



2010-2011 Ohio Department of Agriculture Farmers' Market Cost Share Advertising Grant

<u>Date of Award</u>	<u>Name of Person or Business</u>	<u>Amount</u>	<u>Scope of Work</u>
5/27/10	Alliance Farmers' Market	\$1,500.00	Our goal is to increase our customer base and in turn increase our vendors' sale through the use of posters, flyers, radio ads, yard signs, new print, and entertainment calendars
5/27/10	Canal Winchester Farmers' Market	\$1,500.00	Post card mailing of 25,000 has been a key factor in market success. Market now has new time and schedule changes
5/27/10	Coit Road Farmers' Market	\$1,455.00	local print advertising to increase traffic to market
5/27/10	College Hill Farm Market	\$500.00	The grant funds have been used to expand into radio to build our shopper-base and increase number of farmer/growers
5/27/10	Countryside Farmers' Market	\$1,500.00	Purchase of posters of FM special events to businesses and partners, 30,000 post cards, 20,000 sent to targeted zip code areas, 10,000 to businesses, partners and current market supporters
5/27/10	The Downtown Farmers' Market Bowling Green	\$1,500.00	Purchased canvas reusable shopping bags with Farmers' market logo, email address and phone number as well as radio advertising, to increase market awareness in community
5/27/10	Downtown Greenville Farmers' Market	\$500.00	Our flyers, bag stufers and banner have increased the market's awareness in the community thus increasing our vendor commitment and customer loyalty
5/27/10	Great Sidney Farmers' Market	\$800.00	Local radio advertising to raise community awareness of market and increase market traffic as well as a recruiting tool for possible vendors
5/27/10	Kamm's Corners Farmers' Market	\$1,500.00	Advertising to increase awareness of EBT machine to provide access to healthy & fresh local food to local community through the ability of accepting Direction card, WIC and SFMNP participants
5/27/10	Lake Metroparks Farmpark FM	\$750.00	Local newspaper advertising and internet advertising to increase local traffic to FM
5/27/10	Mentor Old Village Market	\$585.60	Funds used for 1,000 post cards, 2 informational banners, 5 traffic signs, 10 yard sign and local radio advertising to increase the diversity of customer base and traffic to market

5/27/10	Montgomery Farmers' Market	\$1,475.85	Local community newspapers is the best choice of advertising to grow awareness of our market in the community, draw pedestrian traffic,and generate more sales for our vendors
5/27/10	Mt Washington Frmers' Market	\$300.00	To increase the diversity of our customer base and sales these funds will be used for; traffic lane signs, 1,000 post cards to local apartment dwellers, radio ads and informational banner
5/27/10	North Market Farmers' Market	\$1,500.00	To offset local print advertising for the Farmers' Market Festival in August,2010
5/27/10	North Union Farmers' Market	\$1,500.00	FM newsletter to nearly 15,000 residents in NE Ohio. The letter educates consumers about the importance of buying local and nutritionally fresh food and shopping at farmers markets results in increased traffic to market
5/27/10	Ohio Valley Fruit & Vegetable Growers Assn.	\$1,500.00	To increase awareness of and subsequent visit to market through print media ads, increase WIC participation, increase market sales 5%
5/27/10	Pearl Market	\$1,500.00	These grant dollars will be used in a variety of ways, Posters, Hotcards, A-Frames, & "Fresh From" cards, to promote the market to nearby office workers and downtown visitors with the goal of increaseing foot traffic and sales to vendors
5/27/10	Perry County Farmers' Market Coop	\$350.00	Newspaper advertising, 6 banners,posters and flyers through out the county will increase the awareness of the SNAP Program and Senior market Nutrition Program which in turn increases market traffic and enhances the awareness of the importance of buying fresh local food
5/27/10	Piqua Community Farmers' Market	\$1,330.00	Cost Share grant dollars are being used for a road side billboard to increase community awarweness of the market
5/27/10	Reynoldsburg Farmers Market	\$800.00	Grant dollars to be used to increase market traffic through the use of banners, rack cards, bookmarks,and flyers in the community
5/27/10	Tuscarawas Valley Farm Market	\$1,500.00	Using effective local radio and print medis will reach the greatest number of consumers will be most beneficial to the market. We can think of no better way to stimulate the local economy than by keep local money here
5/27/10	Wright-Dunbar Farm Market hosted by Stubbs Family Farm	\$1,500.00	Purchased 24 print ads to increase market awareness and traffic
	**** TOTAL ****	\$25,346.45	