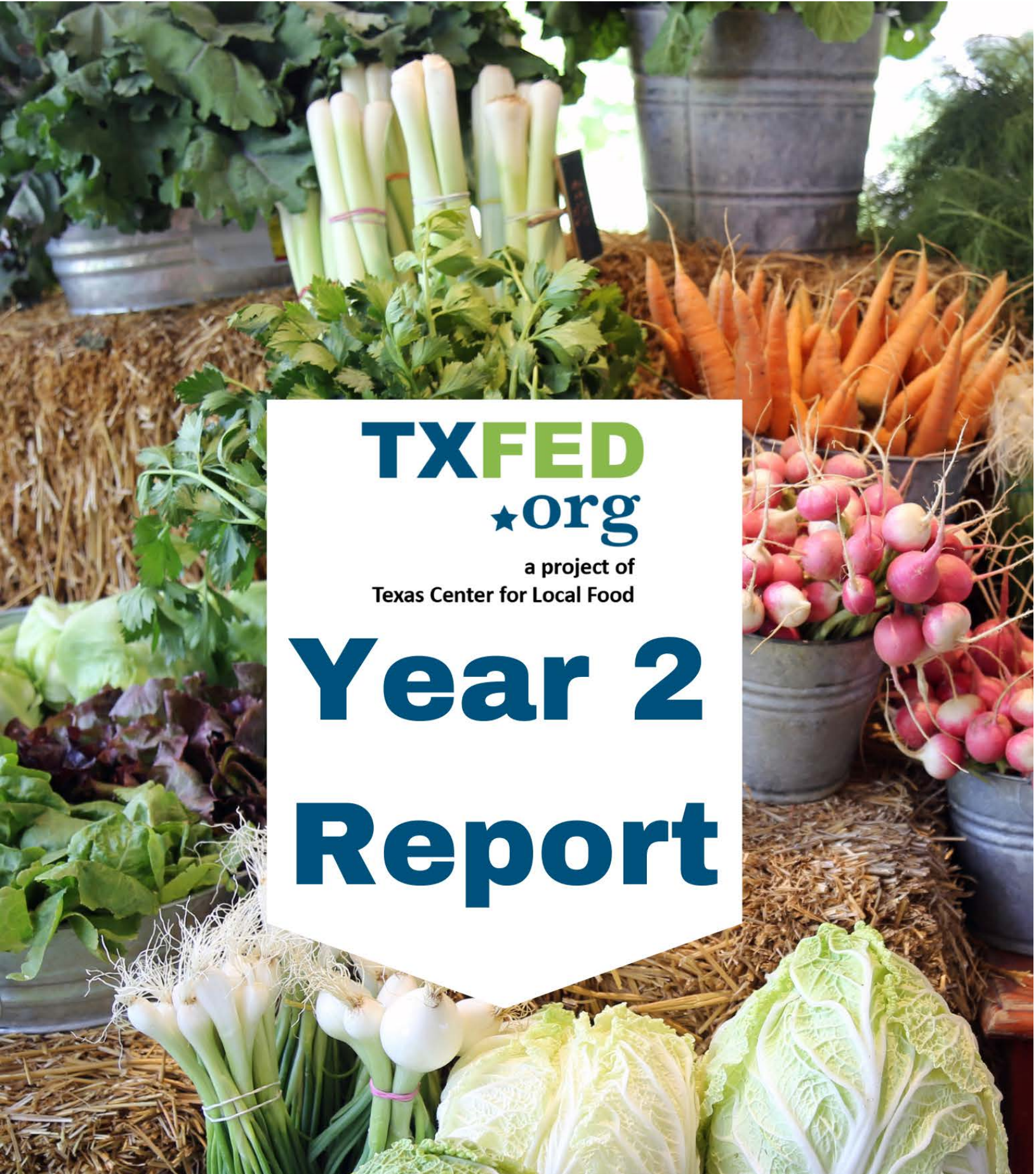


TXFED
★org
a project of
Texas Center for Local Food

Year 2 Report



Our Story

In 2021, the Texas Center for Local Food (TCLF), in collaboration with 13 farm and farmers market service organizations, created the Texas Food Education and Discovery (TXFED) statewide collaborative.

Together we created a clear course development process to create peer-to-peer certified courses for TXFED.org, our online training platform. Courses are created by and for farmers and market managers.

TXFED.org was created with funding from the USDA Agricultural Marketing Service through the Farmers Market Promotion Program (FMPP) and matching funding from collaborators including the Texas A&M AgriLife Extension Service.



