



Maryland Farmers Market Nutrition Program (FMNP) Advertising Update (9-19-16)

- The Maryland Farmers Market Nutrition Program for Women, Infants & Children (WIC FMNP) and for Seniors (SFMNP) runs from June 1st - Nov 30th.
- Approximately 400 farmers** are authorized to accept the FMNP checks at 147 farmers markets across the state.
- 130,000 WIC checks and 41,500 Senior checks were distributed.** On the checks they are also given the Farmers Market Mobile Site URL to help promote usage and provide resources.

Maryland 2016 Farmers' Market Nutrition Program

Pay to the order of authorized
Maryland Farmers' Market Vendor

Farmer must deposit no later than December 5, 2016
NOT VALID AT GROCERY STORES

Good for the purchase of fresh, locally grown vegetables, fruits, and cut herbs from a FMNP Vendor. Any other use constitutes fraud.

Check out our Farmers Market Finder site on your mobile phone at
<http://farmersmarketfinder.ubt.co/>

CITIZENS ALLIANCE BANK • HOWARD LAKE BRANCH • CLARA CITY, MD 20622

Account # 806629
75-1248/919

XXXXXX

FIRST DATE OF USE	LAST DATE OF USE
6/01/16	11/30/16

STAMP AUTHORIZED FMNP

PAY EXACTLY

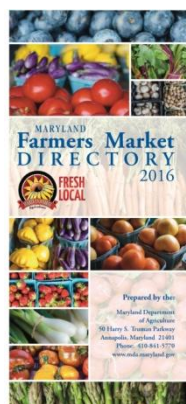
\$ 5.00

NO CHANGE GIVEN

VENDOR NUMBER HERE

PARTICIPANT'S SIGNATURE _____

- FMNP Participant Brochure** – all participants receive an FMNP Participant Brochure with their checks. We have them in both English and Spanish.
- Farmers Market Directory** - Over 60,000 copies of the Maryland Department of Agriculture's Farmers Market Directory have been distributed around the state to welcome centers, tourism offices, libraries, WIC clinics, senior clinics, and other locations.



- **The FMNP Farmers Market Finder Mobile site** - lists all farmers markets in the state that have farm vendors who accept FMNP/SFMNP & FVC checks. The site also reminds users how to use their checks at farmers market, reminds them what foods are eligible for purchase, and provides links to videos and photos of farmers who participate in the FMNP program. The site also has recipes for fresh produce dishes and provides farmers' market shopping tips. Participants can also opt to receive mobile text messages every month from the site to remind them to use their FMNP Checks before they expire. As of Sept 1st over 3,700 people have used the site this year. <http://farmersmarketfinder.ub1.co/>



- **The Maryland Farmers Market Price Reporting Program** - currently has 5 markets around the state participating, and the prices are being aggregated and reported weekly on the Maryland's Best site, and in the Lancaster Farmer and Delmarva Farmer publications. This is useful for participants to see what prices are typical at the market before they attend to spend their checks.

Maryland Weekly Produce Summary
Reporting Date: Wednesday, August 16, 2016
Reporting Markets: Anne Arundel County Farmers Market, Baltimore City Market (JFX), Bowie Farmers Market, Centreville Farmers Market, Crofton Farmers Market

PRODUCE TYPE	SIZE	CONVENTIONAL		ORGANIC	
		Min Price	Max Price	Min Price	Max Price
APPLES	Cortland	Lb	\$3.00	\$3.00	
APPLES	Fuji	Lb	\$1.99	\$1.99	
APPLES	Fuji	Qt	\$3.00	\$3.00	
APPLES	Gala	Lb	\$1.89	\$1.89	
APPLES	Gala	Qt	\$2.00	\$3.00	
APPLES	Golden Delicious	Lb	\$1.89	\$1.89	
APPLES	Golden Delicious	Qt	\$3.00	\$3.00	
APPLES	Honey Crisp	Lb	\$2.25	\$2.25	
APPLES	Jonagold	Lb	\$1.89	\$1.89	
APPLES	Jonagold	Qt	\$2.00	\$3.00	
APPLES	Red Delicious	Qt	\$3.00	\$3.00	
APPLES	Winesap	Lb	\$1.89	\$1.89	
APPLES	Winesap	Qt	\$3.00	\$3.00	
ASPARAGUS	Asparagus	Bunch	\$3.00	\$5.00	\$5.00
ASPARAGUS	Asparagus	Lb	\$4.00	\$4.00	
BEANS	Green String	Lb	\$1.50	\$3.00	
BEANS	Green String	Qt	\$3.00	\$4.00	\$3.00
BEANS	Yellow String	Lb	\$1.40	\$3.00	

