

2022 EDITION
NEW RECIPES!
"Beet Inflation Salad"
and "Zesty SNAP Peas"

Recipes *for* Success

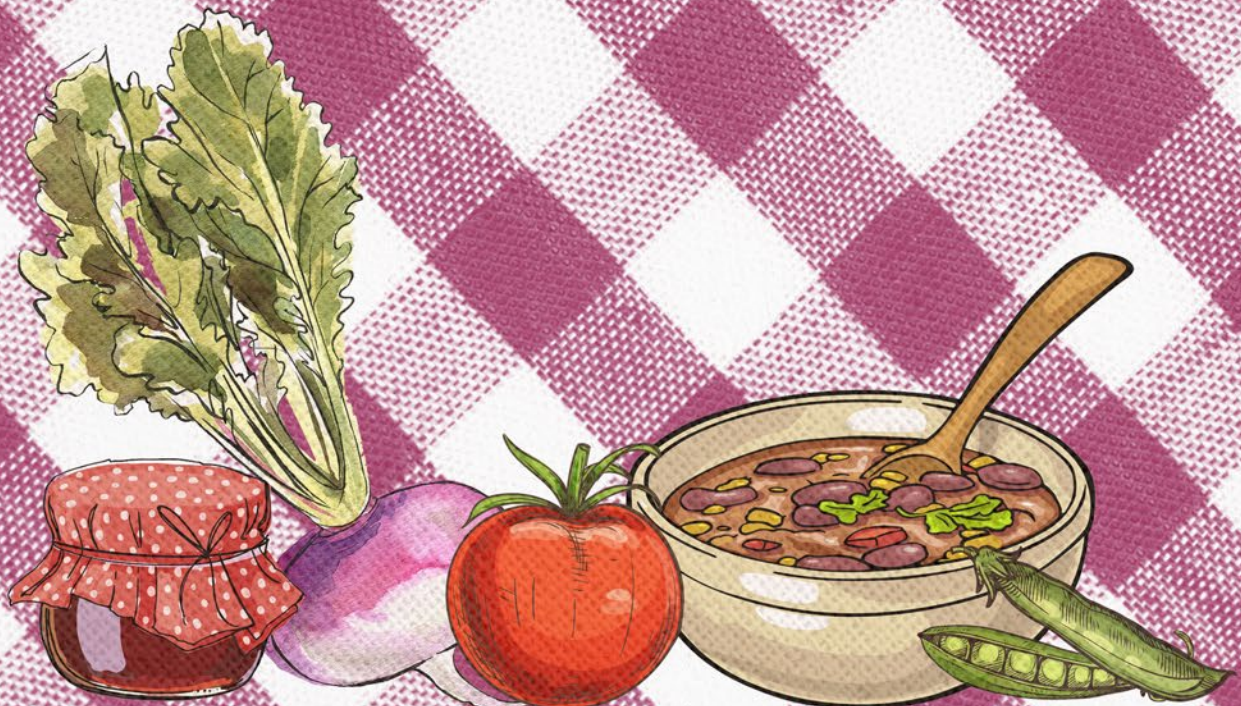


Table of Contents



Letter From the President.....	Page 3
Letter From the Executive Director....	Page 4
Annual Meeting.....	Page 6
Monthly Meetups.....	Page 7
FMM Pro Training.....	Page 8
SNAP/EBT.....	Page 10
Snap to Market Campaign.....	Page 11
Nutrition Incentive Programs.....	Page 12
Market Week.....	Page 14
Fundraising.....	Page 15
Financial Statement.....	Page 16
The Federation Team.....	Page 17
Funders, Partners, Contractors.....	Page 18



Letter From the President

A recent relocation from Rochester to the Hudson River Valley meant leaving behind my beloved year-round historic market, to explore a wealth of markets near my new home. While I still miss “my” market, I have come to appreciate the varied options that I now call “mine.”

I’ve learned every market has its own unique flavor and feel. Yet I am comforted by the commonalities. Each market develops an essence that reflects the needs and desires of the community. Vendors take great pride in showcasing their products and in interacting with their customers. Community members make regular trips to the market a priority, sometimes despite less convenience or one stop shopping. Customers and vendors alike share kind words, humor, and camaraderie that is not seen at the grocery store.