Collaborators:

Shakera Raygoza Terra Preta Farm	Laura McDonald Texas Farmers Market	Judith McGeary Farm and Ranch Freedom Alliance
Susie Marshall Grow North Texas	Michelle Akindiya Farmshare Austin	Katie Tritsch Central Texas Young Farmers Coalition
Carolina Mueller Frankie Bayne TOFGA	P. Wade Ross Texas Small Farmers & Ranchers CBO	Rebekka Dudensing Texas A&M AgriLife Extension
Annelies Lottman Blanca Delgado UTRGV Rural Cooperative Center	Robert Maggiani NCAT ATTRA	Diana Broadaway Dar Wolnik Farmers Market Coalition

TCLF Staff:

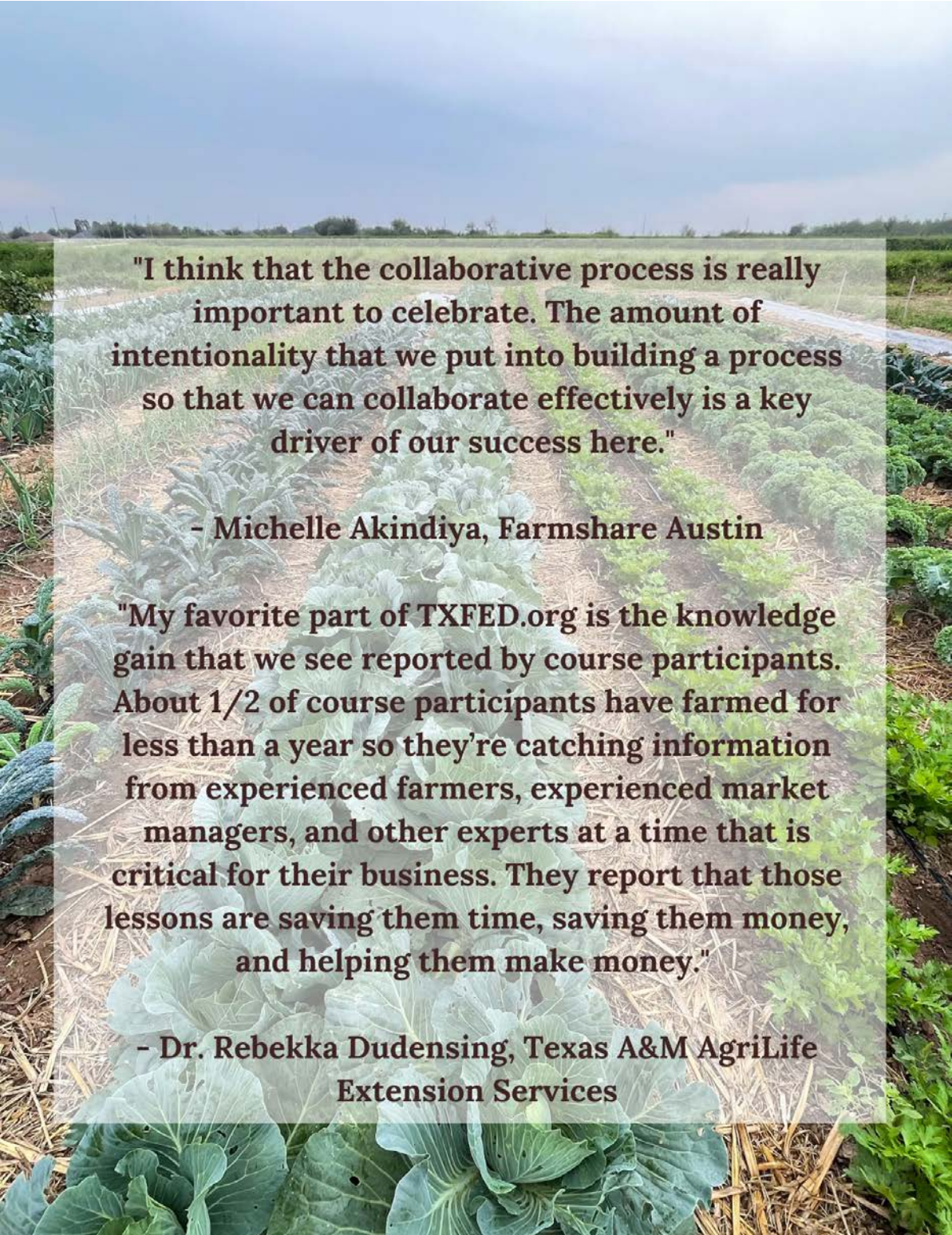
Sue Beckwith Executive Director	Katie Lavallee Education Coordinator	Anna Marie Rosenlieb Education Specialist
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Past Support:

Becki Stedman	Celina N. Esekawu	Emma Clark	Erin Flynn
Fátima Garza	JD Hogan	Lauren Wood	Megan Sankey
Nena Johnson	Nora Chovanec	Priscilla Hale	Rachael Ward
Sade Perkins	Skip Connett	Susan Price	Twinkle Singh
Vero Dimas	Yolanda Nagy		



What Collaborators Are Saying



"I think that the collaborative process is really important to celebrate. The amount of intentionality that we put into building a process so that we can collaborate effectively is a key driver of our success here."

