

Rethinking our Approach to Successful Farmers’ Markets in Low-income, Multi-Ethnic Communities with the South Madison Farmers Market

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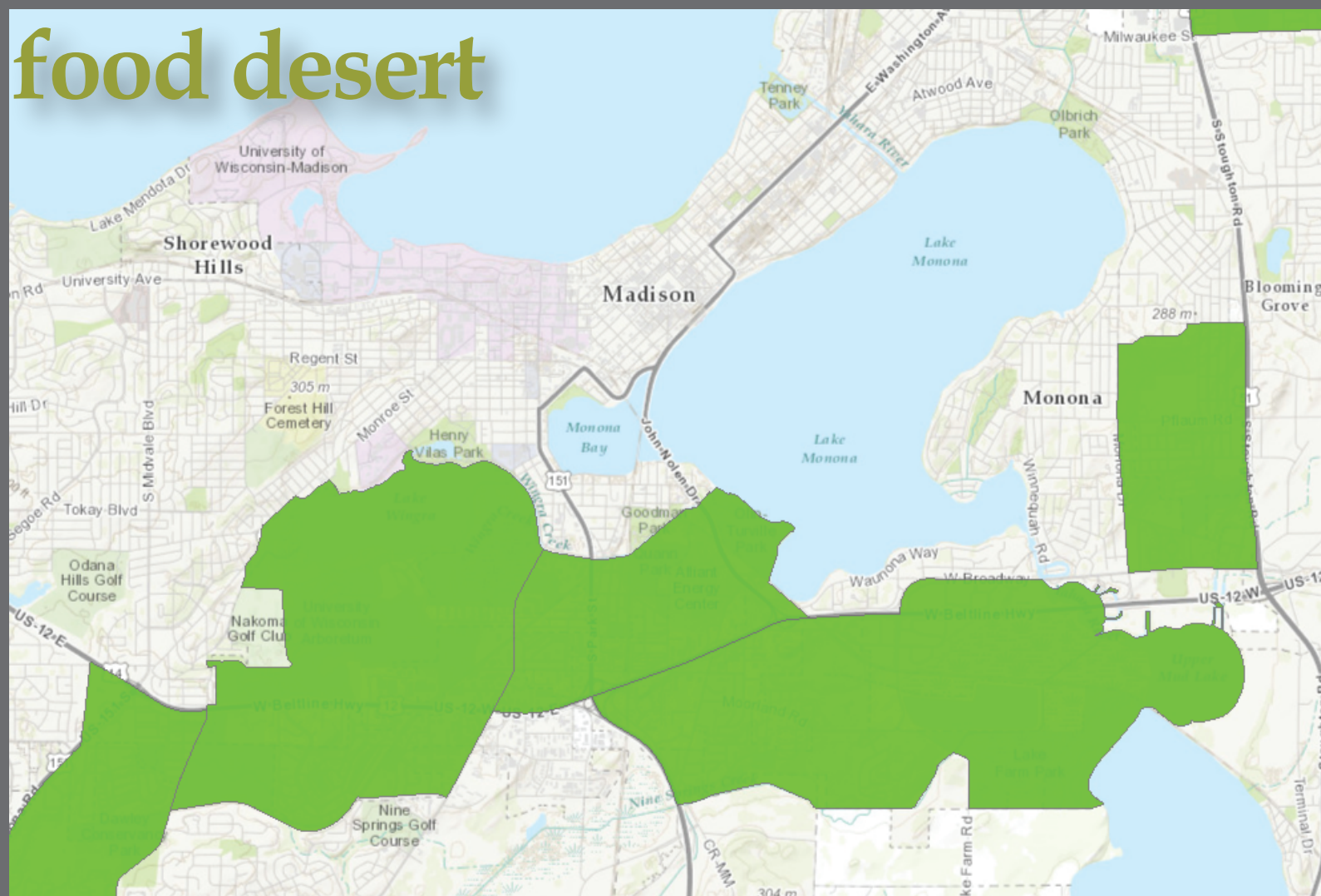
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Special thanks to Robert Pierce and the South Madison Farmers’ Market, our community partners.

PROBLEM

Community-Level

food desert



USDA ERS Food Research Atlas, Oct. 31, 2014

Low-income census tracts where a significant number or share of residents is more than 1 mile (urban) than the nearest supermarket

low-income community with high rates of incarceration (Race to Equity Report, 2014)

