

Engaging with Your Market Organization to Create Equitable & Sustainable Growth



- LEADERSHIP
- MARKET GROWTH
- CUSTOMER GROWTH
- COMMUNITY GROWTH
- PARTNERSHIP GROWTH

- ## Leadership
- Diverse and dynamic Board of Directors
 - Visionaries
 - Pro-active
 - Yearly rules & regulations review & approval by membership
 - Active membership
 - Shared core values, e.g. "Growing & providing healthy & affordable food for our community"



Market Growth/Sustainability

- Diverse product mix
- Cooperation among growers/vendors
- Locally grown a must
- Professionalism
- Recruitment & education strategies
- Weekly customer counts
- Strong & dedicated Market Manager
- Economic development: gross sales and multiplier affect



Customer Growth/Sustainability

- 100% product guarantee
- Special events
- Weekly live music
- Children's events
- Information booth
- Chef demo's
- Coffee, water, prepared foods
- Shade and rest areas to sit
- Clean restroom facilities
- Smiles, thank you, and remember names

Community Growth/Sustainability

- Goodwill With Neighbors
- Schools
- