



2021 VIRTUAL ANNUAL MEETING

SATURDAY, JANUARY 29, 2022

12PM VIA ZOOM

Guest Speaker: Robbi Mixon, ED Alaska Farmers
Market Association

Overview of 2021 Market Season

Financial Highlights

2022 Policy and Market Changes

2022 Board of Directors Election & Results

Call for Poster Design

Questions/Feedback



Zoom Etiquette Reminders

Lauren Jerew, Director

- This meeting will be **recorded**; please turn your camera off if you don't wish to be on the recording.
- Keep yourself **muted**, unless you've been called on to speak - we will mute you if necessary.
- If you have a question, **type into the chat box** – Kyra will be monitoring and let us know when questions arise.
- Calling in by phone? Check your email or our website for the PDF of this presentation!



Welcome Message

Kyra Wagner, *Board President*



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.

Alaska Farmers Market Association Director:

Robbi Mixon



Mission Statement: To support and promote vibrant and sustainable farmers markets throughout Alaska.

In 2022, we're adding farm stands, CSAs, and food hubs!

Contact Robbi: info@alaskafarmersmarkets.org

USDA GRANT: **Farmers Market Promotion Program (FMPP)** funds 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 by developing, coordinating, expanding, and providing outreach, training, and technical assistance to domestic farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, online sales or other direct producer-to-consumer market opportunities. A 10 % or a 25% match is required.



AFMA/ Cook Inletkeeper Project:
*Growing Sustainable Roots for Alaska's
Farmers Markets, Farm Stands, and CSAs*

Objective 1 to increase marketing capacity of farmers markets and direct to consumer vendors

- Website revamp to include directory of markets, CSAs, and farm stands
- Creation and distribution of biennial AFMA printed directory of markets, CSAs, and farm stands, with seasonal social media campaigns; annual online directory
- Creation of Shoppers Guide with a focus on food access outreach and agritourism
- Media library creation, available free to all markets, farm stands, & CSAs
- Free workshops on Marketing Strategy, Business development, and Storytelling
- Promotional outreach items and reusable signage
- Seasonal shared social media content creation
- Outreach at and support of Alaska food and farm events



Objective 2: increasing the operational capacity of direct-to-consumer vendors and farmers markets

- Local Food Leader Certificate Training partial scholarships
- Virtual Farmers Market Summit + Annual Meeting, held annually, and other operator and producer professional development opportunities
- Bi-annual workshop on various food and farm business and marketing topics

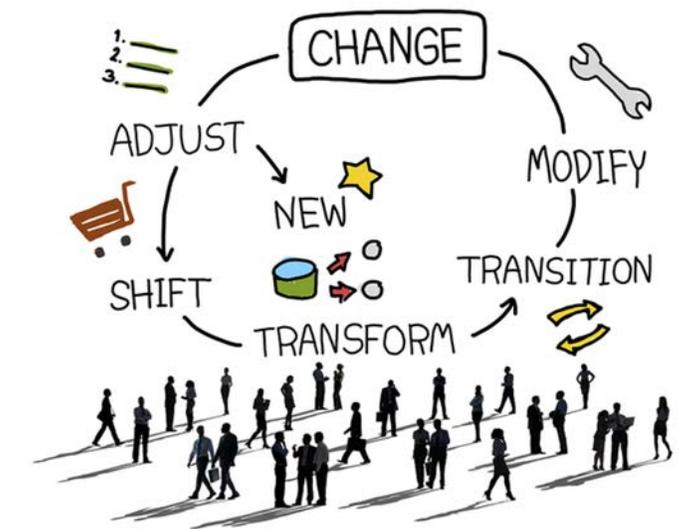


The banner for the 2022 Alaska Farmers Market Association Virtual Summit features a warm, yellow and orange background with a sunburst pattern. The text "2022 ALASKA FARMERS MARKET ASSOCIATION" is at the top. Below it, "Virtual SUMMIT" is written in large, stylized letters, with "APRIL 8 8AM to 5PM" underneath. At the bottom, five wooden signs on posts list activities: "FREE Registration", "NETWORKING" (with a butterfly icon), "Annual MEETING" (with a coffee cup icon), "National SPEAKERS" (with a leaf icon), and "Skills WORKSHOPS" (with a flower icon). The bottom of the banner includes the website "ALASKAFARMERSMARKETS.ORG" and a note about funding by the 2021 USDA Farmers Market Promotion Program Grant.

The banner for the 2022 Boot Camp State Partners has a light blue background. At the top, it says "2022 Boot Camp State Partners" with the WSFMA logo. Below this, five logos are displayed in a row: the Alaska Farmers Market Association logo, the Idaho Farmers Market Association logo (a green outline of Idaho with a leaf), the Ohio Farmers Market Network logo (the text "ofmn" in green), the OFMA logo (a colorful collage of vegetables and the text "OFMA"), and the Utah Farmers Market Network logo (a green outline of Utah with the text "UTAH FARMERS MARKET NETWORK").

