

# AVONDALE COMMUNITY FARMERS MARKET

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# History

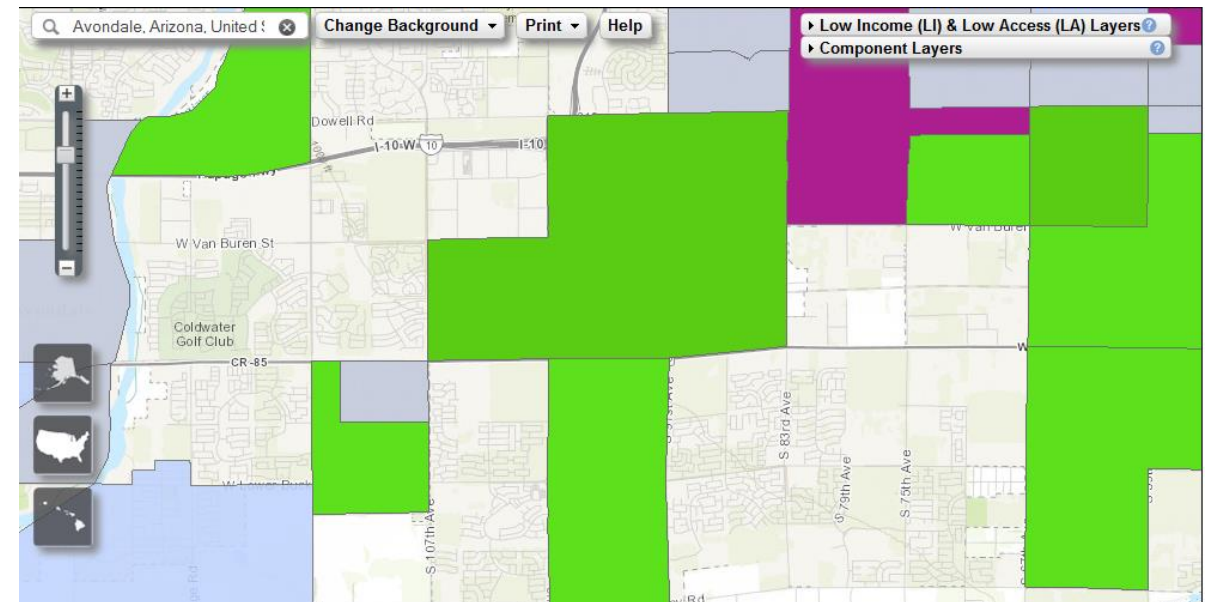
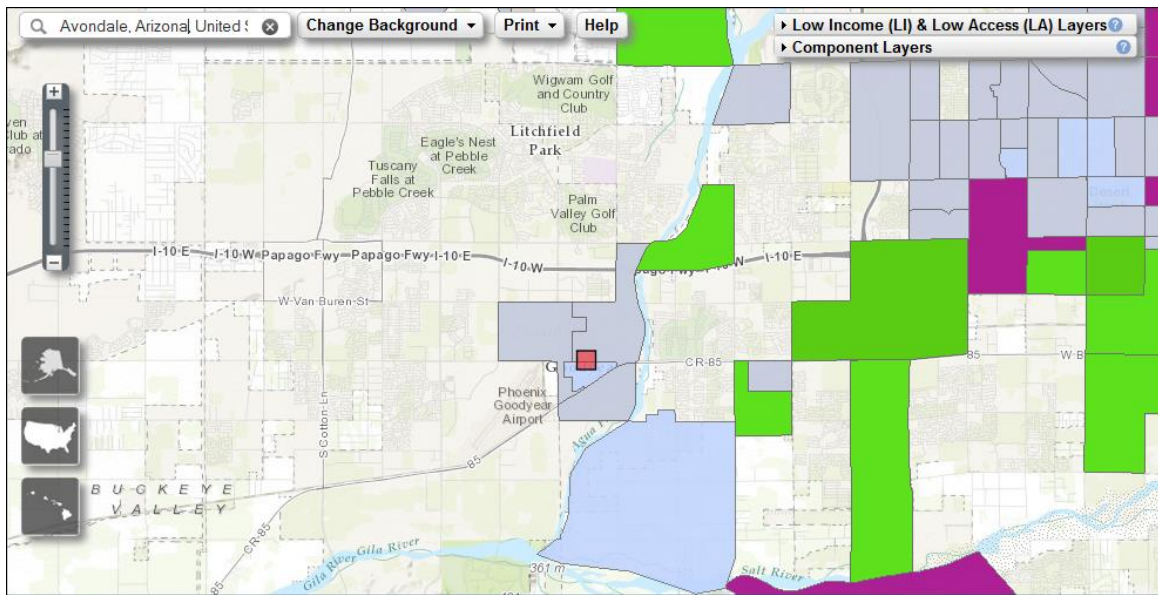
- Avondale began as a farming community nearby Agua Fria and Gila Rivers.
- Avondale has grown over 114% in the last decade, making the current population an estimated 76,238 residents.<sup>1</sup>
- Growth has created a profusion of new housing stock within the mix of older, low income neighborhoods.
- Booming housing developments within this low income area, created a food desert within Avondale as there is not “ready access to fresh, healthy, affordable food.”<sup>2</sup>



