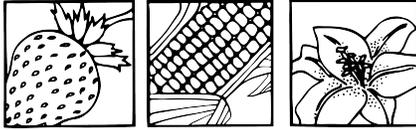


40th Anniversary

NORTH COAST



GROWERS' ASSOCIATION

Humboldt County Farmers' Markets



***Spring Membership Meeting:** March 14th at the **Bayside Community Hall**, 2297 Jacoby Creek Rd, Bayside. 5pm potluck, 5:30pm Meeting

What you will find in this Newsletter: Important Dates, Calendars and Reminders, Market News and Updates, Membership Information, a Board and Staff Directory, Community Programs and Grant Overview.

SPRING MEMBER NEWSLETTER

Welcome to the 40th Anniversary of the North Coast Growers' Association! NCGA and our farmers' markets have grown and changed enormously since their inception 40 years ago! We have adapted to changing economies, expanded our variety and quantity of products, and developed some truly innovative and unique programs to benefit our community. Throughout these 40 years, we have maintained a commitment to putting our farmers first, and your dedication to NCGA has allowed us to achieve great success. In this anniversary year, we have some big developments in the works- a merger with the Fortuna farmers' market, a new website with an emphasis on promoting Humboldt County Farmers' Markets and a community focused capital campaign that will source local sponsorships for NCGA from "Friends of the Farmers' Market". We are excited to see what we can all accomplish together!

Join us in welcoming our new board members: Melanie Cunningham from Shakefork Community Farm and Chris Moore from Woody Ryno. Thank you to Fred Diekmeyer of Luna Farm and Ben Cohoon of Ewe So Dirty for your service on the board. See pg 8 for list of all current board members and contact information.

Willow Creek farmers' market will return June-October 2018! Thanks Amy Neukom for her dedication as the volunteer manager to kick off the first season. We will be hiring a new staff member to manage the market for 2018 to work along side Amy. We hope to see the market expand with additional vendors and a longer season running through October!

The Fortuna Market Association members and the NCGA board of directors have voted in support of merging the Fortuna farmers' market into the NCGA umbrella to be organized and operated by the NCGA, just like all our other markets. A Fortuna Market Transition Committee is being formed to oversee this merger and ensure that we are open and fair in our process. NCGA members will be asked to vote in support of this merger at the spring meeting. Starting this year, Fortuna market vendors will be asked to apply to the NCGA and pay NCGA dues. We will work to maintain the special flavor and history of the Fortuna Market. Stall fee and other market income will go into the NCGA annual operating budget, and all expenses will be paid through these fees. We anticipate significant cost savings in insurance, permits, advertising, staff time, and reduced fees for members who participate in Fortuna and other NCGA markets. See pg5 for a letter to NCGA from Melanie Cunningham of the Fortuna Farmers' Market Board.

New this year, we will be hosting a **Friday Night Farmers' Market** in Old Town Eureka from June through October, in partnership with Humboldt Made and Eureka Main Street. See page 2 for more details.

Stall fees and membership fees will be decided at the Spring Membership Meeting on March 14th. See your member packet for details on the voting items selected by the Financial Planning Committee and the board.

New "Friends of the Farmers Market" campaign! This is a community-sourced capital campaign that will hopefully result in significant financial contributions from community partners. This is an opportunity for our supporters to give direct, tax-deductible donations to our non-profit organization. Sponsorship levels will be offered, and special recognition and "thank you's" will be provided! More information will be available after March 1st.

The Application Process for New and Continuing Members: All returning members and new applicants are strongly encouraged to read through this newsletter and the application packet to get acquainted with our market schedules, committee opportunities, and pre-season prep lists before applying. Please return your application and all required paperwork (listed on the application) to the NCGA by March 14th. We will only be accepting new Non-Agricultural applications this year for our weekday markets (The Arcata Plaza food court is full). Check your mailbox for a postcard that will confirm that we have received your application and for a list of paperwork that may we still need from you at or before your first market of the season.

2018 NCGA Farmers' Market Schedule:

Arcata Plaza

Main season open the 1st Sat in April thru the Sat before Thanksgiving. Saturdays, 9am to 2pm.

First main season market: April 7th.

Last main season Market: November 17th.

