

2015

# HOMER FARMERS MARKET



**ALASKA GROWN**  
LOCAL FOOD - GOOD FOOD

FOOD CRAFTS &amp; COMMUNITY

## Market Info

### Location

Ocean Drive  
Across from the Washboard  
Homer, Alaska

### Saturday Market

10am - 3pm  
May 28 - Sept 24, 2016

### Wednesday Market

2pm - 6pm  
June 22 - Sept 14, 2016

### Contact

Market Manager:  
Robbi Mixon  
PO Box 2274  
Homer, AK 99603  
907-299-7540  
manager@homerfarmersmarket.org



“Not only is it a lovely place to meet friends and hear music, it is integral in supporting the many fledgling farmers in the region.” -Carey Restino

## FARMERS MARKET ACCOMPLISHMENTS

Today when you walk into the Homer Farmers Market you get a vision of community; intergenerational, lively conversation amidst a collection of local economies thriving with healthy food, music and fun. The Homer Farmers Market has come a long way since those first few vendors popped up their tables back in 1999. It was not the first time someone tried to start a Farmers Market in Homer, but it has definitely been the most successful.

The diligence of producers dedicated to shaping their lives and livelihoods around farming were a key part, but there are other facets that make for a thriving Market.

Homer has talented crafters and food vendors that round out the Market so that it can meet the needs of anyone who goes there. This diversity has grown over the years but the Homer Farmers Market has always kept the vision of maintaining a majority of the Market booths dedicated to produce. Thanks to the dedication of a local landowner, the Market has been blessed with a stable location since 1999, allowing vendors the ability to set up once a year and develop a reputation for their presence at the Market. With this reliability, the Homer Farmers Market has in the last 17 years become an icon of Homer, symbolizing what we value most.

*Continued on page 2*

# Farmer Love

## Snowshoe Hollow Farm

### Christina Castellanos

I have been selling my farm produce at the Homer Farmers Market for 8 years now and I've watched it grow into something very valuable to our community. At the HFM I learned the ins and outs of growing food on the Kenai Peninsula, and today I have a successful small farming business that has grown due to the support of HFM and this wonderful community. Now I'm helping others to grow their own food too. I've watched my children and others grow up in this healthy atmosphere, connecting with their community. In recent years our market has developed a new currency, with the market coins, which has encouraged local spending. They've worked with Quest, W.I.C. and the Senior Nutrition programs which bring more locally grown food to those who may need it most in an affordable way. Vending at the HFM has meant a dream-come-true job opportunity for me. I am proud and grateful to be a part of Alaska's BEST Farmers Market. Thank you for making it all possible.



## Alpenglow Skin Care

### Susan Houlihan

As a craft vendor at the HFM since 2001, my skin care business has grown immensely due to the devoted community wanting locally handmade crafts. It has been the perfect venue to expand my business in a low cost environment. Not only are the vendors appreciative of the community gathering place to have a HFM, our customers are grateful for the opportunity to buy local, fresh produce and local, handmade crafts. Tourists feel as if they've struck gold when they discover the HFM. It is a treasured location by both community members and those just passing through.

## ACCOMPLISHMENTS

*Continued from page 1*

The Market has matured over the years, gotten more organized and taken a sincere role in development of those values. A Saturday Market now is almost always guaranteed to have entertainment, educational demonstrations, and kids activities on top of all the merchandise, food and produce available in the over 50 market booths. Special events like the Harvest Potluck and the Zucchini festival are community celebrations. Through a partnership with the Center for Alaskan Coastal Studies we also support the Kids Activities. The Market now has three employees conducting various activities from general management, coordinating events, to operating the credit card/Quest machine. Last year that little credit card machine processed over \$2900 for SNAP benefit recipients and over \$67,000 worth of Market tokens for people with credit cards. This doesn't even begin to show how much commerce went through the Market in just cash sales. The Market has become a reliable business incubator, a place for vendors to get their start without the large overhead of a storefront.



As the Homer Farmers Market has grown to a solid and defining part of our community, the community is growing in its understanding of local food. More growers every year are taking their produce to the Market and beyond, selling directly to consumers at restaurants and through the community supported agriculture model. Now the Homer Farmers Market is hosting a small scholarship yearly to help local farmers, non-profits, schools and students with innovative projects that support gardens and growing education. As the Market benefits from increasing community support it is looking for new ways to support the growth of the local food system in the community. We always strive to improve.



## FINANCIAL OUTLOOK

Thanks to a very supportive community, the Homer Farmers Market has grown significantly in the past few years. The financials shown here reflect only the funds that the Homer Farmers Market uses to keep a vibrant market going. The impact to farmers and to the community are not included, but these impacts are significant.

