Fiscal Year 2026 Description of Funded Projects

Number of Grants Awarded: 45

Amount of Funds Awarded: $13,844,215

For more information, please visit the grant program's website:
https://www.ams.usda.gov/services/grants/fmpp

Alabama

Recipient: Auburn University, Auburn, AL
District: AL-003
Implementation District: AL-002
Project Type: Community Development Training and Technical Assistance
Award Amount: $499,882
Cost Share Amount: $127,247
Total Project Amount: $627,129

Enhancing the Efficiency and Effectiveness of Farmers Market Marketing Through Artificial Intelligence (AI)-Powered Social Media Marketing

This project will help Alabama farmers markets improve their social media marketing so they can reach more customers with less time and effort. It includes developing an AI-powered tool that automates tasks such as creating posts, scheduling content, and sharing information across multiple platforms. This tool aims to immediately benefit three Alabama farmers markets that will participate in its pilot implementation. Lessons learned will then be shared with over 170 Alabama Farmers Markets that can eventually elect to adopt the AI tool if they choose. The project will also assess current marketing needs, test the tool with market managers and vendors, and evaluate how well it improves consumer engagement and vendor visibility. These efforts will reduce the workload for resource-limited markets and help them maintain consistent, high-quality social media outreach. Overall, the project will strengthen farmers markets' ability to attract shoppers, support vendors, and build long-term sustainability for Alabama's local food system.

California

Recipient: California Certified Oranic Farmers (CCOF) Foundation, *Santa Cruz, CA*
District: CA-019
Implementation District: CA-019
Project Type: Community Development Training and Technical Assistance
Award Amount: $426,498
Cost Share Amount: $106,625
Total Project Amount: $533,123

Expanding Market Opportunities for Newly Transitioned Organic Producers in the West and Southwest

This project will help newly certified organic farmers in the western and southwestern United States compete in the growing organic marketplace by strengthening their marketing, sales, and compliance skills. Activities include offering practical training and technical assistance for farmers within their first five years of certification, with a focus on those serving rural and local markets. The project will provide guidance materials, an annual webinar series, and support for digital marketing, buyer outreach, and a software technology that makes inventory and lot-code traceability easier to manage. Training content will be provided by specialists in social marketing, sales tracking, and organic farm business development. Overall, this work will improve market readiness, reduce administrative barriers, and support long-term economic viability for small organic producers.

Recipient: Fresh Approach, *Concord, CA**
District: CA-010
Implementation District: CA-All
Project Type: Community Development Training and Technical Assistance
Award Amount: $499,895
Cost Share Amount: $124,974It is
Total Project Amount: $624,869

Advancing eWIC Implementation at Farmers' Markets to Expand Family Farm Participation through Technical Assistance, Consumer Engagement, and Market Capacity Building

This project will help farmers markets in three California counties transition to electronic WIC benefits so more families can easily buy fresh, local food from small and mid-sized farms. It will support 40 current markets and prepare additional market locations by offering technical assistance, training, and easy-to-use tools that make eWIC transactions simpler for farmers and market staff. The project will also hire community navigators and run outreach campaigns to help WIC shoppers understand how to use their benefits at farmers' markets. These efforts are expected to increase the number of WIC households shopping at local markets and generate millions of dollars in new sales for family farmers. Overall, the project will strengthen market systems, improve technology readiness, and make healthy local food more accessible for thousands of families.

Recipient: Foodwise Community, *San Francisco, CA*
District: CA-011
Implementation District: CA-011
Project Type: Turnkey Marketing and Promotion
Award Amount: $99,964
Cost Share Amount: $92,510
Total Project Amount: $192,474

The People's Market: Revitalizing the Historic Alemany Farmers Market

This project will modernize and revitalize the Alemany Farmers Market to help sellers reach more customers and strengthen the market's role in the local food system. It will create a full marketing plan, develop new photos and videos, build updated vendors profiles, and offer simple social-media tools that farmers can use to promote their products. The project will also run digital ads and host a public celebration to attract attention and bring more people to the market. These activities aim to increase

attendance and give vendors new ways to connect with customers. Through this work, the project will create a stronger, more welcoming market and support long-term sales growth for local producers.

Recipient: Occidental College, *Los Angeles, CA**
District: CA-034
Implementation District: CA-034
Project Type: Community Development Training and Technical Assistance
Award Amount: $500,000
Cost Share Amount: $125,000
Total Project Amount: $625,000

Urban Ag at the Market: Preparing Urban Farmers to Sell at Neighborhood Farmers' Markets

This Urban Ag at the Market project will further train backyard growers, urban farmers, and school campus farms to grow for, and sell at, neighborhood farmers' markets, building valuable skills while increasing fresh food access and community engagement at markets in lower-income neighborhoods. Specifically, the project will 1) expand the Urban Ag at the Market Program's current training course to twelve weeks, adding new learning modules on value-added products, egg handling, nursery stock, and best practices for direct-to-consumer marketing, 2) offer the Program to 100 new urban producers over two cohorts, and 3) document and share program impacts and best practices through a project summary publication.