- **Farmers Market & FMNP Marketing** - MDA Marketing is promoting the Maryland farmers market season and the FMNP program through various printed materials, billboards, bus ads, social media, and promotional giveaways.
- **New FMNP Logo** - MDA resigned our MD's Best Fresh Local agricultural brand logo to now include a version promoting MD's Best Fresh Local FMNP.



- **Farmers Market Cookbook**- WIC DHMH collaborates with MDA and prints a MD WIC Farmers Market Cookbook to hand out to participants.
- **Billboards** - Since Baltimore City/County has a heavy distribution of the checks, the 3 billboard ads were placed strategically around that area to correspond with nearby farmers markets who have farmers that accept the checks. They are running for 4 weeks total (Aug 1st - 28th), and currently dovetail nicely with this week, which is Farmers Market Week. Clear Channel Billboards just reported that they are getting over **232,000 "in market" views weekly!** Hopefully this will lead to an increased intake of checks for our FMNP farmers! I think this is fantastic for the program, and was exactly the additional exposure we were looking for to help increase redemption of the checks.



CREATIVE SIGN OFF | MDOA 28x11 Bus Card 2
SB | JM-DC | Revision #: 1

- **Bus Ads** - Since Prince Georges and Montgomery Counties have a heavy distribution of the checks, the public transportation bus ads were put on 200 buses running in that area. The ads are running for 4 weeks total (Aug 1st - 28th), and currently dovetail nicely with this week, which is Farmers Market Week. The company just reported that they are getting 2,231,100 circs. (People views) per 4-weeks and 557,775 circs. (People views) per 1-week.



CLIENT SIGNATURE: _____

DATE: _____

IMPORTANT TO NOTE: If more than three (3) revisions are needed a charge of \$100 an hour will be applied to any creative work moving forward.

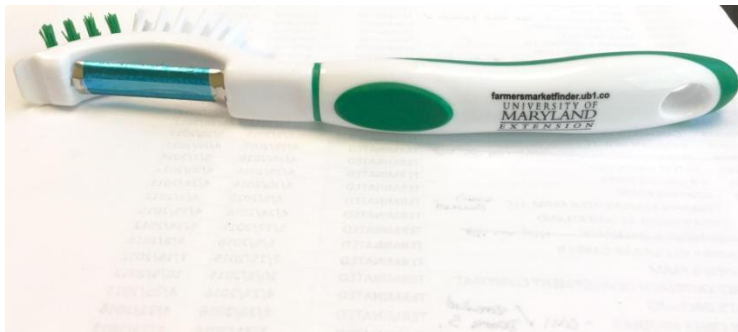


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- **Promotional Giveaways** – ‘Squeezee Carrot’ stress relievers were created with the MDA MD’s Best Fresh Local FMNP logo, to be given away as reminders to participants to use their checks. These are very popular with children and seniors alike!



- **“Wash Your Produce” Campaign** – A joint effort between MDA and UMD Extension to educate farmers’ market customers on the importance of washing the produce they buy. Colorful signs were placed around the markets participating in the program, and customers were given the peeler/scrub brush with the FMNP Farmers Market Finder Mobile Site URL printed on it, to remind them to access the site for all the resources provided for FMNP participants, to use their checks, and to wash their fruits & veggies.





