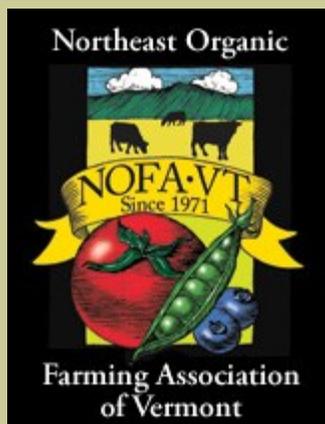


# Northeast Organic Farming Association of Vermont

Richmond, VT



The Northeast Organic Farming Association of Vermont is a nonprofit association of farmers, gardeners, and consumers working to promote an economically viable and ecologically sound Vermont food system for the benefit of current and future generations.



The Farmers' Market Learning Community project is designed to bolster the stability and sustainable growth of Vermont farmers' markets by identifying and strategizing needs, partnerships, and a timeline for developing more robust farmers' market resources, and providing much needed professional development and networking opportunities for farmers' market organizers. These opportunities include technical assistance and consulting around identified needs, regional roundtables/networking sessions, and a new intensive track of working sessions at the 2014 Direct Marketing Conference.

Total Working Lands Grant—\$20,000.00

Total Match provided by the NOFA —\$18,806.00

# VERMONT WORKING LANDS ENTERPRISE INITIATIVE

## GRANT RECIPIENT UPDATE - FEBRUARY '14

Five Farmers' Market Regional Roundtables were held from October to December 2013. These roundtables were three-hour meetings that were primarily networking sessions. These sessions were very well received with a total of 36 market representatives attending. Four Vermont Farmers' Market Association (VTFMA) board members also attended, providing meaningful feedback about how the VTFMA can support their member markets and partner with NOFA-VT to provide further professional development trainings and support.

The 9<sup>th</sup> annual Direct Marketing Conference was a day-long conference of workshops, inspiring speakers, and networking held on Sunday, January 12<sup>th</sup> at the Vermont Law School in South Royalton. The 2014 conference featured a new dedicated farmers market organizer track. This new track for market managers and organizers included intensive working sessions where participants will work through a workbook or other materials to find solutions and build resources for their farmers' market. The farmers' market organizer track included four intensive working sessions: *Governance Basics for Farmers' Markets*; *Marketing Tools, Best Practices & Guidelines for Better Organizing & Promoting Farmers' Markets*; *Making the Case for Your Market in Your Community*, and a *Flagship Market Roundtable*. The conference also hosted the annual meeting of the Vermont Farmers' Market Association.

# Photos from the Farmers' Market Regional Roundtables and Networking Sessions

