

APPLICATION FORM

COVER SHEET

DATE: September 4, 2008

NAME OF APPLICANT ORGANIZATION: Cape Ann Farmers' Market

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AMOUNT OF THIS REQUEST: \$ 2,500

TOTAL PROJECT BUDGET: \$ 42,110.20

TOTAL CURRENT ORGANIZATIONAL BUDGET (If different from Project Budget): \$

TOTAL AMOUNT YOUR ORGANIZATION SPENT LAST YEAR: \$11,344.58

NUMBER OF EMPLOYEES, FULL AND/OR PART-TIME: 2 part-time; a market manager and assistant

PROJECT PROPOSAL SUMMARY (No more than 3 sentences):

The Cape Ann Farmers' Market strives to build a locally integrated food economy. One way we work to achieve this is by building strategic partnerships to educate and foster sustainable food and energy models on Cape Ann. Three community building elements of the market that we want to expand include education, children's activities and cooking demonstrations which we organize by partnering with organizations such as Northwest Atlantic Marine Alliance, promoting their work fostering Community Supported Fisheries and Cape Ann Energy Network, whose primary goal is to engage the community in regional planning on alternative energy for Cape Ann.

HOW DID YOU HEAR ABOUT NEGEF?

Niaz Dorry, Executive Director of the Northeast Atlantic Marine Alliance

CHECK ANY OF THE FOLLOWING THAT APPLY TO YOUR ORGANIZATION:

Ad Hoc group

Checking or Savings account in group's name

Fiscal Agent __Sustainable Cape Ann_____ EIN ____06-1778332____

Incorporated as a nonprofit in the state

501(c)(3) status with the IRS

EIN _____

If you are an ad hoc group and do not have a checking account or fiscal agent, you will need to set up an account or agent upon receipt of a grant. You do NOT need to have an account or agent when you apply.

APPLICATION FORM

NARRATIVE

PROJECT DESCRIPTION

Give a brief description of your proposed project. Be sure to include background of the issue.

This year we are organizing 14 Farmers' Markets between July 10th – October 9th, from 3:30 – 6:30PM in downtown Gloucester. The primary goal of the market is to make local and sustainably grown food available, but we also have a keen interest in community building, environmental education, and promoting local artists. In only our second season, we have expanded the market by adding two craft booths, two artisan bakers, one organic farm vendor, cooking demonstrations, live music, and a weekly children's activity, to the already existing food and farm vendors; we also further developed the tracks that were first introduced in 2007, including the Back Yard Growers Association, educational booths and rotating guest vendors. These combined accomplishments have demonstrated the great potential of the Cape Ann Farmers' Market (CAFM) – due in large part to a well organized and growing volunteer base and Advisory Team.

In 2009 we want to grow the market from 25 paying vendors to 31 paying vendors. This will increase our revenue from vendor fees to between \$10,000 - \$12,500 and diversify the types of products available. In 2010 we would like to have 37 paying vendors generating an income of \$15,000. We strive to keep our market at a 60/20/20 ratio of agriculture / prepared and added value foods (jams, jellies, sandwiches, etc) / artisan craft, which is common policy among many farmers markets that want agriculture to set the tone. In addition to paying vendors we will continue organizing all the elements of the market that we believe to be "community builders": the education booths, children's activities, live music, cooking demonstrations/competitions, etc. We respectfully request \$2,500 to help cover the labor and materials needed to organize the education booths, cooking demonstrations and children's activities.

We will expand and deepen the impact of our **educational booths** in 2009. Currently, CAFM organizes two educational tents at every market dedicated to two tracts: Agricultural/Environmental Literacy and Alternative Energy. In the *Agricultural and Environmental Literacy* tent we would like to expand on a series of demonstrations and displays focused on issues related to the local food economy and ecosystems. These topics will include the spectrum of sustainable agriculture, land conservation and protective easements, organic backyard gardening, making and using compost and compost tea, permaculture and forest gardening, and ecological landscaping. We will also continue to work with our Volunteer Coordinator, Jill Buchanan, to organize an *Alternative Energy* tent to include rotating displays on issues including tidal energy, regional planning for climate change, maximizing home energy efficiency, and green buildings. The farmers' market provides a great forum for organizations working on these issues to connect with the community. We will increase the impact and effectiveness of these educational tents by developing relationships with organizations such as Northeast Organic Farmers Association, Essex County Greenbelt, The Trustees of Reservation, Essex County Bee Keepers Association, the Cape Ann Vernal Pond Team, Cape Ann Energy Network, Department of Environmental Protection, Green Roundtable, and the Boston Urban City Planning Commission.

