



WEEKLY E-MAILING

August 29, 2023

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Helpful Links

ACL News & Information

Here is a link to news & information from the Administration for Community Living (ACL):

<https://acl.gov/>

ADvancing States (NASUAD) Information

Here is a link to state technical assistance from ADvancing States:

<http://www.advancingstates.org/state-technical-assistance/enhancedtechnical-assistance>

Virginia Farmers Market Association Newsletter August 2023

[View this email in your browser](#)

• VIRGINIA • FARMERS • MARKET •



• ASSOCIATION •

August 2023

Virginia Farmers Market News



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Farmers Market Week

Across Virginia markets celebrated Farmers Market Week. VAFMA, Virginia Fresh Match and our partners visited the markets below. Click on the photos for more pics and details from each market.









Posts for Uptown Martinsville Farmers Market & Rocky Mount Farmers Market are coming soon!

Farmers Market Week Recap

Virginia is for Farmers Market Lovers!

What a wonderful week it was!

We love visiting farmers markets year-round. But Farmers Market Week is special. It's during this week every year that we put the rest of our work on hold and just get out to markets to talk with vendors, market managers and community members.

Every market is unique -- not just from the mix of products the vendors sell but also from the personalities and stories of the vendors, market managers and supporters. We will never tire of hearing their stories! There's nothing like seeing a vendor's face light up as they tell us about their business and how much they love what they do.

This week in our market travels we met a lot of incredible people ... We met a 95-year-old farmer who is so committed to being able to continue gardening and selling at markets that he does everything possible within his means to stay healthy and not miss a market.

- We met a young woman who started baking at 14 to pay for college. She's now a rising senior in college studying marketing and thinking about her next steps to continue as a vendor in the years to come.
- We heard stories from vendors who get so excited about coming to the market that they can't sleep the night before. They love sharing what they've grown and can't wait to connect with their market family.
- We saw kids run up and hug vendors as soon as they saw them. We heard a shopper in her 80s say "if I don't show up one week, they call me to make sure I'm okay."
- We met a chef who grew up in a restaurant family. He spoke about how proud his grandmother was of him. When she is well enough, she comes to the market just to stand off to the side of his tent to watch the people line up for her grandson's food.
- We met a market manager who is so committed to making sure her vendors have the information they need to be successful that she spends hours working with them as they get their businesses started at her market.
- We heard from farmers about how proud they were that their children are going to take over their farms. We also heard from farmers who told us that this will be their last year at market because they don't have anyone who's able to take over their farms.
- We met vendors who banded together to start a market in their community because there wasn't one. They alternate being the on-duty managers each market day while also vending.
- We watched market managers proudly point out members of their non-profit boards or town councils who were market regulars. They let us know how much that support meant to them and to the success of the market.
- We repeatedly heard from farmers who were thrilled to be in the Farm Market Fresh program because it means they're able to feed more of their community. Vendors also praised their

markets for offering SNAP and Virginia Fresh Match for the same reason.

And we could go on and on. The people we have met and the stories they have shared have charged us up for the rest of the year.

We extend a BIG thank you to all the farmers, producers, makers, market managers and community supporters who make Virginia's farmers markets happen. We look forward to our next Farmers Market Week adventure with you.

~Kim Hutchinson & Mary Delicate
Virginia Farmers Market Association



Market Manager Certification

Market Manager Certification Registration is Open

Secure your spot for 2024

This 14-week interactive, online class addresses real-world farmers market management issues including topics such as:

- Community Interest Assessment & Setting Market Objectives
- Public Safety
- Recruiting and Retaining Vendors
- Administration - What Systems Do You Need
- Rules and Policies
- Food Safety
- Marketing and Social Media
- Market Data
- Special Event Planning
- Operating a Successful Incentive Program (SNAP, WIC, Senior)
- Community and Market Partnerships
- Opening Day!
- Farmers Markets and Community Health and Partnerships

Dates & Times of Classes

January 26 – April 26, 2024

Fridays 10:00 AM - 12:00 Noon

Online recorded sessions

Participants must have regular access to the internet and a computer with video/sound capabilities.

Sessions will be recorded for participants to review at a later time if needed.

Cost

\$500 per student. Multi-student discount pricing is available.

