



TAFM Newsletter



May 2016

SPOTLIGHT ON THE NOLENSVILLE MARKET

IN THIS ISSUE

TAFM Member Market

The Tennessee Association of Farmers Markets (TAFM) was formed to advance the interests of Farmers Markets across the state of Tennessee. In this issue and upcoming issues, we plan on highlighting one of our member markets.

In this first issue of 2016, we are highlighting the Nolensville Market. Nolensville is located in fast-growing Williamson County in Middle Tennessee.

The Nolensville Farmer's Market (NFM) is a producer-only market, open on Saturday mornings May to October from 8am to 12pm at the Historic Nolensville School. The NFM Board takes pride in bringing fresh, local food to Nolensville while supporting local farmers and artisans.

You will find all kinds of organic or naturally grown produce, several varieties of meat, baked goods, farm fresh eggs, crafts and food trucks.

With music in the background, the Nolensville Farmer's Market is a great place to stop and pick up your groceries, grab a bite to eat and meet your neighbors. You're sure to see a friendly face or two.

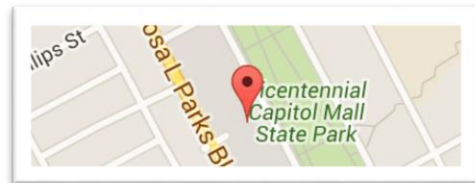
The Nolensville Farmer's Market is the brainchild of Dr. Miro Bandalo and several of his patients that were interested in having more local, natural products closer to home. After talking about it for months (and prescribing fresh food diets to his patients) he started to recruit volunteers to help make his dream a reality. After some arm twisting, both figuratively and literally, he was able to put together the founding Board of Directors. Daniel Haire, President; Miro Bandalo, Vice President; Michelle Chianese, Secretary & Treasurer; Kasi Haire, Market Manager; Otto Gratzol, Board Member; Heather Bandalo, Board Member.



TAFM Member Market – Spotlight on Nolensville Market

This issue highlights our member market in Nolensville. Above is their Board of Directors.

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Quarterly Member Meeting – June 20

The quarterly Member Meeting will be held in Nashville.

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Upcoming Quarterly Member & Board Meeting June 20th

June 20 is the first 2016 Member Meeting. It will be held at the Nashville Farmers Market located at 900 Rosa L Parks Blvd near the state capitol building in downtown Nashville (see location in sidebar map on page 1).

The Board will meet at 10am with the Member Meeting following at 11am. There will be three lunch options available – all Dutch treat. All times are in CDST.

The agenda will include information on Board activities and the work on the draft farmers market certification process that has taken place since the state conference in February.

The featured topic at the member meeting is "How to get your Vendors to help Market the Market." This topic will be presented by a social media expert, Ms. Kia Jarman, who works at the Nashville market.

For future meetings, we ask your input on meeting topics. To let us know what interests you most, please follow this link <https://www.surveymonkey.com/r/gBCWD56> and complete the survey. We really appreciate your input as we want to plan topics that are of most interest to our members.

Meet Greer Gill



Greer is one of the newest staff members at the TN Dept. of Agriculture.

Greer's phone number is 615-837-5163. Her email is Greer.Gill@tn.gov.

She grew up in Murfreesboro, TN, and helped with her family's small cattle farm in Lincoln Co. her whole life. She received her bachelors in Agricultural Communication from UT Martin and then her masters in the same from Oklahoma State University.

Upon graduation, she worked at Tractor Supply Company for three years in their Customer Solutions Center and then worked at a small medical supply company before accepting the position of Marketing Specialist with TDA for Farmers Markets, CSA's and Organic Produce. Greer says "I am looking forward to working with all of Tennessee's great producers and to visiting farms and farmers markets across the state."

2nd Year of AARP's Fre\$h Savings Program Launched in May.

In May, AARP's Fre\$h Savings program restarted for Year 1 Markets and added a number of new Year 2 Markets. The grand kickoff was at the Nashville Farmers Market.

AARP's Fre\$h Savings Program is operating under a USDA grant to the AARP Foundation with donations from United Healthcare. The purpose of this program is to provide SNAP recipients with the ability to purchase more fresh fruits and vegetables at no additional cost to them.