Farmers’ Market-Level

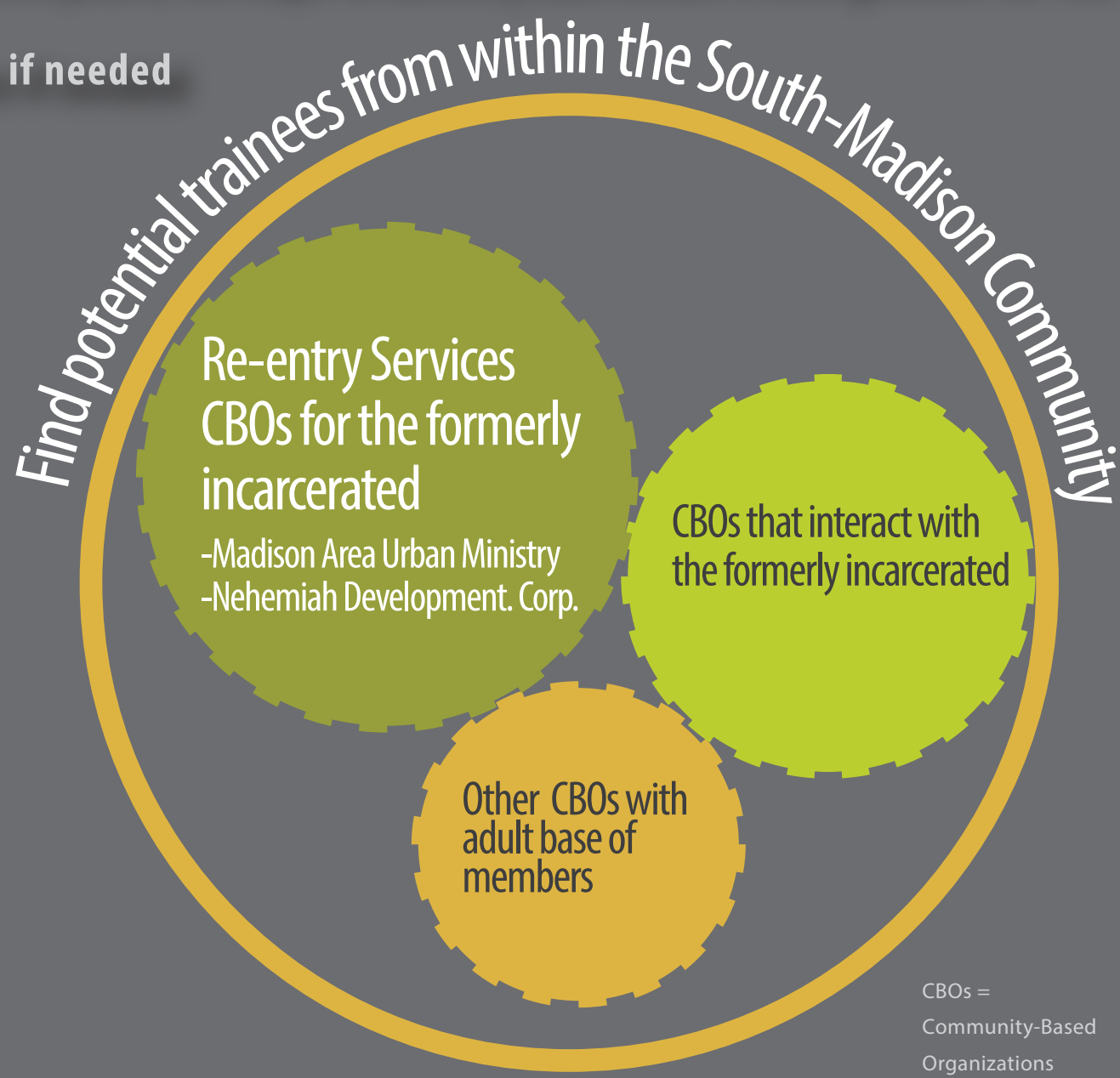
Lack of vendors at farmers’ market (2013 capstone course)
profit-driven vendors can’t afford to serve low-income area (2013 capstone class)
increasing average age of farmer, Robert hoping to slow down in 3-5 years?????

METHODS

Strengthen community’s self-help capacity (cite)

Phase 1: Identification and Recruitment

In partnership with the SMFM, students of the Nelson Institute’s Service Learning Capstone Course will organize a series of mini-workshops in which participants will get a glimpse of what it is like to be an urban grower. Through this phase, we hope to identify and recruit 3 new growers for the project.
Room for more text all along here if needed



Phase 2: Send Recruits to Training



Recruit (3)



Free, 5 mo.-long training

The 3 recruits will be sent to Growing Power’s Commercial Urban Agriculture Training Program, a 5 month-long intensive course on how to become an entrepreneur by means of farming.

Phase 3: Start Growing



New Farmers (3)



Continued farming mentorship from Robert Pierce



Guidance Counselor provided by partner organization



Stipend for 200 days of work per year for 2 years + donated start-up supplies



Free access to grow on 10 acres of land donated by the Madison Metropolitan Sewer District for at least 36 months

Phase 4: Sell at SM Farmers’ Market



By recruiting farmers from within South Madison, the expectation is that they will sell at the South Madison Farmers’ Market despite potentially low sales at first. This is because they will value community access to healthy food in equal or more importance to profits. Unlike other low-income markets, this approach emphasizesDadit’s section about community self-help...

Additionally, the farmers will welcome Electronic Benefit Transfers (EBT) of FoodShare, and WIC & Senior Farmers’ Market Nutrition Vouchers.

Students from future courses will help provide the labor gap necessary to attract more customers to meet the revitalized supply. Students will use best-practices to market the SMFM to the community.

EXPECTED OUTCOMES



Sustained Healthy Food Access

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Vendors at SMFM

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Pipeline for Urban Ag and New Farmers Developed

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EXPECTED IMPACT

See SARE grant, but to summarize.....

- strengthened community (relationship building)
- culture shift of healthy food because it’s coming from farmers you trust
- step towards better social equity and food justice

SOURCES