

Arizona Farmers Market Nutrition Program

Application for Prospective Sites

Please fill out this application to be considered for authorization as an AZFMNP participating Farmer’s Market and/or Farm Stand.

Submit completed applications or direct any questions to

livbrashears@pinnacleprevention.org. By completing this

application, it does not a guarantee authorization to participate in the Farmers Market Nutrition Program.



I. Farmers Market and Farm Stand Site information

Market/Farm Stand Name	
Days/Hours of Operation	
Seasonality (open and close dates or year-round?)	
Address, City	
In what year did the Market/Farm stand first operate?	
Website (if applicable)	

NOTE: If you are applying for more than one location with different street address/hours, please copy/paste the table above and complete for each site.

II. Organization Information

1. What organization is responsible for the day-to-day operations of the Market/Farm Stand?

2. What organization would be fiscally responsible for implementing FMNP? (NOTE: This may be the same or different from above, see examples below.)
 - a. What is the tax status of the fiscally responsible organization?
 - i. 501(c)3 nonprofit organization
 - ii. Downtown Development Authority, Chamber of Commerce, or Community Development Corp - not designated 501(c)3
 - iii. City / Township / Municipal government or government department
 - iv. State of Arizona not-for-profit
 - v. LLC, or other for-profit entity
 - vi. Other (explain):

b. What is the responsible organization's EIN?

c. Contact Information for the fiscally responsible organization:

Organizational Representative:

Mailing address:

Phone Number:

Email Address:

d. Contact Information for the organization responsible for the day-to-day operations
(if different than the representative above):

Organizational Representative:

Mailing address:

Phone Number:

Email Address:

NOTE: Organizations responsible for market operations can have a different fiduciary organization for the purposes of FMNP. If your market or farm stand has multiple organizations responsible for on-the-ground market management and/or financial transactions, please read the following examples to make sure you are providing information needed by Pinnacle Prevention in order to provide funds:

- *A vendor association runs the JKL Farmers Market. The local Downtown Development Authority reimburses vendors. For the purposes of FMNP, the vendor association is the Operations Organization, and the local DDA is the Fiduciary Organization. Both organizations should plan to receive FMNP training.*
- *A vendor board runs the XYZ Farmers Market and is responsible for day-to-day operations and overall management of the market. A local nonprofit is authorized to reimburse vendors. For the purposes of FMNP, the vendor board is the Operations Organization and the local non-profit is the Fiduciary Organization. In this case, the local nonprofit should apply to participate in FMNP and provide written support from the market's vendor board. Both organizations should plan to receive FMNP training.*

III. Customer and Vendor Information (please share info for each site separately as needed):

1. What is your average weekly customer attendance?

2. Please provide an estimate of average monthly produce sales. If it varies greatly month-to-month, please note that as well.

3. The Farmers Market Nutrition Program would add a new currency to your Market/Farm Stand. Would your site be scaling up to accommodate this new client base or meeting the program's needs with existing produce availability? How comfortable are you with this and on what timeline?

4. Markets, for each location, please share an estimate of:

Total number of AZ-grown produce vendors/farmers	
Total number non-AZ-grown produce vendors/resellers	
Total number food vendors (including bakers, ranchers, prepared foods, etc.)	
Total numbers of all vendors (including non-food)	

5. Markets, if applicable, please describe your vendor reimbursement process (weekly or monthly, on-the-spot or after the market)?

IV. Free Response

1. Tell us about your local produce offerings. What challenges do you face in supplying fresh produce at your site?
 - a. Does your Market/Farm Stand allow sale of produce grown outside of Arizona? Tell us about your protocols to differentiate this produce, if any.

2. Tell us about your current relationship with local WIC (Women, Infants, and Children) offices or senior-serving agencies. What ideas do you have for connecting with them and/or conducting client outreach?

3. Tell us about your access to technology at the market/farm stand. What challenges do you face in regard to cellular and/or internet connectivity, devices, etc.?

4. What else should we know about your Market/farm stand as we review your application?