Recipient: Rural Prosperity Center, *Kerman, CA*
District: CA-021
Implementation District: CA-ALL
Project Type: Community Development Training and Technical Assistance
Award Amount: $500,000
Cost Share Amount: $125,000
Total Project Amount: $625,000

California Grown, California Shared: Direct Market Growth Through Regional Collaboration

The project will support small and mid-sized farmers, ranchers, and market managers with targeted outreach, training, and technical assistance. The project will deliver 10 regional workshops for about 300 producers, provide direct technical assistance to 100 producers, and create toolkits and digital resources to support direct-to-consumer (DTC) market participation. The project will establish peer learning cohorts, host "Meet the Buyer" events to connect producers with consumers and potentially institutional purchasers. In addition, it will launch a statewide outreach campaign to promote markets and, when applicable, highlight those that accept public nutrition benefits.

Recipient: The Regents of the University of California, *Davis, CA*
District: CA-004
Implementation District: CA-ALL
Project Type: Community Development Training and Technical Assistance
Award Amount: $418,437
Cost Share Amount: $104,614
Total Project Amount: $523,051

Creating Pathways to Agritourism Development and Expansion

This project will support the growth of agritourism in California by helping small family farmers start or expand agritourism ventures and integrate value-added production. It will provide training, outreach, and coordination to address common barriers such as business planning, marketing, and navigating regulatory requirements. The project will create farmer best practice profiles, develop a statewide agritourism regulatory database, and host regional gatherings that connect farmers with peers and local partners. These efforts will strengthen existing agritourism operations, support new business development, and improve farmers' ability to reach consumers directly. Overall, the project will benefit hundreds of small family farmers while increasing access to locally and regionally produced agricultural products.

Colorado

Recipient: San Luis Valley Local Foods Coalition, *Alamosa, CO*
District: CO-003
Implementation District: CO-003
Project Type: Turnkey Marketing and Promotion
Award Amount: $100,000
Cost Share Amount: $25,000
Total Project Amount: $125,000

Roots to Region: Marketing and Promotion for San Luis Valley Farmers and Food Businesses

This project will strengthen two direct-to-consumer markets in Colorado's San Luis Valley and Pueblo by improving marketing, outreach, and producer engagement. It will expand year-round sales through the Fresh Box CSA and buying club program supported by a new distribution hub while also growing participation in the summertime farmers market. The project will develop and implement a regional marketing plan, run targeted digital promotions, and conduct producer-focused outreach to connect local farms and food businesses to direct-to-consumer channels. It will also support on-the-ground market promotion to increase visibility and customer participation. Together, these efforts aim to boost consumer awareness, increase producer involvement, and expand access to locally grown food across the San Luis Valley and Pueblo.

Florida

Recipient: The Ville Community Development Corporation, *Orlando, FL*
District: FL-010
Implementation District: FL-010
Project Type: Capacity Building
Award Amount: $250,000
Cost Share Amount: $62,820
Total Project Amount: $312,820

Eatonville Farmers Market Access & Community Food Systems Initiative

This project will build the organizational capacity, staffing, operational systems, and producer support services to sustain and expand recurring direct producer-to-consumer market opportunities and fresh food access in historic Eatonville, Florida. An online marketplace app will show weekly product

availability across all participating producers and allow customers to preorder for pickup or delivery, enabling producers to participate even when they cannot staff a booth. Project activities include farmer recruitment and retention, market manager and vendor training, consumer outreach and food access education, farmer logistics coordination, operating procedures, data collection, and performance tracking systems.

Georgia

Recipient: Community Farmers Markets Inc, *Atlanta, GA*
District: GA-005
Implementation District: GA-005
Project Type: Community Development Training and Technical Assistance
Award Amount: $481,428
Cost Share Amount: $121,022
Total Project Amount: $602,450

Farmers Market Forward: Increasing Revenue and Customers at Atlanta Farmers Markets

This project will help Community Farmers Markets grow its impact by bringing more people to its markets and boosting sales for local farmers and food makers in the Atlanta metro region. It will expand easy-to-use marketing tools, including AI-supported options, so vendors can better promote their products and reach new customers. The project will also use advertising and community outreach to strengthen market visibility and explore whether adding a fifth market location is possible. These efforts aim to increase customer traffic, help small producer vendors earn more income, and make fresh, local food more accessible to more new visitors in the region.

Illinois

Recipient: FamilyFarmed, *Chicago, IL*
District: IL-007
Implementation District: IL-007
Project Type: Capacity Building
Award Amount: $249,343
Cost Share Amount: $62,500
Total Project Amount: $311,843

Direct Market Readiness for Local Growers and Value-Added Producers

This project will help growers and value-added food producers in Chicago and the Midwest strengthen their abilities to sell directly to consumers through farmers markets, pop-ups, and community events. It will offer workshops, training cohorts, and technical assistance focused on market readiness, customer engagement, and business growth. The project will also update and share a direct-market training manual to support producers in improving their operations, marketing, and sales skills. These efforts will increase producer's confidence, knowledge, and participation in direct-to-consumer sales channels. Overall, the project will expand market readiness and support a more resilient and connected local food economy.