# Problem Description

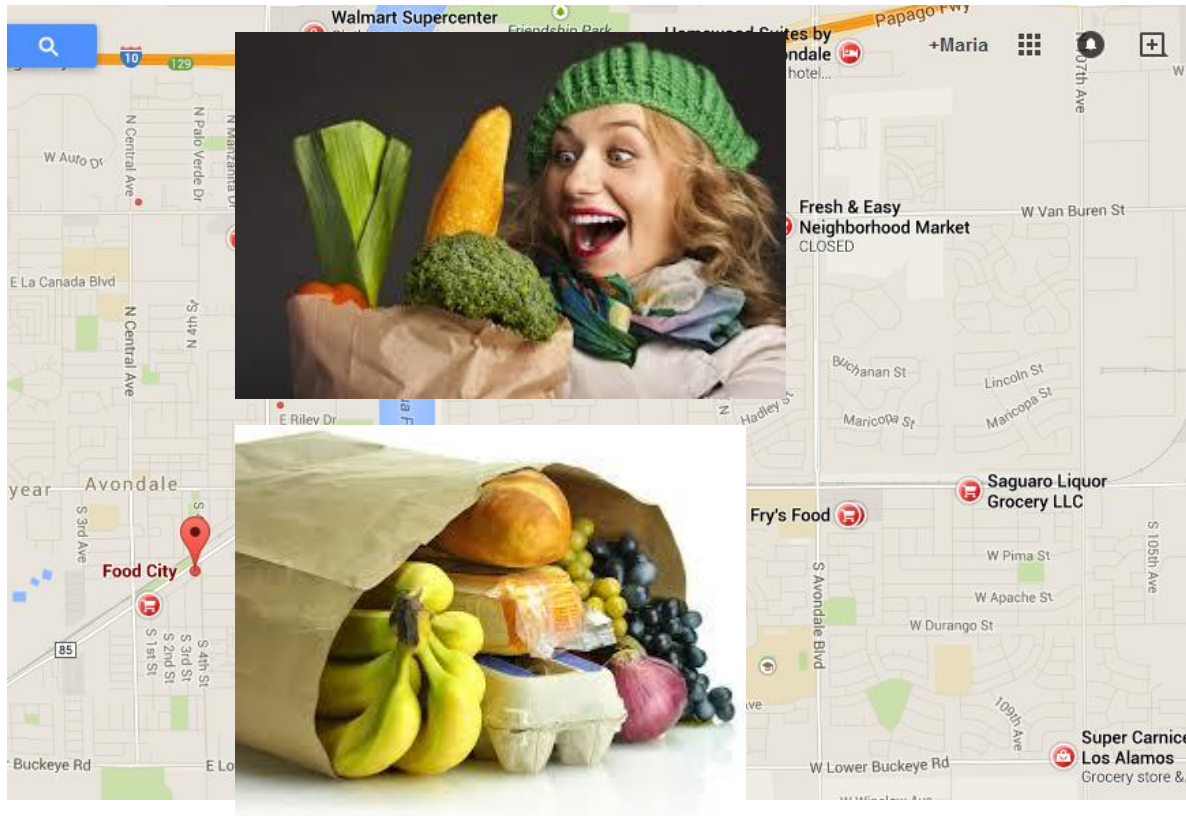
The City of Avondale hopes to establish a farmers market in the Historic Western Avenue as part of the revitalization efforts of the area.