Objective 3: to increase the overall capacity of the Alaska Farmers Market Association to better meet the needs of Alaska's direct to consumer vendors and farmers markets

- Farmer, Manager, and AFMA Board and staff professional development
- Strategic financial planning for sustainable funding and fiscal management policy
- Increase administrative capacities to transition to standalone non-profit organization



Objective 4: to increase the number of direct-to-consumer farmers in Alaska

- Creation and launching of an Alaskan chapter of National Young Farmer Coalition
- Workshops aimed at increasing direct marketing skills



The National Young Farmers Coalition is a national organization of young farmers working on policy advocacy, building networks, and providing business services to ensure all young farmers have the chance to succeed.





2021 Overview: Numbers - Saturday Attendance

Average Visitors Weekly (by hour):

- 2021: 175
- 2020: 209
- 2019: 157
- 2018: 154
- 2017: 146
- 2016: 146
- 2015: 131
- 2014: 111

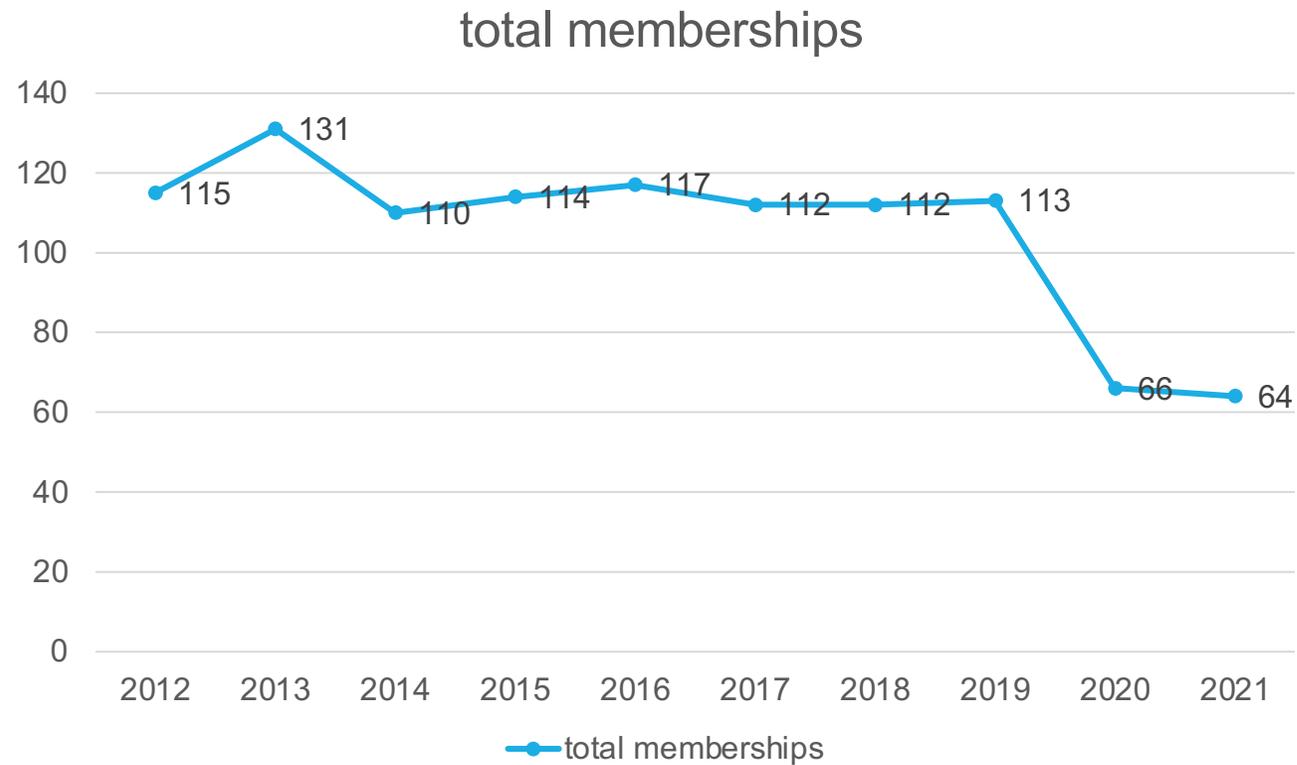
2021 Overview: Numbers - Wednesday Attendance

Average Visitors Weekly (by hour):

