

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

September 2018

[View this email in your browser](#)

**Welcome to the quarterly
South Carolina Association of Farmers Markets
member-only newsletter!**

From SCAFM President, Stan Perry

National Farmers Market week was August 5 – 11, 2018. No doubt, most of you found a creative way to call attention to this annual celebration of the importance of farmers markets and how they affect our shopping, socialization and sustenance. Congratulations, and thank you to all.

Your board has been working diligently planning the 2019 annual conference. The date is January 22, 2019, at the hospitable Phillips Market Center, located on the grounds of the South Carolina State Farmers Market in West Columbia. Thank you to Commissioner Weathers and the dedicated employees of the SC Department of Agriculture for making this event possible. By now, many of you have had the chance to reply to a poll regarding topics and activities at the conference. Please know that your input is both valued and appreciated. Should there be sufficient interest, we plan to again offer SNAP training following the meeting. The majority of the meeting presentations revolve around food safety, prepared and fresh food regulations, liability and market safety. We are bringing back the popular round table discussions to better facilitate networking and an open exchange of best practices. Our last board meeting for the year is October 24. Should you have any thoughts or concerns that need to be addressed, please let us know.



SCAFM Board of Directors:

President

[Stan Perry - Clemson Sandhill](#)

[Farmers Market](#)

Vice President

[Elise Ashby - Union County Farm & Craft Market](#)

Secretary / Treasurer

[Mandy Watson - TD Saturday Market](#)

Region I Upstate Directors

[Newton O'Dell - Greenwood Farmers Market](#)

[Stephanie Turner - Uptown Market](#)

Region II Midlands Director

[Stan Perry - Clemson Sandhill](#)

[Farmers Market](#)

Region III PeeDee Directors

[Calvin Hastie, Sr. - South Sumter](#)

[Farmers Market](#)

[Anne Marcengill - Lake City Farmers Market](#)

Region IV Lowcountry Directors

[Tracy Richter - Mount Pleasant](#)

[Farmers Market](#)

[Emmet Black - Sandy Acre Farms](#)

SCDA Liaison

[LauraKate Anderson - SCDA](#)

Thank you for the opportunity to serve as your association president, and as always, thank you for your membership, support, dedication to creating a memorable experience for our consumers, and efforts to foster a profitable season for our farmers and entrepreneurs.

Executive Director
Jackie Moore, SCDA

From the SCAFM Board of Directors July Meeting

- SCAFM joined the Farmers Market Coalition
www.farmersmarketcoalition.org
Your membership is included as a member of SCAFM. Check out the benefits site
<https://farmersmarketcoalition.org/education/member-resources/?orgId=farmersmarketcoalition>
- 2019 SCAFM Conference
Tuesday, January 22 at the Phillips Market Center, SC State Farmers Market, West Columbia
Agenda:
Thank you for replying to the Doodle poll for topics you want to hear about at the conference. Here are the results!
 - 1) Special Activities at the Market
 - 2) Liability at the Market
 - 3) Funding your Market
 - 4) Food Safety
 - 5) Cottage laws
 - 6) Paperwork requirements
 *** SNAP training will be offered after meeting
 Roundtable topics
 Best practices – paperwork to require – Mandy Watson
 Special market activities – Tracy Richter
 Conflict resolutions – vendor compliance – Calvin Hastie
 Funding and partnerships – Stephanie Turner
 Cost to attend the annual meeting = \$ 65 including \$45 annual dues + \$20 meeting
 Please plan to attend!!!

WE NEED YOUR EVENTS!

The South Carolina Association of Farmers Markets has a new website. <http://southcarolinafarmersmarkets.com/>
Check out all it has to offer including a downloadable

Farmers Market Toolkit.

Are you holding a special event at your market? Add it to the calendar by following this link

<http://southcarolinafarmersmarkets.com/events/community/add>

South Carolina Association of Farmers Markets is on Facebook!!!

<https://www.facebook.com/southcarolinaassociationoffarmersmarkets/>

How can we operate our market on-line during the off season?

Although a busy market season and the approaching cold winter may justify hibernating during the off season, there are still many ways you can operate your market online to maintain a presence or link your farmers who are still busy producing with customers ready and willing

to buy. If just maintaining a presence in your community while the market is closed for the season is what you're after, consider maintaining a strong web presence by keeping your newsletter or other online communications going during the off season. You can write articles about what your farmers are up to for the winter or about their plans for the upcoming season. You can even offer recipes for the peak-harvest bounty you encouraged your customers to preserve. Keeping communication going during the off season can get your customers excited about the new season and ensure they don't forget about the joys of shopping at the farmers market during their sleepy winter. If you have farmers that are still producing in the winter and a regular winter market does not make sense in your community, consider establishing a way for your market to connect customers to those farmers online. You can do this through establishing an online-buying club or website for your customers to purchase products from local producers who still have products available during the off season. LocallyGrown.net is one website that allows you to set up your own market website to connect farmers to consumers and sell products online.

Increase the use of Nutrition Assistance Program Benefits at your Market

When looking for ways to increase the use of nutrition assistance program benefits at your market, it's important to understand some of the barriers that may prevent participants from shopping at your market. This could include the price of products, inconvenient operating hours, a lack of sales, or an unfamiliar experience. Here are some strategies to address these barriers and increase participation:

- Advertise that you accept benefits and provide local SNAP and WIC offices with promotional materials.
- Establish partnerships with other community organizations that offer services to nutrition assistance clients and work with them to develop an educational campaign to create a relationship between participants and farmers.
- Offer educational opportunities about the products at the market including nutrition tips and recipe ideas.
- If you have the resources, consider providing transportation such as coordinating a bus from a local senior housing complex so that seniors can redeem their FMNP benefits, or from a convenient location for individuals who receive WIC or SNAP benefits.

- Offer incentive or matching programs to increase the purchasing power of program benefits. Many markets have received public and private funding to double the value of participants' benefits when they use them at farmers markets.

There are some great organizations helping farmers markets across the country increase the use of nutrition assistance benefits, including the Wholesome Wave Foundation and the Fair Food Network. The Wholesome Wave Foundation offers funding, grant writing, technical assistance, and community support to participating farmers market in their Double Value Coupon Program. The Fair Food Network is about to embark on a multi-year Double Up Food Bucks program that seeks to change the purchasing habits of thousands of low-income consumers in Detroit.

More Resources:

- USDA Food and Nutrition Service's Attracting SNAP Customers to Your Farmers Market
- USDA Food and Nutrition Service's Supplemental Nutrition Assistance Program (SNAP): Putting Healthy Food Within Reach, A State Outreach Toolkit
- USDA's Agricultural Market Service and the Southeastern Pennsylvania Resource Conservation and Development Council's Connecting Local Farmers with Farmers Market Nutrition Program Participants

Copyright © 2018 South Carolina Association of Farmers Markets, All rights reserved.

[unsubscribe from this list](#) [update subscription preferences](#)

