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
  • Prairie Bounty
  • Market maker

• Connect Vendors and Markets
• Help consumers find markets

What’s in Season-IL Specialty Growers Block Grant
• Phone App

Partnership with Experimental Station to expand SNAP acceptance
WIC/Senior FMNP
- Limited Funds
- Limits Counties
- Vendor is approved-not Farmers Market
SNAP Acceptance;  
Case Study of the Aurora Farmers Market  
LINK Market Statistics

<table>
<thead>
<tr>
<th>Number of Vendors</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sell some or only produce</td>
<td>8</td>
<td>10</td>
<td>11</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Sell food but not produce</td>
<td>10</td>
<td>7</td>
<td>12</td>
<td>19</td>
<td>27</td>
</tr>
<tr>
<td>Sell no food (Crafts, etc.)</td>
<td>15</td>
<td>25</td>
<td>35</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>42</td>
<td>58</td>
<td>68</td>
<td>79</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Customer Attendance</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average daily</td>
<td>850</td>
<td>1100</td>
<td>1845</td>
<td>3000</td>
<td>3020</td>
</tr>
<tr>
<td>Season total</td>
<td>1,700</td>
<td>22000</td>
<td>38,765</td>
<td>63,300</td>
<td>60,412</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Season Sales</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>SNAP/Link</td>
<td>$1642.00</td>
<td>$3980.00</td>
<td>$5069.00</td>
<td>$5578.00</td>
<td>$12,814.00</td>
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<tr>
<td>Credit/debit</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Double Value LINK</td>
<td>$1350.00</td>
<td>$3720.00</td>
<td>$2,830.00</td>
<td>$1725.00</td>
<td>$12,670.00</td>
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<tr>
<td>WIC/Senior FM Coupons</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Other incentive programs</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>$2730.00</td>
<td>$16,905.00</td>
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<tr>
<td>Fresh First &amp; Bonus Bucks</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>$2,962.00</td>
<td>$7,700.00</td>
<td>$7,830.00</td>
<td>$10,033.00</td>
<td>$42,389.00</td>
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</tbody>
</table>
February 17

- 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