



Fiscal Year 2025 Description of Funded Projects

Number of Grants Awarded: 44

Amount of Funds Awarded: \$11,032,474.20

Awarded in March 2026¹

For more information, please visit the grant program's website:

<https://www.ams.usda.gov/services/grants/fmpp>

Alaska

Recipient: Homer Farmers Market, Inc., *Homer, AK.*

District: AK-001

Implementation District: AK-001

Project Type: Turnkey Marketing and Promotion

Award Amount: \$71,070.00

Cost Share Amount: \$23,120.00

Total Project Amount: \$94,190.00

Empowering Alaskan Farmers and Communities: Market Growth on the Southern Kenai Peninsula

This project will support a robust local food economy by providing space for farmers and producers to connect directly with consumers. Activities includes growing the community membership program, expanding programs offered at the market, and expanding the marketing reach within the State of Alaska. The project will host at least three meetings connecting with community members and farmers, to foster relationships and work towards mutual goals of supporting Alaskan farmers.

Arizona

Recipient: Painted Desert Demonstration Projects, Inc., *Flagstaff, AZ.*

District: AZ-002

Implementation District: AZ-002

Project Type: Capacity Building

Award Amount: \$250,000.00

Cost Share Amount: \$64,096.00

Total Project Amount: \$314,096.00

¹As of April 2026, AMS updated this information to reflect the reallocation of funds to two additional competitive projects when one that was initially selected indicated that they would not be able to implement what they originally proposed. No other changes were made to this Description of Funded Projects.

Painted Desert Local Food Store/Farmers Market Program for Low Income/Low Access Communities

This project will establish a community food store and associated farmers markets at the Painted Desert Regional Food Hub to enhance healthy food access and increase producer income. Activities include adding store equipment, hosting quarterly markets, and providing food safety and business management skills training to local producers.

California

Recipient: Fresno Metropolitan Ministry, *Fresno, CA.*

District: CA-021

Implementation District: CA-021

Project Type: Community Development Training and Technical Assistance

Award Amount: \$500,000.00

Cost Share Amount: \$125,000.00

Total Project Amount: \$625,000.00

Expanding Direct-to-Consumer Market Access in Southwest Fresno

Through an initiative to expand and strengthen the Yo'Ville Farmers Market, this project will increase access to direct-to-consumer markets for farmers and consumers by offering workshops and trainings on technical assistance, food safety training, and customer engagement. Project work includes partnering with local producers, processors, and institutions to support up to 20 small-scale farmers—growing from a current base of 4—through coordinated training, outreach, and mentorship.

Recipient: Santa Monica, *Santa Monica, CA.*

District: CA-036

Implementation District: CA-036

Project Type: Turnkey Marketing and Promotion

Award Amount: \$85,526.65

Cost Share Amount: \$40,262.35

Total Project Amount: \$125,788.95

Santa Monica Farmers Market Marketing

The Santa Monica Farmers Market will launch several initiatives to support its four markets' programming. This project will enhance existing marketing through a marketing campaign by creating new creative assets (photography and video) to capture farm visit documentation—plus, at-market information to promote local growers to a wider audience. The marketing campaign will include regional media advertising through local print newspapers, bus ads, and social media.

Recipient: Pacific Coast Farmers' Market Association, *Concord, CA.*

District: CA-010

Implementation District: CA-All

Project Type: Turnkey Marketing and Promotion

Award Amount: \$99,912.13

Cost Share Amount: \$25,694.65

Total Project Amount: \$125,606.78

Farmers Markets Deliver Sales for Farmers: Direct Mail Strategies for Market Success

This project will test direct mail strategies at six farmers markets in the San Francisco Area through 24 postcard campaigns aiming to reach 120,000 homes. The project will compare three strategies—anonymous postcards to every home, pre-addressed postcards using purchased addresses, and pre-addressed postcards to past market shoppers. Each postcard will contain a photo of the market, a map of the market location with days and times, and a coupon offer. These activities aim to identify the most impactful and cost-effective strategies to bring more consumers to the farmers markets by tracking redemption rates from the different methods.