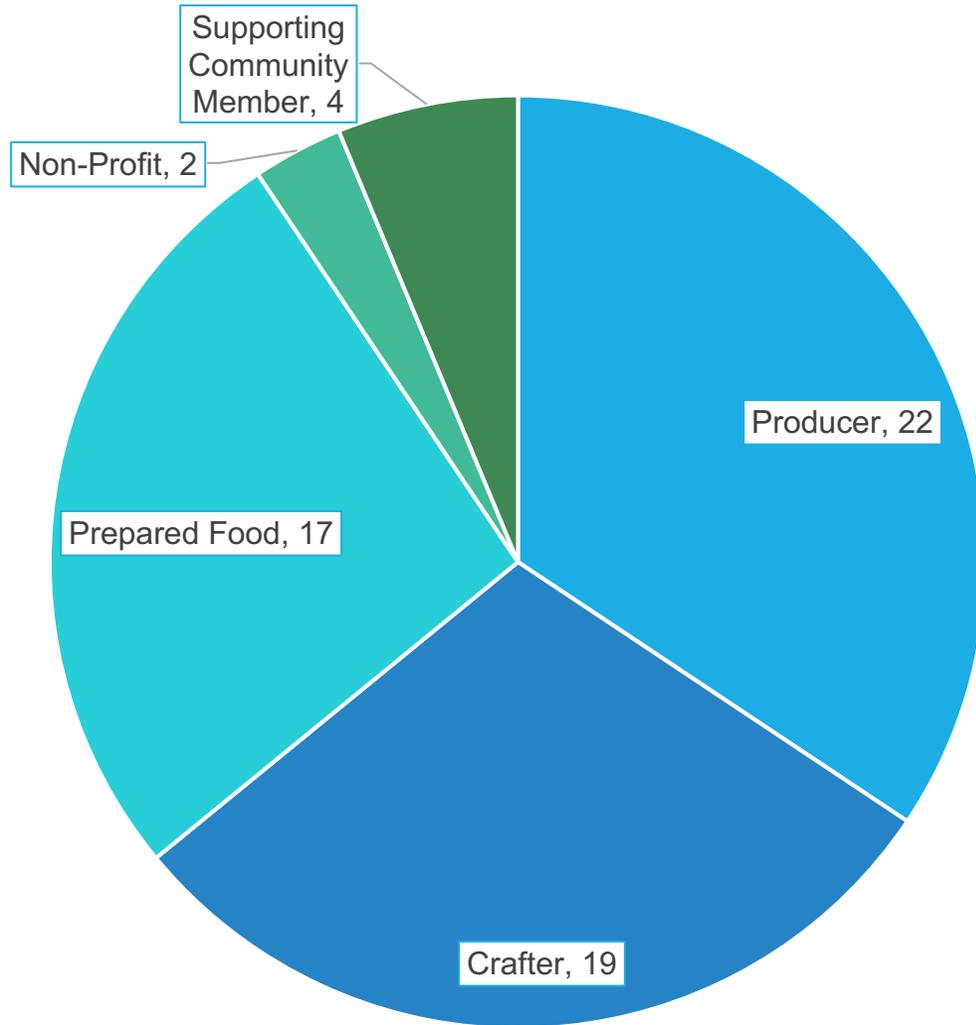
- 2021: 73
- 2020: 67
- 2019: 68
- 2018: 48
- 2017: 55