And for every wonderful market I experienced, I appreciate that I am seeing only the “public” view – the smoothly operating and vibrant market. What is not visible to most eyes is the thoughtful planning, careful budgeting, endless communication, quick responses to situations on-the-fly, community networking, crisis management...and all the hard work that goes into running a successful market.

And so, I am endlessly grateful to the market managers and staff who are committed to offering these community gems...and to the farmers and entrepreneurs who offer their best to nourish and delight customers... and to the communities and customers who loyally support their local Markets to ensure their viability.

I am especially grateful that the Farmers Market Federation of New York is there every day, recognizing challenges, anticipating needs, and providing resources that make markets throughout this state so amazing.

Margaret O’Neill
President, Board of Directors

Letter From the Executive Director

The year 2022 started out with a lot of hope for our farmers markets. We were seeing the end of the COVID-19 pandemic, with local economies opening up and consumers resuming a more normal life. Farmers markets began planning operations for all categories of vendors along with events, entertainment, and services. Plans for the upcoming market season were going full speed ahead as we got closer to May 2022.

But then inflation took hold...we saw increased prices on EVERYTHING! Most foods in traditional stores saw double digit price increases and that was when the stores could actually stock their items. We saw scarcity of foods, such as anything containing wheat. Beef and chicken were in short supply and expensive. Even canned goods were limited as materials for making cans were scarce. This all sounded like another reason for customers to flock to ever-abundant farmers markets instead!

Yet gas prices skyrocketed to nearly \$5.00 a gallon. Consumers reassessed their food shopping habits. How do they make up for increased food prices and outrageous fuel costs? Many consumers began to limit travel, choosing a one-stop shopping habit. Farmers market trips were scaled back to fewer trips, or even no trips to the market!

The result? Markets experienced a smaller customer count as inflation caused the general public to rethink their shopping habits.

But the inflationary hits did not stop there. Farmers were caught in the inflation crisis. Production inputs spiraled out of control. Fertilizer prices doubled, then tripled. Seeds were more expensive and shipping costs were up. Labor costs went up, that is, if they could find workers! Travel to market was also more expensive due to rising gas prices. Tractors and field trucks consumed pricey gas and took cash out of farmers' pockets.

Farmers were forced to rethink some of their marketing strategies. Could they participate in farmers markets closer to home? Was the level of sales at market significant enough to justify the fuel costs? Were retail sales the direction they wanted to go? Could they raise prices enough to offset increased costs without alienating customers?

As the summer 2022 season opened, many farmers market managers were nervous. Would they bring in enough customers to satisfy farmers? Would farmers drop out due to their rising costs?

Ultimately, 2022 was a markedly nervous year for farmers markets. In the end, customer participation was down in most markets. Sales dropped, but not as significantly as was originally feared, as we all took a deep breath and got on with what we needed to do to make 2022 as successful as possible. On the following pages, we'll share the "recipes" for success that empowered markets, farmers, and customers to make the most of another challenging year!

Diane Eggert

Federation Executive Director





Recipes for Successful
Training

Annual Conference: Growing Potential

With the resurgence of COVID in the winter of 2021-2022, the NYS Farmers Market Manager Conference, once again, was held in a virtual format. The conference theme, “Growing Your Market’s Potential” was an opportunity for managers to learn new ways to better serve their farmers, consumers and the community at large.

The topics covered included: Diversity, Equity and Inclusion (DEI) at farmers markets, creating a volunteer corps, managing vendor satisfaction, and working with the SNAP community. The conference also discussed issues that managers identified as key challenges such as oversaturation of markets, succeeding in a crowded local food scene, and improving social media marketing.

In addition to educational sessions, the conference included virtual networking. There was plenty of discussion over pandemic operations, including whether any of these processes would remain in a post-COVID market. We also had networking sessions where everyone shared ideas for gaining community support including how to improve funding, increase customer participation, receive promotional assistance, and garner management support from local organizations and municipalities.

The conference hosted 118 attendees, with several attendees from outside of NYS. While many attendees expressed their support and appreciation for a virtual conference that allowed greater participation at a reduced registration fee, others expressed interest in going back to a face-to-face environment. People felt that in-person conferences have an advantage over virtual where managers can network between sessions and over meals. Feedback was extremely positive, as noted in these reviews:

“These conferences are always helpful both for the information they provide and for the ideas that come from other attendees. I also appreciate being able to attend online and having the sessions available after. Thank you so much for the hard work that goes into making the conference such a success!”

