



TAFM Newsletter

August 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.

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.

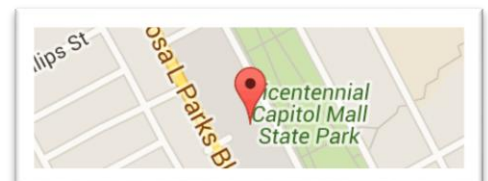
The Nolensville Farmer's Market is the brainchild of Dr. Miro Bandalo and several of his patients that were interested in having more local, natural products closer to home. The founding Board of Directors are Daniel Haire, President; Miro Bandalo, Vice President; Michelle Chianese, Secretary & Treasurer; Kasi Haire, Market Manager; Otto Gratzol and Heather Bandalo, Board Members.



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 – November 30, 2016

The upcoming quarterly Member Meeting will be held in Chattanooga.

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Upcoming Quarterly Member & Board Meeting November 30th in Chattanooga

The fourth quarter Member Meeting will be held in Chattanooga on November 30th, the day after the Farmers Market Training Session (see next page of this newsletter for training session details and registration information).

The Board will meet at 10am with the Member Meeting following at 11am. The location of the meeting is TBD.

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/qBCWD56> 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."

Expand Your Customer Base - Farm to School Program

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 Rachel.E.Head@tn.gov or 615-741-1140.

[The USDA Farm to School web portal](#) is by far the richest farm to school resource hub available. Rachel Head recommends exploring the "[Resources](#)" tab, and checking out the Farm to School Research section at the very bottom of the page for some studies that show health impacts of farm to school.

[The USDA Farm to School Census](#) has great information regarding farm to school participation across the country. You can also just look at [Tennessee's data](#), and even narrow down to specific school districts.

These [fact sheets](#) are a quick and dirty way to learn about farm to school.

[This chart](#) gives a great visual representation of USDA funding sources that can go

towards farm to school. There are LOTS OF GRANTS out there (federal and non-federal) to support farm to school!

From the National Farm to School Network (NFSN):

Their [resource page](#) is very search-able and has great information. You can search specifically for examples of farm to school programs' impacts on student health, such as: the [Arkansas Grow Healthy Study](#); Illinois Public Health Institute's "[Exploring Economic and Health Impacts of Local Food Procurement](#)," and Pew Charitable Trusts and RWJ Foundation's "[Kids' Safe and Healthful Foods Project](#)."

[Here is a summary document](#) that cites research showing farm to school's positive impact on public health, local economies, education, and the environment. This is my go-to for introducing farm to school.



Recent TAFM Board Activities - Certification Program or Not???

The TAFM Board has worked on your behalf in its deliberations about market education and the ever-present question of how to really go about a Farmers Market Certification program. We have had lots of stops and starts.

There is some thought that TAFM could best be a Market Manager resource, an advocate for Farmers Markets, and an

educational organization for both the public and Tennessee Farmers Markets.

What are your thoughts? We need to hear from YOU!

Please email

board@TNFarmersMarkets.org and express your opinion about whether you want a certification program for Farmers Markets in Tennessee, and if so, what would you like to see in that program and if not, why.

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, our membership data program.

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

- Tasha Kennard- Nashville Farmers Market-
- Frank Trew (Board President)- Hip Donelson 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



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.

TAEP Promotion Grants due September 16th

The Tennessee Department of Agriculture will be accepting applications for the Farmers Market Retail and Promotional Grants. Contact Jan Keyser jan.keyser@tn.gov and ask to be on the list to receive an application. The grant maximum will be \$1,000 and the application deadline for this program will be September 15, 2016. The grant is applicable to calendar year 2017. Allowable activities include:

Proposed activities must serve to improve or expand the sales at the farmers market through the following activities:

1. Promotion & Advertising, including but not limited to: a. print media b. radio and c. television

Please note that advertising requests must merit the size of the community serviced and approved advertising projects must interface with TDA

promotional campaigns (i.e., include Pick Tennessee Products logo).

2. Public Use Considerations, including but not limited to: a. central heat and air b. concession areas c. handicap accessibility d. lighting e. parking areas and f. restroom facilities (permanent)

3. Marketing, including but not limited to: a. brochures b. direct promotions c. maps d. signs and posters e. website development (must provide quote from a professional service provider; annual fees such as domain and hosting costs are NOT eligible) f. Educational scholarships (up to \$300) for market managers, staff and/or vendors to attend the Annual Membership meeting of Tennessee Association of Farmers Markets (TAFM). Eligible costs include mileage, registration fees and lodging per the state's travel regulations. Meetings to be held at:

Pick TN Conference - February 16-18, 2017 – Franklin TN Marriott Visit www.PickTNConference.com for more information!

4. Retail Considerations, including but not limited to: a. counters b. loading dock c. refrigeration equipment (i.e., fruit and vegetable cooling equipment) d. utility sinks for fruit and vegetable sale preparation e. shelters f. permanent display tables and shelving for sales floor and g. shopping carts h. tables.

UT Center for Profitable Agriculture Announces its Farmers Market Manager Training Sessions in November and December 2016.

The training meetings will be held Nov. 29 in Chattanooga and Dec. 1st in Jackson. Both meeting times are 9:30am to 3:30pm in their respective time zones.

The same training sessions will be held in both locations with check in and networking beginning at 9am. The registration cost is \$40/person and the fee includes lunch. Registration is online at <https://tiny.utk.edu/fmmanager2016>

The training is geared for farmers market managers, officers, directors and stakeholders. Sessions and speakers will include:

- In the Land of Few Carrots: How Market Managers Can Improve Food Safety Practices at their Market – Faith Critzer
- Helpful Hospitality Habits for Market Managers – Megan Bruch Leffew
- Farmers Market Accessibility and Safety – Tim Prather

- Managing Liability Risks at Farmers Markets – Rusty Rumley

In addition, a panel of Market Managers will discuss some of the liability risks faced by their markets and how they address them with tools like insurance, business organization and market rules.

For questions, please contact Hal Pepper at 931-486-2777 or by email at hal.pepper@utk.edu

Preregistration is required by November 21st, so register today as space is limited.

TAFM is a sponsor of these sessions as is UT Extension Institute of Agriculture, National Agricultural Law Center, and the Market Development Office of the TN Dept. of Agriculture.

Missing out on the TAFM Newsletters?

If you have not been receiving your TAFM newsletter, please contact Barbara Garrow, Membership Chair of TAFM at

<http://tnfarmersmarkets.org/contact/>

We would love to feature your market so please send us information on your market and some photos. You too could be on the front page.

SAVE THE PICK TN CONFERENCE DATE



Early Registration Ends January 16th!

Pick TN
CONFERENCE
FRANKLIN 2017

Pick This Conference in 2017!
The 2017 PickTN Conference
February 16-18, 2017
at the Cool Springs Marriott
700 Cool Springs Blvd.
Franklin, Tennessee 37067

The new Pick TN Conference is your best opportunity to explore the latest information and access the best resources for every facet of modern farm life, all in one event.

Whether you grow an orchard, flowers, a corn maze, wine grapes, acres of produce or manage a farmers market, you can leave the Pick TN Conference with new know-how to make 2017 your best year ever.

Make hotel reservations at the Cool Springs Marriott by calling 1-615-261-6100. Be sure to ask for the special "Pick TN" discounted room rate. Register to attend or exhibit at the conference separately at www.PickTNConference.com

The Registration Website will be online for registration soon.