In 2009, CAFM will organize a minimum of eight **cooking demonstrations/competitions** highlighting nutritional cooking and local foods. This year we partnered with the Northwest Atlantic Marine Alliance (NAMA) to organize a series of "Seafood Throwdowns" or cooking competitions. The goal behind these events is to promote local fisheries and local agriculture while expanding the discussion of a local food economy to include the fisheries, and examine how to build alternative models of enterprise within the fishing community. NAMA's agenda is to gauge people's interest in forming a Community Supported Fishery (CSF) in Gloucester. Tailored after the Community Supported Agriculture (CSA) model, a CSF would bring freshly caught local seafood directly to customers while providing fishermen with a guaranteed market and a living wage. For the Seafood Throwdowns, CAFM sets up two cooking tents and NAMA recruits local area chefs and provides them with a "secret" locally caught seafood. At the market the chefs find out what seafood they will be preparing and are given \$25 (provided by NAMA) and 15 minutes to "shop the Farmers' Market" as their pantry. They are then given an hour to prepare, cook and plate samples for a panel of judges and 20 Farmers' Market tasters which are chosen at random by volunteers. In 2009 we would like to continue organizing these cooking demonstrations in partnership with NAMA and other local area organizations that have an interest in promoting local food and nutrition.

In 2008, the Cape Ann Farmers' Market began organizing a series of **children's activities** at every market. We found that partnering with area organizations provided a depth and diversity of activities that we could not have organized ourselves, and gave exposure to the great local resources available to youth. This year, approximately 30 children, ages 3 – 10, have participated in the activities each week. In 2009, we would like to increase that number to 50 weekly participants. We will also expand the base of partnerships to deepen the impact of the children's activities focused on:

- Developing healthy and fun relationships with food and an understanding of where food comes from
- Developing healthy relationships with our bodies by engaging in fun physical activity
- Increasing children's environmental literacy by hands on exploration of the diverse ecology of Cape Ann
- Using art to engage children's understanding of the impact of human actions

In Summary, the Cape Ann Farmers' Market is a vital local resource, born out of strong community support, and active, hard-working volunteers. We are off to a very successful start, and look forward to making an even greater impact in 2009. We hope that the New England Grassroots Fund will partner with us in these efforts, and look forward to being in communication over the course of the coming weeks and months.

If your project is successful, what changes will occur in your community and its environment? Please include a timeline/steps for its completion.

Our market provides a powerful grassroots forum for promoting sustainable agriculture, local economies and building the community ties that are essential for moving to a sustainable culture. The market provides the community with the option of purchasing healthier, fresher food produced with more environmentally benign methods and delivered with a smaller carbon footprint. Further, buying from local producers ensures that their food dollars stay in the local food economy. In turn, consumers' purchases at the CAFM help to protect 161 acres of productive farmland in Essex County; this is the combined acreage cultivated by our 2008 farm vendors.

The relatively low entry costs enable farmers' markets to help incubate new enterprises. The interaction with, and feedback from, customers at the market provide an excellent testing ground for research on all aspects of a new product. This year we helped two new enterprises debut to the community: Cape Ann Pies and Three Sisters Farm. For a vendor, the Cape Ann Farmers Market builds a direct relationship with the consumer and provides a concentrated, weekly, three-hour sales opportunity. Farmers' Markets also have a halo effect in increasing local business. According to Jeff Cole, Executive Director of the Federation of Massachusetts Farmers Markets, research shows that for every dollar spent at a farmers' market, two to three dollars are spent in town at local businesses. Our own surveys suggest this is true at the CAFM as well.

Furthermore, one of the CAFM vendors, The Food Project, facilitates market wide acceptance of federally funded public nutrition benefits including Women, Infants and Children (WIC) Coupons, Seniors' Farmers Market Nutrition Coupons, and Food Stamps, thus creating access to fresh healthy food for those families on very tight budgets. The Food Project also collects and brings perishable products that did not sell at the market to the Cape Ann Food Pantry, thus fueling another access point for families who may have an especially difficult time acquiring farm fresh food.

In 2009, the Cape Ann Farmers' Market will expand to 16 weeks and run from mid June thru mid October. The organizing takes place mostly during the winter months prior to the opening of the market season. We will recruit new vendors, network with area organizations, and acquire the necessary permits from the Gloucester City Council and Department of Public Health during the winter. This winter we also want to engage the Advisory Team in longer term strategic planning to root and shape the future of the CAFM. We will organize a series of strategy meetings to create a five year map for growing the market.

PROJECT BUDGET for 2009

Expenses

Marketing \$2,052.00
(banners, street signs, design)
Operations \$1,505.00
(insurance, volunteer appreciation)
Labor \$34,725.00 **
(two part time organizers)
Fiscal Sponsorship \$3,828.20

Income

Membership Dues \$1,250
Vendor Fees \$10,000
Grants
Individual Donors
Corporate Sponsors

In-kind Services

Key Volunteer Coordinators
organizing: music, the alternative
energy tent, "The Beet" (our
newsletter), Back Yard Growers
Association, market day set up and
break down, etc.

2) Principal sources of support (E.g. Membership dues, individual donations, grants, special events, etc.) Please list any grants that your group has received.

