



Farmers Market Joint Membership Program

Farmers markets are good for everyone. Join us to make them even better.

Improving farmers markets is at the very heart of the Farmers Market Coalition (FMC) mission. To do this more effectively, FMC is launching a new [joint membership program](#) for its state networks, and adjusting its dues structure to allow FMC to better meet the increasing needs of the farmers market movement.

The new State Organization - FMC Joint Membership Program:

- Is structured to be the best dollar value
- Creates efficiencies and value for state organizations
- Allows greater collaboration of shared resources and information
- Can be a potential source of revenue for participating states

Regular membership rates for individual farmers markets will be \$40, effective June 1, 2012. By joining FMC through their respective state organization, markets can receive a rate discount.

How Does It Work?

Option A

The state-level umbrella organization automatically provides FMC membership as a benefit to all of the individual markets that it represents.

- State organizations pay \$20 for each market to join FMC.
- Provided that 100% (at least 50) of the markets your organization represents are made FMC members, annual state association dues (\$75) are waived.
- All member contact information would be given to FMC by May 1, 2012 with one lump payment, and their membership would be good until May 31, 2013.
- State organizations can manage/update their member data through FMC, and use one annual renewal date for all their members, paying only once each year.

Option B

The state-level umbrella organization provides their markets the option to join FMC, adjusting their dues as appropriate. FMC can provide a form or assist the organization with integrating it into an existing form.

- State organizations pay FMC \$30 for each market that opts in.
- If 25 or more markets opt in by May 1, the state umbrella organization's annual dues are reduced to \$40/year (from \$75).
- All opt-ins would be given to FMC by May 1, 2012 with one lump payment, and their membership would be good until May 31, 2013.

How will the joint membership program support your organization?

- As important decisions are made in Washington, DC, more FMC members in your state means a bigger seat at the table for your markets:
 - A stronger voice in the 2012 Farm Bill, including leadership on the future of FMPP, FMNPs, WIC Cash Value Benefits, Specialty Crop Blocks Grants, and other programs
 - Advocacy tools for taking action- magnifying state representation
 - Policy education to members at the state and market level
 - Updates on implementation & implications of the Food Safety Modernization Act
 - Leadership on SNAP trends and strategies to expand and simplify EBT
- Supports the State Leaders Farmers Markets Listserv and tools and resources for helping state organizations grow and thrive
- Gives opportunities for collaborating with FMC and other state networks
- Improves the ability to efficiently inform FMC's educational and policy priorities and help prevent duplication of efforts.

In June 2011, Mass Farmers Markets implemented the Joint Membership Program, instantly providing FMC membership to all of its members (Option A). "We have had nothing but positive response from our membership to the joint membership program," said Jeff Cole, Executive Director of Mass Farmers Markets. "The resources FMC joint membership offers allow Mass Farmers Markets to better focus on the diverse and specific issues our members have each season while still supporting general information requests. We continue to feel that this is an excellent opportunity to add value to our membership as well as support the national farmers market community."

Individual Market Membership

Benefits

- Access to a team of practitioners to help refer them to resources and respond to important questions and research current issues.
- Representation at the table with federal agencies and organizations
- Farm Bill action alerts and policy education toolkits, including talking points and op-ed templates
- Access to regular member-only webinars on timely education topics
- Knowing that membership supports the FMC listserv and the continued development of the [Farmers Market Resource Library](#) and [FAQs](#)
- A special 'Proud member' [badge](#) for member organizations' web sites, linking site visitors directly to FMC's valuable resources
- An automatic subscription to [the market beet](#), FMC's e-newsletter
- Access to National Farmers Market Week promotional tools
- Access to member-only [Directors' & Officers' Insurance Policy](#) for nonprofit farmers market organizations, and Campbell Risk Management's [producer liability insurance](#)
- Opportunities to participate in special member-only programs like [Discover You Can](#)

For more information about how your state can implement the Joint Membership Program to expand your voice and increase your involvement at the federal level, please contact Elizabeth Comiskey, Membership & Volunteer Coordinator at liz@farmersmarketcoalition.org, or 610-310-7873.