Iowa

Recipient: Lutheran Services in Iowa, *Des Moines, IA*
District: IA-003
Implementation District: IA-003
Project Type: Capacity Building
Award Amount: $250,000
Cost Share Amount: $63,606
Total Project Amount: $313,606

A Community-Centered Approach to Specialty Crop Direct Market Access and Producer Viability in Iowa

This project will help beginning and small-scale specialty crop farmers in Central Iowa expand their direct-to-consumer sales through new and strengthened market opportunities. It will support growth by enhancing the farmers market, increasing CSA marketing, and adding pop-up markets and seasonal venues, including a winter market. The project will also build producer skills through a six-part training series, technical assistance, and stipends that help farmers apply new practices. In addition, it will promote nutrition incentive programs by advertising when participating market channels accept these benefits, helping shoppers more easily use them to purchase local food. Overall, the project will increase producer knowledge, revenue, and market participation while improving community access to fresh, locally grown food.

Kansas

Recipient: United Way of Harvey and Marion Counties, *Newton, KS*
District: KS-004
Implementation District: KS-004
Project Type: Capacity Building
Award Amount: $234,763
Cost Share Amount: $59,568
Total Project Amount: $294,331

Countywide Farmers Market Strategy for Harvey County, KS

This project will strengthen and expand the capacity of six farmers markets in Harvey County, Kansas by building shared systems, improving coordination, and increasing access to locally produced food. It will bring together market managers, vendors, and community partners to streamline operations, support vendors consistently, and grow public engagement across all markets. The project will develop a countywide strategic plan, create a shared steering committee, offer vendor recruitment and training, and launch a coordinated marketing campaign along with a toolkit that can be used in other rural communities. These efforts will support up to 100 vendors and hundreds of shoppers while improving market visibility and operational efficiency.

Kentucky

Recipient: Community Farm Alliance, *Berea, KY*
District: KY-006
Implementation District: KY-All
Project Type: Community Development Training and Technical Assistance
Award Amount: $499,579
Cost Share Amount: $144,341
Total Project Amount: $643,920

From the Ground Up: Strengthening Kentucky Farmers Markets and the Farmers They Serve: A Collaborative, Market-Driven Initiative Across Three Geographic Clusters in Kentucky

This project will work across three geographic clusters in Kentucky—western, central, and eastern—where the Community Farm Alliance (CFA) will partner with 15 farmers markets. It will support markets with structured assessments, individualized technical assistance, and a phased market-manager support program. The project will also facilitate farmer training, peer learning, and stronger connections to expanded market channels, resulting in more stable farmers markets; increased farmer-vendor participation and farm income; expanded farmer access to diversified market opportunities; and improved food access for participating communities. Tools and learnings will be made available statewide, and CFA will provide on-demand technical assistance to farmers and markets across Kentucky throughout the project period.

Louisiana

Recipient: Big River Economic and Agricultutral Development Alliance, *Baton Rouge, LA*
District: LA-006
Implementation District: LA-002, LA-005, LA-006
Project Type: Community Development Training and Technical Assistance
Award Amount: $498,464
Cost Share Amount: $124,616
Total Project Amount: $623,080

Growing Together: Strengthening Farmer Success and Consumer Engagement Through Vendor Recruitment and Outreach

This project aims to strengthen direct-to-consumer agricultural businesses and improve access to locally produced food for community members in Louisiana by improving vendor recruitment and retention, expanding product offerings for consumers and retail opportunities for producers, and increasing community engagement at farmers markets. The project will have positive statewide impact by training Louisiana farmers market managers on best practices and lessons learned. Activities include strategically recruiting new farmers, revising vendor policies and procedures, implementing new retail opportunities for producers, enabling connections between farmers and restaurants, facilitating greater product diversity at markets, offering training and technical assistance for producers to improve or expand their businesses, and ongoing marketing and promotion.

Recipient: Marketumbrella.org, *New Orleans, LA*
District: LA-002
Implementation District: LA-002
Project Type: Capacity Building
Award Amount: $249,135
Cost Share Amount: $62,284
Total Project Amount: $311,419

Establishing the O.C. Haley Farmers Market to Expand Producer Sales and Fresh Food Access

This project will establish the O.C. Haley Farmers Market (OCHFM) in the Central City neighborhood of New Orleans, creating a new weekly producer-only farmers market that expands direct-to-consumer sales opportunities for local and regional farmers, ranchers, fishers, and value-added agricultural producers. The project responds to two connected needs: limited access to fresh food in Central City and insufficient high-value regional market opportunities for producers. Activities include launching and operating the new market, recruiting and onboarding vendors, and implementing a comprehensive marketing strategy designed to increase consumer awareness of the new market. The newly established market will support 30 vendors, facilitate relationships with 20 new restaurant/culinary buyers, train vendors annually through quarterly trainings on market operations, rules and regulations, and welcome approximately 30,000 shoppers annually.