- The USDA has classified the area as a food desert because it is a low-income area with low levels of access to grocery stores.<sup>2</sup>
- Our role is to provide a plan to put forth to the USDA for the Farmers Market Promotional Program Grant



# Food Desert

Grocery stores in Avondale



Convenience stores in Avondale



# Methods

- Case Study Research
- On-site Analysis
- Face-to-face Interviews



# Policies

- Simplicity
- Fair and manageable market by-laws<sup>3</sup>
  - ❖ Examples from other cities' by-laws
- Lower Transaction Costs
  - ❖ Cost of being in the market is low as involvement would benefit both the vendors and communities members.
- Quick Solution
- Healthy Food

# Farmers Market Programs

- Women, Infants, and Children (WIC) and Supplemental Nutritional Assistance (SNAP)
  - ❖ Serving Avondale
  - ❖ Purpose and Goals
  - ❖ Implementation
    - ❖ Cash Value Vouchers
    - ❖ Farmer's Market Nutrition Program (FMNP)
    - ❖ Electronic Benefits Transfer (EBT)
    - ❖ Pros/Cons



# Farmers Market Programs

- Successful in other states
- 27/50 as of October 2014
- Key is Options and Accessibility





# Infrastructure

Boy's & Girl's Club on Western Avenue

Open Space for Vendors



Facilities and Restrooms



Family Space



# Parking and Accessibility



- Access to angled and parallel on-street public parking lining Western Avenue<sup>4</sup>
- Parallel secondary street public parking on all main roads perpendicular to Western Avenue between Central Avenue and Dysart Road<sup>4</sup>



# Permits and Insurance

- Business Liability Policy
  - ❖ \$750-\$2,000 per year<sup>5</sup>
- Insurance + Permits = Success
  - ❖ Special Event Permit
  - ❖ A-Frame Permit
- Size/Scale/Other Fees



# Marketing

- Marketing will focus on efficiently and inexpensively creating materials that promote an attractive venue and goods that are comparable to other farmers markets based on the community's needs.<sup>6</sup>
  - ❖ Demographics<sup>1</sup>
  - ❖ Promotional Materials
  - ❖ School nutrition newsletter
  - ❖ Website and Social Media
  - ❖ Care1st Center
  - ❖ Arizona Department of Economic Security

# What will be sold?

- Fruits and Vegetables
  - ❖ Crops sold from the grower directly are not subject to regulation
    - A.R.S. 3-561, 562, and 563 under Article 7<sup>7</sup>
- Co-opt exchange table set up for the community growers
  - ❖ Allows the produced to be sold by a third party without the grower being present
- Crafts
  - ❖ Local retailers selling arts and crafts
- Prepared Food from vendors or local restaurants

