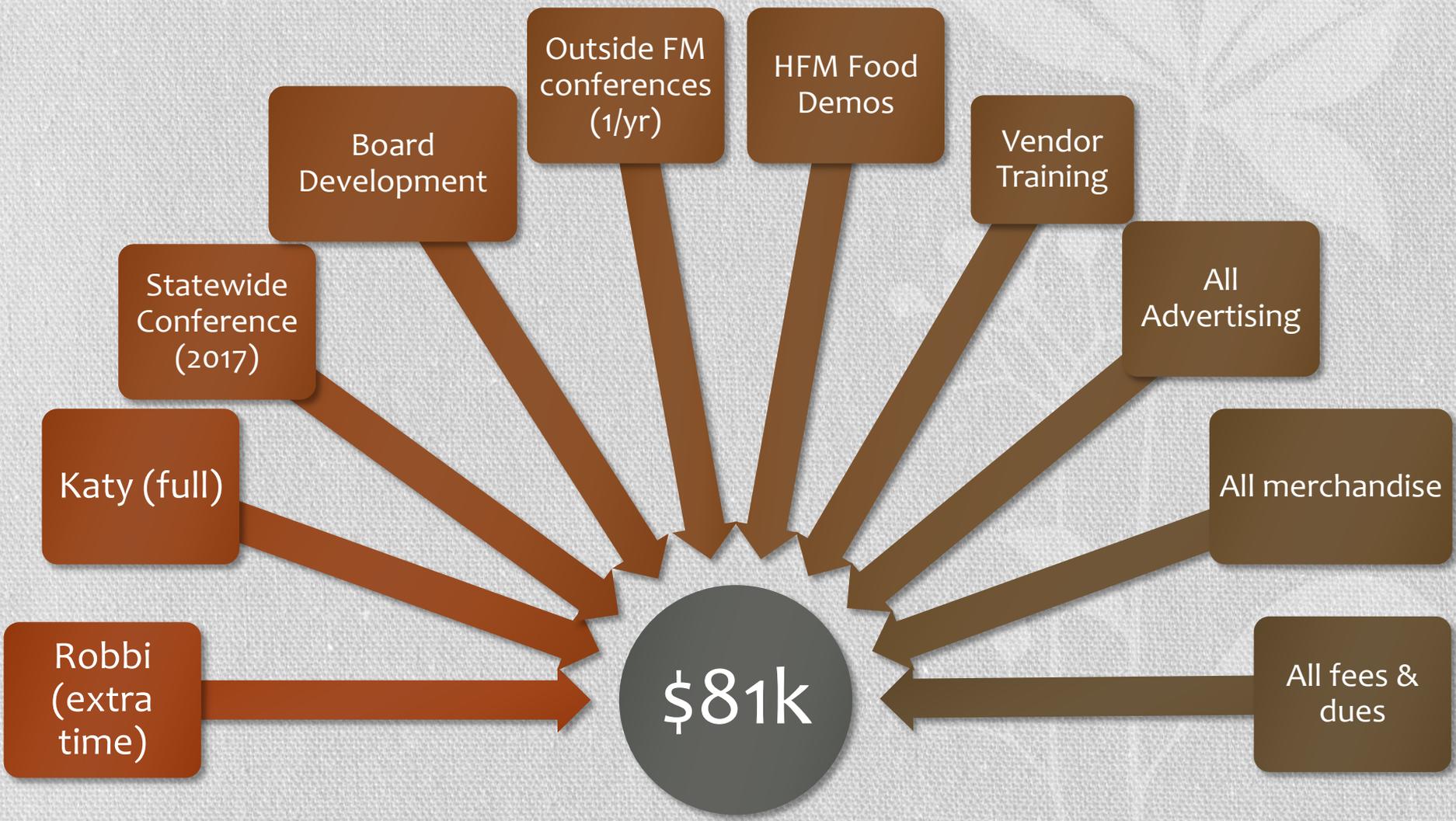


Katy, Supplies, EBT matching

The 2014 Farm Bill allocated \$34.4 million for competitive grants to support local and regional food systems!

\$13.3 million was awarded to 164 Farmers Market/CSA projects around the country!

