



Janie Maxwell, MS, RDN, LDN
Illinois Farmers Market Association



- ▶ *IFMA Mission: “To provide educational support for farmers market organizers, farmers, vendors and other community food and nutrition organizations.*
- ▶ Partner with local community and state organizations in educating farmers, market managers and the general public on the economic, health and social benefits of fresh, locally grown products at farmers markets.
- ▶ Increasing the number of farmers markets that accept the Illinois LINK card
- ▶ Working with the Illinois WIC and Senior Farmer Market Nutrition Programs, Illinois Farm to School Program, the Commission to End Hunger, Feeding Illinois and other nutrition programs in developing outreach strategies for providing families and children with increased access, education and training for farmers and market managers.
- ▶



- ▶ **Membership Benefits include:**
- ▶ **Educational opportunities along with discounted registration fees for training webinars, conferences and regional workshops;**
- ▶ **Access to an online Market Management Manual**
- ▶ **Market development services for new markets, staff and vendor programs;**
- ▶ **Promotion and networking opportunities through list serve, quarterly newsletters, and website;**
- ▶ **Advocacy to state leaders on issues of importance to our industry, such as Food Safety discussion and recommendations;**



- ▶ **Membership Benefits include:**
- ▶ **Partnerships with state, local and non-profit agencies to develop and administer programs that support farmers markets, farmers and consumers;**
- ▶ **Committee membership opportunities to help shape the Association and its programs and services**
- ▶ **Collaboration on state level-food and farm policy issues through access to Illinois Food Farms and Jobs Council and the Illinois Farmers Market Task Force;**
- ▶ **Having Community, Statewide and National input in helping craft legislative priorities and participating in the growing local food constituency.**
- ▶ **Part of cutting edge USDA Connect Fresh and "What's in Season App"**



- ▶ Legislative Voice
- ▶ Recent Farmers Market Legislation
 - ▶ Consistent county to county standards
 - ▶ Cottage Food Law Expansion
 - ▶ New Food Sampling Law for Vendors at Markets
- ▶ Building support to create \$1 M Illinois Double Value Incentive Fund
 - ▶ Easier access for all markets to double value incentives



Connect Fresh-USDA FMPP Grant

- Single, Shared Profile
- Partner with;
 - Illinois Dept. of Agriculture
 - Praire Bounty
 - Market maker

- Connect Vendors and Markets
- Help consumers find markets

What's in Season-II Specialty Growers Block Grant

- Phone App

Partnership with Experimental Station to expand SNAP acceptance

Click here to see what happens if you try to select an additional business type after you have already selected one.

Change "Buyer to "Buyer (Preferences)" ?

Changed from "ADD TO PROFILE" to "SELECT AS PRIMARY" per comment in MAR-1125

NOTE: If the user has selected a business type and they click on another business type then a prompt will display that asks them if they want to replace that business type before allowing them to proceed.

Click here to see the profile dialog box that opens when one of these business types is selected -- in this case the Farmers Market business type profile information.

Upon returning from the profile dialog box add a message prompt saying that additional business types can be added later in the process.

Click here to advance to the next page.

NOTE: You will have had to have selected a business type and filed out all required information before you will be able to advance

All boxes are checked by default

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SNAP Acceptance; Case Study of the Aurora Farmers Market **LINK Market Statistics**

		2011	2012	2013	2014	2015
Number of Vendors	Sell some or only produce	8	10	11	9	12
	Sell food but not produce	10	7	12	19	27
	Sell no food (Crafts, etc.)	15	25	35	40	40
		33	42	58	68	79
Customer Attendance	Average daily	850	1100	1845	3000	3020
	Season total	1,700	22000	38,765	63,300	60,412
Total Season Sales	Cash	0	0	0	0	0
	SNAP/Link	\$1642.00	\$3980.00	\$5069.00	\$5578.00	\$12,814.00
	Credit/debit	0	0	0	0	0
	Double Value LINK	\$1350.00	\$3720.00	\$2,830.00	\$1725.00	\$12,670.00
	WIC/Senior FM Coupons	0	0	0	0	0
	Other incentive programs Fresh First & Bonus Bucks	0	0	0	\$2730.00	\$16,905.00
	Total	\$2,962.00	\$7,700.00	\$7,830.00	\$10,033.00	\$42,389.00