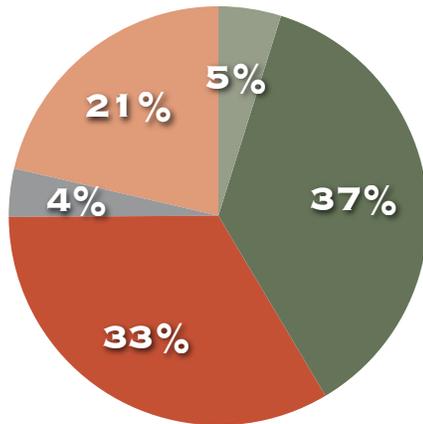
Much of the growth is in our programs for the community including, children's activities, education programs and the Quest program. Grants awarded to implement the Quest program give access to healthy local food for lower income individuals and families. Tough budget years ahead may impact these valuable programs, and the board will do all we can to continue to support the entire community in providing healthy foods to all families.

Thank you for your support, whether you donate to the turkey raffle, buy from our farmers, or volunteer to help. Every contribution helps us develop strong local food systems.

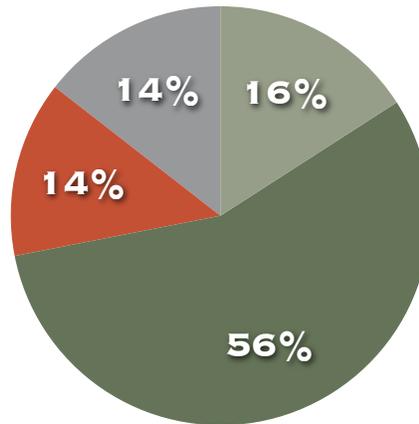
### 2016 BUDGET

INCOME - \$53,805

EXPENSE - \$52,533



- DONATIONS
- GRANTS
- MARKET SPACE
- MEMBERSHIP
- MERCHANDISE



- ADMIN
- PROGRAMS
- PROMOTION
- SITE MAINTENANCE

### EIGHT YEARS OF BALANCED BUDGETS



## Community Love

People in Homer are passionate about the Farmers Market.

### South Peninsula Hospital

#### Derotha Ferraro, Director of Public Relations

Homer Farmers Market is one of the hospital's favorite local resources in helping us meet our mission of promoting locally coordinated health and wellness. By providing a healthy, alcohol-free gathering place for residents of all ages, healthy and affordable foods, ever-popular tokens for door prizes, creating a platform for nutrition education, and providing services that truly impact quality-of-life, the HFM is a great asset for the hospital and the overall health of the community.



### Kids Activity Coordinator

#### Zandra Davis, CACS

The Homer Farmers Market teaches our children that food comes from the earth, not just the grocery store, and that there are more varieties of produce than just the ones found at grocery stores. The HFM brings families together to play in the kid's zone, gives kids a chance to cook with local chefs, to play music and plant veggies in the community garden. HFM is a celebratory gift to all generations of our community.



# Farmers Market Awarded USDA Grant

The Homer Farmers Market Board of Directors was excited to receive \$81,345 in USDA funding for the Market through the Agricultural Marketing Service's Farmers Market Promotion Program (FMPP). We were one of 164 projects funded around the nation, and one of two in Alaska.

The 2014 Alaska Grown Sourcebook lists 47 farms on the Kenai Peninsula, with 24 located on the Lower Peninsula. Since 2009 the USDA has provided over 300 high tunnel season extension grants in this region, creating an exciting environment for increased agricultural activity. This has corresponded to a huge growth in regional producers. With this USDA funding, we will provide more resources and increased market opportunities for producers while maintaining the popular and successful mix of vendors, activities and other offerings during our markets. This grant will dramatically

improve our ability to support the core mission of the Farmers Market which is to aid in the development of a sustainable local agricultural community for the benefit of the greater community of the Kachemak Bay area.

Market funding runs through 2016-2017, and will provide the Market with support for:

- Encouraging diverse attendance and increased awareness of local food availability by expanding outreach to surrounding communities including Seldovia, Ninilchik and Anchor Point
- Increasing year-round vendor engagement through ongoing farming and marketing training and support
- Expanding weekly food demonstrations during the Market season
- Improving the management capacity of the Market staff and Board through increased training and learning opportunities

In addition, the Market will be working to convene a statewide Farmers Market conference in Homer, spring 2017. Bringing together market managers, farmers and volunteers from around Alaska will create a network of support, information and ideas with the goal of increasing sales and production of local foods.

The Homer Farmers Market is run by a volunteer Board of Directors, and managed by a year-round, part-time paid Market Manager. Three additional part-time employees are hired during the summer months. Everyone is encouraged to join the Homer Farmers Market as a supporting member. By becoming a member, you are able to nominate and run for the Board of Directors and vote in elections. To learn more and stay connected with what is happening at the Market, check out the website at [www.homerfarmersmarket.org](http://www.homerfarmersmarket.org) and on Facebook.

## BECOME A FRIEND OF THE HOMER FARMERS MARKET

Show your love for the Homer Farmers Market. Any level helps support the community activities you love.

- \$15 STUDENT
- \$20 INDIVIDUAL
- \$50 FAMILY
- \$100 BUSINESS
- \$200 PATRON
- \$500 AKGROWN HERO
- OTHER \_\_\_\_\_

### SIGN ME UP!

Homer Farmers Market  
PO Box 2274  
Homer, AK 99603

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

email: \_\_\_\_\_

### Why I love the Homer Farmers Market

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