Recipient: Downtown Napa Farmers Market Corporation, *Napa, CA.*

District: CA-004

Implementation District: CA-004

Project Type: Turnkey Marketing and Promotion

Award Amount: \$99,985.60

Cost Share Amount: \$25,395.00

Total Project Amount: \$125,380.60

Growing Together: Promoting Local Farmers Markets Across Napa County

The project will build capacity for farmers markets in Napa County to engage in effective marketing strategies reaching both new and existing market segments—and to increase awareness of and attendance at farmers markets across the county. Project activities include creating, implementing, and evaluating a comprehensive digital and traditional marketing plan that promotes all farmers markets in Napa County. The project will additionally promote shared resources and better communication, resulting in increased access and vitality for farmers markets throughout the county.

Recipient: Everyone's Harvest, *Monterey, CA.*

District: CA-019

Implementation District: CA-018

Project Type: Turnkey Marketing and Promotion

Award Amount: \$99,909.98

Cost Share Amount: \$46,010.00

Total Project Amount: \$145,919.98

Growing Farmer Direct Sales with New Year-Round Farmers' Markets and Expanded Nutrition Programs in Monterey County

The project will grow farmers' direct sales in Monterey County by launching new marketing campaigns to attract new customers at six certified farmers' markets and two new year-round markets. Activities aim to help increase market attendance, expand year-round purchasing opportunities through partnerships with local organizations, and ultimately boost regional farmers' sales volumes of fresh, locally grown food.

Colorado

Recipient: Ag & Food Lab, *Denver, CO.*

District: CO-001

Implementation District: CO-008

Project Type: Turnkey Marketing and Promotion

Award Amount: \$99,920.00

Cost Share Amount: \$25,014.24

Total Project Amount: \$124,934.24

Expansion of Producer-to-Consumers Markets in Adams County, Colorado

This project will improve food access and strengthen local food economies in Colorado by developing Producer-to-Customer markets in Adams County, which spans both rural and urban communities. The aim is to identify, refine, and scale community-driven solutions that connect local producers directly with consumers. The project will strengthen supply chain infrastructure by identifying key gaps (e.g., cold storage, aggregation, distribution), and training stakeholders in new tools like point-of-sale systems and online ordering platforms.

Connecticut

Recipient: City Seed, Inc., *New Haven, CT.*

District: CT-003

Implementation District: CT-003

Project Type: Capacity Building

Award Amount: \$249,999.60

Cost Share Amount: \$62,500.00

Total Project Amount: \$312,499.60

Market-Ready: A Capacity-Building Program for New and Beginning Connecticut Farmers

This project will expand access to local food in New Haven, Connecticut's third largest city, through a network of farmers markets in three urban neighborhoods plus one that operates year round. CitySeed will 1) train 15 new and beginning farmers to become market-ready, while boosting vendor participation in CitySeed markets; 2) develop a replicable market-ready workshop series covering regulations, food safety, marketing, customer service, and finance; 3) establish a new farmers market in the Fair Haven neighborhood; and 4) increase direct sales at CitySeed Farmers Markets.

Florida

Recipient: Second Harvest Food Bank of Central Florida, Inc., *Orlando, FL.*

District: FL-010

Implementation District: FL-010

Project Type: Capacity Building

Award Amount: \$243,840.00

Cost Share Amount: \$64,365.72

Total Project Amount: \$308,205.72

Mobile Farmers Market Pantry

This project will improve access to locally produced fruits, vegetables, and nuts to consumers in the Volusia County area, sourcing products from local growers with a Mobile Farmers Market Pantry program. Activities include cooking demonstrations, enhanced educational content, and more engagement of producers to increase awareness and promotion of local food, support community connections, and drive demand for more fresh, produce from local growers.

Recipient: Friends of The Underline, Inc., *Miami, FL.*

District: FL-027

Implementation District: FL-027

Project Type: Turnkey Marketing and Promotion

Award Amount: \$100,000.00

Cost Share Amount: \$25,000.00

Total Project Amount: \$125,000.00

Fresh Connections: Highlighting Miami's Agricultural Community in our Urban Communities

Fresh Connections is a marketing and outreach initiative designed to elevate The Underline Farmers Market and spotlight Miami-Dade's vibrant agricultural community. This project will update an existing marketing plan, design and produce bilingual promotional materials, and implement a countywide outreach campaign. Strategies will include transit-based advertising, on-site signage, and targeted digital promotion.