Financial Assistance

[VAFMA scholarship application](#)

[Registration](#)

[Registration](#)



VIRGINIA STATE University
Cooperative Extension
Farmers Market Pilot Project

Come Shop Local

Virginia State University is one of three 1890 HBCUs nationally to be selected to pilot an 1890 HBCU Community Supported Agriculture Farmers Market program to determine feasibility and benefits to students, employees, and the community. VSU Students and Employees are welcome to participate in helping farmers to set up and take down, as well as help on Cooking Demonstrations tailored for students, and to help with customer data collection via survey distribution and analysis. All student organizations are welcome to share their programs at this event. Help us make this pilot project a success by supporting local farmers!

Location VSU Campus at the Douglas Wilder Building Parking Lot #28

2023 Dates	Time
Thursday, August 24 th	12:00 Noon to 2:00 PM
Thursday, September 21 st	12:00 Noon to 2:00 PM
Thursday October 19 th	12:00 Noon to 2:00 PM

VSU Vendors


Petersburg Oasis Farm, Petersburg, VA-Produce
Slade Farms, Surry, VA-Organic Produce
Sycamore Springs Farm, Surry, VA-Produce
Mimi's Kitchen & Gardens, Waverly, VA-Eggs, Baked Goods, Jams
LB Farms, Farnham, VA-Specialty Teas & Herbs
Browntown Farms, Warfield, VA-Produce, Jams

If you are a VSU Student or Employee, you are welcome to participate in helping farmers to set up @11AM and take down at @2PM, as well as help on educational demonstrations tailored for students, and to help with customer questionnaires, and marketing promotions. All student organizations are welcome to share their programs at this event. Help us make this pilot project a success by supporting local farmers! For more information, please contact Dr. Nartea at tnartea@vsu.edu or Kilah Oliver koli1323@students.vsu.edu









Virginia State University Cooperative Extension Farmers Market Pilot Project

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Thursdays: August 24, September 21, and October 19
12:00 pm - 2:00 pm

VSU Campus - Douglas Wilder Building Parking Lot #28, Petersburg, VA

For more information, please contact [Dr. Nartea](#) at or [Kilah Oliver](#).



Save the Date: VAFMA Membership Meeting November 8, 2023

VAFMA's 2023 Membership Meeting & Board Election will be November 8th from 10am to 12pm via Zoom. This is a members-only meeting.

During this online meeting, we will review 2023 and share our plans for 2024 and beyond -- including the Virginia Certified Farmers Market Program, Market Manager Certification 201 and more!



VDACS Beehive Distribution Program Opens 8/28!

3 hive units at no cost distributed through a lottery system

Applications for the Beehive Distribution Program will be accepted August 28, 2023, through September 12, 2023. When the application period opens on August 28, a link to the online application will be made available [on this webpage](#).

Recipients of beehive units will be selected at random from qualifying applications. The Program provides equipment directly to eligible individuals for the construction of new beehives.

[Learn More](#)

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George Washington University Age-Friendly Ecosystem Summit

Charlotte Arbogast, MS, Senior Policy Analyst

The George Washington University's [Center for Aging, Health and Humanities](#) is hosting the third annual *Age-Friendly Ecosystem Summit* virtually this fall. See the attached flyer.

2023

AGE-FRIENDLY ECOSYSTEM SUMMIT

*The George Washington University
Center for Aging, Health and Humanities*

Age-Friendly Ecosystem Summit

The George Washington University's [Center for Aging, Health and Humanities](#) is hosting the third annual **Age-Friendly Ecosystem Summit** virtually this fall. This free, regional, collaborative event will be held in partnership with Age-Friendly Alexandria, Arlington, DC, Howard County, Hyattsville, Montgomery County, and the Georgetown University Aging & Health Program.

This year we will be hosting four sessions from 1-3 p.m. EST on September 26 & 27 and October 3 & 4. Each session is focused on a theme that cuts across all age-friendly domains: [ageism](#), [inclusivity](#), [communications](#), and [creativity](#). Speakers will present their age-friendly initiatives through the lens of the session theme.

Please make plans to join us for any or all sessions, as your schedule allows.



September 26: Ageism

September 27: Inclusivity

October 3: Communications

October 4: Creativity

1 to 3 p.m.
each day

**Register now or
learn more below**



DAY 1:

Ageism

September 26 | 1:00 - 3:00 p.m.

[Register Now](#)

Internalized negative beliefs about aging and external forms of discrimination based on age are both prevalent issues that can decrease a person's lifespan and impact quality of life. Age-friendly communities must address negative beliefs about aging and ageist elements in the environment to ensure that individuals of all ages are able to pursue goals important to them. Participants will learn how to recognize implicit ageist bias, ageism, and their impact on life span and quality of life.

