

2009 Alaska Grown Specialty Crop Block Grant Program
SAMPLE PROPOSAL

Problem Statement

As a new farmers market manager in Alaska I was without the knowledge, skills and ability to efficiently launch the Butte Farmers Market. There was not a single source for all the necessary information regarding starting a market in Alaska. Are their rules and regulations regarding markets in Alaska? What can and can't be sold at a market in Alaska? Do I have to have insurance for my farmers market? How much should I charge for vendor booth space? Many other states have published handbooks, guidelines, or searchable web sites that contain all of this pertinent information in one location – but not in Alaska.

2009 saw a dramatic increase in the number of farmers markets opening throughout the State of Alaska. It is anticipated that this rise in numbers will continue in the coming years as more Alaskans seek out fresh, Alaska Grown produce from their neighbors. The creation of an Alaska Farmers Market Handbook is timely such that the other new market managers do not have to struggle through the search for information that I did.

Goals & Objectives

This project will develop a valuable resource for all farmers' market managers in Alaska, both established, start-up and potential managers. All farmers' market managers, vendors, and potential participants will directly benefit from the development of this guide book.

Goal #1

Provide a well-written, easy to follow guide on developing a new farmers market in Alaska and provide current market managers with valuable management and marketing techniques and resources to find developing market ideas.

- Objectives for goal #1
 - Create a written document, an Alaska Farmers Market Handbook, that will provide start-up information for those interested in starting up a farmers market and management and marketing materials for current market managers.
 - Publish the handbook and the website link on related agricultural websites, and also make the print handbook available in various locations, i.e. Cooperative Extension, Division of Agriculture, & Agricultural Conferences as a *free* handout.

Goal #2

To create a user friendly website, guiding people how to start up a market in Alaska, manage a market, and share creative marketing techniques.

- Objectives of goal #2
 - We will take the information that we gathered, the online resources that were found, and place them in one useful location for future use.
 - We will provide gathered marketing information for current market managers, and where to find up-to-date information on what is happening in farmers markets in the lower 48.

Project Description

As soon as funds are awarded, work will begin on launching the new farmers market. Myself, Bob Smith, will accomplish the below tasks.

Having an accessible and informative guide will assist in overcoming barriers that may prevent new markets from starting, just because there is no information to guide them. Additionally what is provided will assist in keeping markets successful by providing tools to existing market managers.

Create a written document, an Alaska Farmers Market Handbook, that will provide start-up information for those interested in starting up a farmers market and management and marketing materials for current market managers.

- We will do this by creating a new Alaska farmers market, and documenting all the steps that we went through, and collecting all the pertinent information, and compiling it into one handbook. We will have it professionally bound, and have it peer reviewed.

Publish the handbook and the website link on related agricultural websites, and also make the print handbook available in various locations, i.e. Cooperative Extension, Division of Agriculture, & Agricultural Conferences as a free handout.

- After the handbook is printed we will distribute the handbooks to different locations statewide, making sure that where we began our search for information is where the handbooks are located.
- Request that interested agricultural parties have a link on their website sending them directly to the Alaska Farmers Market Handbook, and to the new “Building a Successful Alaska Farmers Market” webpage.

We will take the information that we gathered, the online resources that were found, and place them in one useful location for future use.

- Provide all the contacts made, in an easy contacts page for quick referencing.
- Make available useful documents that were discovered in creating a new market.
- Provide appropriate links for each stage of market growth whether it is links to starting your own business, to successful market management techniques, or steps towards expansion.

We will provide gathered marketing information for current market managers, and where to find up-to-date information on what is happening in farmers markets in the lower 48.

- Have useful documents online for them to read and useful contacts for additional information.
- Share research that was done on successful marketing and management techniques.
- Provide beneficial links to constructive marketing and management methods.

The timeline for completing the above is:

<u>Time</u>	<u>Goals</u>
SEPT-NOV	Develop a new Alaskan farmers market
DEC-FEB	Write and edit handbook and create all website content
MAR-MAY	Contract out website Development
JUN-AUG	Distribute handbooks, publish website and confirm links to our information is on

	appropriate sites.
--	--------------------

Measurable Outcomes

Success of the project will be measured in a number of ways:

- We will track the number of printed handbooks request.
- Through online data tracking tools we will track the number of hits to the web site.
- We will incorporate a survey into the web site requesting information about the sites usefulness, etc.
- At the annual Alaska Farmers Market Association (AFMA) forum we will present an overview of the handbook with before and after surveys to gauge its value, design, etc.

Budget

Cost Category	Requested Dollars
Personnel (salary and benefits)	\$8000
Contractual services	
Supplies (printing, mailing, etc)	\$6500
Travel expenses	\$5500
Other – be specific	
TOTALS:	\$20,000

Budget Description:

Personnel:	Research: 100 hours Compilation & writing of text 200 hours Formatting, proofreading & editing <u>100 hours</u> 400 hours x \$20 = \$8000
Supplies:	Mailing to all market managers & appropriate individuals throughout State \$1000 Create disk/jump drives for distribution \$500 Printing of guide \$5000
Travel	Travel to statewide markets for research, photos, etc. \$5500