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Program Opportunities for Arkansas Farmers Markets

LITTLE ROCK, ARK. – The Arkansas Agriculture Department (AAD) and Farm Credit are pleased to partner again for the third annual Arkansas Farmers Market Promotion Program and the Arkansas Farmers Market Bag Program. These programs administered by the AAD help build awareness of farmers market locations and offerings, and are funded by Farm Credit. Applications are available online, [here](#), and are due March 2.

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. Since the program began in 2016, more than \$15,000 in promotional grants has been provided to 41 farmers markets across the state. Find a grant application and details, [here](#).

Arkansas Farmers Market Bag Program

As an added offering at local Farmers Markets, the AAD 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. More than 44,000 shopping bags have been purchased since the program began in 2016. More information about how to order Arkansas Grown bags can be found [here](#).

With more than \$3.3 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 \$200 million since 1997.

The Arkansas Agriculture Department 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.