

# Vendors: Help us Learn From Your Market!



SOUTHERN PIEDMONT

**CLIMATE-SMART  
PROJECT**

led by  **RODALE  
INSTITUTE**

Your market is enrolled in the Southern Piedmont Climate-Smart Project, a cross-state program that offers cash and non-cash incentives to farmers markets and market producers in underserved communities. Participants will help study the environmental and economic benefits of certain farming practices using Farm2Facts' Ecosystem Services Tool.

## What is Farm2Facts?

Farm2Facts is a nonprofit project from the University of Wisconsin that helps farmers market stakeholders use data to tell stories of their positive community impacts. The Farm2Facts team is partnering with the Rodale Institute and your market to create an intuitive system that market vendors can use to collect data for the Southern Piedmont Project.



## Participation is easy!

Participants will fill out Farm2Facts' Ecosystem Services (ESS) Tool annually. In less than 1 hour, the tool translates data into customizable marketing materials that can help you show how your practices benefit local communities and the environment. You'll also report market sales.

## What you'll do

- Complete the Ecosystems Services Tool annually
- Customize and display an ESS Tool graphic at market
- Report yearly market sales

## What you'll receive

- \$50 per year (up to 4 years)
- Annual ESS Tool Subscription (\$250/year value)

**For more information and to  
apply, scan here:**



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