- Michelle Akindiya, Farmshare Austin

"My favorite part of TXFED.org is the knowledge gain that we see reported by course participants. About 1/2 of course participants have farmed for less than a year so they're catching information from experienced farmers, experienced market managers, and other experts at a time that is critical for their business. They report that those lessons are saving them time, saving them money, and helping them make money."

- Dr. Rebekka Dudensing, Texas A&M AgriLife Extension Services

Diversity, Equity, and Inclusion

The Texas Center for Local Food is committed to upholding diversity, equity, and inclusion in our work. TXFED.org seeks to deliver enriching educational experiences and connect with an audience that reflects our diverse Texas local food system. **We believe every member of our food system deserves equal opportunity to learn from and share their experience.**

TCLF staff and statewide TXFED.org collaborators are honored to amplify the experiences of Black, Indigenous, and other historically underserved members of our food system. TXFED.org is a platform to share knowledge and resources as we collectively grow a more equitable regional food system. **Just like our food crops, our projects and courses thrive when we embrace diversity.**

We appreciate and actively solicit feedback on improving the TXFED platform, course content, and user experience. We analyze course evaluation responses when we review courses. Anyone can share feedback to AskMe@TexasLocalFood.org at any time.

- All courses have at least 30% Black, Indigenous, or People of Color represented in course content
- All courses have English closed captions and Spanish subtitles
- All downloadable activities are available as Word documents as well as PDFs, and are screen-reader friendly and accessible
- Coupon discount codes are available upon request – email AskMe@TexasLocalFood.org

Available Courses

TXFED.org has **15** courses focused on direct marketing currently available for free or at a low cost.

Courses
Build Your Agritourism Business

CC English Español

Courses
Is Agritourism Right for You?

Free

FARMERS FARMERS CC English Español

Courses
Choosing & Buying Eggs

\$20.00

CONSUMERS CC English Español

Courses, Producers
Is CSA Right for My Farm?

Free

PRODUCERS CC English Español

Courses, Farmers Market Staff
Accepting SNAP at Your Farmers Market

Free

FARMERS MARKETS CC English Español

Courses, Farmers Market Staff
How to Create a Welcoming Farmers Market for SNAP Shoppers

Free

FARMERS MARKETS CC English Español

Courses, Producers
Presenting at Conferences

Free

PRODUCERS CONSUMERS FARMERS MARKETS CC English Español

Courses, Producers
News Media Training for Farmers

\$20.00

PRODUCERS CC English Español

Courses, Producers
Beginners Guide to Using Social Media to Build Your Farm

Free

PRODUCERS CC English Español

Courses, Farmers Market Staff
Introduction to Measuring Your Farmers Market Impact

Free

FARMERS MARKETS CC English Español

Courses, Farmers Market Staff
How Social Media Can Help Promote Your Farmers Market (101)

Free

FARMERS MARKETS CC English Español

Courses, Farmers Market Staff
Using Instagram to Promote Your Farmers Market

\$10.00

FARMERS MARKETS PRODUCERS CC English Español

Courses, Producers
Optimizing Your Impact at the Farmers Market (101)

Free

PRODUCERS CC English Español

Courses, Producers
Making Money at the Farmers Market (101)

Free

PRODUCERS CC English Español

Courses
Is Selling at Any Farmers Market Right for You?