Winter Arcata Plaza Market Season: Open Thanksgiving weekend through March on Saturdays, 10am-2pm.

First winter market November 24th, 2018.

Last winter market: March 30, 2019.

Weekday Markets Open

June-October:

Old Town Tuesdays, 10am to 1pm. June- October.

First market: June 5th.

Last market: October 30th.

Henderson Center Thursdays, 10am to 1pm.

First Market June 7th.

Last market: October 25th.

McKinleyville Thursdays, 3:30 - 6:30pm.

First Market June 7th.

Last market: October 25th.

Willow Creek Thursdays, 5 to 8pm.

First Market June 7th.

Last market: October 25th.

Fortuna Tuesdays, 3-6pm.

First Market June 5th.

Last market: October 30th.

Friday Night Eureka Market Fridays, 5-8pm.

First market June 1st.

Last market: October 26th.

Arcata Plaza Special Events in 2018:

Kinetic Race – May 26th Market moves to 9th & I Sts.

Oyster Festival – June 16th: Market moves to 8th & I St.

North Country Fair - Sept 15th: Market moves to 8th & I Sts.

Pastels on the Plaza – Oct 6th: location set back to the middle of street; Plaza is closed to traffic.

In This Issue:

Page 2: Market Schedule, Friday Night Market In Eureka

Page 3 & 4: Our Mission & Vision, 2018 Membership Details

Page 5: Fortuna Farmers Market Transition, Market Gleaning, Help Wanted on the Farm

Page 6: Zero Waste, Stall Fee Transactions at Market, Accepting Token & Vouchers

Page 7: Program Overview Page 8: Staff and Board lists, Committees, Contact Info



“Friday Night Market” in Eureka

New this year, we will be hosting a Friday night farmers' market in Old Town Eureka from June through October, in partnership with Humboldt Made and Eureka Main Street. This weekly market opportunity will take place on Friday evenings, 5 to 8pm, at the Clarke Plaza in Old Town (E Street, between 2nd and 3rd streets, near Cafe Nooner.)

The Friday night farmers' market will be part of a larger Friday Night Market event put on by Humboldt Made and Eureka Main Street that will also include live music, Humboldt Made Maker booths, live art/pop-up art displays, food booths and a beer garden! NCGA will manage the certified farmers' market portion of the event and adjacent non-ag section containing our own vendors. We will also offer EBT and Market Match to farmers' market customers as we do at all of our markets. Stall fees from our vendors at this market will go to support our own operations and staff time there. The rest of the event, including promotions, music booking and permitting/insurance, will be coordinated by Eureka Main Street and Humboldt Made.

This evening market is not replacing our current Old Town farmers' market on Tuesday mornings, but is another addition to our bustling market schedule. Event details are still in development, but if you have any questions or are interested in participating, please let Laura know! We're happy to have your input.



NCGA Mission

The North Coast Growers' Association's mission is: To operate certified farmers' markets for the benefit of both producers and consumers, To promote awareness of and support for farmers' markets, To work with other direct marketing associations to share resources and improve market management, To educate consumers, and To promote and improve access to local agricultural products for the community.

NCGA Vision

We envision a stable and resilient, membership-run organization where our farmers and markets are thriving and profitable, and market opportunities match the needs of our members and community. We offer robust community education and advertising, and our customers are knowledgeable about the value of local food and small farms. We advocate to support local, small-scale agricultural producers. We foster responsible stewardship of our agricultural resources, while promoting awareness of our environmental impact. We actively engage a more culturally and economically diverse customer base. Stall fees support basic market operations, diverse grant funding supports community engagement and outreach programs, and we cultivate alternative local funding sources. The board represents the interests of the membership in guiding the work of the staff, and members are actively engaged in the organization.

2018 Application & Membership Details

Membership Due Dates:

Agricultural Membership Applications for the Arcata Plaza market are due by March 1st or handed in at the March 14th Spring Membership Meeting. Note: July 1st is the deadline to maintain seniority at the Arcata Plaza (main season) Market.

Returning Non-Agricultural Membership Applications are also due by March 1st for participation in the Arcata Plaza (main season) Market (or handed in at the March 14th Spring Membership Meeting.). New Non-Agricultural Application will only be accepted this season for those interested in weekday markets only (the Arcata Plaza food court is full).

