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Promotional Opportunities for Arkansas Farmers Markets

LITTLE ROCK, AR. – The Arkansas Department of Agriculture (Department) is pleased to partner with the Farm Credit Associations of Arkansas for the sixth annual Arkansas Farmers Market Promotion Program and the Arkansas Farmers Market Bag Program. These programs, which are administered by the Department and funded by the Farm Credit Associations of Arkansas, help build awareness for farmers markets and their vendors. Interest in locally grown and made products increased significantly during the pandemic, and these programs provide funding assistance for the state's farmers markets to continue to serve their communities.

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 traditional advertising; and social media campaigns. In 2020, the Department provided over \$7,500 in grants to 21 Arkansas farmers markets through the partnership with the Farm Credit Associations of Arkansas.

Applications are due March 1, 2021. Applications and additional information can be found at

<https://www.agriculture.arkansas.gov/arkansas-department-of-agriculture-programs/farmers-market-programs/>.

Arkansas Farmers Market Bag Program

Reusable paper shopping bags are available for purchase by farmers markets or vendors at greatly reduced rates through the Arkansas Farmers Market Bag program. This service assists farmers markets and/or vendors in providing convenient shopping bags for their customers. More than 7,000 shopping bags were provided to Arkansas farmers markets in 2020.

Additional information about how to order the shopping bags can also be found at

<https://www.agriculture.arkansas.gov/arkansas-department-of-agriculture-programs/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 agriculture.arkansas.gov.

With more than \$3.7 billion in assets, the Farm Credit Associations of Arkansas support rural communities and agriculture across Arkansas with reliable, consistent credit and financial services today and tomorrow. In Arkansas, the Farm Credit Associations of Arkansas 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.