Georgia

Recipient: Flint River Fresh, *Albany, GA.*

District: GA-002

Implementation District: GA-All

Project Type: Community Development Training and Technical Assistance

Award Amount: \$303,945.00

Cost Share Amount: \$82,388.00

Total Project Amount: \$386,333.00

Market Roots: Building Rural Farmers Markets through Hybrid Training and Aggregation Support

This project will address the barriers small and beginning producers face in accessing local markets by providing structured training, technical assistance, and mentorship through a hybrid model—combining virtual instruction with in-person learning experiences at an established retail farmers market. The project aims to expand local food access and farmer income opportunities across rural and food desert communities in Georgia.

Hawaii

Recipient: Abl Collective LLC, *Honolulu, HI.*

District: HI-001

Implementation District: HI-001

Project Type: Capacity Building

Award Amount: \$250,000.00

Cost Share Amount: \$62,500.00

Total Project Amount: \$312,500.00

Rooted in Aloha: Reducing Imports and Growing Local Markets

This project will launch a new farmers market to expand access to Hawaii-grown food and strengthen local food system infrastructure. This project combines Hawaii's values of "aloha"—rooted in community and relationship-building—with an industry-leading change management framework. A focus on outreach and education strategies will aim to help redirect consumer preferences to spend more on local food, and work will include providing vendor services to farmers and food entrepreneurs.

Recipient: The Food Basket Inc., *Hilo, HI.*

District: HI-002

Implementation District: HI-002

Project Type: Capacity Building

Award Amount: \$250,000.00

Cost Share Amount: \$65,000.00

Total Project Amount: \$315,000.00

Mobile Market and DA BOX CSA Expansion Project

This project will improve access to fresh, locally grown produce for low-income, low-access communities across Hawaii Island while strengthening market opportunities for small- and mid-sized farmers. Through the deployment of a refrigerated mobile market vehicle and the expansion of a Community Supported Agriculture program, the program will bring healthy, Hawaii Island-grown food directly to rural areas—reducing geographic and economic barriers to food access.

Recipient: University of Hawaii, *Honolulu, HI.*

District: HI-001

Implementation District: HI-All

Project Type: Community Development Training and Technical Assistance

Award Amount: \$499,999.00

Cost Share Amount: \$125,000.00

Total Project Amount: \$624,999.00

Growing Local Markets: Expanding Direct-to-Consumer Opportunities for Hawaii Producers

This project will address the challenges of building a resilient local food system through a coordinated, statewide effort led by GoFarm Hawaii, a Cooperative Extension program that trains and supports more

than 1,000 producers statewide every year who continue to face steep barriers to success in direct-to-consumer markets. Participating small- and mid-sized family producers will benefit from vendor recruitment workshops and one-on-one technical assistance that will help them differentiate themselves and build customer relationships through locally relevant branding, storytelling, and digital marketing support.

Idaho

Recipient: Sunnyslope Wine Trail, Inc., *Huston, ID.*

District: ID-001

Implementation District: ID-001

Project Type: Turnkey Marketing and Promotion

Award Amount: \$100,000.00

Cost Share Amount: \$25,015.00

Total Project Amount: \$125,015.00

Marketing and Promotional Media for Idaho Wines and Agritourism in the Sunnyslope, Idaho American Viticultural Area (AVA).

The project will organize a marketing campaign to promote wines from local grape-growing producers in the surrounding areas of Sunnyslope, Idaho. The project includes producing a 45- to 50-minute feature show for YouTube, social media messaging, and circulating print ads and online content nationally. The major media initiative aims to grow the customer base for Sunnyslope Wine Trails, Inc and other producers in the region.

Illinois

Recipient: The Land Connection Foundation, *Champaign, IL.*

District: IL-013

Implementation District: IL-All

Project Type: Community Development Training and Technical Assistance

Award Amount: \$284,127.90

Cost Share Amount: \$71,075.22

Total Project Amount: \$355,203.12

From Surviving to Thriving: Strengthening Illinois Direct-to-Consumer Producer Capability

This project focuses on improving the viability and profitability of Illinois farms and ranches serving local markets. A technical assistance program will connect at least 200 direct-to-consumer producers with expert consultants in marketing, value-added products, and regulatory compliance for food safety. For example, producers will receive personalized guidance from farmer servicing staff at regional organizations, and be matched with a vetted consultant.