Maine

Recipient: Maine Federation of Farmers Markets, *Freeport, ME**
District: ME-001
Implementation District: ME-All
Project Type: Community Development Training and Technical Assistance
Award Amount: $499,946
Cost Share Amount: $177,764
Total Project Amount: $677,710

Strengthening Maine's Farmers' Market Ecosystem: Market Resilience, Consumer Promotion, and Expanded Food Access

This project will strengthen Maine’s direct-market food system by improving market operations, expanding farmer sales promotion, and increasing food access for low-income households. It will build durable training systems for market organizers and staff through virtual networking sessions, in-person convenings, and a statewide operations manual to ensure continuity amid staff transitions. In addition, it will support new farm stands by educating vendors on nutrition program eligibility requirements and streamlining reporting processes. Through these coordinated efforts, the project will increase farmer revenue, strengthen market resilience, and expand access to fresh, local food for Maine residents.

Massachusetts

Recipient: Community Involved in Sustaining Agriculture (CISA), *South Deerfield, MA*
District: MA-002
Implementation District: MA-All
Project Type: Community Development Training and Technical Assistance
Award Amount: $500,000
Cost Share Amount: $125,000
Total Project Amount: $625,000

Growing local markets: Technical assistance and marketing to support the development, coordination, and expansion of direct producer-to-consumer markets in Massachusetts

This project will help Massachusetts farmers strengthen their direct-to-consumer sales by improving marketing, business capacity, and customer outreach to manage cost and market fluctuations. It will provide statewide workshops, networking events, and one-on-one technical assistance to help farms optimize operations, attract customers, and improve market performance. The project will also coordinate consumer-facing promotions to increase awareness of local food outlets and encourage shoppers to choose Massachusetts farm products. These efforts will support hundreds of farms, expand consumer engagement, and increase farm sales across the state. Overall, the project aims to build a stronger, more connected local food system with improved access to locally produced agricultural products.

Michigan

Recipient: Young Men's Christian Association of Greater Grand Rapids, *Grand Rapids, MI*
District: MI-003
Implementation District: MI-003
Project Type: Community Development Training and Technical Assistance
Award Amount: $324,106
Cost Share Amount: $81,042
Total Project Amount: $405,148

West Michigan Farmers Market and Producer Development Initiative

The project will provide technical assistance to both the Roosevelt Park Farmers Market and to small-scale farms across the region. Through this support, the market and participating producers are expected to expand the market's reach, reduce barriers that prevent local producers from becoming vendors, and offer community members educational opportunities at the market. Technical assistance for producers in Kent and neighboring counties will aim to help farmers identify solutions that open additional markets, enhance access to distribution opportunities, generate revenue, and ultimately strengthen west Michigan's food system. Overall, the project will increase the availability of locally grown agricultural products and promote the market more effectively.

Missouri

Recipient: Cultivate Kansas City, Inc., *Kansas City, MO*
District: MO-004
Implementation District: KS-002
Project Type: Capacity Building
Award Amount: $249,911
Cost Share Amount: $64,391
Total Project Amount: $314,302

Small-scale Farmer Income Diversification and Market Expansion Through Value-add Training and Product Development

This project will increase income opportunities and market access for participating farmers through value-added agricultural product training, development, and market expansion. It will also develop and deliver value-added agriculture curriculum tailored to the needs of small-acreage and diversified farmers, combining classroom instruction with hands-on learning focused on food safety, processing methods, licensing, labeling, pricing, and marketing. Using a certified community kitchen, farmers will apply these skills to develop and test value-added products using farm-grown ingredients and surplus produce. Together, these efforts will strengthen farmers' capacity to create marketable products and expand their economic opportunities.

New Jersey

Recipient: City Green Inc, *Clifton, NJ*
District: NJ-009
Implementation District: NJ-009
Project Type: Community Development Training and Technical Assistance
Award Amount: $493,998
Cost Share Amount: $123,945
Total Project Amount: $617,943

Strengthening Mid-Tier Value Chains for Small and Mid-Size Farms in the Garden State through Training and Agritourism

This project will strengthen New Jersey (NJ)'s regional food economy by improving the marketing tools and skills of NJ farmers and by building a statewide agritourism promotional platform that connects farms, local food retailers, consumers, and agritourists. City Green will expand mid-tier value chains by training farmers in innovative mobile marketing techniques and by adopting and adapting the Virginia Farmers Market Association's Farmers Market University platform to meet the needs of New Jersey farmers market managers and producers. The project will also develop, launch, and promote a Garden State Farm Market Agritourism Trail website and app to boost agritourism and reinforce New Jersey's local food culture. Together, these efforts will enhance farmers' visibility, strengthen local markets, and support the growth of New Jersey's agritourism sector.

New York

Recipient: Cornell Cooperative Extension of Broome County, *Binghamton, NY*
District: NY-019
Implementation District: NY-019
Project Type: Community Development Training and Technical Assistance
Award Amount: $248,103
Cost Share Amount: $69,736
Total Project Amount: $317,839

Cornell Cooperative Extension: A Coordinated and Streamlined Approach to Growing Farmers Market Vendors and Food Entrepreneurs Across New York State

This project will implement an innovative approach to support farms and food entrepreneurs across New York (NY) as they engage in farmers markets and retail food channels, such as TASTE NY. It will improve coordination and access to technical assistance for processing and successful participation in these market channels. This includes developing new curricula, including training videos and resources and piloting a coordinated training and technical assistance model in partnership with three Cornell Cooperative Extension associations: Jefferson, Oneida, and Sullivan counties. The project will also launch a statewide network designed to share information, highlight best practices, and foster collaborative partnerships that strengthen support for farmers and food entrepreneurs into the future.

