



Farmers Market Gleaning Project

Invitation to Apply:

Application Deadline: March 20, 2015

Program Announcement

The West Virginia Farmers Market Association and the WV Appalachian Foodshed Project (AFP) (<http://www.appalachianfoodshedproject.org/>) are pleased to announce the launch of a program to explore and encourage best practices for connecting WV markets to the emergency food system that serves the food insecure in your community. Funding is provided through a grant from the USDA's National Institute of Food and Agriculture (NIFA) Agriculture and Food Research Initiative (AFRI) program.

Through a competitive application process, 3 West Virginia farmers markets will be selected to participate in the Farmers Market Gleaning Project during the 2015 market season. Participating markets will receive up to \$3,000 in funding to set up "gleaning programs" at their market, connecting farmers market products to entities like food pantries and soup kitchens, either through food sales, donations or other mechanisms. This money can be used for expenses directly related to the project, such as money for market manager time, marketing dollars for promotional events related to the project or mileage for transportation of gleaned produce.

Markets will be required to collect data on a weekly basis, reporting monthly to the project managers. At the conclusion of the 2015 season, the markets will report back to the project managers regarding the lessons learned through their pilot projects. In early 2016, a toolkit will be developed based on this project, which can be used by other markets interested in setting up gleaning projects.

Instructions

Please read the background information on pages 2-3 of this document carefully. Then complete the application by typing directly in this document, beginning with the Application Form on page 4. Also collect any additional required documents, then email a typed and signed copy to Cheryl Brown at cheryl.brown@mail.wvu.edu **no later than March 20, 2015**. If you have any questions, please contact Cheryl at the above email (best) or by phone at 304-293-5461.

Project Summary

The goal of this project is to...

-  Further explore best practices for connecting WV markets to the emergency food system, or “gleaning”
-  Launch gleaning pilot projects at 3 WV farmers markets to test these practices
-  Document and distribute the results of both the research and the projects

Background

According to preliminary research by Jessica Crum, a WVU Agricultural Economics graduate student, very few WV farmers markets are currently connected to service agencies helping the hungry in their communities. Improving and encouraging these connections is important to community food security.

Community food security can be defined as “a condition in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet [in a manner] that maximizes community self-reliance and social justice.”

At the AFP Search Conference in March 2012, nutritionists, producers, academics, extension agents, community organizers, and emergency food providers engaged in a discussion about the importance of our work, and the idea of “food security” in our regional context. To guide the conversation, we used the Whole Measures for Community Food Systems as a basis for establishing shared values, vision, and understanding around community food security.



According to the AFP participants, community food security involves:

-  *Ensuring that healthy food is accessible and available to all community members*
-  *Empowering communities to determine where/how to focus work for food system change*
-  *Cultivating ecologically and financially sustainable agriculture*
-  *Balancing food security and farm security*
-  *Engaging youth and young people*
-  *Fostering a healthier community*
-  *Working for justice and equity*

Commitments

Farmers markets selected for this program must commit to:

- 🍌 Participating in the Farmers Market Gleaning Project and its activities from the date of acceptance through December 31, 2015.
- 🍌 Collecting and reporting ongoing data to measure the impact of their project, which may include but is not limited to:
 - Pounds of food donated each market
 - Value of food donated each market
 - Number of families and/or individuals impacted by these specific donations
- 🍌 Submitting a final report at the end of their 2015 market season, outlining successes, challenges, etc.
- 🍌 Managing funds in a fiscally responsible manner and reporting on all expenditures.

Evaluation Criteria

Applications will be evaluated using the following criteria:

- ✗ The completeness of their application – no applications will be considered until all required information has been provided (see below for Application Checklist)
- ✗ The strength of the partnerships proposed between the market and emergency food system provider(s).
- ✗ Their project's commitment to furthering community food security goals, as outlined on page 3.
- ✗ The organizations' capacity to carry out the requirements of this project.
- ✗ The clarity of need expressed for this project.

Application Checklist

All applications must contain the following to be considered for this program

- ✓ A completed Application Form (beginning on page 4 of this document)
- ✓ A complete budget form, proposing allowable expenditures.
- ✓ All required signatures on the signature page.
- ✓ A completed Commitment Form
- ✓ A letter of support from at least one emergency food system operator who is committed to being part of your project, and whose role is explicitly outlined in the Application Form.
- ✓ All materials are typed.
- ✓ The entire packet (not including letters of support) is no more than 10 pages long.