The Homer Farmers Market received \$81,345 over  
**TWO YEARS!!**



\$81k

Robbi  
(extra  
time)

Katy (full)

Statewide  
Conference  
(2017)

Board  
Development

Outside FM  
conferences  
(1/yr)

HFM Food  
Demos

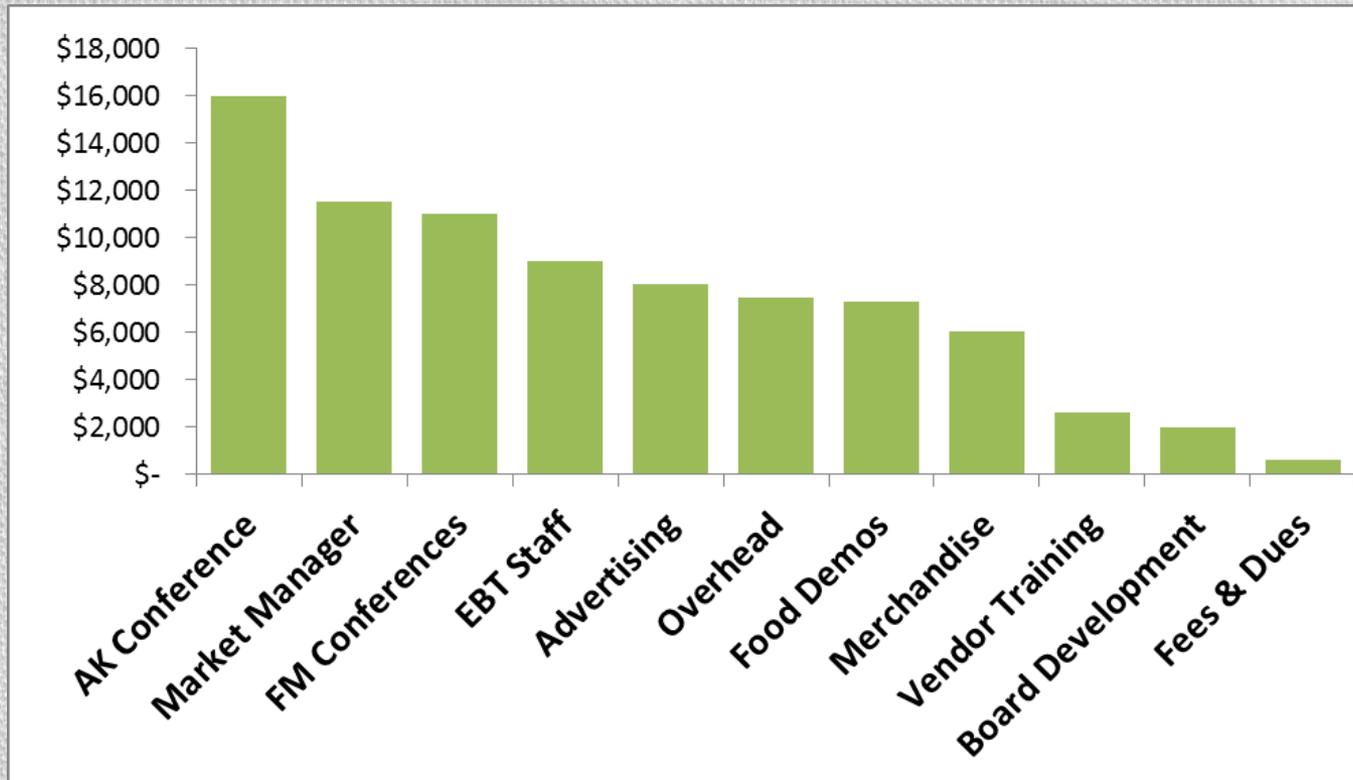
Vendor  
Training

All  
Advertising

All merchandise

All fees &  
dues

# FMPP Budget Breakdown



**Short-term funding to improve long-term sustainability, engagement and community presence!**

# Overview of Other Homer-area Agriculture Projects

- South Peninsula Hospital Wellness Program/Veggie Request
  - Employee benefit now includes repayment for LOCAL CSA boxes
    - Contact Bonita Banks, at 235-0285
  - Chef looking for consistent local veggie supply
    - Contact Bette Seaman, 235-0320