Recipient: The Research Foundation for SUNY on behalf of University at Buffalo, *Amherst, NY*
District: NY-026
Implementation District: NY-All
Project Type: Community Development Training and Technical Assistance
Award Amount: $500,000
Cost Share Amount: $128,913
Total Project Amount: $628,913

Strengthening Mobile Markets to Expand Local Producer Market Access and Community Nutrition Security through Training, Outreach, and Promotion

This project will strengthen the impact of mobile markets on the local food economy by increasing mobile market access points that connect local and regional producers directly to consumers through targeted national and state outreach, partnerships, webinars, and conferences. Led by the University of Buffalo's Veggie Van Training Center in collaboration with New York's Mobile Market Coalition, the project will also provide advanced training and technical assistance to mobile market operators on sustainable operations, pricing and bundling strategies, partnerships, and local food procurement to support year-round service. In addition, the project will develop a marketing and branding resource toolkit to increase consumer awareness of mobile markets as accessible, affordable sources of locally produced food. These combined efforts will strengthen mobile markets as a direct-to-consumer outlet for producers, support innovation among operators, and expand consumer access to local and regional food.

North Carolina

Recipient: North Carolina Farmers Market Network, *Carrboro, NC*
District: NC-004
Implementation District: NC-All
Project Type: Community Development Training and Technical Assistance
Award Amount: $252,813
Cost Share Amount: $63,203
Total Project Amount: $316,016

Strengthening North Carolina's Farmers Market Network to Support Resilient Local Food Systems

This project will implement a coordinated statewide initiative designed to strengthen the operational capacity, visibility, and long-term sustainability of North Carolina farmers markets and the producers they serve. This project will deliver training, technical assistance, peer networking opportunities, and practical tools for farmers market leaders through monthly webinars, regional gatherings, statewide convenings, a web-based resource hub, and a farmers market manager training program developed in partnership with North Carolina State Extension. The project is anticipated to benefit North Carolina farmers markets, farm and ranch vendors, and consumers seeking increased access to local food across the state.

Pennsylvania

Recipient: Adams County Farmers Market Association, Inc., *Gettysburg, PA**
District: PA-013
Implementation District: PA-013
Project Type: Capacity Building
Award Amount: $158,316
Cost Share Amount: $48,257
Total Project Amount: $206,573

Taking Root as a Vital Agritourism Destination: Strengthening the Intersection of Community and the Visitor Economy in Historic Gettysburg, PA

This project will strengthen the Adams County Farmers Market by helping it grow as a community destination and a reliable place for farmers to sell directly to customers. It will create a strategic plan, improve marketing to reach more visitors, and expand special events and food learning programs that feature local products. The project will also introduce updated market-management tools to make operations easier and more efficient. These efforts will increase customer traffic and sales for dozens of local producers. Overall, the project will help the market thrive, support farmer income, and boost access to fresh, local food.

Recipient: Keystone Development Center, Inc., *Harrisburg, PA**
District: PA-010
Implementation District: NJ-010
Project Type: Capacity Building
Award Amount: $249,969
Cost Share Amount: $62,600
Total Project Amount: $312,569

Ironbound Farm Network: A Farmer-Led Alternative Local Food Marketplace and System

This project will support the development of a farmer-led market network in New Jersey that helps farms create and sell unique value-added products. It will launch a pilot marketplace, assist producers with product development, and carry out marketing efforts that help connect local goods with more customers. The project will also increase the value of locally sourced products by improving processing and marketing systems that help farmers bring more items to market. These activities will strengthen farm revenue, expand access to fresh foods, and build a more connected local food economy. Together, this work will support farms across the region and create a model that can grow over time.

Recipient: The Food Trust, *Philadelphia, PA*
District: PA-003
Implementation District: PA-003
Project Type: Community Development Training and Technical Assistance
Award Amount: $499,986
Cost Share Amount: $179,964
Total Project Amount: $679,950

Growing Stronger Markets: Cultivating Market Opportunities for PA Farmers and Communities

This project will increase sales opportunities for Delaware Valley farmers and producers, strengthen regional market infrastructure, grow consumer demand for local foods, and create new market channels that connect producers with communities. Project work will focus on systems coordination and market expansion to strengthen regional market infrastructure, expand producer-centered marketing strategies, activate markets to increase foot traffic and farmer sales, and pilot new community-based market models. Combined, project activeties are anticipated to create additional revenue opportunities for regional farmers and increase access to local food for community members.