Indiana

Recipient: At Ease Orchard, *Wilkinson, IN.*

District: IN-006

Implementation District: IN-All

Project Type: Community Development Training and Technical Assistance

Award Amount: \$238,399.60

Cost Share Amount: \$67,320.00

Total Project Amount: \$305,719.60

Expanding Sales Channels for Veteran and Rural-Owned Agricultural Businesses

This project will develop a regional program to help producer growth and value-added food businesses strengthen and expand direct-to-consumer (DTC) sales. The program supports participants in developing strategic growth plans tailored to their business models, market opportunities, and revenue goals. Training will focus on brand development, pricing, customer segmentation, and expanding DTC market channels in Indiana, Tennessee, Kentucky, Ohio, Illinois, Michigan, and Missouri.

Kansas

Recipient: Lawrence Farmers Market, Inc., *Baldwin City, KS.*

District: KS-002

Implementation District: KS-002

Project Type: Turnkey Marketing and Promotion

Award Amount: \$99,996.59

Cost Share Amount: \$26,042.56

Total Project Amount: \$126,039.15

Celebrating 50 Years of Local Foods and New Opportunities

This project will organize a series of events to showcase local and regional foods, engaging both local community members and visitors to the Lawrence Farmers Market. Project work includes implementing a comprehensive marketing plan and expanding advertising to support increases in farmers market vendor sales and customer engagement.

Kentucky

Recipient: Organic Association of Kentucky, Inc., *Lexington, KY.*

District: KY-006

Implementation District: KY-ALL

Project Type: Community Development Training and Technical Assistance

Award Amount: \$495,742.59

Cost Share Amount: \$123,935.41

Total Project Amount: \$619,678.00

Leveraging Incentives for Farm Transformation (LIFT)

This project will expand local food models to create robust pathways for farms to diversify sales channels, reach new customers and increase income. The models aim to generate over \$3 million in producer sales and engage 470 farms across Kentucky. The key project activities will build demand for local foods by scaling employer-incentivized CSA programs, expanding subsidized produce prescription boxes, and accelerating local food procurement through value chain coordination.

Recipient: University of Kentucky Research Foundation, *Lexington, KY.*

District: KY-006

Implementation District: KY-ALL

Project Type: Turnkey Recruitment and Training

Award Amount: \$99,993.00

Cost Share Amount: \$25,002.00

Total Project Amount: \$124,995.00

Direct Market Training for Kentucky Meat, Egg, and Protein Producers

The project aims to enhance the marketing and business skills of small-scale livestock producers. The project will recruit producers and provide training to improve direct-to-consumer market success. Project activities include developing and delivering of Extension curricula and producer-facing fact sheets, collecting and disseminating of direct market meat and egg prices and trend data, one-on-one technical support for marketing and business development, and ongoing communication about processing capacity and market opportunities.

Louisiana

Recipient: Acadiana Growers Alliance Inc, *New Iberia, LA.*

District: LA-003

Implementation District: LA-003

Project Type: Turnkey Marketing and Promotion

Award Amount: \$50,000.00

Cost Share Amount: \$17,895.00

Total Project Amount: \$67,895.00

Connecting Communities to Local Food: Acadiana Mobile Market Outreach Campaign (Phase I)

This project will implement a targeted marketing and outreach campaign to promote its new Mobile Farmers Market program. This initiative increases access to locally grown, culturally relevant fresh, frozen, and staple foods in communities across the Acadiana region while expanding market opportunities for over 30 small family farms.

Maine

Recipient: University of Maine System acting through the University of Maine, *Orono, ME.*

District: ME-002

Implementation District: ME-002

Project Type: Community Development Training and Technical Assistance

Award Amount: \$480,402.00

Cost Share Amount: \$125,620.00

Total Project Amount: \$606,022.00

Sea-to-Plate: Training and Technical Assistance to Support Direct-to-Consumer Seafood Marketing

This project will train seafood businesses in direct marketing and expand a producer-to-consumer network. Activities include workshops, technical assistance, and network coordination. The project aims to increase direct seafood sales, strengthen local food systems, and improve business fundamentals for seafood producers.

Maryland

Recipient: Farm Alliance of Baltimore, *Baltimore, MD.*

District: MD-007

Implementation District: MD-ALL

Project Type: Capacity Building

Award Amount: \$248,539.00

Cost Share Amount: \$63,100.00

Total Project Amount: \$311,639.00

Growing Market Opportunities and Collective Sales for Farmers in Baltimore City

This project will provide direct-to-consumer sales training to farmers and connect them to new outlets. Activities include operational support, farm stand development, and partnerships with local organizations. The project aims to increase market opportunities, improve economic viability for producers, and strengthen Baltimore's local food network.

