WVFMA
ANNUAL REPORT
2022

CONTACT:
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www.wvfarmers.org
OUR MISSION

Our mission is to strengthen the capacity of West Virginia farmers markets and positively impact the communities they serve by providing education, advocacy, and access to healthy, locally grown food.

OUR VISION

We envision a community where West Virginia farmers markets provide healthy, local food, economic opportunities for producers and serve as a vibrant gathering place for all residents.
Welcome

Letter from the WVFMA Board President

Dear members, partners and friends,

2022 has been a productive year for the West Virginia Farmers Market Association. Our board is truly a working board of directors, with members contributing 595 hours of their time and talents to assist with the growth of West Virginia farmers markets. Some of the highlights over the past year include hosting six successful labeling classes. These classes helped educate and inform more than 80 individuals about how to properly label their products. Two classes are scheduled for March 2023 and five more are planned over the next year. Also, these classes will be made available in a virtual format beginning in 2023. WVFMA also supported a successful FARMacy WV program to help bring local produce to West Virginians to help improve health outcomes. Through a partnership with Save the Children, $10,000 in produce was made available for West Virginia children. All produce was purchased from West Virginia farmers. The poultry processing units continue to serve as a great resource for our members. Looking toward the future, we are launching a whole new website to help serve members better and we are launching a nationwide search for an executive director. Our Engagement Manager has been invaluable in the day to day operations of the group. Special thanks to our partners: Claude Worthington Benedum Foundation, WV Department of Health and Human Resources, Northeast SARE, USDA Farmers Market Promotion Program, WV Community Development Hub, WV Food and Farm Coalition, WV Extension Service, West Virginia Department of Agriculture, Truiit Foundation, AceNET, American National Insurance, and, not limited to, member markets. Thanks to all of you, we can support the farmers markets of West Virginia to help them thrive.

Jean Smith
WVFMA Board President
Board of Directors

Sandy Burky
Helvetia

Fiona Harrison
Charles Town

Kacey Gantzer
Wheeling

Lisa Jones
Morgantown

Megan Govindan
Morgantown

Candace Nelson
Charleston

Carol Greco
Wheeling

Evan Osborn
Charleston

595 total board hours volunteered in 2022
The 2022 West Virginia Farmers Market Association budget reflects a strong year with room for opportunity and growth under new leadership and direction. This is only made possible by partners, donors and members.

**Revenue Sources**
- State Grants: $188,720
- Federal Grants: $62,961
- Private Grants: $75,000
- Contributions: $3,343
- Membership: $2,560
- Fees for Service: $1,215
- Reimbursed Expenses: $689
- Total Revenue Sources: $334,488

**Expenditures**
- Program: $94,277
- Personnel: $92,124
- Mini-grants to Farmers Markets: $64,370
- Outreach: $18,337
- Administrative: $21,681
- Total Expenditures: $290,789
Two poultry trailers are available for rent for WVFMA members, with one being in Charleston and the other in Keyser. Each trailer comes equipped with six processing cones, rotating scalding unit, plucker, stainless steel evisceration table, and a basin for ice/water. Stay tuned for a more robust "equipment share" program in the future.
These hands-on workshops are for those who are interested in learning about farmers market sales opportunities and product labeling. Those in attendance receive resources and one-on-one assistance from professionals in agriculture, marketing, and more. Six labeling workshops were held in 2022 at: The Wild Ramp, Lincoln County, Hampshire County, Putnam County, Wheeling and Buckhannon.
The FARMacy WV program addresses the state’s ongoing battle with chronic illness thanks to a grant awarded to the West Virginia Farmers Market Association from the West Virginia Department of Health and Human Resources. This program begins with healthcare providers identifying patients with type 2 diabetes, pre-diabetes, and/or hypertension who may benefit from the program. After an initial health screening, patients are provided fresh fruits and vegetables from a local farm for 15 weeks. In addition to the produce, the program also provides cooking instructions, nutrition education, coaching, mentorship, and other activities to help patients continue their progress afterwards. There are currently 26 sites in 23 counties in West Virginia.
HANDWASHING STATIONS
The WVFMA sourced eight portable hand washing stations from PolyJohn to distribute to member markets: Pendleton County Farmers Market, Williamson Farmers Market, Saffron Flats Farms, Pocahontas County Farmers Market, The Barefoot Farmer, Happy Farmers Market/Ranch Farms, Saint Albans Farmers Market and Capitol Market. Funding for this opportunity was provided in part by the Claude Worthington Benedum Foundation.
POWER OF PRODUCE

The Power Of Produce (POP) Club is a nationally recognized children’s program started at the Oregon City Farmers Market in May 2011, to empower children to make healthy food choices, get them involved in their local farmers markets, and introduce them to where their food comes from. The West Virginia Farmers Market Association partnered with the Capitol Market to host two POP Clubs.

120 servings of free fruits and vegetables served to kids as part of POP Clubs in WV this year.
Coming up in 2023

**New Website**
A new website will be launched, which will streamline information, booking processes and navigation.

**Executive Director**
A nationwide search is being conducted to find the next Executive Director of the West Virginia Farmers Market Association.

**Labeling Workshops**
More labeling workshops are on the way, including online versions for those who are interested.