Applications for all weekday markets are due May 1st and will be reviewed in early May, 2018. Applications received after this date may be considered on a rolling basis or placed on a waiting list.

Your First Market of the Season

Please call at least two weeks prior to when you wish to begin selling at each of the market locations. New participants and members without permanent spaces should call to ensure space is available. Space is often limited during the height of the growing season, typically August through early October, and we cannot always guarantee a space for every vendor who wishes to participate. Spaces are assigned based on seniority, and members with lower seniority may be moved each week depending on availability of open spaces and distribution of products at the market. See your Rules and Regulations and Bylaws for details on seniority (available online or at your market info booth).

Once you begin selling in a market, your attendance is expected each week unless you inform the manager of your absence, or if there is no space available. If you are absent from a market after you have begun attending, it is assumed you will be absent until you inform the market manager of when you plan to return to the market. If you are unsure, it is always best to call.

If you plan to be absent from a market, please call the voice mail (707-441-9999) no later than 48hrs before the start of that market, so that your space can be assigned to another member. Failure to call at least 48 hours in advance may result in a fine.

2018 Application & Membership Details Cont.

2018 Farmers' Market Stall Fees

Will be decided by the membership at the Spring membership Meeting on March 14th

2017 Farmers' Market Stall Fees:

Agricultural Members:

Stall Fees are a percentage scale with a Minimum and Maximum. You pay 10% of sales plus \$5.

Arcata Plaza (Main Season) Farmers' Market:

Full Space: Min \$20 Max \$45

Half Space: Min \$12 Max \$26

Arcata Plaza Winter Farmers' Market: Min \$12 Max \$27

Weekday Seasonal Markets: Min \$10 Max \$25

Non-Agricultural/ Prepared Food Members:

Stall Fees are a percentage scale with a Minimum and Maximum. You pay 15% of sales plus \$5 or a flat rate, depending on the market location.

Arcata Plaza (Main Season) Farmers' Market:

Flat Rate- Full \$67, Half \$37, Third \$27

Arcata Plaza Winter Farmers' Market: Min \$16 Max \$36

Weekday Seasonal Markets: Min \$14 Max \$34

2018 Annual Membership Dues:

Will be decided by the membership at the Spring Membership Meeting on March 14th. Members may pay their dues at the Spring Member Meeting or will be invoiced after that date.

2017 Annual Membership Dues:

Agricultural members: \$100

Non-Agricultural Members: \$75

Supporting Members: \$25

NCGA E-News



“The Dirt” is e-mailed to members every month. Here you will find up-to-date market news, special events and workshops. Attached you will always find board and other meeting agendas and minutes. Not getting our e-mails? Search your email inbox for “The Dirt”, as it may have been placed in a “Promotions” or “Spam” folder. Let us know if you still can't find it!

Second Producer Certificate:

You are allowed to sell certified agricultural products for **two** additional producers in a twelve-month period and are required to list the names of these additional producers on your producer's certificate and list them on your NCGA application. You must sell more of your own products (by weight or dollar value). Products must be separate and identified. You must keep record of products sold by weight and for whom they were sold. You may not take payment for products sold or make a profit. **Also, please inform the market manager before you start selling for a 2nd producer.**

City of Arcata Business License Application Information

Fee is \$44 (Required for Arcata Markets Only)

Please note that farmers' market business licenses now run on a calendar year from Jan 1st -Dec 31st. Arcata Business License

Applications and \$44 annual fee should be returned to NCGA, and we will deliver them to the City. Make the \$44 check payable to “City of Arcata.” Licenses will be mailed to you, or handed to you at market. If you have not done so already, please complete your application on or at your 1st market you plan to attend. If you are a veteran, please include a copy of your veterans ID card and your entire application fee is waived.

Load Lists

Every grower must provide the market manager with a load list at the end of each market you sell at. This list must include **each variety of products** and the **quantities sold** at the market, along with the **date and farm name**. Failure to do so can result in fines. If you have any questions or would like a free template load list please ask your market manager or download one from our website.

Fortuna Farmers' Market Transition Letter from Melanie Cunningham, Fortuna Farmers Market Board Member, and new NCGA Board Member

Dear fellow NCGA members, farmers and makers,

My husband and I have been NCGA members since 2008, and we attend the Arcata Plaza market year round.