- Kenai Peninsula Food Hub
  - Local Foods Promotion Program
  - Cook Inletkeeper
    - Contact Robbi, 235-4068 ext 23

- Wild Berry Emporium Market
  - Contact Scott at 907-399-6289

**Attention: Local Growers, Fishers,  
Value-added Producers**

Kenai Peninsula  
**Online Pilot Food Hub**  
Informational Meeting

**think local food**

Bidartha Inn Conference Room  
676 Sterling Hwy, Homer, AK

Thursday, November 12  
at 6:00 pm

Come learn more about the online Food Hub, launching next Spring 2016. We'll give a demonstration on proposed software, discuss logistics and costs, and gather feedback from you.

For more information,  
email: [robbi@inletkeeper.org](mailto:robbi@inletkeeper.org)

Local ~ Unique ~ Cosmic ~ Wild

**LIVE ENTERTAINMENT**  
**FARMER'S MARKET BOOTH**

**FIRST MARKET**  
**OCTOBER 24TH**

FIRST MARKET FEATURING 20 BOOTH FEE

**EVERY SATURDAY**  
**11 TO 4PM**

FOR EVENT & VENDOR  
INFORMATION, CALL SCOTT 399-6289

**IN THE HISTORIC WILD BERRY BUILDING**

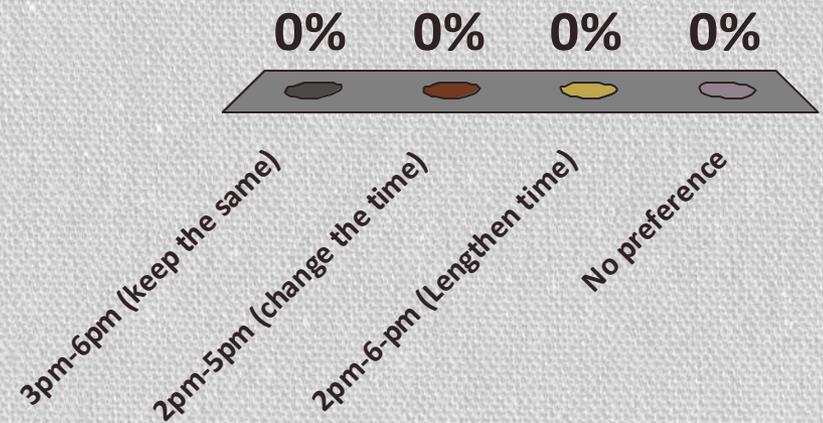
# 2016 Board of Directors Election Results

- Scott Miller, Board President
- Overview of Nomination and Election changes
- Announce 2016 Board Members
- Board Officers to be elected at February Board Meeting



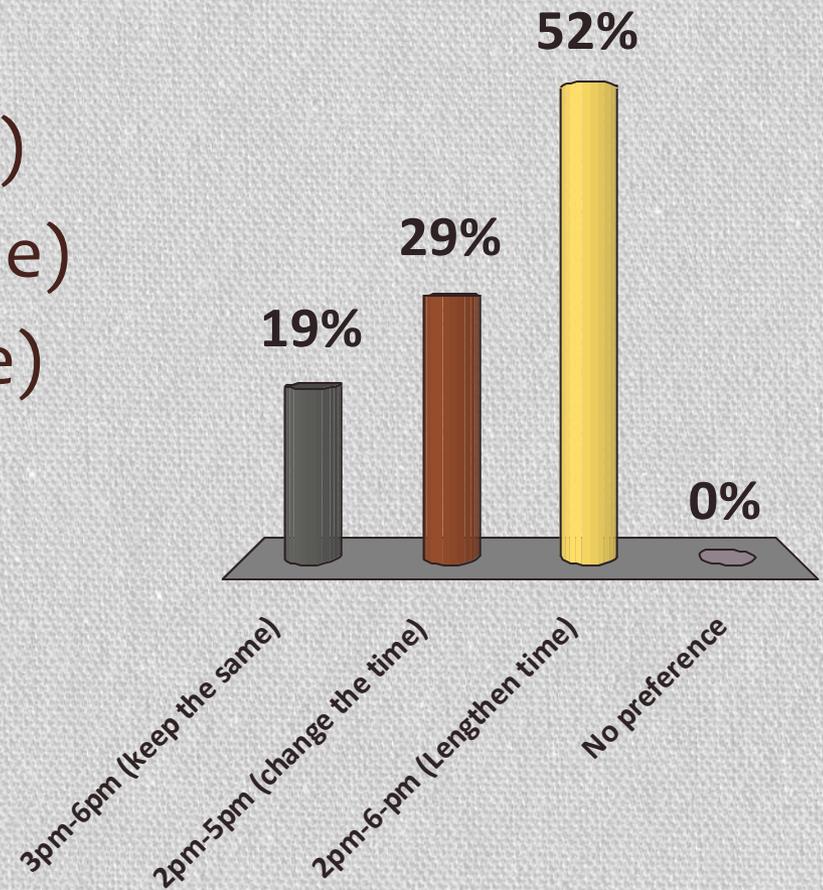
Membership Poll 2: The Board is considering changing the official Market Hours on Wednesday from 3pm-6pm to 2pm-5pm. Which Wednesday hours do you prefer?

