



# Does your Farmers' Market need more \$\$\$?

**There is money available through the Farmers' Market  
Promotion Program (FMPP) grant program for Farmers'  
Markets, CSA's and Agritourism Operations**

**Join us for an informal **Adobe Connect session** to find  
out how you can secure more funds for your market!**

**June 6, 2011**

**11:30am – 1:00pm**

**Presented by Dr. Jennifer Dennis,  
Associate Professor in the Departments of Horticulture  
and Landscape Architecture & Agricultural Economics**

## **This session's agenda will include:**

- **Who can apply**
- **How the money is used**
- **Key strategies that will keep your application in the running for these funds**

**The request for funds has not come out yet but should be out by June 6<sup>th</sup>. If you plan to join us for the Adobe Connect Session please contact:**

**Tammy Goodale, [tgoodale@purdue.edu](mailto:tgoodale@purdue.edu), 765-494-1296**

## **What is The Farmers Market Promotion Program?**

**Whether you live in the city or the country, the Farmers Market Promotion Program makes investments in farmers to bring fresh, local, and healthy produce to their local markets. FMPP provides funding for market promotion, equipment purchase, transportation and delivery, new market development, farmer recruitment, consumer education and outreach, waste management, and agritourism.**

**In addition, by building the skills of farmers and strengthening the business end of markets, FMPP contributes to a more viable food system that keeps more money in more pockets in local communities. FMPP invests in training for farmers and farmers market managers that boosts their marketing skills and improves both business practices and their bottom line. The program also invests in building alliances to expand direct and local markets and strategic planning that strengthens the entire food system.**