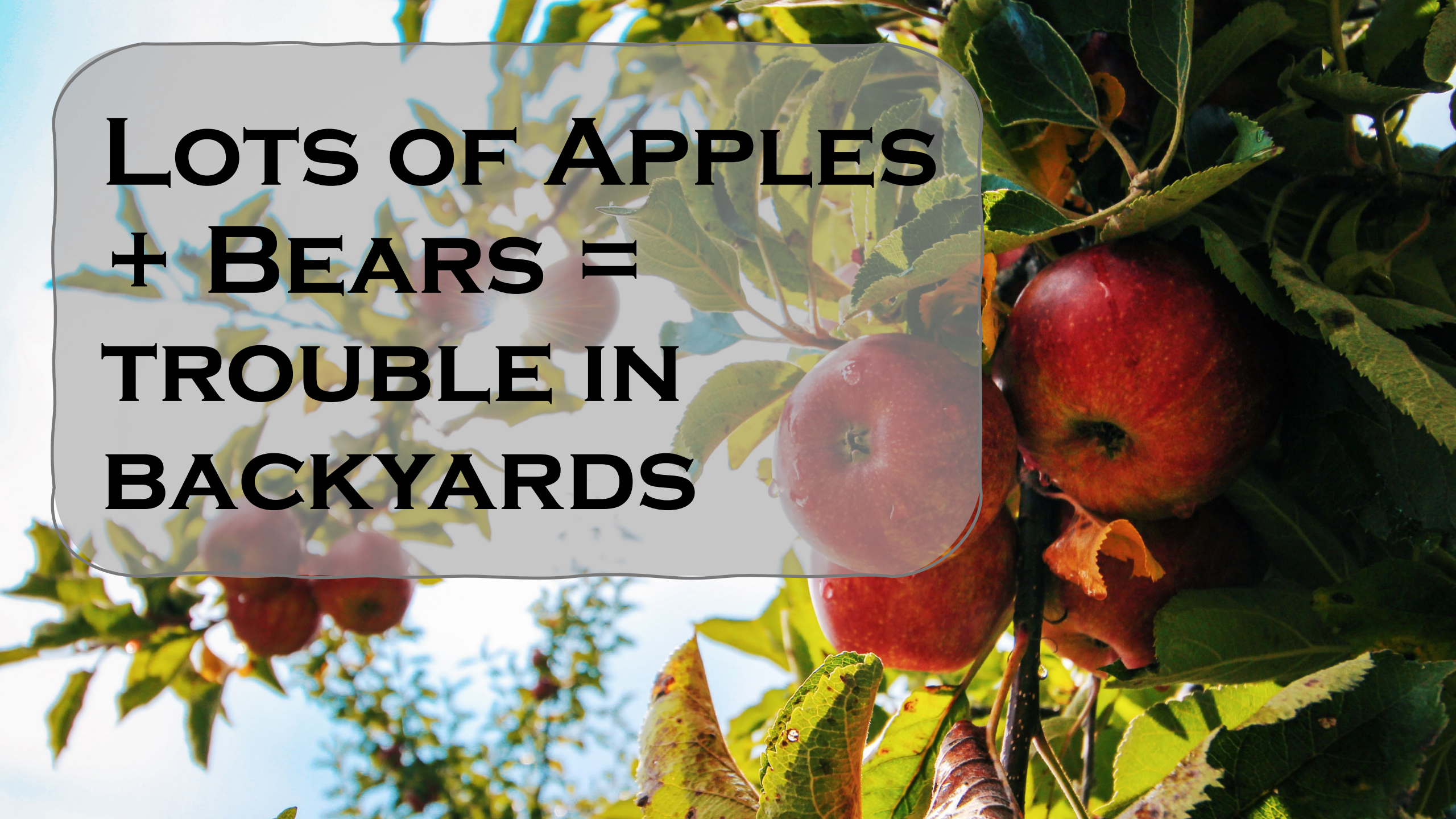




# TROY APPLE FESTIVAL

*Since 2015*

**LOTS OF APPLES  
+ BEARS =  
TROUBLE IN  
BACKYARDS**



# FMPP GRANT

- *USDA Farmers Market Promotion Program Grant*
- *Used to promote and expand the farmers market in Troy*
- *Advertising, Training, Equipment AND*
- *The cider press and Apple Festival*