We also sell at the Fortuna Farmers' Market June through October, which is just a quick 15-minute drive from our Carlotta farm. Fortuna's market is sweet and lively and like the rest of Humboldt County's farmers' markets, possessed of its own unique character. Since we started vending there in 2010, I've observed a surge of community interest and commitment to local, seasonal, responsibly grown food. That surge of interest has been reflected in our market sales! We count many young families amongst our weekly regulars, as well as community elders and Fortuna business owners.

Holly Krebs and Beth Dunlap started Fortuna Farmers' Market in 1994. For the last couple of decades at least, the market and its loyal customers have been nurtured and cherished by Holly Krebs of Floodplain Produce in Pepperwood. Many of you may know her from her farm stand on the Avenue of the Giants, where she sells her famous blackberry popsicles. Jamie Cohoon of Ewe So Dirty has done a stellar job as our market manager, but she is eager to pass the torch to a paid manager not doing double duty as a market vendor. While the Krebs are not currently NCGA members, the majority of Fortuna's market vendors are, with the exception of a handful of hot food and craft vendors.

A few member volunteers manage Fortuna operations, and while we are wholeheartedly devoted to our market, our unpaid investment of time and energy is not sustainable. We are farmers and producers that have our own businesses to run. The NCGA staff does an amazing job managing six diverse markets in North County, and now one to the east in Willow Creek. The NCGA already provides invaluable administrative support for Fortuna's Market Match program. Fortuna's market members are eager to have the full support of NCGA's staff, know-how, and resources by officially becoming an NCGA market.

Merging with the NCGA would mean that Fortuna retires its exclusivity policies for good. Fortuna's new market manager will think creatively about how to best use our space so that we can invite a few new farmers to vend.

Let's bring the bounty of the county to Fortuna!

I believe a partnership between the NCGA and Fortuna Farmers' Market will only strengthen the Humboldt County Grown brand and benefit us all as producers and makers. Thank you for supporting a partnership between NCGA and the Fortuna Farmers' Market.

With thanks,

Melanie Cunningham
Shakefork Community Farm

Market Gleaning: Support the health and wellness of your neighborhood. **Call Sierra at Food for People (707-445-3166 x312) or email gleaning@foodforpeople.org** to arrange a drop-off time or to find volunteers to come to your farm and pick-up and/or harvest your food donation.

Help Wanted on the Farm? Ask Us!

The Arcata Plaza Market Info Booth collects names and contact info from inquiring community members who are looking for farm or market employment. We list their contact info in our monthly e-newsletters and upon special request.

Zero Waste



NCGA farmers' markets are currently working towards one day becoming "zero waste". As written in our Vision Statement, "We foster responsible stewardship of our agricultural resources, while promoting awareness of our environmental impact." Along the same lines, we also acknowledge the environmental impact that comes with hosting weekly farmers' markets and we accept responsibility for the impact that these markets create. Community feedback tells us that zero waste practices are expected of us and that there is hope that we will become a model for other farmers markets across the state.

Therefore, we would like to continue working together to reduce the waste created at our markets.

Many of you have been practicing zero waste at your booths for years and our customers take note! We are pleased to report that our compost program for the 2017 season has reduced the amount of waste that we are sending off to the dump. However, in our waste audits, we have discovered that a significant amount of recyclable items at our markets unfortunately don't end up being recycled, even with clear signage and increased access to recycle bins (now in 7 locations during the main season Plaza market).

We conducted a zero waste survey by mail that reached most but not all of our non-agricultural members (Thank you to members who completed this survey!). All of the respondents reported that the importance of environmentally sustainable business practices is "important" or "very important". Your ideas were heard and your concerns have been included in a new guide for best practices. Our new Zero Waste Guide will be provided to all Non-Agricultural members at the beginning of the 2018 season. The Guide will also be available. Also available this season, a Zero Waste Farmers Market Customer Guide will be available at the info booth. The NCGA board and staff welcome your comments and suggestions on our zero waste efforts.