“The best part of the conference is being with the only other people who understand how hard this is.”

Recipe

Potential Polenta

Serves

Conference Attendees

Ingredients

Support, Resources, Ideas



Monthly Member [& Friends] Meetups

The Monthly Member (and Friends) Meetup is a new project of the Federation, making its debut in April 2022. The meetup is a Zoom session featuring a new topic with a guest speaker held every fourth Tuesday at 1pm. The speaker gives a brief presentation followed by a facilitated Q & A session.

The Meetup was inspired by the many Zoom sessions hosted by the Federation during the early days of the pandemic. The sessions covered the new procedures designed to accommodate federal and state guidelines for operating during a pandemic. Each session was well attended and evaluations showed that many managers considered the sessions to be one of the best efforts put forth by the Federation.

Each session has 25 to 30 attendees. While the numbers per session are not overwhelmingly high, we have heard from attendees that they learn a great deal and they look forward to them each month. We have also found that the archived sessions on the Federation website are watched by many additional market managers unable to attend when live.

Topics on the Menu

Music at Farmers Markets
Online SNAP for Direct Market Farmers
Insurance Demystified
Cannabis at Farmers Markets
Building an Online Farmers Market
Hints and Tips for Successful Marketing
Keeping Everyone Safe from Petty Crime

Recipe

Homemade "Meet" Balls

Serves

Federation Members
& Friends

Ingredients

Collaboration, Innovation,
Connection



FMM Pro Cohort Trainings

The market manager certification course, FMM Pro, was offered both online and in a cohort setting via Zoom. We had 27 market managers start the program in October 2021, with 15 earning their full certification.

The group was a lively one, with great discussion on the topics presented. Many learned new ideas and concepts through group discussion. We found many of the participating market managers shared their contact information in an attempt to stay connected and continue to network with one another after the sessions ended.

COVID and other illnesses impacted the completion of the program for some of the participants. Health issues didn't just hampering their ability to complete the assignments given for each module of the training, but the issues took them away from participating in the monthly workshops. Others joined in the monthly workshop and were satisfied with learning the lessons without completing their certification.

Ultimately, 15 participants completed the full course, earning a Certificate of Completion.

Asimi Coleman	<i>Westside Farmers Market</i>
Adrienne Kaplan	<i>Westside Farmers Market</i>
Amanda Poodiack	<i>Broome County Regional Market</i>
Kristie Stumpf Rork	<i>Cape Vincent Farmers Market</i>
Autumn Brown	<i>New Cassel Farmers Market</i>
John Nowak	<i>Millerton Farmers Market</i>
Jenifer Paine	<i>Montour Falls Farmers Market</i>
Jessica Westlake	<i>Montour Falls Farmers Market</i>
Kelly Suave	<i>Ithaca Farmers Market</i>
Rebecca Wallen	<i>Carthage Farmers Market</i>
Sophie Grant	<i>Phoenicia Farmers Market</i>
Gisi Vella	<i>Phoenicia Farmers Market</i>
Kathryn Cringoli	<i>Genesee Country Farmers Market</i>

Raise a Glass to the Class of 2022



Recipe

FMM"PRO"tein Shake

Serves

Participating Market Managers

Ingredients

Focus, Determination, Team Spirit



Recipes for Successful
Services

SNAP/EBT at New York Farmers Markets

Once again, 2022 saw a significant increase in SNAP usage at farmers markets and with farmers across NYS. This is due to a number of factors. First, more farmers and markets are enrolling in the SNAP program to ensure that everyone in their communities has access to fresh, healthy, and local food. We saw an increase of 11 farmers apply for SNAP certification with the Federation's assistance and an additional 9 farmers markets join.

The numbers of individuals receiving SNAP across the state was also high. An average of 2,858,032 people received some level of SNAP assistance throughout New York State in 2022. Along with an increase in individual SNAP recipients, we saw an increase in SNAP dollars being distributed in 2022. Over \$9 billion was distributed in New York, including Pandemic EBT set to expire in 2023. The dual increase of SNAP recipients and dollars available gave rise to this significant increase in SNAP usage with markets and farmers.