Speakers

- Ashton Applewhite - This Chair Rocks
- Morgan Spliedt - Howard County Office on Aging and Independence
- Richard Tucker - Arlington County Housing Division
- Katherine Ponds - AARP

DAY 2:

Inclusivity

September 27 | 1:00 - 3:00 p.m.

[Register Now](#)

Diverse populations often experience discrimination and exclusion because of the intersection of their age with other identities (e.g., race, sexual orientation, gender, ability, language). Inclusive age-friendly communities strive to ensure that services, opportunities, information, and respect are available to all - regardless of age and other characteristics that distinguish us from one another. Participants will learn how to engage diverse, inter-generational populations to improve equitable access to age-friendly services.

Speakers

- Sherrill Wayland - SAGE, National Education Initiatives
- Ames Simmons - George Washington University, LGBT Health Policy & Practice
- Ann Deschamps - Mid-Atlantic ADA Center
- Maria Theresa McPhail - Vida Senior Centers
- Reuben Varghese - Arlington County Public Health Department
- Mark Dunham - Kindred Strategies

DAY 3:

Communications

October 3 | 1:00 - 3:00 p.m.

[Register Now](#)

Communication pathways continue to evolve rapidly with technology, which creates multi-dimensional challenges that constantly require new strategies for effective and inclusive communication for all age groups. In age-friendly communities, learning how to communicate information about resources and opportunities to a diverse population in a clear manner is essential. Participants will learn effective communication strategies for various forms of media.

Speakers

- Hannah Albers - National Center to Reframe Aging, GSA
- Stuart Rosenthal - The Beacon Newspapers
- Darya Rahbar & Mary Ek - USAging
- Mary Lee Anderson - Senior Services of Alexandria
- Maria Lemus - Vision y Compromiso

DAY 4:

Creativity

October 4 | 1:00 - 3:00 p.m.

[Register Now](#)

Creativity includes artistic disciplines (e.g., visual arts, literature, dance, music) and is integral to healthy aging. To increase access to the arts and community, more innovative approaches are needed to engage all people in reciprocal lifelong learning. Age-friendly communities with multi-sector creative programs improve overall well-being for everyone. Participants will learn about the positive health and social effects of creative programming for all ages.

Speakers

- Pam Saunders - Georgetown University, Aging & Health Program
- Caroline Edasis - Mather
- Josh Vickery - Encore Creativity for Older Adults
- Aimee Olivio - Art Works Now
- Ann Benjamin - Howard County's Bain 50+ Center
- Cassie Meador - Dance Exchange

Connect with us!



Webinar: Beyond the House: Person-Centered Home Modifications to Reduce Fall Risks at Home

Devin M. Bowers, MPH, Grants Specialist

You are invited to join a two-part webinar series focusing on home modification and falls prevention.

The first webinar will take place on Tuesday, September 26, 2023, from 2:00-3:00 pm EDT.

Beyond the House: Providing Person-Centered Home Modifications to Reduce Fall Risks at Home

Home modification is a key aspect of a multifactorial falls intervention and can be a critical support for aging in place and community living. Designed for ACL Falls Prevention grantees and HUD Older Adult Home Modification Program grantees, this webinar will explore home modification topics in relation to the structure of the home, as well as the person who lives there. In addition to describing the home modification process and the providers involved, person-centered approaches for working with clients will be discussed by an occupational therapist.

To register for this webinar, click [here](#).

After registering, you will receive a confirmation email containing information about joining the webinar. Make sure to choose the *Add to Calendar* button so that the event shows up in your personal/work e-mail calendar. If you have questions about registration, please visit the [Tech Support page](#).

Medications Selected for Medicare Price Negotiations

Cecily Slasor, Administrative Program Support

It was announced today on various news venues that the following medications have been selected for Medicare price negotiations.

Drugs Selected for Price Negotiations

1. **Eliquis**, for preventing strokes and blood clots, from Bristol Myers Squibb and Pfizer
2. **Jardiance**, for diabetes and heart failure, from Boehringer Ingelheim and Eli Lilly
3. **Xarelto**, for preventing strokes and blood clots, from Johnson & Johnson
4. **Januvia**, for diabetes, from Merck
5. **Farxiga**, for chronic kidney disease, from AstraZeneca
6. **Entresto**, for heart failure, from Novartis
7. **Enbrel**, for arthritis and other autoimmune conditions, from Amgen
8. **Imbruvica**, for blood cancers, from AbbVie and Johnson & Johnson
9. **Stelara**, for Crohn's disease, from Johnson & Johnson
10. **Fiasp** and **NovoLog** insulin products, for diabetes, from Novo Nordisk

New York Times