

## Farmers Market Marketing Assistance Grant

The Farmers Market Marketing Assistance Grant is an opportunity for Certified Farmers Markets across the state to promote Texas Specialty Crops including produce, tree nuts, honey, olive oil, and nursery plants/flowers. The award will be up to \$2,000 in reimbursement funds for approved promotion related expenses to market Texas Specialty Crops that can be found at their market. Awards will be given on a first-come, first-served basis to applications that meet the minimum qualifications and scoring criteria pending funding allocations.

**Who can apply?** Applicants must be a current Certified Farmers Market and a current GO TEXAN partner. To apply for either or both programs, visit [www.gotexan.org](http://www.gotexan.org).

### What are the requirements?

1. Promotional activities must market Texas Specialty Crops that are available at the market. Other Texas products may be featured (as in a recipe for educational demonstration), but the focus must be on the Specialty Crop item. Event must promote the Specialty Crop items featured within the farmers market, not solely to the benefit of an individual vendor.
2. The promotional activity must mention Texas Specialty Crops in event literature, marketing materials, advertisements and/or social media. The required mention can be specific to one or more Specialty Crops, as defined by USDA.
3. Any creative materials used for promotion and advertising must be approved by TDA to ensure the promotion of Texas Specialty Crops. Reimbursements will not be authorized for such creative materials unless approved by TDA before use.

### What are “approved promotion related expenses?”

1. Advertising, including paid social media boosts, print ads, radio
2. Signage, including design and printing costs.
3. Equipment Rental
4. Contracted Services (e.g. Chef or Educator fees. Regular market personnel expenses are not reimbursable.)

**What is the deadline to apply?** All promotions must occur between January 1, 2021 and August 31, 2021. No application will be accepted after July 15, 2021. Applications are reviewed on a first-come, first-served basis and must be received at least 45 days prior to the event date. Award funding is limited, so don't delay!

**What is the evaluation criteria?** Applications will be scored, and awards will be based on the following criteria:

1. Applicant is a current Certified Farmers Market and current GO TEXAN participant.
2. Opportunities to increase participation in the market through the addition of new Texas Specialty Crop vendors.
3. Opportunities and/or discounts given to GO TEXAN businesses as vendors.
4. Educational opportunities provided for consumers.
5. Whether market has received TDA funding within the last 3 years.

**SUBMIT COMPLETED GRANT APPLICATION VIA EMAIL TO: [GOTEXAN@TEXASAGRICULTURE.GOV](mailto:GOTEXAN@TEXASAGRICULTURE.GOV)**

**EMAIL SUBJECT LINE MUST CONTAIN: Farmers Market Marketing Assistance Grant\_Market Name**

**EXAMPLES:**



*FARMCART MARKET*

*SPRING GRAND OPENING!*

MARCH 27, 2021 9 a.m – 4 p.m.

Celebrate the opening of the market season and the arrival of Texas 1015 Onions!

Chef Dan Cook from “Our Kitchen Table” will be at the market from 11:00 – 3:00 with new recipes featuring the Texas 1015 and tips about produce selection and storage.

Free Shopping Bags to the first 100 customers!

Fresh Texas Produce...Handmade Arts and Crafts...and MORE!

The above event would qualify for the Farmers Market Marketing Assistance Grant.

- The promotional event is for the Grand Opening of the market, but it focuses on the Specialty Crop of Texas 1015 Onions.
- There is an educational component added through the Chef demonstrations. Educational opportunities are not required but are an added benefit. Honorarium to the chef would be a **reimbursable expense if they are specifically contracted for this purpose.**
- Other marketing expenses that would be reimbursable:
  - Advertising
  - Signs – design and printing
  - Rental of Equipment for chef demo



*FARMCART MARKET*

*SPRING GRAND OPENING!*

MARCH 27, 2021 – 9 a.m.- 4 p.m.

Family Fun Activities, Moonbounce, Cheesemaking Demos, Arts & Crafts Fair  
Buy Local Texas Products!

This **WOULD NOT** be an approved marketing promotion.

- No mention of any Texas Specialty Crops other than “Local Texas Products”  
The intent of this grant is to promote Texas Specialty Crops available within your market. Even though this event would benefit the entire market it does not qualify.



**GO TEXAN.**<sup>®</sup>

**Remember** – As a GO TEXAN partner, you are allowed to use the GO TEXAN mark in your advertising. Be sure to comply with all guidelines as represented here:

[https://issuu.com/gotexan/docs/2021-gotexan\\_mark\\_guidelines\\_final](https://issuu.com/gotexan/docs/2021-gotexan_mark_guidelines_final)

To find other local GO TEXAN businesses who may be interested in being vendors at your market or special event check out the partner search page at

[www.gotexan.org](http://www.gotexan.org) – just add your location to the search bar and find a listing of other local partners in your area.