Recipient: Ridge to Reefs, *Sykesville, MD.*

District: MD-008

Implementation District: AS-001

Project Type: Community Development Training and Technical Assistance

Award Amount: \$476,027.75

Cost Share Amount: \$119,541.80

Total Project Amount: \$595,569.55

Sow and Grow American Samoa: Agribusiness Training and Farmers Market Establishment

This project will establish a farmers market in American Samoa and provide agribusiness training to local producers. Activities include branding, marketing, and value-added product development. The project aims to increase farmer profitability, diversify product offerings, and strengthen local food security.

Michigan

Recipient: Michigan Health Improvement Alliance, Inc., *Freeland, MI.*

District: MI-008

Implementation District: MI-008

Project Type: Turnkey Marketing and Promotion

Award Amount: \$97,899.00

Cost Share Amount: \$24,475.00

Total Project Amount: \$122,374.00

Expanding Direct Markets for Local Producers in Northeast Michigan

This project will expand rural pop-up markets and develop marketing plans for farmers markets in Northeast Michigan. Activities include promotional campaigns and evaluation of outreach strategies. The project aims to increase farmer revenue, improve consumer access to fresh produce, and strengthen rural food systems.

Nevada

Recipient: Green Our Planet, *Las Vegas, NV.*

District: NV-001

Implementation District: NV-001

Project Type: Community Development Training and Technical Assistance

Award Amount: \$500,000.00

Cost Share Amount: \$128,928.00

Total Project Amount: \$625,000.00

Green Our Planet's Giant Student Farmers Markets Program

This project will scale school-based farmers markets and host student-run events in Nevada and Wisconsin. Activities include educator training, toolkit development, and digital resources for replication. The project aims to increase access to fresh produce, teach agricultural marketing skills to students, and strengthen school food programs as institutional markets for local produces.

New York

Recipient: County of Schoharie, *Schoharie, NY.*

District: NY-021

Implementation District: NY-021

Project Type: Capacity Building

Award Amount: \$54,596.00

Cost Share Amount: \$18,405.00

Total Project Amount: \$73,001.00

Harvesting Opportunity: Creating a Vibrant Destination Farmers Market in Schoharie County, NY

This project will establish a farmers market through site planning, vendor recruitment, and marketing. Activities include hiring a market manager and creating operating plans. The project aims to improve food access, create new market opportunities for farmers, and strengthen the local economy.

Recipient: Center for Agricultural Development and Entrepreneurship, *Oneonta, NY.*

District: NY-019

Implementation District: NY-019

Project Type: Community Development Training and Technical Assistance

Award Amount: \$482,751.60

Cost Share Amount: \$125,000.00

Total Project Amount: \$607,751.60

Strengthening NY Farmers' Capacity to Run a Profitable Direct-to-Consumer Enterprise and to Increase Consumer Demand for NY Farm Products

This project will launch a digital curriculum and statewide campaign to strengthen direct-to-consumer sales for area farmers. Activities include webinars, technical assistance, and replication of successful online market models. The project aims to increase consumer demand, improve farmer profitability, and expand access to local food for area consumers.

Recipient: Research Foundation for SUNY, *Albany, NY.*

District: NY-020

Implementation District: NY-ALL

Project Type: Community Development Training and Technical Assistance

Award Amount: \$499,745.00

Cost Share Amount: \$126,077.00

Total Project Amount: \$625,822.00

Marketing Advertising and Promotion Assistance in Direct Producer to Consumer Access for the Enrichment of the Mohawk Valley

This project will provide marketing and promotion assistance to small producers in the Mohawk Valley. Activities include developing marketing strategies and training stakeholders. The project aims to boost farmers' direct-to-consumer sales, improve producer connectivity, and strengthen regional food systems.

Recipient: Glynwood Center, Inc., *Cold Spring, NY.*

District: NY-017

Implementation District: NY-017

Project Type: Turnkey Marketing and Promotion

Award Amount: \$99,350.00

Cost Share Amount: \$25,576.00

Total Project Amount: \$124,926.00

Collective Farm Marketing to Promote Community Supported Agriculture in New York's Hudson Valley Region and Beyond

This project will promote direct-to-consumer marketing for farms in the Hudson Valley through a CSA program. Activities include outreach campaigns and resource sharing with the CSA Innovation Network. The project aims to increase community supported agriculture memberships, improve farm viability, and share best practices.