Digital Stall Fee Transactions at Market

This season, NCGA will continue to process our farmers' market stall fee transactions digitally with mobile tablets. We have found that our digital system helps with at-market efficiency and accuracy and also saves time with after-market record keeping in our office and yours. As usual, tokens and vouchers you accept at market can be redeemed that day, and redemptions that exceed your stall fees will be paid out in cash or check on site by the market manager.



Many of you love the instant email receipt feature our digital system provides, and we're also happy to accommodate members who prefer paper receipts.

The digital "Manage My Market" program also provides a searchable online member database on our website, where customers can look up vendors by product or name, and pull up individual vendor profiles. Manage My Market also offers an interactive Arcata Plaza farmers' market map, so customers can see where vendors will be located on any given Saturday. Go ahead and check out these features, and please let us know if you have any questions or comments. If you're interested in logging into your profile to make updates and haven't yet, staff can help get you started.

NCGA staff work consistently to improve and streamline operations at market and behind the scenes to better serve the needs of our vendors and customers. We value innovative systems that help us do our work, and we always welcome and appreciate your feedback and interest.

Accepting Tokens and Vouchers at Market

***At your first market of the season, we will provide you with a handy and up-to-date "cheat sheet" for all tokens and vouchers that you may accept at a farmers' market as payment from customers.** This sheet will guide you to understand what types of products each token and voucher can be spent on at your booth. These tokens and vouchers that you receive at market can then be used to pay your stall fees with the market manager, or redeemed by check (monthly). It is important to have an understanding of how this process works so that you can start the season informed and ready to make your customers feel comfortable with their various payment options.



Note that some tokens or vouchers can only be used to purchase certain items, no change can be given with any voucher or token type, and all vouchers have expiration dates that must be checked. Your "cheat sheet" will give you all the information you need.



North Coast Growers Association Programs- A Brief Overview



NCGA is a 501 (c) 3 Tax Exempt Non Profit Organization. NCGA staff work as your liaisons to the community, representing agricultural interests in Humboldt County through community partnerships that promote and increase access to local and healthy foods. Staff also participates in local and statewide policy-making, and is responsible for daily operations of the organization and our certified farmers' markets.

While membership fees and market booth fees help pay for our ever-growing market operations, several national and local grants help support our community projects that insure all community members have access to high quality local produce and products and to educate our community about the many health and economic benefits that come from buying local food. Keep in mind that all of our voucher and token programs have a 2-fold benefit: 1. To the customers who will benefit from nutritious high quality food. 2. To provide economic support for our local agricultural community- that's you!

Here is an overview of our largest community projects made possible by grants:

Food Insecurity Nutrition Incentive (FINI) and California Nutrition Incentive Program (CNIP) Grants are provided in partnership with the California Market Match Consortium. This grant pays for the supplies and staff time necessary to offer bonus Market Match dollars (blue tokens) to customers who use their CalFresh EBT (green tokens) to shop at our markets. NCGA also facilitates the Market Match programs at the Garberville market. Since we began offering Market Match incentive tokens at our markets in 2011, customer EBT and Market Match dollars spent at NCGA market has grown from 10-50% each year! **In 2017 at NCGA markets, \$71,583 EBT dollars were spent with members in the form of green tokens and \$54,087 were spent in Market Match (blue) tokens.**

Department of Health and Human Services CalFresh Grant provides funding to cover CalFresh related programs at market as well as administrative time in the office for recordkeeping. The grant also helps support our educational projects such as the Seasonal Item of the Week and seasonal farmers' market recipes, and other nutrition projects.

Food for People provides Market Match paper vouchers to their clients. Over \$4,000 of these vouchers were spent with NCGA members in 2017. Thank you to Food for People for supporting local agriculture!

St. Joseph Health- Care for the Poor Community Grant Since 2016, this generous grant has provided funding for a new type of Market Match Voucher for community members who receive SSI benefits from the government. St. Joseph Health has provided \$15,000 in funding for vouchers to be spent with farmers at NCGA markets in 2018. This program was created because unlike other states, California does not provide CalFresh EBT benefits to SSI recipients, placing low-income seniors and persons with permanent disabilities at an extreme financial disadvantage that often limits access to quality food. These vouchers will continue to make a difference in the lives of many SSI recipients in 2018. Partial funding has also been provided by the **Christine & Jalmer Berg Foundation** in the amount of \$3,000 for 2018.