South Carolina

Recipient: Partners for Active Living, *Spartanburg, SC*
District: SC-004
Implementation District: SC-004 and SC-005
Project Type: Capacity Building
Award Amount: $250,000
Cost Share Amount: $74,020
Total Project Amount: $324,020

Expanding Local Food Access in Spartanburg: Mobilizing Markets, Supporting Farmers, and Engaging the Community

This project will conduct a multi-channel market strategy that includes reviving the Mobile Market to serve up to six weekly stops, establishing an indoor winter market, adding a high-visibility downtown market location, and rebranding Partners for Active Living's Food Hub as "HCFM Online" to expand direct-to-consumer e-commerce sales. A modern market management system will be implemented to improve vendor compatability and operational efficiency. To build regional capacity, the project will formalize partnerships and host an annual Upstate Farmers Market Summit to share best practices. In addition, it will provide farmer and rancher business and technical workshops, a marketing campaign, and a customer loyalty program that will further strengthen market participation and community engagement.

Recipient: Toms Creek Family Farm, *Hopkins, SC**
District: SC-006
Implementation District: SC-All
Project Type: Capacity Building
Award Amount: $81,800
Cost Share Amount: $20,450
Total Project Amount: $102,250

Toms Creek Mobile Market

This project will expand Toms Creek Family Farm's mobile market model to provide shared direct-to-consumer sales infrastructure for local producers across seven South Carolina counties, including three rural counties facing significant food insecurity. The project will operate a two-trailer network supported by dedicated staff. In addition, it will provide packaging services to increase fresh food access in food desert communities while onboarding new farm partners into the supply network. The project will also implement producer-focused marketing that promotes locally grown products throughout the service area.

Tennessee

Recipient: City of Martin, *Martin, TN*
District: TN-005
Implementation District: TN-005
Project Type: Turnkey Marketing and Promotion
Award Amount: $100,000
Cost Share Amount: $33,800
Total Project Amount: $133,800

Discover Downtown Martin: Growing Community Through Local Food

This project will implement a new marketing campaign designed to increase direct-to-consumer sales for local farmers, expand market attendance, and strengthen access to locally produced foods in rural northwest Tennessee. It will position the market as a regional destination through coordinated marketing, tourism promotion, and community engagement activities while analyzing market opportunities and customer travel patterns. The project will complete a marketing plan, promote the

market, and evaluate overall impact. Expected outcomes include increased market attendance and a corresponding rise in vendor sales.

Recipient: HIFI Memphis Community Development Corporation, Inc., *Memphis, TN*
District: TN-009
Implementation District: TN-009
Project Type: Capacity Building
Award Amount: $250,000
Cost Share Amount: $173,268
Total Project Amount: $423,268

Memphis Public Market Demonstration Project: Connecting Mid-South Farmers to Consumers in Downtown Memphis

This project will implement a three-year demonstration project at a new local food market in downtown Memphis. The project will serve as a "living laboratory" to test strategies that increase local food purchasing, strengthen producer-consumer connections, and generate actionable market intelligence for producers and food system stakeholders. Activities include testing produce-specific branding and marketing approaches, hosting monthly Mid-South Farm Talkback events, conducting consumer research and surveys, and developing a market study and operating plan for a proposed Memphis Public Market. The project will help producers to better understand consumers, strengthen direct-to-consumer sales opportunities, increase local food demand, and support long-term regional food system growth.

Recipient: The Nashville Food Project, Inc., *Nashville, TN*
District: TN-007
Implementation District: TN-007
Project Type: Capacity Building
Award Amount: $250,000
Cost Share Amount: $62,500
Total Project Amount: $312,500

Nashville Community Market Collaborative (NCMC): Building Neighborhood and Transit-Centered Direct-to-Consumer Farmers Markets

This project will establish neighborhood farmers markets at the Metropolitan Development and Housing Agency (MDHA) VOICE Center and advance a transit-centered farmers market model at the Elizabeth Duff Transit Center. Together, these neighborhood- and transit-centered markets will increase access to locally grown food while creating direct-to-consumer sales opportunities for local farmers. Project activities include market operations, transit-centered market planning and evaluation, nutrition incentives education for vendors, resident and rider engagement, grower support, volunteer coordination, and development of scalable market systems. The project will strengthen food access, increase purchasing power for area households, support local farmers, and develop replicable neighborhood- and transit-centered market models.

Texas

Recipient: Houston Area Urban League, Inc., *Houston, TX*
District: TX-018
Implementation District: TX-018
Project Type: Capacity Building
Award Amount: $250,000
Cost Share Amount: $62,500
Total Project Amount: $312,500

Rooted Futures Farmers Market: Building Long-Term Food Access and Economic Capacity in Houston's Third Ward Through the Establishment of a Farmer's Market

This project will launch the Rooted Futures Farmers Market, a weekly, year-round direct producer-to-consumer farmers market in Houston's historic Third Ward neighborhood. The market will launch Fall/Winter 2026 with more than 15 founding vendors, anchored by Ivy Leaf Farms and Riverside Farms, plus food trucks. Monthly cooking demonstrations and produce literacy workshops will serve as community health education. This project will build replicable infrastructure for community-led food market development across the Houston area.