In 2007, we received \$20,000 from the disbanded Cape Ann Food Coop and a matching \$20,000 from an individual donor. We recently applied to the New England Biolabs Foundation seeking \$10,000. We are currently developing a plan to raise \$10,000 from local area businesses.

APPLICANT PROFILE

Completed Applicant Profile should be no more than two pages in length

- 1. What is the mission or the goals of your group?**
 - Provide fresh, local, wholesome products direct from producers to consumers
 - Promote a local and sustainable food system
 - Promote a local sustainable economy
 - Provide a forum for grassroots and community groups focused on issues facing Cape Ann
 - Provide a wholesome community building social experience
 - Provide a forum to educate participants and their children about healthy eating, food systems, and sustainable living
 - Support the local arts community
- 2. How long has your group been in existence?** A four-week pilot farmers' market was organized in August 2006. We are currently in the second full season of the Cape Ann Farmers' Market.
- 3. What issue/issues got your group going?** Through a series of public and member meetings and surveys, the newly disbanded Cape Ann Food Coop determined that 84% of its members wanted to see a farmers' market on Cape Ann. The Co-op granted \$20,000 to Sustainable Cape Ann to seed the creation of a Cape Ann Farmers' Market. The Co-op's grant was matched by an individual donor, and in 2007, with \$40,000 of seed money in-hand, the Cape Ann Farmers' Market organizing committee hired a one-season, part time organizer.
- 4. How many people started the group?** A core group 8 – 12 Cape Ann Food Coop board members and community members formed the farmers' market.
- 5. Is this the first time that the group's "founders" had been "activated"?** Yes, in this capacity. Many of the individuals involved in the market are or have been engaged in other issues, including alternative energy, sustainable agriculture, community organizing on sustainability, etc.
- 6. How many people are currently involved as the core group of leaders/workers?** 11
- 7. Is this a membership organization?** No
- 8. Do you have any paid staff?** Yes
If yes, how many full-time equivalents? One
- 9. Approximately how many people in your community can be "activated" to support your issue – i.e., go to a meeting, sign a petition, call a selectperson, etc.?** Depending on the issue, 50 – 2000.
- 10. Has the focus of your group broadened or changed at all since it first started?**
If so, in what ways? The focus of our group has broadened from its birth as a four-week pilot project. In a short time the market has grown to be a successful venue, which runs for 14 weeks and includes 25 vendors. In addition, the market has branched out to include education, children's activities, music, cooking demonstrations and a host of other community building activities.
- 11. Have any members of your group run for or been appointed to public office since they started working on your issue/issues?** No
- 12. Describe the size and make-up of your community.** Gloucester is a community of 30,000+, it is an extremely diverse community based in a century old tradition of fishing. It is ethnically and economically diverse with a great combination of blue collar fishing families, artists and intellectuals.
- 13. Have you networked or shared information/resources with other groups?** Yes
If so, with whom and how did you find out about them? We have developed strategic partnerships with Sustainable Cape Ann, Northwest Atlantic Marine Alliance, and Cape Ann Energy Network. We share a

mutual environmental ethic with these groups and have fostered relationships to help organize and/or utilize various community-building aspects of the market. Additionally, we have networked with a significantly larger group of area organizations and invited them to participate in the market.

14. **How have you gained knowledge about your issue?** By hiring a market manager whose experience base includes a history of community organizing on issues related to agriculture, land use and sustainability.
15. **If your organization is more than a year old, can you quantify any of your “successes”?** Examples might be number of acres preserved, miles of trails, increase in recycling rates in town, toxic sites cleaned up, greenspaces/community gardens created, amount of money raised, legislation passed, etc. By expanding the civic and community experience of the market, increasing the number and diversity of vendors, and a well-devised marketing plan, the 2008 season has been a blockbuster success. We are exactly halfway through the season and are receiving tremendous positive feedback from both vendors and customers. All returning vendors are consistently reporting a minimum of a 30% increase in sales from 2007 to 2008. Further, many rank CAFM as being competitive with - if not - their top market. Customer counts are showing an average of 1,200 adults visiting the market each week. One vendor reported that compared to other markets, the Cape Ann customers seem to “shop for the week”, as a result, he has gained a customer base of “regulars”. On week six, the same vendor reported that he has sold 10% more product each week, and he has not yet reached the ceiling.
16. **What are the biggest challenges your community faces?** Our community’s biggest challenge is to figure out how to grow from a slowing fishing economy to a community sustaining itself without resorting to outside “big box” developers. The Cape Ann Farmers’ Market works to promote local and sustainable food systems and provides a point of entry to the community for grassroots and community organizations. Additionally, the community needs to develop a plan of growth for our waterfront while still providing a haven for artists and a working harbor for our fishing vessels. Through the market we want to engage the community in discussions about developing alternative enterprise, local food economies and plans for regional alternative energy.
17. **What skills do you feel you and/or members of your group could use to help move your issue forward?** The CAFM would benefit from creating a five-year plan that strategically builds on the previous years success. We also need to develop better skills to coordinate volunteers, fundraise, and further our community outreach program.