

# Market Managers Toolkit: Resources

**Emergency Procedures for Farmers Markets:**

[mifma.org/wp-content/uploads/2010/11/Final-Flipchart.pdf](http://mifma.org/wp-content/uploads/2010/11/Final-Flipchart.pdf)

**Farmers Market Coalition Programs:**

<https://farmersmarketcoalition.org/programs/>

**Farmers Market Coalition SNAP Guide:**

[farmersmarketcoalition.org/education/snap/](http://farmersmarketcoalition.org/education/snap/)

**Farmers Market Coalition Webinars:**

[farmersmarketcoalition.org/education/webinars/](http://farmersmarketcoalition.org/education/webinars/)

**Farmers Market Funding Opportunities:**

[farmersmarketcoalition.org/education/funding-opportunities/](http://farmersmarketcoalition.org/education/funding-opportunities/)

**FMNP Market Application:**

[docs.wixstatic.com/ugd/68beb9\\_1913e3b196a74702a8283e4f525cc6a2.pdf](https://docs.wixstatic.com/ugd/68beb9_1913e3b196a74702a8283e4f525cc6a2.pdf)

**Food Safety from the Farmers Market to the Fridge:**

[mifma.org/wp-content/uploads/2014/09/Food-Safety-from-the-Farmers-Market-to-the-Fridge-8-20-15.pdf](http://mifma.org/wp-content/uploads/2014/09/Food-Safety-from-the-Farmers-Market-to-the-Fridge-8-20-15.pdf)

**Market Manager Frequently Asked Questions:**

[farmersmarketcoalition.org/education/market-manager-faq/](http://farmersmarketcoalition.org/education/market-manager-faq/)

**Master Token Reserve Form:**

[oregonfarmersmarkets.org/EBT/docs/Master%20Token%20Reserve%20Form.pdf](http://oregonfarmersmarkets.org/EBT/docs/Master%20Token%20Reserve%20Form.pdf)

**Resource Library:**

[farmersmarketcoalition.org/education/resource-library/](http://farmersmarketcoalition.org/education/resource-library/)

**Roles, Responsibilities, Education and Compensation for Market Managers:**

[mifma.org/wp-content/uploads/2017/04/MIFMA-Market-Manager-Compensation-Report-2017.pdf](http://mifma.org/wp-content/uploads/2017/04/MIFMA-Market-Manager-Compensation-Report-2017.pdf)

**Starting a Farmers Market Feasibility Assessment Guide:**

[mifma.org/wp-content/uploads/2014/05/MIFMA-Farmers-Market-Feasibility-Guide-051614.pdf](http://mifma.org/wp-content/uploads/2014/05/MIFMA-Farmers-Market-Feasibility-Guide-051614.pdf)

**SWOT Analysis — Penn State Extension:**

<https://extension.psu.edu/conducting-a-swot-analysis>

**SWOT Analysis — Texas A&M University:**

<http://agrillife.org/agecoext/files/2016/10/F.-SWOT-Anlaysia.pdf>

## **State Resources/Organizations**

**Ecocert ICO:**

[ecocertico.com](http://ecocertico.com)

**Farm Service Agency:**

[fsa.usda.gov](http://fsa.usda.gov)

**Farmers Market Coalition:**

[farmersmarketcoalition.org](http://farmersmarketcoalition.org)

**Hoosier Farmers Market Association:**

[hoosierfarmersmarkets.org](http://hoosierfarmersmarkets.org)

**Hoosier Young Farmers Coalition:**

[facebook.com/hoosieryc/](https://facebook.com/hoosieryc/)

**Indiana Grown:**

[indianagrown.org](http://indianagrown.org)

**Indiana Grown Free Application:**

[docs.wixstatic.com/ugd/68beb9\\_25c812b117ed4f84b7240ee640d8da45.pdf](https://docs.wixstatic.com/ugd/68beb9_25c812b117ed4f84b7240ee640d8da45.pdf)

**Indiana Farm Bureau:**

[infarmbureau.com](http://infarmbureau.com)

**Indiana Farmers Union:**

[indianafarmersunion.org](http://indianafarmersunion.org)

**Indiana State Department of Agriculture:**

[in.gov/isda/](http://in.gov/isda/)

**North Central SARE:**

[northcentralsare.org](http://northcentralsare.org)

**Purdue Extension Diversified Farming and Food Systems:**

[purdue.edu/dffs/](http://purdue.edu/dffs/)

**Purdue Extension Local Food Program:**

[purdue.edu/dffs/localfood/](http://purdue.edu/dffs/localfood/)

**USDA:**

[usda.gov](http://usda.gov)

## Contacts

### Hoosier Farmers Market Association

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[hoosierfarmersmarkets.org](http://hoosierfarmersmarkets.org)

### Hoosier Works Card

The Indiana Family and Social Services Administration can provide free wireless terminals to eligible farmers markets and direct-marketing farmers. Wireless and transaction fees must be paid by the farmers market. Program support materials (banners) are available through the Indiana State Department of Health.

Contact:

Angela Albin, EBT Program Manager  
Family & Social Services Administration  
[angela.albin@fssa.in.gov](mailto:angela.albin@fssa.in.gov)  
(317) 232-7645

State SNAP Contractor: Xerox State and Local Solutions, Inc.

### SNAP Resources Available

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(317) 234-3498



Extension