2020 Overview: Memberships by Year

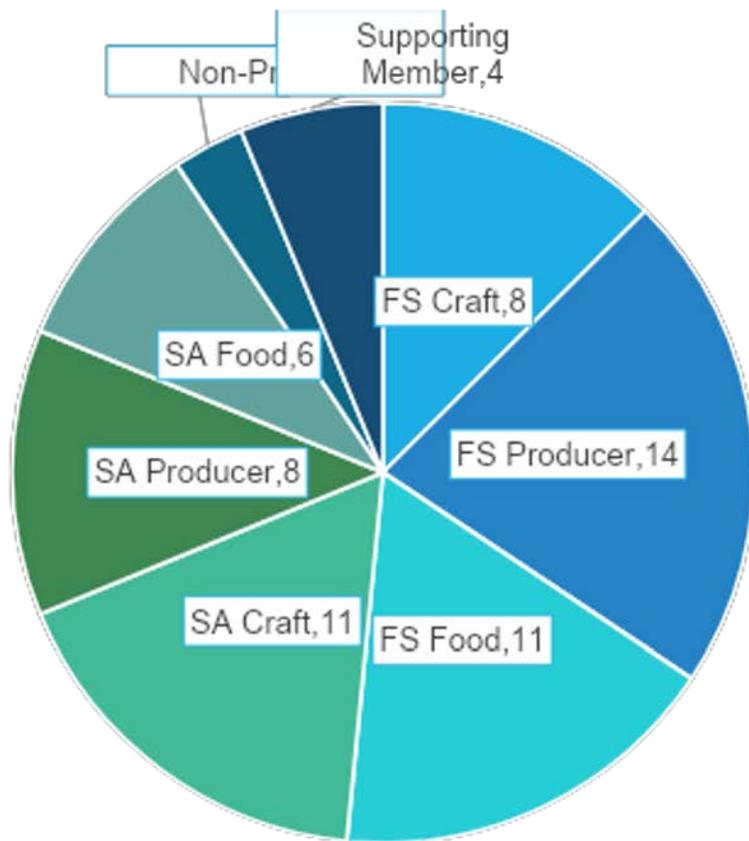


2021 Memberships by Type



- 64 (2021 total)
- 66 (2020 total)
- 113 (2019 total)
- 22 producers (29 in 2020/42 in 2019)
- 17 prepared food (8 in 2020/22 in 2019)
- 19 crafters (4 in 2020)
- 2 non-profits
- 4 community supporters

■ Producer ■ Crafter ■ Prepared Food ■ Non-Profit ■ Supporting Community Member



2021 Full Season vs. Space Available

- FS Craft
- FS Producer
- FS Food
- SA Craft
- SA Producer
- SA Food
- Non-Profit
- Supporting Member

Financial Highlights

- **Finished with a profit, thanks to several grants and community donations**
- **Community Support – THANK YOU!! (\$35, 074!!)**
 - Homer Foundation City of Homer Grant: \$4,500
 - Homer Foundation COVID Response Grant: \$2,500
 - Alaska Community Foundation Social Justice Grant: \$7,500
 - CARES Act - State of Alaska: \$17,574
 - Quest Matching Anonymous Donor: \$3,000
- **Merchandise & Market Coin Sales/Transaction fees**
 - \$5200 profit (2021) – Merchandise Sales
 - \$44,100 in Market Coin Sales; \$1,890 transaction fees
- **Membership and booth fees collected**
 - Memberships: \$1,475, (vs. \$1,650 in 2020, & \$2,975 in 2019)
 - Booth Fees: \$13,650 (vs. \$9,200 in 2020, & \$21,600 in 2019)