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ILLINOIS FARMERS MARKET ASSOCIATION

2016 STATEWIDE CONFERENCE
FEBRUARY 16-17, 2016 AT THE CHICAGO CULTURAL CENTER

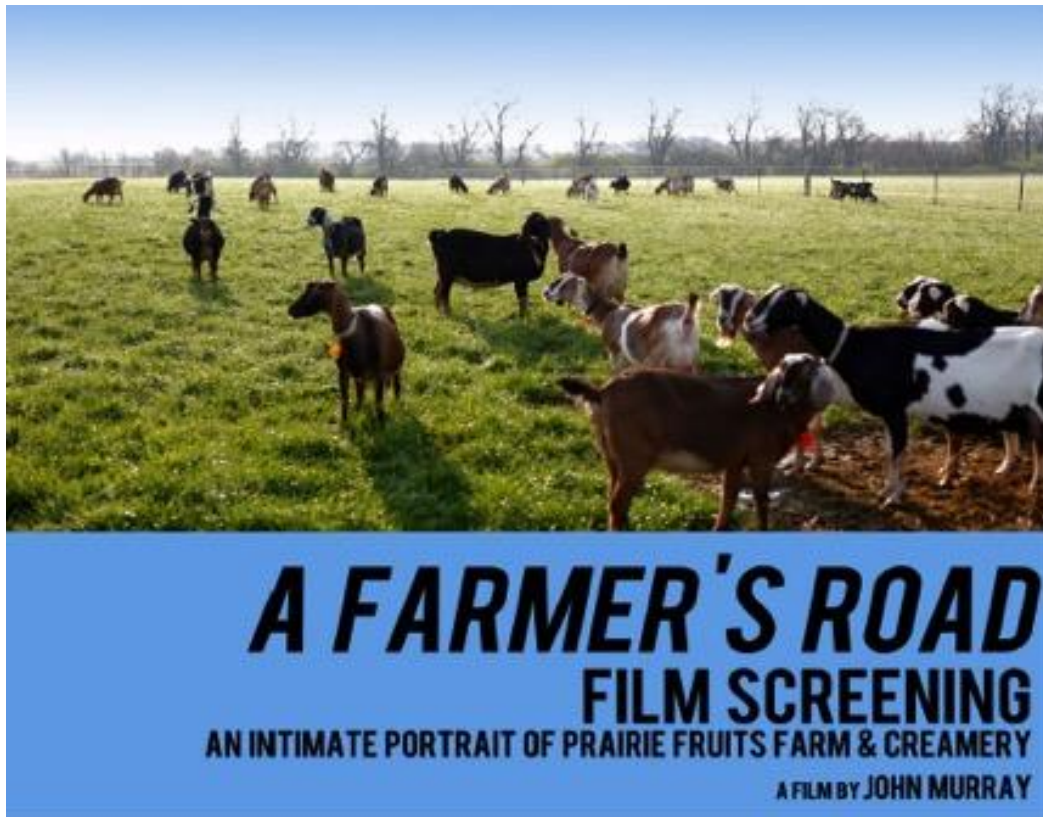
In collaboration with:  City of Chicago
Mayor Rahm Emanuel
Department of Cultural
Affairs and Special Events

IMPORTANT DEADLINES:
Early Bird Conference Registration - January 11, 2016

- **Come grow your Market!**
- One Stop Shop for SNAP set up
- Only training in Illinois on new Sampling Law before July
- Networking
- Peer Learning
- Experts sharing strategies that work!
- Vendor fair to supply market needs



February 16





- ▶ 2016
- ▶ Regional Workshops
- ▶ April 2016 at Loyola University, Chicago
- ▶ November 2016 in Urbana
- ▶ Implementation of Grant Projects



- ▶ Janie Maxwell, MS, RDN, LDN
- ▶ Jmaxwell.ifma@gmail.com
- ▶ Ilfarmersmarkets.org
- ▶ www.facebook.com/ILFarmersMarkets/