SNAP incentives also played a role in driving SNAP traffic at farmers markets. There are a number of SNAP incentive programs at play in NYS, including Health Bucks distributed by the City of New York, Fresh Connect checks distributed by the NYS Department of Agriculture and Markets and Double Up Bucks distributed by Fair Food Network. Each of these programs provides SNAP users with additional dollars to spend at participating farmers markets. Many consumers took advantage of the increased buying power these programs provided and shopped with the SNAP dollars at farmers markets.

What we can't discount is that farmers markets attract customers with an abundance of high quality foods harvested at the peak of flavor and nutrition. Customers chose to build a relationship with growers and ensure healthy eating for their families.

	2022	2021	Rate of Change
Farmers Markets	\$5,757,321.14	\$4,929,928.04	16.7%
Mobile Markets	\$290,634.78	\$191,637.36	51.5%
Farmers/CSAs	\$933,955.75	\$423,571.69	120%

Recipe

Olivier Salad with
Fresh SNAP Peas

Serves

SNAP/EBT Customers

Ingredients

Freshness, Nutrition, Wellness

SNAP to Market Social Media Campaign



Recipe

Ginger SNAP Cookies

Serves

SNAP Consumers

Ingredients

Inspiration, Education, Fun

The Federation engages in social media campaigns to promote farmers markets and local food to consumers, particularly to SNAP/EBT customers. The 2022 social media campaign utilized Facebook and Instagram to promote:

- Easy-to-use recipes featuring in-season, local food
- Nutrition, preservation, and storage tips for using fresh produce
- Highlighting SNAP-capable farmers markets to drive traffic to those markets

The campaign ran from June through September. We reached 534,500 customers representing a 23.5% increase over 2021. Total engagements were 51,000: also up 13.1% over 2021. Customer engagements involved comments on the featured produce, sharing recipes, asking questions about market participation and SNAP in general. Each question was followed up with appropriate responses to further encourage comments and visits to markets. The best performing content was in the fall featuring apples, with 124 comments and 272 shares! Overall, the social media campaign was very effective in promoting the use of SNAP at farmers markets while educating consumers.

Nutrition Programs

Incentive Program	Funder	2022 # Redeemed	2021 # Redeemed	% Increase From 2021
<i>Farmers Market Nutrition Program</i>	<i>NYS Ag & Markets</i>	791,445	762,547	3.5%
<i>NYC Health Bucks</i>	<i>NYC Dept of Health & Mental Hygiene</i>	1,133,474	890,801	27%
<i>FreshConnect Checks</i>	<i>NYS Ag & Markets</i>	315,566	269,241	17%
<i>CNY Health Bucks</i>	<i>Food Bank of CNY</i>	5,911	5,380	.98%

All nutrition incentive programs increased in 2022 and there are a number of reasons for the uptick. First, consumer interest in local foods is high, as the pandemic and food shortages are still on people’s minds. More consumers are participating in farmers markets for some portion of their food needs. When looking for local, a farmers market is an easy way to fulfill that need.

We are also seeing the number of farmers markets participating in SNAP continue to increase. This allows for more markets to distribute SNAP incentive coupons that give consumers greater purchasing power. As these programs expand into additional markets and consumers become more aware of the ability to stretch SNAP dollars, we will continue to see more consumers using their SNAP benefits and incentives.

Inflation is another factor driving the increase in nutrition incentive programs. In general, food prices continue to spiral higher and food scarcity is an issue. Shoppers are finding that many foods – including beef, chicken, eggs, wheat-based products – are disappearing from grocery shelves. Yet, we find these foods in abundance at farmers markets. Combine plentiful local food and the ability to stretch food dollars with the nutrition incentive programs and we will see more consumers at the markets!

