



**Gus R. Douglass  
Commissioner**

# West Virginia Farmers' Market Matching Fund Grant Program

Grant Manual  
Fiscal Year 2009

**Application Due Date:  
December 15, 2008**

The forms in this manual may be reproduced.  
Additional copies of this publication may be obtained from our website:  
[www.wvagriculture.org](http://www.wvagriculture.org)

## **MATCHING FUND REQUIREMENT**

The New Market development funding will require matching funds from local community sources where Markets to be opened are deemed most suitable and most sustainable. The New Market Development funding will also require applying entities to follow guidelines for the possible awarding of future federal grant monies as outlined herein.

## **NEW MARKET DEVELOPMENT GUIDELINES**

The WVDA plan is a highly competitive program designed to promote the domestic consumption of agricultural commodities by expanding direct producer-to-consumer marketing opportunities and is administered by the WVDA.

Direct producer-to-consumer marketing proposals that may be funded include projects addressing issues related to farmers markets, community supported agriculture programs, and other direct producer-to-consumer marketing channels.

## **NEW MARKET DEVELOPMENT ELIGIBILITY**

All applicants shall be domestic entities, i.e., those owned, operated, and located within one or more of the 55 West Virginia Counties only.

Under this program, eligible entities must apply for funds on behalf of direct marketing operations that include two or more farmers/farm vendors who produce and sell their own products through a common distribution channel directly to consumers, and where the sales of these farm products represent the core business of the entity. WVDA will award grants to and oversee the implementation of projects that encourage the development, promotion, and expansion of direct marketing of agricultural commodities from farmers to consumers.

Proposals should support agricultural marketing enterprises where farmers or vendors sell their own products directly to customers, and where the sales of these farm products represent the core business of the entity.

WVDA will request proposals from the following eligible entities:

1) agricultural cooperatives, 2) local governments, 3) non-profit corporations, 4) public benefit corporations, 5) economic development corporations, and 6) regional farmers' market authorities.

## **PRIMARY OPERATING GUIDELINES**

### **Eligible recipient market must:**

- 1.** Be operated by a Board of Directors.
- 2.** Be able to match the \$50,000 provided by the West Virginia Department of Agriculture.
- 3.** Be able to show proof of their ability to contribute an equal amount of matching monies to be considered.
- 4.** Acknowledge that priorities are to be given to those markets that are able to be operated on a 12 month basis. Some vendors who operate in a permanent structure must sell WV value added food products and other products such as locally produced goods, ie., crafts, furniture. Additional vendors could include a 'Green Grocer' meat shop, coffee shop, bakery or other complimentary product/service that enhances vendors selling WV value added products.
- 5.** Agree that Market operators and their Boards are committed to working with local growers as well as nurturing new growers and provide them adequate space to sell their products at a fair rent rate for that space.
- 6.** Be willing to have outdoor vendors who operate outdoors up to 9 months per year and indoor vendors up to 12 months a year.
- 7.** Agree to submit a preliminary report demonstrating responsible use of funds with receipts and narrative no later than June 30, 2009.
- 8.** Agree to provide sales data with product mix information on a quarterly basis.
- 9.** Agree to sign a binding document that contracts recipient agency(ies) to all conditions stated herein.

## NEW MARKET DEVELOPMENT ELIGIBLE GRANT USES

### I. Matching Fund Grant Uses

Projects appropriate for WVDA awards include, but are not limited to, the following:

**A. Improving Access to Relevant Marketing and Financial Information** - Projects that provide opportunities and promote training, education, networking, technical assistance, and information sharing for farmers, vendors, market management, and market sponsors.

These projects are designed to enhance sales volumes, self-sufficiency, and product security/safety. Project focuses include:

Business planning, market growth management, and recordkeeping.

Food safety and handling.

Consumer trends and/or changing ethnic demographics, and their relationship to customer purchasing patterns.

