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# ARKANSAS DEPARTMENT OF AGRICULTURE

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## Arkansas Department of Agriculture Announces Grant Opportunity for Farmers Markets

**LITTLE ROCK, AR** – The Arkansas Department of Agriculture (Department) is pleased to partner with Farm Credit for the 10th annual Arkansas Farmers Market Promotion Program. This program, which is administered by the Department and sponsored by Farm Credit, continues to support local farmers markets by increasing awareness and providing funding assistance to help these markets serve their communities as consumer interest in locally grown and made products continues to increase.

"Farmers markets are essential in connecting local producers to consumers and strengthening rural economies," said Arkansas Secretary of Agriculture Wes Ward. "We have over 111 farmers markets across Arkansas and, according to recent data, 1,436 farms sell directly to consumers, generating \$8.5 million in sales. These markets are vital to enhancing local food systems, and we're proud to partner with Farm Credit to help ensure their continued success."

The program offers funding for a range of promotional activities designed to boost community and regional engagement at farmers markets. Eligible items for funding include:

- Signage: Displaying names, seasons, operating hours, and locations of participating markets
- Local Advertising: Traditional methods like print and radio ads to spread awareness
- Social Media Campaigns: Engaging digital strategies to reach a wider audience

In 2024, the Department awarded over \$11,500 in grants to 21 Arkansas farmers markets through the partnership with Farm Credit.

Farmers markets interested in participating must be a member of the [Arkansas Grown and Arkansas Made](#) branding programs. Applications are now open and will remain available until funds are no longer available.

Find more information and apply [here](#).

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*Farm Credit is a locally owned and managed financial cooperative committed to supporting agriculture, rural communities, and youth in agriculture. In Arkansas, three independent associations—Farm Credit of Western Arkansas, AgHeritage Farm Credit Services, and Farm Credit Mid-America—work together to provide reliable, dependable credit to farmers, ranchers, and rural homeowners. Since 1916, the Farm Credit System has remained dedicated to its mission of serving rural America.*

*The Arkansas Department of Agriculture is dedicated to the development and implementation of policies and programs for Arkansas agriculture, forestry, and natural resources conservation to keep its farmers and ranchers competitive in national and international markets while sustaining natural resources and ensuring safe food, fiber, and forest products for the citizens of the state and nation. The Arkansas Department of Agriculture offers its programs to all eligible persons regardless of race, color, national origin, sex, age, or disability and is an Equal Opportunity Employer. For more information, visit [agriculture.arkansas.gov/](http://agriculture.arkansas.gov/).*