



## Vermont Farmers' Market Association (VTFMA) 2014-2015 Report

The VTFMA had a very successful 2014-2015 working session. The number of farmers markets in Vermont has grown from 34 in 2001, a high of 87 in 2010, and approximately 78 markets in 2015. The 2014 Annual Report of Vermont Farmers Markets is available on the NOFA-VT website. Thirty-nine markets reported gross sales of \$7,912,629 in 2014. Data for 2015 is still in the process of being collected and will be available in the summer of 2016.

Below is a list of this season's highlights:

**VTFMA Annual Meeting** – The VTFMA's 6<sup>th</sup> Annual Meeting took place in March 2015 at the first Vermont Farmers' Market Conference, a collaboration between NOFA-VT and VTFMA. Over 35 markets (some representing both summer and winter) were present, nearly half of the markets in the state. The main focus of last year's meeting was to create networking opportunities for markets to share ideas, challenges and resources with each other. Markets were very receptive and appreciative of this and we will continue to offer this at future Vermont Farmers Market Conferences. In addition, new board members were nominated and elected (see list of current VTFMA board members on the reverse side).

**VTFMA Membership** – 2015 marked the fourth year of the VTFMA having paying members. Prior to 2012, all Vermont markets were automatically considered members. Now, markets that meet the state definition are able to join the VTFMA for a small fee (in 2014 the fees were a sliding scale \$50-\$150). In 2015, the VTFMA had 64 member markets, with 66 locations.

**Statewide Promotions** – As a benefit of membership in the VTFMA, all member markets are provided with a listing on the DigInVermont website. VTFMA is a member of the Council of Vermont Agriculture Producers Associations which oversees this website and has provided critical input on the marketing of this resource. An on-line farmers market directory is compiled annually and shared via the NOFA-VT website as well as other print and on-line directories statewide. The VTFMA collaborated with the EBT at Farmers' Market Committee to promote both statewide markets in general and also EBT availability at approximately half of these markets. All member markets receive a member sign to

display at their market and also have free use of the VTFMA 'Member' Logo. In the summer of 2015, we also promoted farmers markets via ads on the statewide Front Porch Forum community listserv.

**Mentorship** – NOFA-VT and the Vermont Farmers Market Association developed a mentorship program for farmers market organizers from current VTFMA member markets in good standing (ie. have completed the 2015 Vermont Summer Farmers Market Survey). In 2015, six markets were accepted into this program. We are continuing the program in 2016.

**Committees** – In 2015, the board developed three working committees – Promotions, Networking and Policy. The committees have developed work plans and will be implementing the work plans to further the work of the VTFMA in the 2015-2016 session.

### Current VTFMA Board Members

<b>Name</b>	<b>Market</b>	<b>Email</b>	<b>Phone Number</b>
<b>Sherry Maher</b> 3rd term, ending spring 2016	Brattleboro Winter	<a href="mailto:samaher@vermontel.net">samaher@vermontel.net</a>	869-2141 c - 275-2835
<b>Kelly King</b> 2nd term, ending spring, 2016	Jericho	<a href="mailto:jerichofarmersmarket@gmail.com">jerichofarmersmarket@gmail.com</a>	899-5043 343-9778
<b>Brooke Decker</b> 2nd term, ending spring 2016	West River	<a href="mailto:brooke@vermontel.net">brooke@vermontel.net</a>	875-5415 (home) cell- 289- 1425
<b>Chris Wagner,</b> 1 <sup>st</sup> term, ending spring 2016	Burlington Farmers Market	<a href="mailto:chriscwag31@gmail.com">chriscwag31@gmail.com</a>	802-310- 5172
<b>Charlotte Roozkrans,</b> 1 <sup>st</sup> term, ending spring 2016	Winooski Farmers Market	<a href="mailto:charlotte.rooz@gmail.com">charlotte.rooz@gmail.com</a>	413-446- 4684
<b>Diane Heleba,</b> 1 <sup>st</sup> term, ending spring 2017	Rutland County Farmers Market	<a href="mailto:diane.heleba@vt.usda.gov">diane.heleba@vt.usda.gov</a>	802 353- 0893
<b>Carol Stedman,</b> 1 <sup>st</sup> term, ending spring 2017	Hartland Farmers Market	<a href="mailto:carolstedman@comcast.net">carolstedman@comcast.net</a>	H 296-2032 C 299-6772