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Program Opportunities for Arkansas Farmers Markets

LITTLE ROCK, ARK. – The Arkansas Department of Agriculture (Department) and Farm Credit are pleased to partner again for the fifth annual Arkansas Farmers Market Promotion Program and the Arkansas Farmers Market Bag Program. These programs, which are administered by the Department and funded by Farm Credit, help build awareness of farmers market locations and offerings.

Arkansas Farmers Market Promotion Program

Farmers Market Promotion Grants may fund the following promotional items to build community and regional awareness for a specific farmers market: signage listing names, seasons, times of operation, and location details; local advertising including print, radio, and television media projects; and social media campaigns. In 2019, the Department provided \$9,000 in grants to 24 Arkansas Farmers Markets through the partnership with Farm Credit.

Applications are due March 2. Applications and more information can be found at www.agriculture.arkansas.gov/farmers-market-programs.

Arkansas Farmers Market Bag Program

As an added offering at local Farmers Markets, the Department has designed reusable Arkansas Grown paper bags for purchase by farmers markets or vendors at greatly reduced rates. This allows farmers markets or vendors to provide convenient shopping bags for consumers. The Department provided more than 17,500 shopping bags to Arkansas farmers markets in 2019.

More information about how to order Arkansas Grown bags can be found at www.agriculture.arkansas.gov/farmers-market-programs.

The Arkansas Department of Agriculture is dedicated to the development and implementation of policies and programs for Arkansas agriculture and forestry to keep its farmers and ranchers competitive in national and international markets while ensuring safe food, fiber, and forest products for the citizens of the state and nation. Visit <https://www.agriculture.arkansas.gov/>.

With more than \$3.7 billion in assets, AgHeritage Farm Credit Services, Farm Credit Midsouth, and Farm Credit of Western Arkansas support rural communities and agriculture across Arkansas with reliable, consistent credit and financial services today and tomorrow. In Arkansas, Farm Credit associations are owned by the more than 11,000 customer-owners they serve. Through the cooperative structure, customer-owners have a voice and vote in the associations' governance. Members also share in the cooperatives' financial success through cooperative returns which total more than \$243 million since 1997.