

State of Alabama

Farmers Market Authority

Alabama Farmers Markets



“Fresh from the Farm”

FARMERS MARKET AUTHORITY

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FARMERS MARKET AUTHORITY

The Farmers Market Authority (FMA) is a state agency established to assist in the marketing of agricultural products by providing information, leadership, and modern facilities necessary to move agricultural products from the farm to the consumer. This assures the consumer a better quality product at a reasonable price and a fair return to the producer by providing a convenient, dependable place through which producers and buyers may carry on the process of marketing.

FINANCIAL ASSISTANCE

We offer assistance to markets with the building and promotion of their market organizations.

MARKETING

Our statewide marketing campaigns increase public awareness of the markets. Promotion efforts include:

- Our website:
www.fma.alabama.gov
- Displays at the State Fair and other trade shows
- Our toll-free information number:
1-877-774-9519

We also assist markets with local-level promotion and media contacts.

MARKET DEVELOPMENT

Communities are assisted with the start-up of new farmers markets. The growth of existing markets is supported through assistance with organizational development, grower recruitment, and volunteers as well as assisting markets in becoming self-sustaining.

TRAINING FOR MARKET MANAGERS AND VENDORS

Training seminars are conducted for market managers to improve their management and marketing skills. Assistance is offered to markets by conducting educational workshops for the farmers in their area.

A UNIFIED VOICE

FMA secures funding for the Women, Infants and Children's (WIC) and Senior Farmers Market Nutrition Programs. We encourage agencies, organizations, communities and farmers to become active partners in a common effort to support the local economy, conserve natural resources, and improve the health of families. Markets are represented with a strong, unified voice at the State and National Legislatures.

NETWORKING OPPORTUNITIES

Access is provided to a great network of market managers from markets across the state as well as regionally and nationally.

ASSOCIATES

The Authority is affiliated with several national organizations:

- National Association of Farmers Market Nutrition Programs
- National Farmers Market Coalition
- North American Farmers Direct Marketing Association

and other Federal and State associates:

- USDA-AMS
- USDA-FNS
- Alabama Department of Agriculture and Industries
- Alabama Cooperative Extension System
- Auburn University
- Tuskegee University
- Alabama A & M University.

We work with other organizations that promote healthy lifestyles of eating fresh fruits and vegetables. These organizations include:

- National Association of Nutrition and Aging Services Program
- Alabama Department of Senior Services
- Alabama Department of Public Health, WIC Division and the Nutrition and Physical Activity Section
- Alabama Nutrition and Fitness Coalition
- Alabama Integrated Nutrition Education Partnership.

FUNDING SOURCES

The Farmers Market Authority generates lease revenues through its market facilities and also receives funding from the State of Alabama General Fund. The Authority receives federal funding from USDA-AMS, USDA-FNS and Delta Regional Authority.

The Farmers Market Authority is committed to supporting our farmers and growers markets throughout the state. These markets are crucial for the survival of today's small farmers offering them direct access to consumers, therefore enabling them to make a profit and stay on their farms.

OBJECTIVES OF THE FARMERS MARKET AUTHORITY

- To promote direct marketing avenues for Alabama agricultural products.
- To advocate for the interest and respond to the needs of farmers markets and direct market farmers.
- To educate farmers and consumers about the benefits of direct marketing and the importance of supporting local agriculture and their communities.

SUPPORT

ALABAMA FARMERS

*SHOP AT
YOUR LOCAL
FARMERS MARKETS*



Don Wambles, Director

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