2021 Grants & Community Support



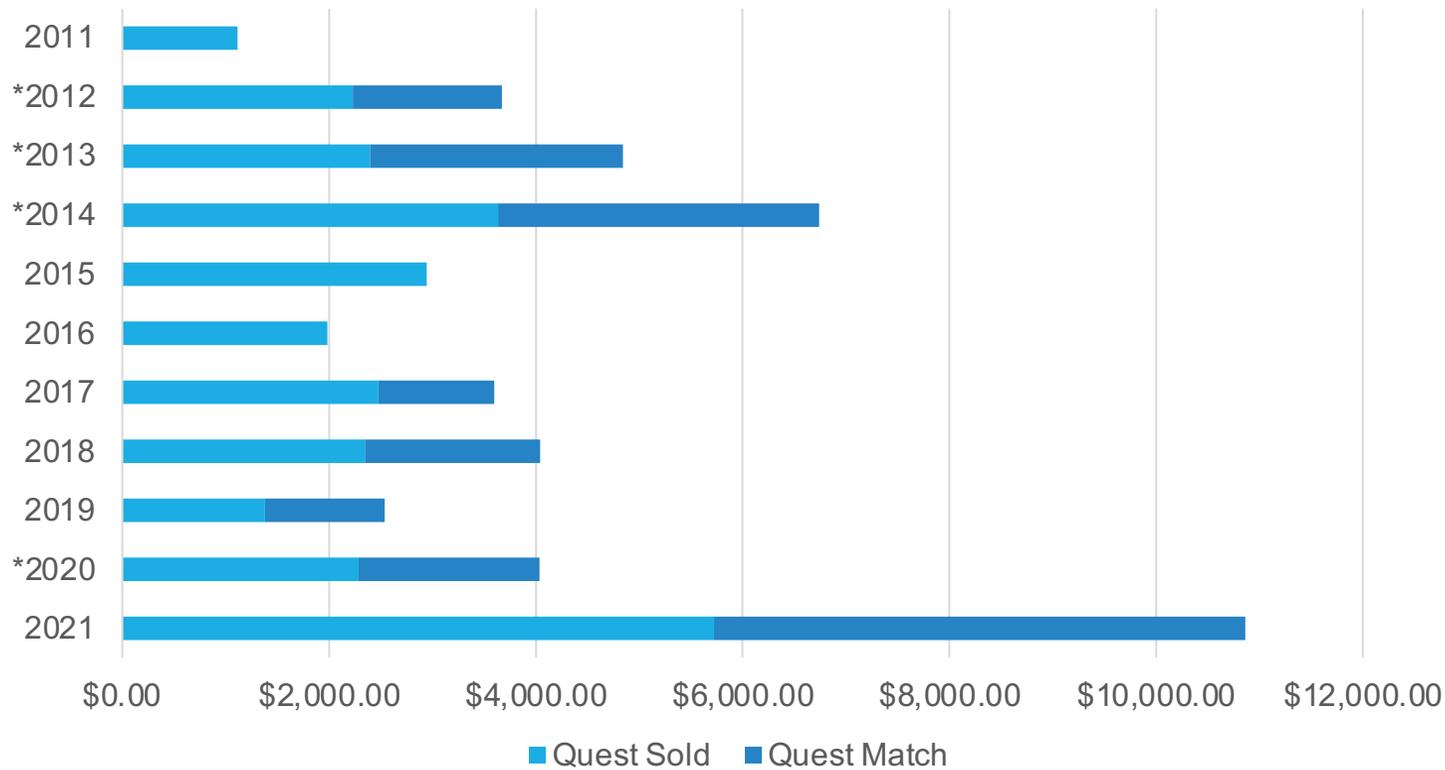
CARES Act



Anonymous Donor

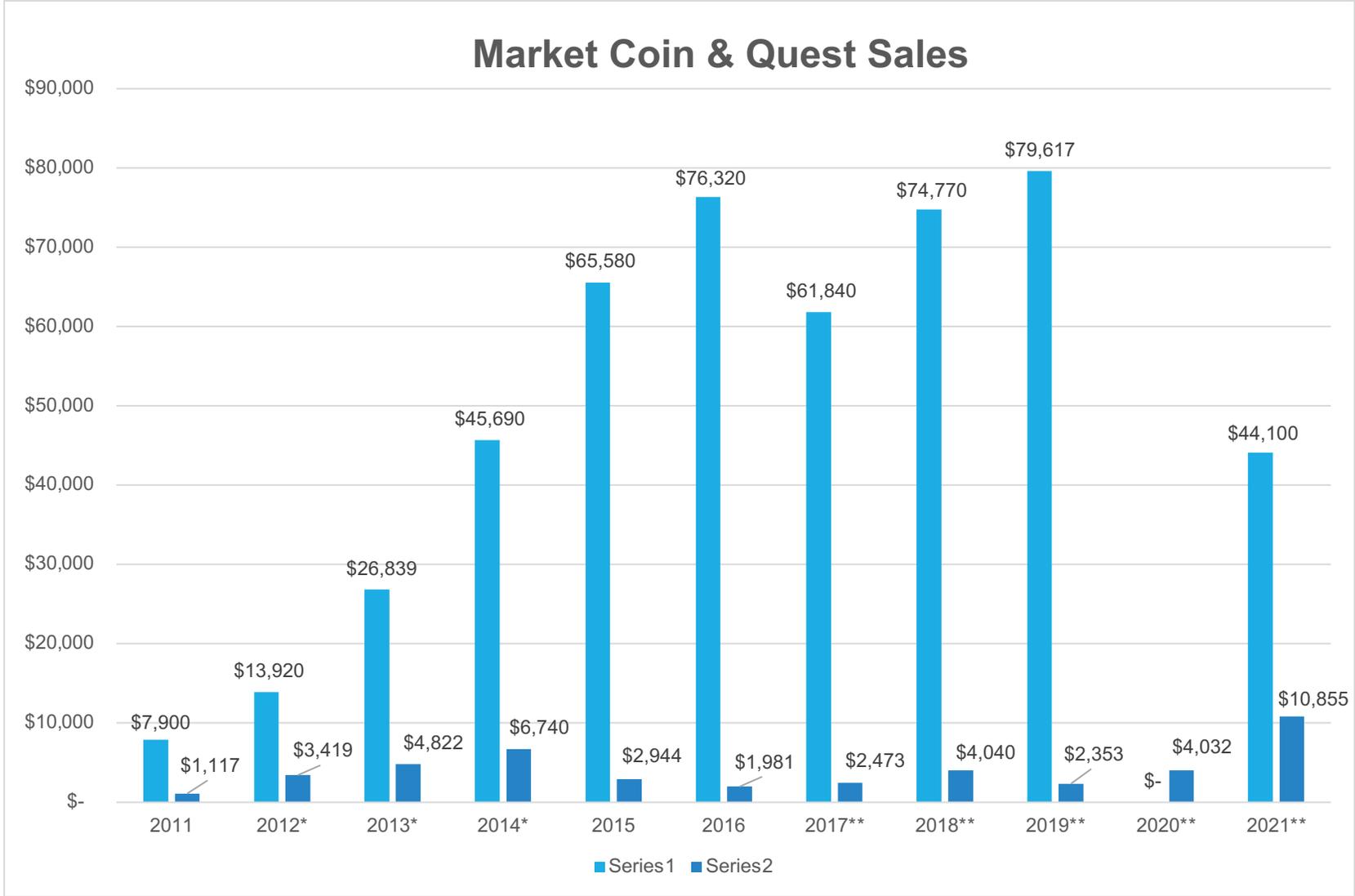
2021: Numbers – EBT Swipe Program

QUEST SALES

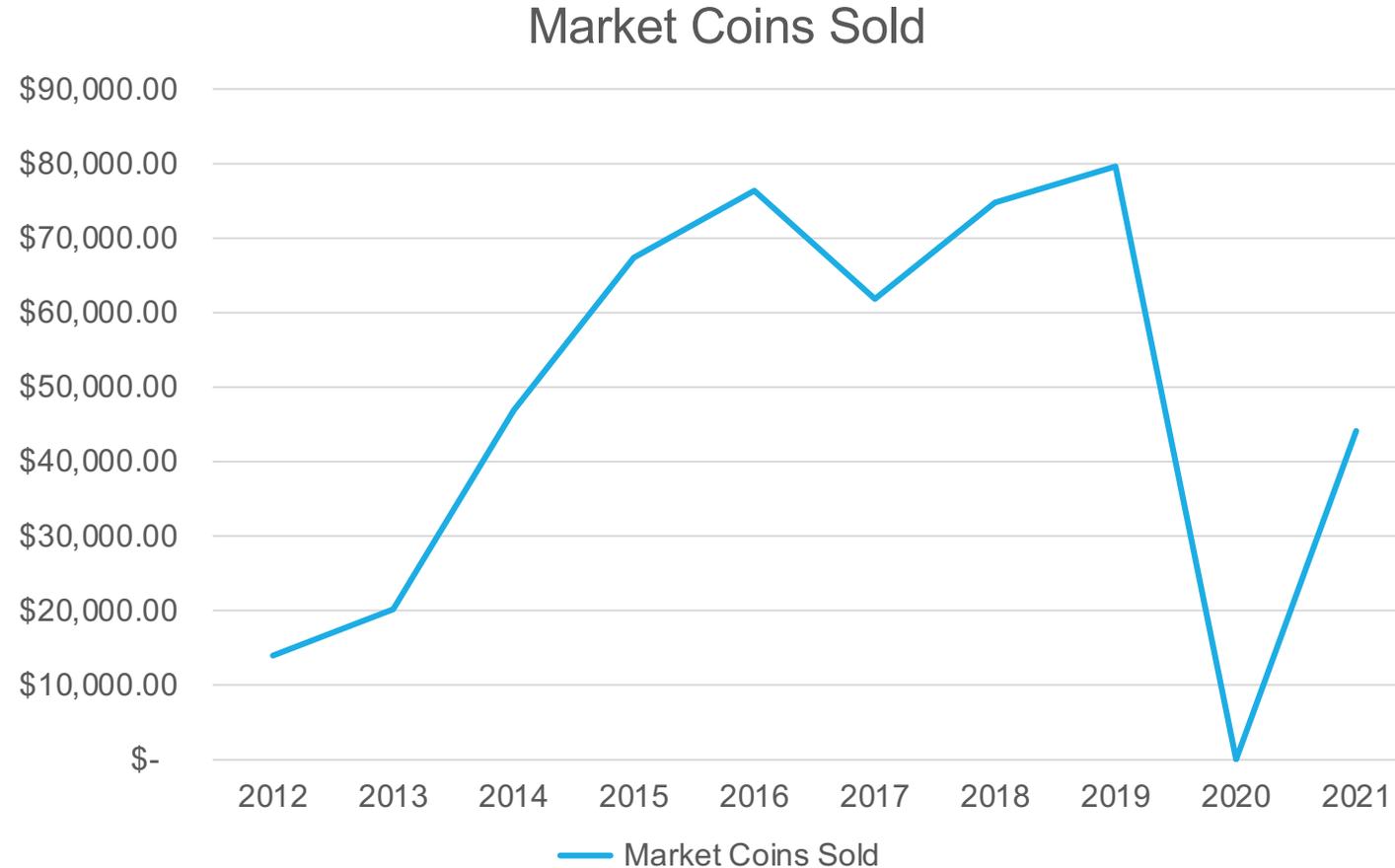




2021: Market Coins & Quest



2021: Numbers – Market Coins



	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
Market Coins Purchased	\$13,920	\$20,140	\$46,880	\$67,340	\$76,320	\$61,840	\$74,770	\$79,617	\$0.00	\$44,100



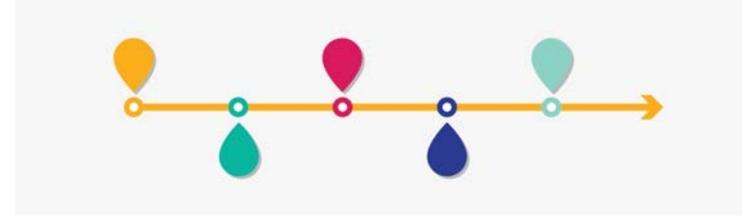
Policy Updates for 2022 Season

We will be making decisions regarding COVID-19 protocols closer to the beginning of the season. The 2022 application will be the same as 2021.