Application Form

I. Contact Info

Name of Farmers Market: _____

Name of Primary Contact Person: _____

Primary Contact Phone Number: _____

Primary Contact Email: _____

Primary Contact Mailing Address: _____

Name of Back-Up Contact Person: _____

Back-Up Contact Phone Number: _____

Back-Up Contact Email: _____

Back-Up Contact Mailing Address: _____

II. Market Info:

Physical Address of Market Location: _____

Web site: _____

County of Market Location: _____ Avg. Number of Vendors: _____ Year started: _____

Market Season: Starting date: _____ Ending date: _____

Who has authority to make decisions for this market? Check all that apply:

Elected Board of Directors or Officers

Extension Agent

Local Government Entity

Market Manager

Volunteers

Other: _____

A Local Business

A Local Nonprofit

Is this a producer-only market?

Yes

No

Comments:

III. Project Design and Need

1. Please describe the project your market would like to implement to connect your market to the emergency food system. Include a timeline of activities.
2. Please describe how this project will address the issue of community food security as outlined on page 2 of this document.
3. Please describe the need for this project in your area and how this project will address that need.

IV. Market Capacity

1. Describe an example of a time that your market worked together to successfully implement a project:
2. Please describe the organization representing the emergency food system with whom you will be partnering for this project.
3. Please list the names and qualifications of the individuals who will be working on this project, and describe their roles.
4. What is the most important thing your market could gain from participating in the Farmers Market Gleaning Project?

Budget Spreadsheet

Please use the budget spreadsheet below to list each item or category of items for which you are requesting funding from us for the Farmers Market Gleaning Project. (Please do not list matching funds or in-kind in this spreadsheet, but you may outline them below in the “Budget Narrative” section.)

Allowable Expenses:

Because we want you to be creative with this project, the funding parameters are fairly flexible. You can use this funding for expenses directly related to the project, such as money for market manager time, marketing dollars for promotional events related to the project or mileage for transportation of gleaned produce, and more.

Un-allowable expenses:

No expenses not directly related to this program may be included in your budget. An example of this would be staff time not directly related to the gleaning project. Also, no buildings, construction or capital facilities of any kind may be included.

Budget Item/category	Cost	Notes
Total Request =		

Budget Narrative

Please explain below each budgeted Item and/or category and how each will enhance the project.
Please also list here any cash match or in-kind contributions you have identified for the project



Certification from Authorized Representatives

I certify the information provided in this application is correct, and that we will notify the project organizers of any changes. This application is submitted with the knowledge and permission of the leadership of this farmers market (Board of Directors or other governing structure). If our market is selected for the Farmers Market Gleaning Project we are committed to participate the time of selection through December 31, 2015, and to collect and provide the required data, using a form provided by the organizers. I understand that if our market is selected, our market's Board of Directors or other governing structure may be asked to sign an agreement to participate in the program.

Farmers Market

Market Representative - Primary¹

Signature: _____ Date: _____

Printed Name: _____

Title (With regard to your Market): _____

Market Representative – Secondary

Printed Name: _____

Title (With regard to your Market): _____

Emergency Food System

Emergency Food System Representative²

Signature: _____ Date: _____

Printed Name: _____ Title (With regard to your organization): _____

¹ This individual must be authorized to make decisions and commitments on behalf of the applying market. This individual may not be an Extension Agent.

² Individual must be authorized to make decisions and commitments on behalf of the partnering emergency food system organization.

Commitment Form

Please check beside the following activities to indicate that you are willing to commit to these program requirements:

- Participate in the Farmers Market Gleaning Project and its activities from the date of acceptance through December 31, 2015.
- Collecting and reporting ongoing data to measure the impact of your project, which may include but is not limited to: pounds of food donated each market, value of food donated each market, number of families and/or individuals impacted by these specific donations
- Submitting a final report at the end of your 2015 market season, outlining successes, challenges, etc.
- Managing funds in a fiscally responsible manner and reporting on all expenditures.

Letters of Support

Please provide a letter of support from at least one emergency food system operator who is committed to being part of your project, and whose role is explicitly outlined in the Application Form.

You may also provide up to 2 additional letters of support if desired, but please do not provide more than 3 total letters.

Submission

Please email this signed, completed application to Cheryl Brown at cheryl.brown@mail.wvu.edu **no later than March 20, 2015**. If you have any questions, please contact Cheryl Brown at the above email (best) or by phone at 304-293-5461.

We prefer that your entire submission packet be scanned and submitted as a one pdf, but will accept individual attachments if needed. Please type your answers in this document before printing and signing – no handwritten applications will be accepted.

This program is administered by the West Virginia Farmers Market Association and the WV Appalachian Foodshed Project (AFP), with funding from the USDA's National Institute of Food and Agriculture (NIFA) Agriculture and Food Research Initiative (AFRI) program.

Decisions regarding acceptance of markets to the program will be announced no later than April 1, 2015.

***Thanks for your interest in the Farmers Market
Gleaning Project!***