Alternative purchasing methods, such as Women, Infants, and Children Farmers Market Nutrition Programs (WIC-FMNP); Senior Farmers Market Nutrition Program (SFMNP) coupons, and debit/credit technologies.

Association and other organizational development.

**B. Consumer-Based Education and Market Access** - Projects that address ways to improve consumers' access to and utilization of direct farm markets/marketing outlets. Project focuses include: Consumer education that addresses new food and agricultural products, and product applications with a required emphasis on the assessment, evaluation, and impact of such education on consumer patronage at eligible markets/entities.

Assessment, evaluation, and impact of the vendors and/or markets in providing access to fresh fruits and vegetables to low-income households, children, and seniors.

## **I. Matching Fund Grant Uses (Cont.)**

**C. Innovative Approaches to Market Operations and Management** - Projects that address operational or market management issues, with the aim of enhancing product value and sales, increasing revenue and efficiency, or reducing expenses. Project focuses include:

Facility planning and/or design.

Green/renewable technology.

Waste management/recycling.

Strategies for addressing liability coverage and insurance.

Transportation and delivery systems.

Infrastructure for electronic purchasing, value-added processing and packaging, and refrigerated storage.

The use and effect of market promotion and the measurement of its impact.

**D. WVDA Priorities** – In addition to the above mentioned award uses, WVDA has identified priorities for FY-2009. Although proposals in the following categories are particularly encouraged, all proposals that incorporate activities listed in section III.A. will receive full consideration.

**“Growing Farmers”** - Projects that develop training and educational programs for new direct farm marketers on the benefits, challenges, and logistics of agricultural direct marketing in a given region. Such projects could develop new programs focused on small business development, marketing techniques, identifying market opportunities, or mentoring programs for women, minorities, immigrant, transitioning, and young farmers in that State or region. Such projects should focus on the recruitment and retention of new farmers to participate at farmers markets and other direct-to-consumer farm marketing outlets.

#### **D. WVDA Priorities (Cont.)**

**Innovative Partnerships and Networking** - Projects that develop non-traditional partnerships incorporating new stakeholders to address critical farmers market issues, including but not limited to: market research, farmer recruitment and retention, financing, promotion, and market access for low-income/diverse communities. Such efforts could link together diverse partners to share ideas and resources, develop networks with complementary partners to advance specific farmers market goals, and/or develop broader community support for farmers markets.

**Professional Development** - Projects that develop professional expertise for farmers market managers, farmers/vendors, boards, and organizations to effectively manage and/or operate farmers' markets and other direct marketing enterprises. This could include a range of educational programs and activities such as the development of distance learning curricula for farmers' market managers/vendors, certification programs for farmers market managers, and training on strategic planning. Such projects should address and enhance the long-term economic viability of farmers markets and other direct-to-consumer farm marketing outlets.

#### **II. Project Identification**

Applicants are to identify activities as "primary" or "secondary" in their proposal.

#### **III. Project Beneficiaries and Dissemination of Result(s)**

Proprietary projects and projects that benefit one agricultural producer or an individual will not be considered. Moreover, any information or data derived from a WVDA-funded project, along with any report developed from these information or data sources, must be made available to the WV Legislature, which reserves the right to share these results with the general public.

## NEW MARKET DEVELOPMENT INELIGIBLE GRANT USES

WVDA funds cannot be used to pay for:

### **I. Land**

The acquisition of land for a prospective market site.

Funds are not limited for the acquisition, construction, rehabilitation, or repair of a building or facility.

### **II. Political Activities**

The development of and/or participation in political or lobbying activities.



## SUBMITTAL INSTRUCTIONS:

Completed applications must be received by the WVDA Marketing & Development Division **no later than 3:00 PM on Monday, 12/15/2008** to be considered. Application packets must be mailed or delivered to:

**WV Farmers' Market Matching Fund Grant Program  
West Virginia Department of Agriculture  
c/o Marketing & Development Division  
1900 Kanawha Blvd. E.  
Charleston, WV 25305**

### Contact Information:

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