Recipe

Butter “Nut”rition
Squash Soup

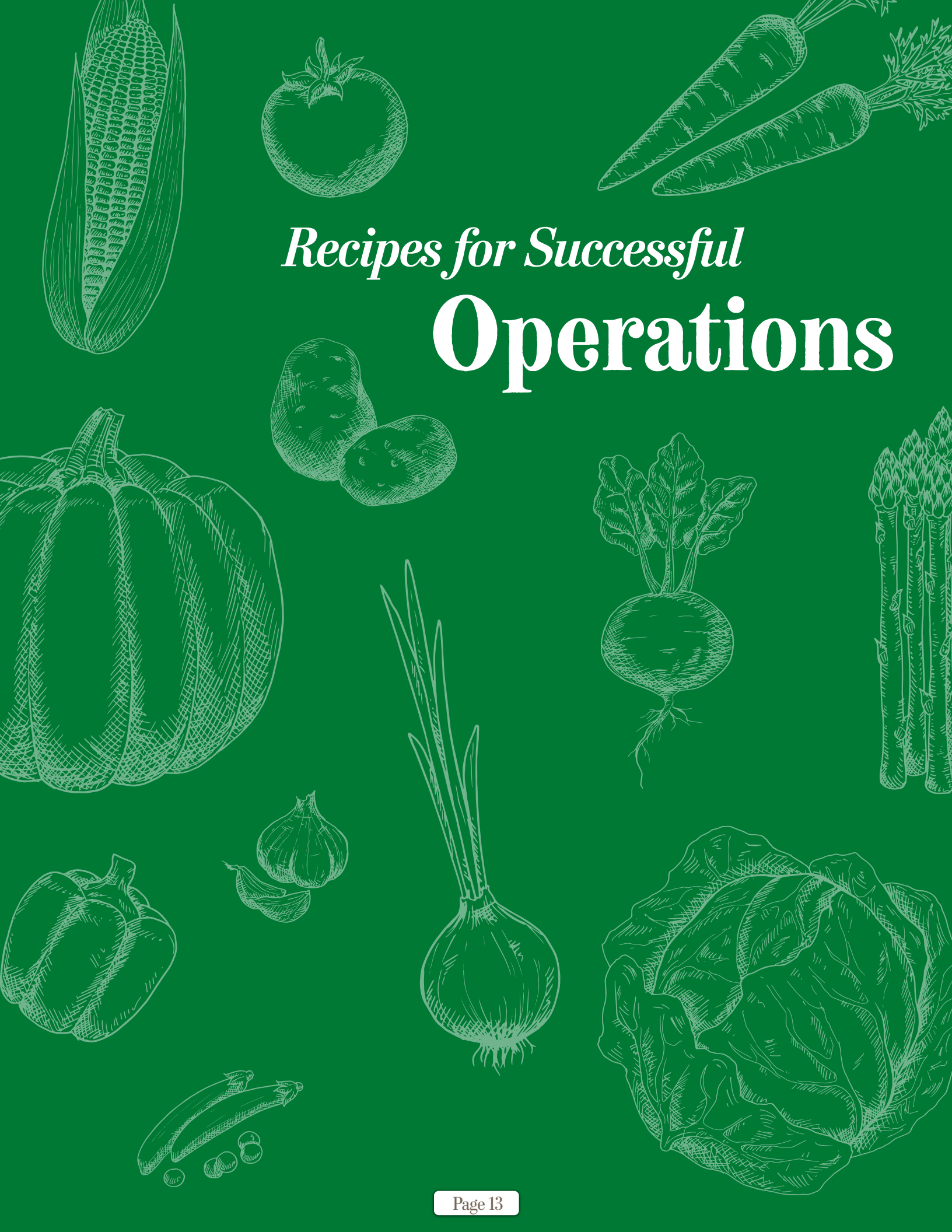
Serves

Customers, Farmers

Ingredients

Health, Wellness, Savings





Recipes for Successful

Operations

"Beet" Inflation: Farmers Market Week 2022

Inflation had a big impact on farmers and farmers markets in 2022. But as insiders, we know that there are multiple ways that farmers markets can help to beat inflation – or “beet” inflation – which was the theme of our 2022 Farmers Market Week campaign which ran August 7-13th. The Federation developed a series of social media posts to share with markets across the state promoting the many ways that farmers markets can overcome inflation. The posts were shared in a toolkit with markets across the state as well as posted on the Federation’s social media channels. Also included in the toolkit were activity sheets for children such as a farmers market word search, coloring page, and corn maze.

Campaign Messaging

- Pickle, preserve, freeze, or dehydrate! Purchase in bulk when produce is most fresh, flavorful, and affordable
- Skip the middleman and save. Purchasing direct from growers means cost savings.
- Don’t pay gas mileage for grocery store shipping costs. Food travels far fewer miles to a farmers market and the prices reflect it
- More than a market trip – it’s an experience. It’s a family friendly trip with entertainment, education and fresh air
- Fight inflation alongside farmers. Shopping the market helps farmers offset inflation costs as well
- Quality and abundance – always! Store shelves may be empty; markets are abundant
- Coupon incentive programs expand purchasing power for lower income consumers