Free

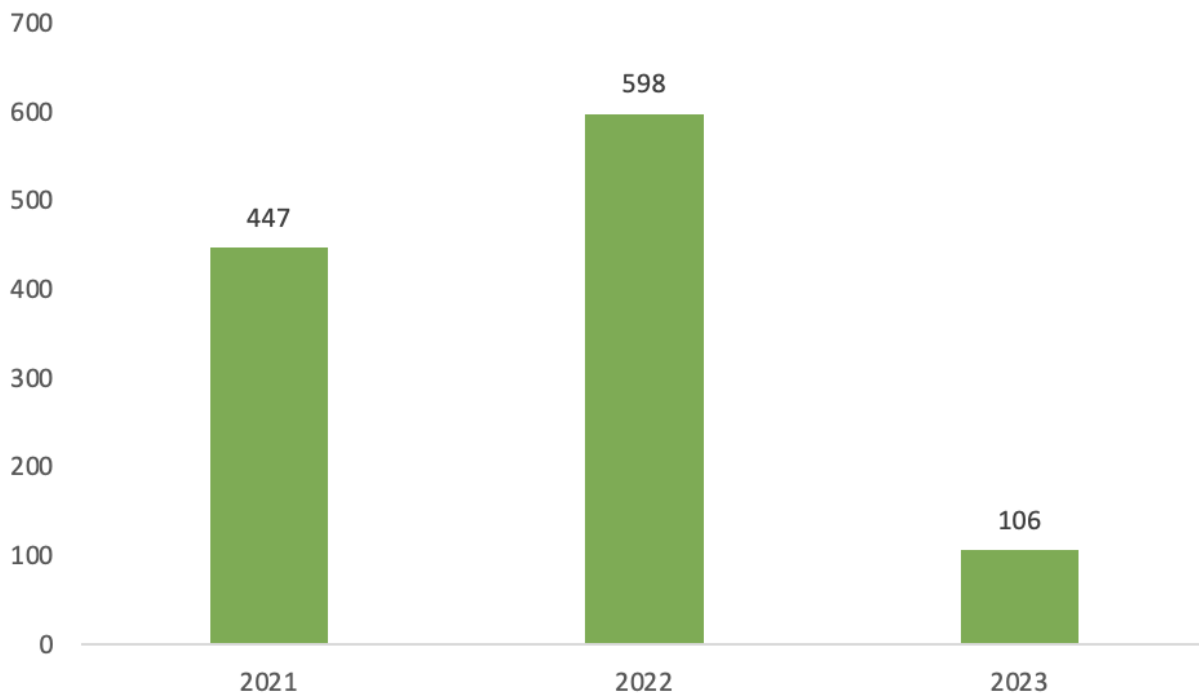
PRODUCERS CC English Español

TXFED Students

On Earth Day, April 22, 2021 we publicly launched TXFED.org. In our first year, 447 students created accounts at TXFED.org. In 2022, our first full year, our student base grew by 598. So far in 2023, 106 new students have joined the TXFED community.

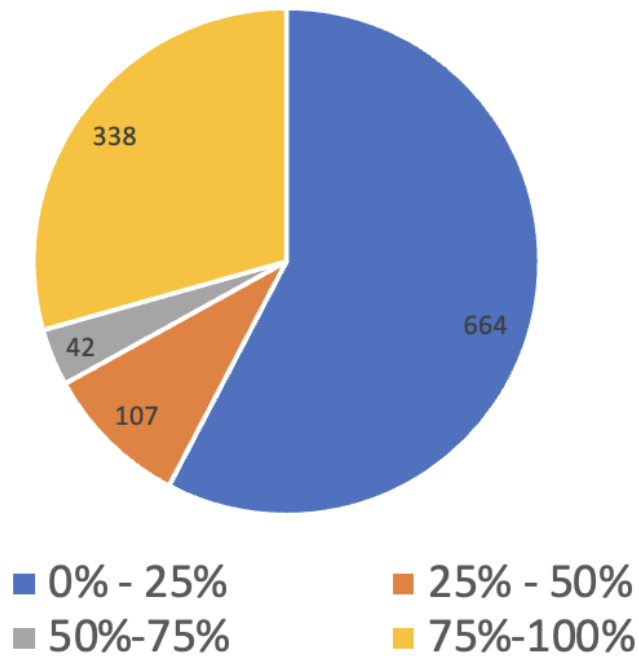
2021	2022	2023	Total
447	598	106	1,151

TXFED Enrollments by Year



* The data in this report was exported on April 4, 2023.


TXFED Enrollment by Completion



Students who completed their courses rated
TXFED.org **4.6 stars!**



What Students Are Saying



"I liked the testimonials from farmer's market participants, simple to use ideas, links to helpful information."

- Selling at a Farmers Market student

"Use of real farmers leading the courses. Videos were appropriate lengths. Graphics that went along with each lesson were helpful in recalling key points."

- Making Money at the Farmers Market student

"It gave me lots of ideas of how to improve being a vendor at our farmer's market. It also gave me plenty of new ideas of how to display our items."

- Optimizing Your Impact at a Farmers Market student

"The format is very user friendly, and I like the video lengths as well - not too long, not too short. This is a very good starting point for markets looking to build their social media presence."

- How to Use Social Media to Promote Your Farmers Market student

2022 Highlights



**Take a
TXFED
Course
Today!**

Reminder
Get back into
TXFED.org and
complete your
courses!

TXFED★.org
Food Education & Discovery

**Let's continue our
Texas Food Education &
Discovery journey...
together!**