Utah

Recipient: International Rescue Committee, Inc., *West Valley City, UT*
District: UT-025
Implementation District: UT-025
Project Type: Community Development Training and Technical Assistance
Award Amount: $500,000
Cost Share Amount: $125,000
Total Project Amount: $625,000

Increasing Direct to Consumer Market Channels for Small-Scale, Beginning Utah Producers

This project will build the capacity of 80 small-scale, beginning farmers through participation in a farm business training program. The project will strengthen direct-to-consumer market readiness by enhancing farm business capacity and skills, connecting producers with local buyers, such as Community Supported Agriculture and farmers markets, and conducting targeted outreach to consumers, including those in low-income/low-access communities. The project will also support farmers in developing value-added products and adopting improved food safety practices. Through this project, farmers will engage with new direct markets and increase revenues, while consumers will gain increased access to local foods.

Virginia

Recipient: Appalachian Sustainable Development (ASD), *Duffield, VA*
District: VA-009
Implementation District: VA-009
Project Type: Community Development Training and Technical Assistance
Award Amount: $498,292
Cost Share Amount: $125,121
Total Project Amount: $623,413

Food Safety, Cottage Law, and Business Technical Assistance for Small-Scale Farmers and Value-Added Entrepreneurs

This project will expand food safety and business technical assistance to support small farmers and cottage producers to drive expanded market access, improved direct to consumer sales outcomes, and strengthen the local food economy in Virginia. Project activities will strengthen the local food system, increase the number of qualified food-safe producers and small growers providing food system inputs, expand the capacity of existing producers to be in compliance with food safety practices, and increase sales of local agricultural food products. By making the first level of food safety more accessible through the Foundations for Safe Food program, the project will drive more producers towards relevant food safe practices with certifications to support their business, the local economy, and food safety outcomes for the region.

Washington

Recipient: Carnation Farms, *Carnation, WA*
District: WA-008
Implementation District: WA-008
Project Type: Capacity Building
Award Amount: $200,496
Cost Share Amount: $51,675
Total Project Amount: $252,171

Puget Sound / Snoqualmie Valley Farmers Value Chain Development & Revenue Acceleration

This project will increase market access for local farmers through expansion of an existing Farmstand to function as a regional hub supporting over 100 producers in the Snoqualmie Valley and greater Puget Sound region. The project will strengthen regional food value chains through farmer education and entrepreneurship workshops. It will focus on securing and expanding Farmstand equipment, delivering producer education and networking workshops, increasing vendor participation and sales opportunities, and strengthening distribution partnerships. This project will expand local and regional food marketing, increase food access, and by leveraging existing infrastructure, help build a more resilient and accessible regional food economy.

Recipient: Pike Place Market Preservation & Development Authority, *Seattle, WA*
District: WA-007
Implementation District: WA-007
Project Type: Capacity Building
Award Amount: $250,000
Cost Share Amount: $130,136
Total Project Amount: $380,136

Pike Place Market CSA Capacity Building Project

This project will expand direct-to-consumer sales for regional farmers and increase access to local food in Seattle. Project activities includes growing an existing Community Supported Agriculture program, extending the farmers market program's season to a full 20 weeks, and establishing a new community-based farmers market to improve access to fresh, local food. The project is projected to benefit around 50 small- and mid-sized farms across the state by expanding reliable, high-volume direct-to-consumer sales channels and increasing market access. The project aims to strengthen the regional food system to bemore producer-centered and resilient.

Recipient: Sustainable Connections, *Bellingham, WA*
District: WA-002
Implementation District: WA-002
Project Type: Community Development Training and Technical Assistance
Award Amount: $455,489
Cost Share Amount: $133,873
Total Project Amount: $589,362

Scaling Farm Tours, Food Trails, and Digital Agritourism Maps to Strengthen Farm Viability Across Washington State

This project will expand access to agritourism training, marketing resources, and technical assistance for small-scale farmers and food producers across Washington State. Led by Sustainable Connections with support from the Eat Local First Collaborative, it will help producers develop and implement agritourism activities that increase farm visibility, diversify income, and strengthen direct-to-consumer sales. The project will create adaptable agritourism toolkits, marketing materials, and training resources, while providing technical assistance to help producers test low-cost agritourism strategies and improve long-term economic viability. Building on successful agritourism initiatives and statewide producer networks, the project will strengthen farm viability and expand market opportunities. These efforts will support a more resilient, connected food system across the state.

West Virginia

Recipient: FARMacy WV: Prescriptions for Produce, *Wheeling, WV*
District: WV-002
Implementation District: WV-All
Project Type: Capacity Building
Award Amount: $144,728
Cost Share Amount: $39,016
Total Project Amount: $183,744

Local Food for Local Bellies: Expanding Sales Channels for Agricultural Businesses Selling Locally Grown Produce in West Virginia

This project will support farmers in maximizing producer-to-consumer sales through the FARMacy WV Farmers Market Network, which establishes farmers markets at health clinics serving up to 30 consumers weekly for 15 weeks. Activities will include developing a Farmers Market Toolkit outlining market expectations, product planning, and sample forms and resources; delivering two annual farmer training courses; producing eight cooking demonstration videos to encourage consumer uptake; and administering a farmer survey to assess economic impacts.