The screenshot displays the USDA Agricultural Marketing Service website. The header includes the USDA logo and the text "Agricultural Marketing Service U.S. DEPARTMENT OF AGRICULTURE". Navigation links for "ABOUT AMS", "NEWS & ANNOUNCEMENTS", and "CONTACT US" are visible. A dark green navigation bar contains links for "HOME", "MARKET NEWS", "RULES & REGULATIONS", "GRADES & STANDARDS", "SERVICES", "RESOURCES", and "COMMODITY PROCUREMENT", along with a search bar. The main content area features a large image of fresh produce with a dark overlay containing the text "Farmers Market Promotion Program". Below the image, a breadcrumb trail reads "HOME > SERVICES > GRANTS & OPPORTUNITIES > FARMERS MARKET PROMOTION PROGRAM". The page title is "Farmers Market Promotion Program". A table of contents lists "Overview" and "How to Apply". The main text describes the program: "The Farmers Market Promotion Program (FMPP) funds projects that develop, coordinate and expand direct producer-to-consumer markets to help increase access to and availability of locally and regionally produced agricultural products by developing, coordinating, expanding, and providing outreach, training, and technical assistance to domestic farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, online sales or other direct producer-to-consumer (including direct producer-to-retail, direct producer-to-restaurant and direct producer-to-

# BEAR AWARE CAN BE FUN!



# CIDER PRESS

*75 gallons of apples - about 3000 lbs.  
during the Apple Festival*

Cider was also pressed with the After School Program, the Yaak School, on several Fridays at the Farmers Market. Approximately 10,000 lbs total.

Apples were gleaned by volunteers and After School Program kids



# BEAR AWARE EDUCATION

- *Bear Spray Training*
- *Outreach Booths*
- *"Bear Trail"*
- *Kids' Games*
- *Raffle Tickets*

# OTHER REASONS FOR PEOPLE TO ATTEND

- *Expanded Farmers Market*
- *Community Outreach*
- *Live Music*
- *Games*
- *PJE*
- *Cider*



# ADVERTISING

- *EDDM Mailer*
- *Flyers*
- *Facebook Ads*
- *Newspapers*

2:00-6:30 pm · september 23<sup>rd</sup>  
troy museum  
troy, mt

live music  
with the  
**MICHELLE RIVERS  
BAND**

**APPLE  
FESTIVAL  
2016**

kids' activities · bear education · apple pressing  
apple pie contest · farmers market

YAAK VALLEY FOREST COUNCIL  
**TROY**  
FARMERS MARKET  
BUY FRESH. BUY LOCAL.

The flyer features a central image of a red apple with green leaves. The text 'APPLE FESTIVAL 2016' is written in white, bold, sans-serif font across the apple. To the right, there is a small inset photo of a woman playing an acoustic guitar on stage. The background is black with some faint, light-colored circular patterns.



# LESSONS LEARNED

- These projects are difficult – if not impossible – to sustain with volunteer work and the constant search for grant funding.
- People are very receptive to bear education in this preventative format, especially when it is FUN!
- Keep community culture at the center.
- The Apple Festival is still going and takes a big effort to organize.

# IMPACT

- About 40 people participate in at least 3 bear ed. Activities
- 600 people attend, 45 vendors including outreach
- Distribution of bear spray, bear spray belts, trash cans
- Relationships between public and organizations/agency
- Financial gain for vendors and for Troy
- INNOVATION
  - Harvest Festival, Forest Fair
  - Other community groups gain (ASP, Zero to Five)
  - Market-based solutions for the bear and apple challenge



# PINK BENCH DISTILLING

- *Using more of the unpicked apples to make Brandy and mocktails*
- *www.CrowdfundMontana.com*



# HELP US KEEP LEARNING!

*Have input on what makes a good gleaning program?*

*Give us your input through our online survey!*