# Farmers Market Nutrition Program (FMNP)

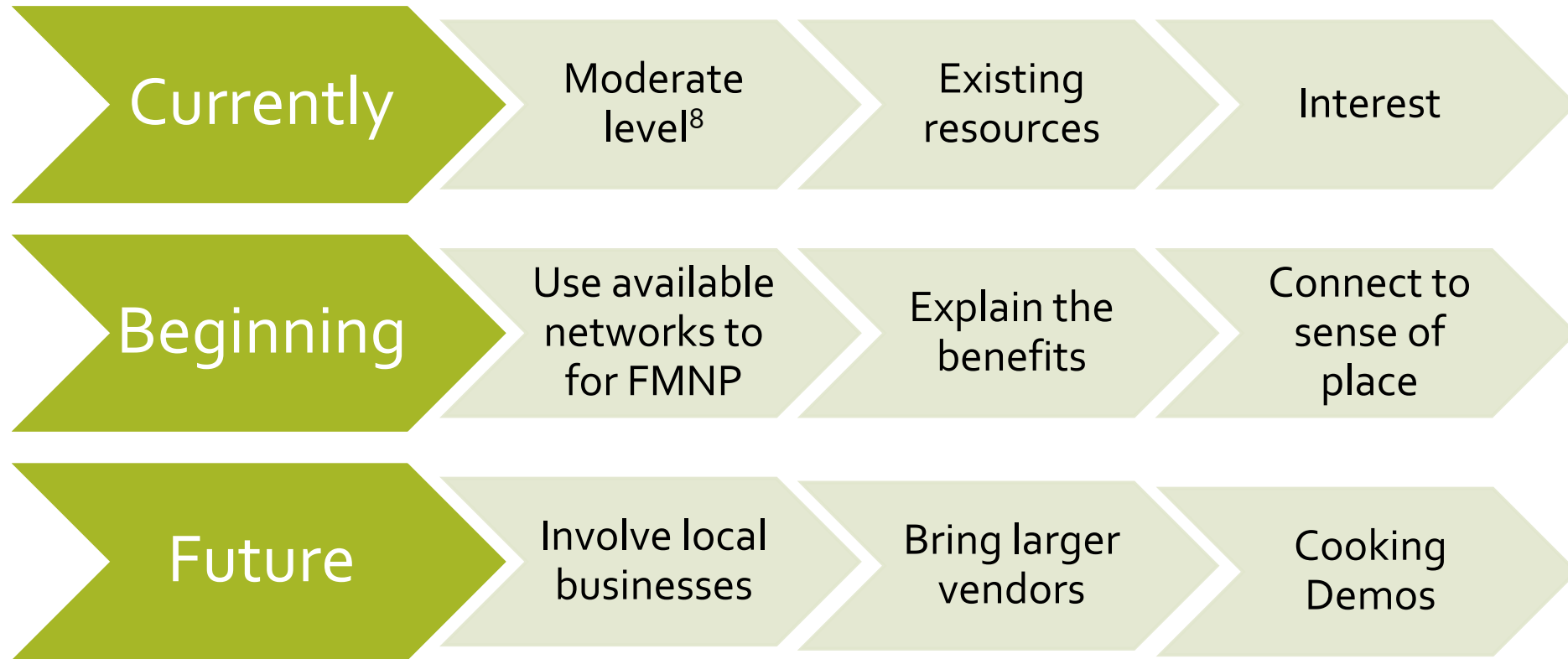
- A requirement of the USDA grant
- FMNP is a part of WIC
  - ❖ “The WIC FMNP was established by Congress in 1992, to provide fresh, unprepared, locally grown fruits and vegetables to WIC participants, and to expand the awareness, use of, and sales at farmers markets.<sup>3</sup>”
- Who can sell for FMNP?
  - ❖ Growers that are certified in the FMNP
  - ❖ Classes offered by Arizona Department of Health Services

# FMNP for Avondale Market

- Need at least 3 growers certified in FMNP
- Small market = small growers
- The small growers will come from the community
  - ❖ Community gardens
  - ❖ Backyard gardens



# Community Engagement





# Community Involvement & Education

- For small growers, use existing community resources:
  - ❖ Gardening workshops at the Civic Center Library
  - ❖ Interfaith council
  - ❖ Youth leadership groups: Avondale Youth Advisory Commission; Boy Scouts; School groups
  - ❖ Local Businesses and organizations: Crafts, State forestry edible trees
  - ❖ Farmers' Market Nutrition Program training

# Community Education

- Create a resource like the “Avondale Community Farmers Market Guide”
  - ❖ For local businesses and growers
  - ❖ Show ease of selling at the farmers market and its benefits
  - ❖ Make it available on websites, through Chamber of Commerce, HAMA, and USDA



## Guide to Avondale Community Farmers Market:

How to get started for businesses and growers

# Community Engagement

- Connect the farmers market to a sense of place and to the support of local businesses
- Appeal to the individual by explaining how it will help them
- Make the benefits of the farmers market lasting and meaningful by having cooking demonstrations



# Future of the Market



- With more shoppers, big growers that are certified in FMNP will be able to come in and sell their produce
- More food vendors = greater variety of produce
- More prepared food vendors, different requirements for these vendors
- Add Mobile Food<sup>8</sup>
  - ❖ Push Cart: Pre-packaged goods
  - ❖ Food Peddler: Packaged and individually wrapped food products
  - ❖ Mobile Food: Enclosed vehicle “Food Trucks”

# Future Research

- Transportation
  - ❖ Alternatives to cars for access to the farmers market
  - ❖ Lower costs of transportation for vendors
- Traffic study near location
  - ❖ Popularity and times of high flow in the area
  - ❖ Use for marketing and sign placement
- Information about current shopping habits of the community

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