Recipient: New Roots Community Farm, Inc., *Fayetteville, WV**
District: WV-O1
Implementation District: WV-001
Project Type: Capacity Building
Award Amount: $248,642
Cost Share Amount: $63,618
Total Project Amount: $312,260

Rooted In Community: Strengthening Local Food Markets, Producer Capacity, And Food Access in Southern West Virginia

This project will strengthen producer coordination and improve market systems to support future expansion by enhancing outreach, inventory forecasting, and communication processes. It will increase producer participation and diversify product offerings by recruiting new vendors and sourcing unique, seasonal, and value-added products that meet consumer demand. The project will also develop ready-to-eat value-added foods using surplus and imperfect crops, creating new revenue streams for producers while reducing food waste. In addition, it will implement coordinated marketing, outreach, and education strategies to increase consumer awareness, expand participation in the market, and improve access to locally produced foods.

Recipient: Sunset Berry Farm and Produce, LLC, *Alderson, WV**
District: WV-001
Implementation District: WV-001
Project Type: Turnkey Marketing and Promotion
Award Amount: $80,743
Cost Share Amount: $20,218
Total Project Amount: $100,961

Expanding Market Access Through the Sunset Berry Farm Appalachian Market

This project will support the marketing and promotion of new direct markets serving communities in and around Alderson, West Virginia. It will strengthen market visibility by first analyzing market opportunities to develop a targeted marketing plan. The project will then implement coordinated marketing activities to promote the market and expand consumer engagement. It will also evaluate the effectiveness of these efforts on both overall market performance and the success of farmers utilizing the market. This work will enhance access to a dedicated market space for local and beginning farmers participating in a community market.

Recipient: Universal Schedule & Booking LLC, *Harpers Ferry, WV*
District: WV-002
Implementation District: US-All
Project Type: Turnkey Marketing and Promotion
Award Amount: $100,000
Cost Share Amount: $25,000
Total Project Amount: $125,000

Promoting Farmers Markets with New and Scalable Marketing Technology

This project will expand access to consumer markets for farmers markets through the GetawayLocal digital marketplace platform, which includes a searchable and bookable system for activities, events, and market experiences. Focused on Maryland, Virginia, Pennsylvania, West Virginia, and Delaware, the project will strengthen marketing and consumer outreach for farmers markets, agritourism, and related local food businesses. The platform will use search engine marketing and automated digital marketing tools to increase market attendance and sales. By reducing marketing costs and improving access to consumers, the project will help producers increase profitability and create new market opportunities. These efforts will strengthen regional food systems and promote a more resilient agricultural economy.

Recipient: Yuraction Faction, LLC., *Morgantown, WV*
District: WV–002
Implementation District: WV-All
Project Type: Capacity Building
Award Amount: $250,000
Cost Share Amount: $62,500
Total Project Amount: $312,500

Farm Exchange: Seasonal Producer Market Expansion Initiative

This project will develop and pilot the Farm Exchange initiative, a seasonal producer exchange model designed to expand direct-to-consumer market opportunities for small and medium-sized agricultural producers. The initiative leverages the complementary harvest windows of the Mid-Atlantic and Florida to create new retail opportunities for participating producers while improving access to seasonal products for farmers markets, market vendors, and producer-focused retailers. The project will develop branding, producer profiles, merchandising materials, and a dedicated website that highlights participating growers and seasonal product offerings. Through implementation and evaluation, the initiative will assess producer participation, consumer response, and market outcomes to determine the long-term viability of a regional producer exchange model that can be replicated in other markets and regions.

Wisconsin

Recipient: Paoli Cheese Factory Association LLC, *Belleville, WI**
District: WI-002
Implementation District: WI-002
Project Type: Turnkey Marketing and Promotion
Award Amount: $99,989
Cost Share Amount: $25,025
Total Project Amount: $125,014

Increasing Markets for Southern Wisconsin Brown Swiss Dairy Producers

This project will launch a targeted direct-to-consumer marketing campaign to expand markets for local family farms specializing in premium whole milk from Brown Swiss cattle. Project activities will include creating digital advertising campaigns, designing educational point-of-sale print media, and hosting on-site "Meet the Farmer" tasting events. In addition, the project will create a branded consumer education framework and online farm profiles that build awareness of specialty dairy products and deepen customer connection to local producers. By strengthening high-margin retail channels, the project will increase revenue opportunities for participating farms and reduce reliance on wholesale market channels. These efforts will expand consumer access to locally produced dairy products while supporting long-term purchasing commitments for family-owned farms.

Recipient: FairShare CSA Coalition, *Madison, WI**
District: WI-002
Implementation District: WI-All
Project Type: Turnkey Marketing and Promotion
Award Amount: $99,500
Cost Share Amount: $25,172
Total Project Amount: $124,672

CSA Marketing and Promotion Support through the CSA Innovation Network

This project will strengthen Community Supported Agriculture (CSA) across the country by giving farms simple, ready-to-use marketing tools that help them reach more customers. It will run national outreach campaigns during key CSA seasons, provide easy promotional materials, and work with regional groups to reach hundreds of thousands of consumers. The project will also offer training, digital resources, and clear instructions to help farmers attract and retain CSA members. These activities aim to increase CSA sign-ups, improve farm revenue stability, and help more people find and buy locally grown food. By building awareness and offering practical tools, the project will support small farms and strengthen local food relationships.