Why wash your produce?

- All produce, both organic and non-organic may have soil and germs that can make you sick.
- Note—you are not the only one touching produce: Other shoppers...

How to wash?

- Use clean tap water. Do not use chlorine bleach or soap—they are not meant to eat.
- Wash produce right before eating or cooking.
- Washing with clean water is the best practice.

Clean Produce=Fresh Flavor!



UNIVERSITY OF MARYLAND EXTENSION
Solutions in your community

- **Buy Local Challenge** - The Buy Local Pledge- “I pledge to eat at least one thing from a local farm every day during Buy Local Week, July 23-31, 2016.”

Some of us take the **Buy Local Pledge** every chance we get, but not everyone does. Governor Larry Hogan has officially declared July 23-31 as **Buy Local Challenge Week** to raise awareness about the benefits of local farms and food so that Marylanders will become more familiar and more frequent consumers of fresh, local products. I certainly join the Governor in encouraging all Marylanders to take the pledge and eat well the week of July 23.

Buying and eating local is more than just enjoying fresh, delicious, nutritious food that tastes better – although that’s good enough reason for me. Local food is better for the environment. It keeps land open, in production and requires less fuel for transportation and therefore less pollution. Local produce is also better for you since food that travels less time and distance holds more of its nutrients. Eating local food also supports local farm families, local economies and local communities. In addition, buying local helps preserves open space, especially in rural areas where growing development pressures put both the environment and our quality of life at risk.



In its 2010 Policy Choices Survey, the University of Baltimore Schaefer Center for Public Policy found that more than 78 percent of Marylanders said they want to buy produce grown by a Maryland farmer. The Buy Local Challenge gives them an opportunity to do just that.

The Buy Local Challenge was created by the Southern Maryland Agricultural Development Commission and has since become a statewide program. The Buy Local Challenge Week is always the last full week of July. Take the Buy Local Pledge here: <http://buylocalchallenge.com/>

To promote and kick off the Buy Local Challenge Week, Governor Larry Hogan and First Lady Yumi Hogan hosted the 9th Annual **Buy Local Cookout** at Government House on July 21. Recipes for the event showcased the many ways local Maryland ingredients can be used in all kinds of ways. Recipes were submitted by teams of Maryland chefs and producers and selected based on their availability of ingredients, geographic representation, maximum use of local ingredients and creativity. The Buy Local Cookout also featured grocery store chains, distributors, restaurants and institutions that support farmers.

Each year, the department publishes a **Maryland Buy Local Cookout cookbook** of all the recipes submitted for the cookout. This year’s cookbook – and every other cookbook published since 2009 – can be downloaded for free from our website at: <http://mda.maryland.gov/Pages/Buy-Local-Cookout.aspx>

All recipes include wine, beer or spirits pairing recommendations from the Maryland Wineries Association, Brewers Association of Maryland and the newly formed Maryland Distillers Guild.

Today, there are 145 farmers markets in Maryland and the demand for local products continues to grow. We are working hard to connect local producers with local consumers, and we invite everyone to check our searchable database at www.marylandsbest.net to find local products and markets nearby.

We also encourage consumers to ask for Maryland-grown products whenever possible – while shopping for weekly groceries, when eating at a Maryland restaurant, when visiting children's schools and cafeterias, even while visiting someone in the hospital. Ask where the local products are and if there aren't any, ask them to stock some.

The Buy Local Challenge and Buy Local Week helps residents – many of whom have had no connection or contact with a real, working farm – realize how delicious local products are. Once they do that, we are certain they will continue to seek out and demand more avenues for obtaining fresh, local food.

- **Maryland Farmers Market Week Promotions**

- Farmers Market Week Proclamation and Market Visit
- Press Releases
- Farmers Market Cookbooks
- Squeeze Carrot stress relievers
- Billboards
- Bus ads
- Social Media Campaigns
- #FarmersMarketWeek, #MDsBest, #MarketFav #BuyLocal
- Farmers Market Banners