North Carolina

Recipient: Appalachian Sustainable Agriculture Project, *Asheville, NC.*

District: NC-011

Implementation District: NC-All

Project Type: Community Development Training and Technical Assistance

Award Amount: \$499,725.00

Cost Share Amount: \$295,850.00

Total Project Amount: \$795,575.00

Advancing Recovery and Resilience of Southern Appalachian Farms through Direct Sales and Marketing

This project will support Southern Appalachian farms in recovering from hurricane impacts and building resilience with activities that include marketing assistance, regional collaboration, and adaptive business models. The project aims to expand farmers' direct sales, strengthen farm resilience, and grow the regional food economy.

Ohio

Recipient: Franklinton Farms, *Columbus, OH.*

District: OH-003

Implementation District: OH-003

Project Type: Capacity Building

Award Amount: \$249,998.50

Cost Share Amount: \$62,712.00

Total Project Amount: \$312,710.50

The Franklinton FarmStore: A Digital Farmers Market Connecting Low Income/Low Access Communities

This project will launch a digital farmers market platform to expand access for consumers in Columbus. Activities include creating an online market platform, coordinating multi-site pickups, and marketing campaigns. The project aims to improve food security, increase farmer sales, and create a replicable model.

Recipient: Wayne Co. Ohio District of Health, *Wooster, OH.*

District: OH-007

Implementation District: OH-007

Project Type: Turnkey Marketing and Promotion

Award Amount: \$100,000.00

Cost Share Amount: \$25,661.35

Total Project Amount: \$125,661.35

Growing the Impact of the Orrville Farmer's Market

This project will expand marketing for the Orrville Farmers Market through advertising and community events. Activities include social media outreach, billboard signage, and themed market days. The project aims to increase farmers market attendance, boost local produce consumption, and strengthen community connections.

Oklahoma

Recipient: Neighbors Building Neighborhoods, Inc., *Muskogee, OK.*

District: OK-002

Implementation District: OK-002

Project Type: Turnkey Marketing and Promotion

Award Amount: \$99,709.00

Cost Share Amount: \$26,026.00

Total Project Amount: \$125,735.00

Strategic Marketing and Promotion of the Emerging Talihina Farmers Market

This project will increase farmers market customer visits through a comprehensive marketing initiative. Activities include assessing community awareness, developing a multi-media marketing plan, implementing targeted outreach, and creating print, digital, and radio advertisements. The project aims to expand market reach, attract new customers, and strengthen access to fresh, local food for rural communities.

Oregon

Recipient: Oregon Farmers Markets Association

District: OR-003

Implementation District: OR-All

Project Type: Community Development Training and Technical Assistance (CTA)

Award Amount: \$459,681.41

Match Amount: \$114,920.35

Total Project Amount: \$574,601.76

Rooted in Regions: Investing in Market Leaders to Grow Oregon's Food System

This project will strengthen Oregon's farmers market sector by providing comprehensive training, technical assistance, and peer-led learning opportunities for market managers. It will create regional cohorts to foster collaboration, organize local meetups, and guide relevant training topics, while

expanding access to resources through webinars, an updated online library, and a new market startup toolkit. The initiative will also enhance consumer outreach and improve data systems in partnership with Ecotrust, enabling markets to demonstrate their impact and increase vendor visibility. By investing in leadership development and connectivity, the project will build more resilient markets, support vendor success, and expand community access to fresh, local food.

Rhode Island

Recipient: Center for Women and Enterprise, *Providence, RI.*

District: RI-001

Implementation District: RI-001

Project Type: Capacity Building

Award Amount: \$247,320.00

Cost Share Amount: \$63,528.00

Total Project Amount: \$310,848.00

Farm Business Builder: Revenue Readiness for Beginning Veteran Farmers.

This project will train veteran farmers in business planning and market readiness. Activities include personalized coaching, financial forecasting, and business plan development. The project aims to equip veteran farmers with business tools and increase their market participation while strengthening regional food systems.

Tennessee

Recipient: Union County TN Farmers Market, *Maynardville, TN.*

District: TN-001

Implementation District: TN-All

Project Type: Capacity Building

Award Amount: \$250,000.00

Cost Share Amount: \$62,500.00

Total Project Amount: \$312,500.00

Growing Local, Thriving Together: Union County TN Farmers Market Expansion

This project will expand vendor recruitment, market access, and marketing for Union County Farmers Market. Activities include vendor training, programs to increase market sales, and market advertising. The project aims to increase farmer sales and local food access as well as strengthen community engagement.