<http://www.homerfarmersmarket.org/covid19.html>

- COVID 19 Protocols
- Decision Making Timelines
- Application Deadlines

Market Decision and Operation Timeline for Moving Forward with our 2022 Season



DATE	Task/ Decision	Notes
Jan. 30 th , 2021	Applications & Safety Plans: OPEN	This will be similar to 2021 season; BOD will reassess regularly to modify policy and application requirements
March 18 th , 5pm	Applications & Safety Plans: DUE	This will be similar to 2021 season; BOD will reassess regularly to modify policy and application requirements
April 4 th	BOD & Staff Review of Applications	This will be similar to 2021 season; BOD will reassess regularly to modify policy and application requirements
April 11 th	Vendors are notified of vending status	Vendors can be provisionally approved if there are outstanding issues with their application
May 1 st	All membership and booth fees due; Market BOD will decided opening Wednesday date	You may lose your vending space if fees are not remitted by this date; if you are having issues paying, let us know and we'll work something out if possible; BOD will reassess 2022 protocol/ operations
May 21 st	Market Set-up Day	Here we go! We have a plan... let's see how it works...
May 28 th	First Saturday Market	Here we go! We have a plan... let's see how it works...

Market Decision and Operation Timeline for Moving Forward with our 2022 Season



DATE	Task/ Decision	Notes
June 1 st	First Wednesday Market	
June 4 th	BOD & Staff – First Market Debrief	What worked, what didn't, what can we do better....
July 2 nd	BOD & Staff – First Market Month Debrief	Any adjustments needed? Do we need to tighten up or loosen? Do we have Zucchini Festival next month (Aug. 13)?
August 6 th	BOD & Staff – Half Way Through the Season Debrief	Any adjustments needed? Do we need to tighten up or loosen?
September 6 th	BOD & Staff – Monthly reassessment	Any adjustments needed? Do we need to tighten up or loosen? What needs to happen to begin closing down?
September 24 th	LAST OFFICIAL MARKET for 2022	If you are vending post-season, please let manager know; remove your booth within two weeks of this dates (\$25/week late fee applies)
October 3 rd	BOD & Staff – End of Market Season Debrief	Create end of season customer and vendor surveys; review market season successes and failures

Market Decision and Operation Timeline for Moving Forward with our 2022 Season



DATE	Task/ Decision	Notes
October 29 th	Last day for post-season vending	All booth materials, structures, etc. must be removed from the site - \$25/week late fee applies and may affect your eligibility to vend in the future
November 7 th	BOD Mtg – Deep Dive into 2022 Season	Review survey results, amend policy, create plan for 2023 season
December 5 th	BOD Mtg – Preparing for 2023!	Set annual meeting date, set fees for 2023, etc.

The full market timeline is also available on our website.
Any changes will be emailed to vendors, as well as reflected here:
<http://www.homerfarmersmarket.org/covid19.html>

Call for Artists!

2022 Poster Design Contest



Homer Farmers Market
on Ocean Drive

Saturdays 10am-3pm ~ May 29-Sept. 25, 2021
Wednesdays 2pm-5pm ~ June 2-Sept. 29, 2021

WIC, FMNP & EBT coupons accepted
Thank you for wearing a mask. Please bring cash in small increments.