There are 17 markets across the state that are participating in this program. Many of them are TAFM Members and they are located in several clusters. In the Chattanooga Area the participating markets are:

- Chattanooga Public Market
- Lookout: Audubon Acres

- Lookout: Red Bank Methodist Church
- Lookout: St. Elmo (Incline)

In East Tennessee they are:

- Greeneville Farmers Market
- Johnson County Farmers Market
- Morristown Farmers Market
- Nourish Knoxville's Market Square Farmers Market
- New Harvest Park Farmers Market

Middle Tennessee has a number of participating markets as well:

- Nashville Farmers Market
- Nashville Farmers Market at Vanderbilt
- Nolensville Farmers Market
- Rutherford County Farmers Market

And in Memphis, they are:

- Church Health Center/MIFA Farmers Market
- Cooper-Young Community Farmers Market
- Memphis Farmers Market
- Overton Park Community Farmers Market

It works when a SNAP recipient shows the Fre\$h Savings volunteer their receipt for the purchase of SNAP tokens. For each transaction it is a match of up to \$10 in Fre\$h Savings tokens. For example, if you purchase \$5.00 in SNAP tokens, Fre\$h Savings gives you \$5.00 in Fresh Savings tokens. The maximum match per transaction is \$10.



While SNAP tokens can purchase many different food products; Fre\$h Savings tokens are limited to purchases of fruits and vegetables. They also must be spent

within the current farmers market season (they can't be saved for future years).

Recent TAFM Board Activities

The TAFM Board has been working since the state conference on the draft farmers market recertification program that is planned to be ready by October of this year. Details of its status will be presented at the June 20 Member Meeting.

We have purchased two pieces of software to help us keep better organized. Both were purchased through the organization that helps nonprofits with technology – Tech Soup. QuickBooks was purchased to help more easily keep more detailed financial records and produce reports. Little Green Light is a membership and donor database system that will help us to keep track of who is a member and who is a donor. It is integrated with Send Grid that allows us to send emails to our members and groups of members.

Frank Trew has worked hard on TAFM's website www.TNFarmersMarkets.org and it is the place to go for member and farmer market resources and announcements. It is integrated with Little Green Light.

TAFM has also financially supported the UT Center for Profitable Agriculture's Market Manager Training and Farmers Market Boot Camp sessions.

Your current Board of Directors are:

WEST TENNESSEE

- Steve Guttery- Dyersburg Farmers Market
- Lauren Bean (Board Treasurer)- Dresden Farmers Market
- Open Position

MIDDLE TENNESSEE

- Frank Trew (Board President)- Hip Donelson Farmers Market
- Tasha Kennard- Nashville Farmers Market
- Janie Becker- Rutherford County Farmers Market

EAST TENNESSEE

- Barbara Garrow (Board Vice President)
- Charlotte Tolley- Knoxville Farmers Market
- Lori Carter (Board Secretary)- Lookout Mountain Farmers Market

You may email the entire board by using this address

board@tnfarmersmarkets.org

Pick TN Products



Don't forget to get your market listed on the Pick TN Products website. Go to <http://www.picktnproducts.org> to get your market listed and to find out how to download the mobile app.

Information from the UT Center of Profitable Agriculture

SCALE APPROVAL

TDA has mentioned that it would be most helpful and efficient for them to come to our meetings and have everyone bring their scales that need to be approved. Please call Mike Brown, TDA Outreach Coordinator at 615-837-5177 or t 615-761-8089 with a request and he will coordinate with Bob Williams, TDA Weights and Measures.

IRS GUIDANCE

Here is a tidbit of year end information. Customers provide their EBT card and credit cards to the farmers market to purchase tokens and customers use these tokens to make purchases to vendors. The market then buys back these tokens from vendors and the market receives Form 1099-k for the EBT and Credit Card transactions from the company that processes these financial transactions.

Based on IRS guidance, the market should report the 1099 K transactions on their income tax return. They also should reflect how much they paid the vendors for the tokens as an expense, and issue 1099 – MISC as appropriate to the vendors, if required (this is usually based on a \$ threshold that may change annually in accordance with IRS regulations).

Expand Your Customer Base with Farm to School

Have you ever thought of expanding your customer base by selling to school cafeterias? Schools across the state are looking to buy local produce, but aren't always connected to their local farmers. Tennessee Department of Education's Office of School Nutrition has a Farm to School Specialist, Rachel Head, who wants to bridge the communication gap between farms and schools. She is here to help you make schools your next big customer! To learn more, contact Rachel at 615-741-1140 or at Rachel.E.Head@tn.gov.