



COUNTY OF ERIE

MARK C. POLONCARZ
COUNTY EXECUTIVE

January 31, 2025

Erie County Legislature
92 Franklin Street – Fourth Floor
Buffalo, New York 14202

RE: Acceptance of Farmers Market Promotion Grant

Dear Honorable Members:

The Erie County Department of Health's (ECDOH) Office of Health Equity is seeking authorization to accept an award from the U.S. Department of Agriculture for \$99,708 to begin a Farmers Market Promotion program in partnership with the Food Policy Council of Buffalo and Erie County and 211 WNY.

Due to the recent freeze on Federal funds, the passage of this resolution does not guarantee its execution. I have directed the Office of Budget and Management to closely monitor and place holds on certain Federal contracts so that no significant cost is accrued by Erie County while the freeze by the Trump administration is resolved.

Should your Honorable Body require further information, please contact Commissioner of Health Gale Burstein. Thank you for your consideration on this matter.

Sincerely yours,

Mark C. Poloncarz, Esq.
Erie County Executive

MCP/jah
Enclosure

cc: Dr. Gale Burstein, Commissioner of Health

MEMORANDUM

To: Honorable Members of the Erie County Legislature
From: Department of Health
Re: Acceptance of Farmers Market Promotion Grant
Date: January 24, 2025

SUMMARY

The Erie County Department of Health's (ECDOH) Office of Health Equity (OHE) is seeking authorization to accept an award from the U.S. Department of Agriculture for \$99,708 to begin a Farmers Market Promotion program in partnership with the Food Policy Council of Buffalo and Erie County (FPC) and 211 WNY. OHE will work with 211 WNY and the FPC to connect residents with local farmers and farmers markets for fresh foods. As part of the grant, OHE, FPC, and 211 WNY will collate a live database of local fresh food purchasing locations, including grocery and community stores, mobile markets, and farmers' markets, utilizing 211 WNY's essential community information text services to help Erie County residents find nearby locations selling fresh produce. The OHE and FPC will also create a promotional campaign for three underutilized market locations within low-food access communities in Erie County. This program will improve health outcomes and food access while supporting our local agricultural community.

This program has a marketing and targeted outreach approach with extensive data collection. The data aggregated from this project will help Erie County and other food access support networks identify where the majority of food access needs are, where fresh food access locations are currently located, and customer interest in finding fresh food resources. This data may be utilized by subsequent fresh food access initiatives championed by Erie County as well as retail food markets that may be looking to expand to into areas with low food access.

FISCAL IMPLICATIONS

Positive.

REASONS FOR RECOMMENDATION

This program aligns with and supports other OHE and Food Policy Council initiatives, such as Erie Grown, on improving access to fresh, healthy foods while supporting local farmers, producers, and growers. This program includes a marketing campaign plus targeted outreach with data collection to measure impact.

CONSEQUENCES OF NEGATIVE ACTION

Erie County will miss an opportunity to support our agricultural community and improve access to fresh, health foods in communities that lack access.

STEPS FOLLOWING APPROVAL

ECDOH will work with Budget and Management to add the award to their operating budget.

**A RESOLUTION SUBMITTED BY:
DEPARTMENT OF HEALTH**

Re: Acceptance of Farmers Market Promotion Grant

WHEREAS, Erie County’s Office of Health Equity (OHE) was created in 2021 to evaluate a wide variety of specific health outcomes among diverse populations to fully understand the depth of health disparities in Erie County and to partner with community members, healthcare providers, faith and philanthropic leaders, and organizations to enact programs that help disadvantaged, marginalized, and diverse populations in Erie County achieve maximum health and wellness; and

WHEREAS, OHE, in partnership with 211 WNY and the Food Policy Council of Buffalo and Erie County, was awarded \$99,708 from the U.S. Department of Agriculture for a Farmers Market Promotion program; and

WHEREAS, the program will connect residents who lack access to fresh, healthy foods to local farmers and farmers markets, both improving health outcomes and supporting our local agricultural community; and

WHEREAS, the funds will be used for marketing and targeted outreach approach with extensive data collection with goals of improving food systems, support future initiatives, and assist the expansion of food markets into underserved areas.

NOW, THEREFORE, BE IT

RESOLVED, that the Erie County Legislature hereby authorizes the County Executive or Deputy County Executive to enter into contract with U.S. Department of Agriculture to accept \$99,708 in funding to be budgeted as a multi-year grant as follows:

Department of Health
Farmers Market Promotion Grant
Fund 281, Funds Center 12700
127FMPP2426
9/30/2024-9/29/2026

<u>ACCOUNT</u>	<u>REVENUE</u>	<u>BUDGET</u>
414000	Federal Revenue	\$99,708
	TOTAL	<u>\$99,708</u>

<u>ACCOUNT</u>	<u>APPROPRIATION</u>	<u>BUDGET</u>
516020	Professional Services, Contracts and Fees	\$95,708
912700	ID Health Services	\$2,000
980000	ID DISS Services	<u>\$2,000</u>
	TOTAL	<u>\$99,708</u>

and be it further

RESOLVED, that authorization is hereby given to enter into contract with 211 WNY, waiving the procedures in Section 26.08 of the Erie County Administrative Code; and be it further

RESOLVED, that authorization is hereby given for the Division of Budget and Management to adjust grant appropriations and revenues including those required to comply with the grantor funding changes provided there are no changes to authorized personnel levels or county share amounts; and be it further

RESOLVED, that authorization is hereby given to the County Executive or Deputy County Executive to amend contracts as necessary to implement any no-cost extensions that may be permitted by the grantor; and be it further

RESOLVED, that authorization is hereby given for the Division of Budget and Management to implement any technical adjustments necessary to effectuate this resolution; and be it further

RESOLVED, that certified copies of this resolution will be forwarded to the Erie County Executive's Office, Comptroller's Office, Department of Health, and Division of Budget and Management.