- A. 3pm-6pm (keep the same)
- B. 2pm-5pm (change the time)
- C. 2pm-6-pm (Lengthen time)
- D. No preference



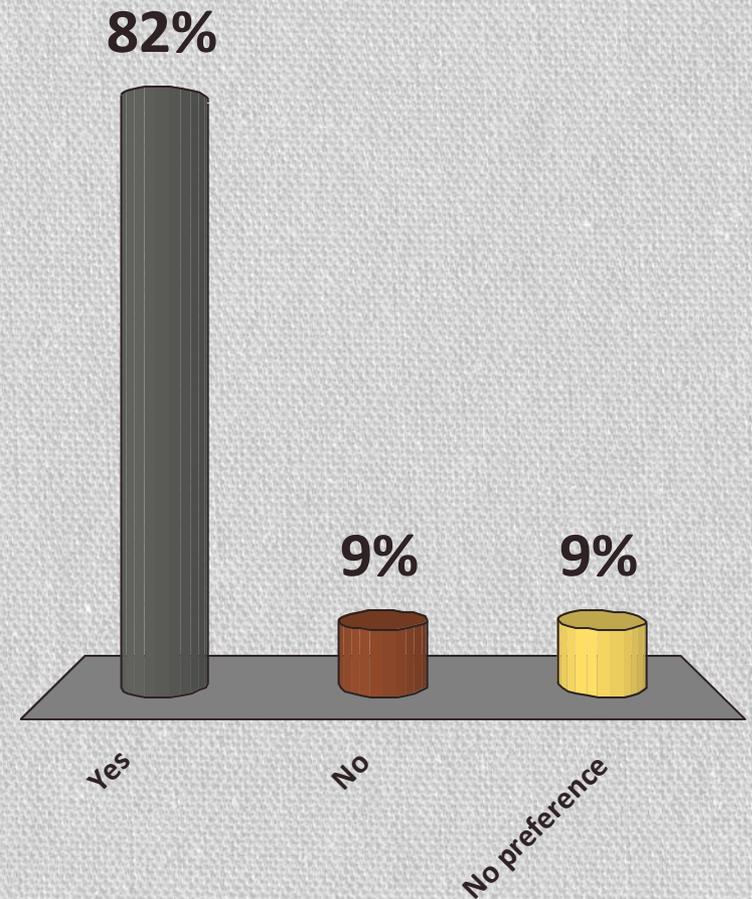
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## Membership Poll 3: Would you like to see the Wednesday market start earlier (ie. June)

- A. Yes
- B. No
- C. No preference



# Questions/Feedback



# Wrap-up

- **Full Season Vendor Applications are due TODAY!**
- Save the date: A Night at the Movies Fundraiser
  - Thursday, April 14<sup>th</sup>- Homer Theatre, 6pm
- April 4<sup>th</sup>- t-shirt/poster designs submissions DUE by 5pm
- April 18<sup>th</sup>- HFM Scholarship Applications are DUE by 5pm
- May 21<sup>st</sup>- Market Set-up Day, 12pm
- May 28<sup>th</sup>- First 2016 Saturday Market
- Early September- Zucchini Festival
- September 24<sup>th</sup> -Harvest Party/Turkey Raffle Drawing