Recipe

"Beet" Inflation Salad

Serves

Markets Across NYS

Ingredients

Facts, Optimism, Celebration



Keep Markets Growing Fundraiser

A fundraiser was launched in June to bring more awareness to farmers markets and the Federation's work. A series of social media posts featured what the Federation offers to New York's farmers markets including training (the annual conference, webinars and monthly member meetups), participation and promotion of the SNAP program, market development work, nutrition incentive coupon redemption services, and networking (through the Federation list serve and the market managers closed Facebook Group page). The fundraising campaign built both consumer and market awareness of what the Federation accomplishes on behalf of New York's farmers market industry. The campaign goals were:

- Raise \$5000 to help the Federation maintain programs and services
- Help customers understand and appreciate how the Federation benefits their market
- Strengthen relationships with member markets through collaborative marketing efforts as each market was encouraged to share the social media posts with their own network

A growing vine tracked the donations and sponsorships as they arrived throughout June. By June 30th, the vine was fully grown, as donations reached \$5482.

Recipe

Fundraiser Chocolate
"Fund"ve with Berries

Serves

Federation
Members

Ingredients

Awareness, Action
& Appreciation



Statement of Financials as of June 30th 2022

ASSETS	
Current Assets	
Cash	\$825,859
Cash – Exchange FMNP	\$11,042
Investments	\$460,473
Accounts Receivable	\$317,160
Prepaid Expenses	\$900
TOTAL ASSETS	\$1,615,434
LIABILITIES AND NET ASSETS	
Current Liabilities	
Accrued Expenses	\$6,632
Funds Held for FMNP Grant	\$11,042
Deferred Revenue	\$62,402
TOTAL CURRENT LIABILITIES	\$80,076
NET ASSETS	
Unrestricted	\$1,535,358
TOTAL LIABILITIES & NET ASSETS	\$1,615,434

SUPPORT AND REVENUE	
Support:	
Contributions and Sponsor	\$5,482
Membership	\$0
TOTAL SUPPORT	\$5,482
Revenue:	
Government Grants	\$215,677
Coupon Service Fees	\$373,572
Program Fees	\$9,080
Interest	\$5,606
Total Revenue	\$603,935
TOTAL SUPPORT AND REVENUE	\$609,417

EXPENSES	
Program Expenses:	
Wireless Technology	\$189,001
Training	\$76,680
TOTAL PROGRAM SERVICES	\$265,681
Supporting Services:	
Management and General	\$82,654
Fundraising	\$8,938
TOTAL SUPPORTING SERVICES	\$91,592
TOTAL EXPENSES	\$357,273
<i>Net Change in Assets from Operations</i>	<i>\$252,144</i>
<i>Gain on Investments</i>	<i>(\$62,825)</i>
<i>Change in Net Assets</i>	<i>\$252,144</i>



The Federation Team

Board Members

Metro Region

Dacotah Rousseau
Down to Earth Markets

Melinda Meddaugh, Secretary
*Cornell Cooperative Extension
Sullivan County*

Northern Region

Carlene Doane
GardenShare

Amanda Root
*Cornell Cooperative Extension
Jefferson County*

Central Region

Beth Irons, Vice President
Oneida County Public Market

Laura Biasillo
*Cornell Cooperative Extension
Broome County*

Eastern Region

Steve Hadcock, Treasurer
*Cornell Cooperative Extension
Capital Area Horticulture Program*

Steve Riddler
Troy Waterfront Farmers Market

Western Region

Margaret O'Neill, President
Friends of the Rochester Public Market

Jackie Farrell
Westside Farmers Market

Members at Large

Beth Bainbridge
Harvest Home Farmers Markets

Sophie Grant
Phoenicia Farmers Market

Kelly Sauve
Ithaca Farmers Market

Board Advisors

Rebecca Allmond
Mark McMullen
NYS Dept. of Ag & Markets

Lindsay Ott Wilcox
Centermost Marketing

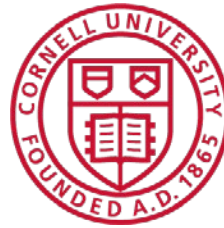
Federation Staff

Diane Eggert
Executive Director

Britni Gallo
Office Manager

Brenda Gallo
Coupon Redemption Specialist

Funders, Partners & Contractors



FRESH CONNECT FARMERS MARKET PROGRAM