Texas

Recipient: Council for Healthy Food Systems, *Cameron, TX.*

District: TX-017

Implementation District: TX-All

Project Type: Community Development Training and Technical Assistance

Award Amount: \$350,655.64

Cost Share Amount: \$87,655.22

Total Project Amount: \$438,310.86

Making Success Attainable: Bringing Project-focused Hybrid Business and Marketing Education to Texas Producers

This project will deliver hybrid business and marketing education to direct-to-consumer producers across Texas. Activities include developing and implementing a blended learning model with virtual instruction, hands-on exercises, and an in-person workday. The project aims to improve producer capacity, expand market access, and strengthen business viability for Texas farmers.

Virginia

Recipient: Project GROWS, Inc., *Staunton, VA.*

District: VA-06

Implementation District: VA-06

Project Type: Turnkey Marketing and Promotion

Award Amount: \$96,042.25

Cost Share Amount: \$25,000.00

Total Project Amount: \$121,042.25

Foodshed Collaborative: Growing Food, Farms, and Community in the Shenandoah Valley

This project will unite farmers, markets, and community partners in a coordinated campaign to expand awareness of and access to local food in the Shenandoah Valley. It will streamline currently disparate direct-to-consumer marketing efforts into a single, farmer-centered campaign built around the message Farmers Feeding Neighbors. Project activities include creating shared branding, producing farmer interview content, and developing a Foodshed Collaborative map that highlights all producer-to-consumer access points. The project will also strengthen and expand marketing channels across farmers markets, mobile markets, farms, local government, and nonprofit partners to increase farm revenue, food access, and community engagement.

Washington

Recipient: Economic Development Council of Mason County, *Shelton, WA.*

District: WA-06

Implementation District: WA-06

Project Type: Community Development Training and Technical Assistance

Award Amount: \$278,967.41

Cost Share Amount: \$92,999.59

Total Project Amount: \$371,967.00

Market-Ready Mason: Strengthening Producer Capacity and Consumer Access

This project will support small- and mid-sized producers with training, technical assistance, and stakeholder coordination to expand market access and community engagement to build longer-term capacity, including a feasibility study for new marketplace models, such as night markets. This project also aims to connect producers to institutional buyers, and to serve and implement outreach strategies to elevate local markets. Designed as a scalable model for rural food system development, the project will increase farmer participation and capacity, improve food access, strengthen food networks, and engender more economic opportunity across the state.

Recipient: Vashon Island Growers Association, *Vashon, WA.*

District: WA-07

Implementation District: WA-07

Project Type: Turnkey Marketing and Promotion

Award Amount: \$65,700.00

Cost Share Amount: \$16,425.00

Total Project Amount: \$82,125.00

Developing Long Term Sustainability for Vashon Island Agricultural Markets

This project will promote Vashon Island farmers markets and explore year-round market opportunities. Activities include producer training, social media campaigns, and feasibility studies for new marketplaces. This project aims to increase farm participation, improve food access, and strengthen community engagement in the local food system.

West Virginia

Recipient: Partner Community Capital, Inc., *Charles Town, WV.*

District: WV-02

Implementation District: WV-01, WV-02

Project Type: Community Development Training and Technical Assistance

Award Amount: \$362,324.00

Cost Share Amount: \$90,580.00

Total Project Amount: \$452,904.00

Strong Business, Stronger Farms: Helping Food and Farm Businesses Access Profitable Markets

This project will provide business training and network development to help food and farm businesses access profitable markets. Activities include small-group training, peer learning, and one-on-one coaching. The project aims to increase producer sales, improve financial capacity, and build stronger supply chain linkages.

Recipient: Coalfield Development Corporation, *Huntington, WV.*

District: WV-01

Implementation District: WV-01

Project Type: Community Development Training and Technical Assistance

Award Amount: \$460,673.00

Cost Share Amount: \$115,168.00

Total Project Amount: \$57,5841.00

Coalfield Development Corporation: Regional Outreach for Optimizing Trade and Sustainability

This project will expand farmer outreach, training, and technical assistance to strengthen local food systems in Central Appalachia. Activities include farmer recruitment, aggregation support, and market promotion. The project aims to improve producer viability, increase consumer purchasing, and strengthen regional food networks.