Rx for Farmers Markets In partnership with Open Door Community Health Centers, a "Farmers' Market Prescription" program was created in 2013. This program was created to provide low income and CalFresh eligible Open Door Health Center patients whose health may benefit from eating more fresh produce with free vouchers to be spent on fruits and veggies at NCGA farmers markets. \$7,753 of these vouchers were spent with NCGA members at markets in 2017.

North Coast Regional Land Trust provided funding for our **Know Your Farmer Program** The well established Know Your Farmer Program, created by the Community Alliance of Family Farmers (CAFF), has been providing high quality educational field trips for many years in Humboldt County. The North Coast Growers' Association is honored to have taken on the Know Your Farmer Program from CAFF in 2017. The 2018 program will provide in-class lessons, field trips to farms and farmers' markets. **Crewmembers from NCGA member farms are encouraged to volunteer for on-farm field trips as guides for topics such as composting, beneficial insects and harvesting.**

Staff:



Portia Bramble

Executive Director director@humfarm.org

Portia oversees all NCGA markets, programs and staff. Contact Portia to talk about any NCGA business including our budget, rules, regulations and bylaws. Portia is the primary representative for NCGA on local, state and national policy issues.



Colleen Austin

Outreach Coordinator colleen@humfarm.org

Colleen coordinates various NCGA outreach programs at market such as CalFresh, Market Match and SSI vouchers. She also writes our monthly community newsletter (The Farmers Market Feature), runs social media campaigns, and serves as our lead graphic designer.



Laura Hughes

Director of Market Operations laura@humfarm.org

Laura oversees all farmers' market sites and managers. Lead manager for the Arcata Plaza Market and the McKinleyville Market. Laura also oversees NCGA memberships, and takes care of licenses and permits, writes press releases and books music for her markets.



David MacCuish

Eureka Farmers' Market Manager

David manages our Eureka farmers' market sites. Contact David to find out about market space availability and scheduling in Eureka including booking music.



Argelia "Argie" Munoz

Assistant Farmers' Market Manager

Argie assists the manager at the Arcata Plaza Market and provides experienced back-up lead management for multiple markets. Argie also works for Open Door Health coordinating community gardens and sits on the North Coast Community Garden Collaborative steering committee.



Ivy North

Director of Programs ivy@humfarm.org

Oversees all programs and grants including our voucher and token programs, Know Your Farmer, Friends of the Farmers Market, and our Zero Waste program. She also manages the new website and E-News. Ivy sits on the Humboldt Food Policy Council and the California Small Farm Conference board.

How To Reach NCGA Staff:

Call Us: (707) 441-9999 (Voice Mail)

Send Mail To: PO Box 4232, Arcata CA 95518

Visit our office in the Greenway Building: 1385 8th Street, Arcata. Suite #122.

Call or email first to check our office hours. For market scheduling, contact the market manager through our voicemail system. For questions about joining our market membership, joining a committee, checking the music lineup, or any other questions, ask your market manager, your board members, call the voicemail, or arrange to stop by the office. Many staff members will offer their personal cell phone numbers on request. Direct e-mail addresses can be found on our website or write to info@humfarm.org to be directed to the right staff member.

Board of Directors:

Ginger Sarvinski,

Sarvinski Family Farm, President, 707 499-0774

Danielle Newman,

Trident Lightning Farm, Vice-President, 707 826-0490

Lisa Zierer,

Flora Organica, Secretary, 707 407-7698

Paul Leslie,

Humboldt Honey Wine, Treasurer 707 599-7973

Melanie Cunningham,

Shakefork Community Farm,
Board Member 707 498-3546

Chris Moore,

Woody Ryno, Board Member 707 601-9547

Tyler Trezell,

Warren Creek Farms, Board Member 707 365-5528

Committees:

NCGA Board members and staff facilitate committees to develop specific areas of our operations and markets. Member participation on committees is vital to the success of the organization! Current committees include: Music Selection; Non-Ag. & Food Court Selection; Financial Planning; Weekday Markets; Fortuna Transition; Plaza Street Closure/Traffic Safety; Marketing and Branding; Member Engagement; Cannabis. The board and staff appreciate your involvement in NCGA organizational operations, and market operations!