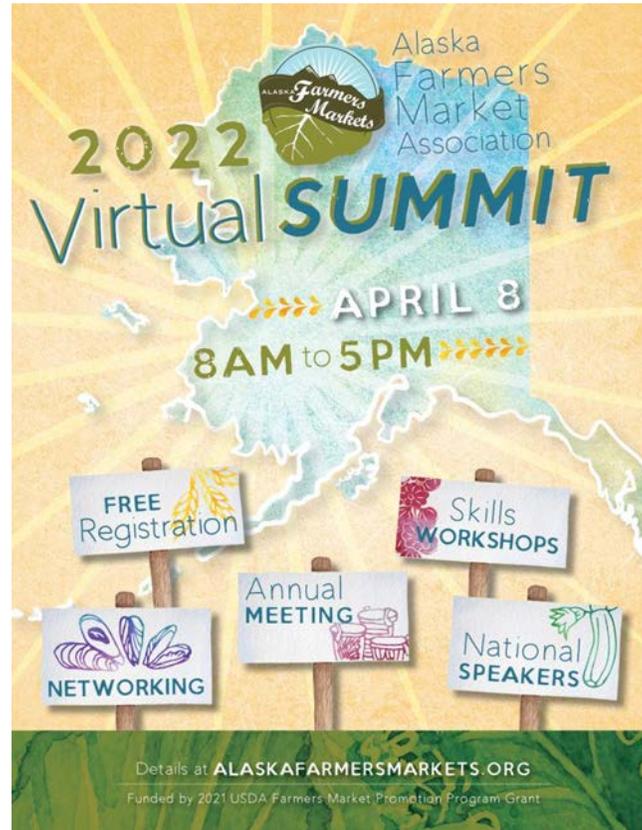
HOMER FARMERS MARKET

CALL FOR ARTISTS 2022 POSTER DESIGN CONTEST



- must be original artwork or photography
- must be clear/large enough to be printed up to 11x14, or on a variety of items
- themes should celebrate the HFM and its community
- informative text will be added by the HFM to winning design
- each artist may submit up to 3 designs
- 1-2 entries will be chosen and awarded a \$100 prize each
- chosen designs will be used exclusively by the HFM and may be used in other promotional material
- email **ONLY** entries to homerakfarmersmarket@gmail.com

Upcoming Opportunities:



Save the dates:

- March 17-19th – AFPC Virtual Food Festival & Conference: www.akfoodpolicycouncil.org/2022-festival-conference
- April 8th – Alaska Farmers Market Association One-Day Summit: info@alaskafarmersmarkets.org
- Stay connected – Homer Soil & Water Newsletter: nicole@homerswcd.org



2022 Board of Directors Election

Kyra Wagner, Board President

- What the Board Does
- Introduce slate of candidates
 - Paul Castellani
 - Anna Meredith
 - Margarida Kondak
 - Rick Steffens

VOTING INSTRUCTIONS:

Select up to 4 members to fill 4 open seats on the Board of Directors

**BOARD OF
DIRECTORS**

ELECTION

VOTE!



2022 Board of Directors Election

VOTING INSTRUCTIONS:

- You, if you have paid at 2021 membership fee, were emailed a ballot
- Open the link sent to you if you haven't
- Select up to 4 members to fill 4 open seats on the Board of Directors

Drum Roll Please...



2022 Board of Directors Election Results

Welcome 2022 Board Members:

1. Paul Castellani (returning)
2. Anna Meredith (returning)
3. Margarida Kondak (new!)
4. Rick Steffens (new!)

Board Officers to be elected at
February 7th, 2022 Board Meeting



Staffing Update

- We're happy to have all staff return for 2022!
- We'll solidify our staff schedule in May.



Reminder!

Email us Website Listing Updates

<http://www.homerfarmersmarket.org/vendors.html>

Twitter Creek Gardens

Emily Garrity, phone: (907) 299-4717, email: twittercreekgardens@gmail.com

Website: www.twittercreekgardens.com

Facebook: [Twitter Creek Gardens](#)

Twitter Creek Gardens is a nine acre micro-farm located on the South side of Lookout Mountain outside of Homer, Alaska. We cultivate one and a half acres of nutrient dense vegetables in a bio-intensive fashion with a concentration on soil health.



Homer, Alaska Farmers Market

HOME | COVID19 | VEND & SUPPORT | GET INVOLVED | WHAT'S NEW | CONTACT | FAQ | EVENTS | VENDORS | RESOURCES | JOBS

MARKET VENDORS

PRODUCE VENDORS	CRAFT VENDORS	FOOD VENDORS
For full descriptions of produce vendors, click here .	For full descriptions of craft vendors, click here .	For full descriptions of food vendors, click here .
<ul style="list-style-type: none">Arctic Rose HerbsBridge Creek Birch SyrupCoyote Run FarmHomer Hilltop FarmHomer Micro FarmLuba's GardenLucky Star GardensMudophile ProduceRick SteffansRiver View HoneySeafoods of AlaskaSnowshoe Hollow FarmStoked HoneySynergy Gardens/ Alaska Garlic Project	<ul style="list-style-type: none">Fit for a KingLuxurious LathersMari in the SkyMJ Earthworks PotteryProtect Your PetShaman's CaveSkinny OwlzStone ArtWilson's Proper Edge	<ul style="list-style-type: none">Alaska Boreal HerbsAlaskan Gold Kettle CornAlibi CafeArctic Rose HerbsCountry KitchenEvolve PermacultureFika with Friends (Coffee and treats)Shiva Boom Indian FoodSweet and SavorySweet BerriesTurquoise TreeUdder Delights Ice Cream

Questions/Feedback



homerakfarmersmarket@gmail.com

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