



Indiana State Department of Agriculture (ISDA) FARMERS' MARKET COST-SHARE REIMBURSEMENT PROGRAM

Purpose

On December 21, 2004, the Specialty Crops Competitiveness Act of 2004 authorized the U.S. Department of Agriculture (USDA) to provide state assistance for specialty crops. Under Section 101 of the statute, the Secretary of Agriculture is directed to “make grants to States for each of the fiscal years 2005 through 2009 to be used by State Departments of Agriculture solely to enhance the competitiveness of specialty crops.”

The Indiana State Department of Agriculture (ISDA) is utilizing these funds to implement a cost-share reimbursement program to provide grants to Indiana farmers' markets. The state of Indiana has seen a dramatic growth in farmers' markets and feels the need to increase consumer awareness and overall appeal of Indiana farmers' markets.

Eligibility

Only those Farmers' Markets whose Director or Market Master has established their Farmers' Market on Indiana's Agritourism and Farmers' Market Online Directory at http://www.in.gov/apps/ISDA_FarmersMarket/ are eligible to apply. Markets who have purchased advertising, displays and promotional materials on or after November 1, 2010 may apply for this reimbursement program. If your organization is not listed on this site and you feel you may qualify for this funding, please contact Ann Schmelzer at ISDA (aschmelzer@isda.in.gov). Once your market is added to the directory you will qualify for the application process.

Eligible Activities

The program will reimburse 50 percent of the advertising, displays and promotional materials farmers' markets pay for these items up to \$500.

Funds Available

Total available funds = \$10,000. Maximum per organization = \$500

The Cost-Share Reimbursement Program will assist at least 20 farmers' markets across the state allowing them to promote their market. Funds will be paid to qualifying entities on a first come first serve basis. If funds are still available on July 15, 2011 ISDA will allow any previously awarded recipients to reapply for an additional reimbursement of 50 percent up to \$500. This second allotment of funds will also be awarded on a first come first serve basis.

Timeline

March 31st, 2011 -- Application period begins

July 15th, 2011 – Any previously awarded recipients in 2010 may reapply for 2nd reimbursement.

August 31st, 2011--Application period closes, or will close anytime prior to this date if funds run out.

Criteria for Reimbursements

- Expenditures will increase consumer awareness of Farmers' Market.
- Expenditures will increase participation and visitation of Farmers' Markets.
- Expenditures will increase promotion, advertising and marketing of Specialty Crops at Farmers' Markets.
- Advertising and promotional pieces must use pictures and/or imagery of Specialty Crops (see list below) *only* in their advertising to ensure specialty crops are receiving the full attention.
- Markets will be expected to report attendance from last years market and compare that with this years market attendance for both consumers and vendors.
- List of eligible Specialty Crops include: chickpeas, Christmas trees, cocoa, coffee, cut flowers, dry edible beans, dry peas, foliage, fruit grapes, garlic, ginger root, ginseng, herbs, honey, hops, kava, lavender, lentils, maple syrup, mushrooms, fruits, vegetables, peppermint, potatoes, seaweed, spearmint, sweet corn, vanilla, tree nuts, nursery crops (including floriculture).

Application Process

Applications (please see below for application form) must be submitted via e-mail in Microsoft Word format. Applicants are encouraged to scan and attach copies of any receipts and/or invoices for items purchased. Applicants must also fill out a "new vendor" form and e-mail these at the same time as their application.

Applications are to be sent to: Ann Schmelzer, ISDA Program Manager for Entrepreneur and Diversification, aschmelzer@isda.in.gov Phone: 317-696-9389

Budget

Complete the budget form below, showing the uses for the cost-share funds. Provide additional details or explanations as needed.

Contract Requirements

Contracts will specify outcomes and deliverables. All payments shall be made in arrears in conformance with state fiscal policies and procedures, by electronic funds transfer to the financial institution designated by the grantee on the direct deposit form. Awardees must submit receipts of items purchased to be able to document expenditures of cost-share funds.



**ISDA Farmer's Markets
Cost-Share Reimbursement Program
Application**

Markets Name:
Contact Name:
Address:

City: State: IN Zip:

Phone:
E-Mail:
Total Amount of Expenditures: \$
Federal ID Number:

| Item Purchased | Budget Total Amount | Date Purchased |
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Average number of weekly visitors (not counting vendors) to your market in 2009:

Average weekly vendors in 2009:

Average number of weekly visitors (not counting vendors) to your market in 2010:

Average weekly vendors in 2010:

Please confirm any icons or images used in your advertising were of Specialty Crops:

Yes, we only used images of Specialty Crops.

Forms need to be e-mailed to Ann Schmelzer, ISDA Program Manager for Entrepreneur and Diversification, aschmelzer@isda.in.gov Phone: 317-696-9389

Make sure to include an attached scanned copy of all receipts of items purchased, and a completed New Vendor form!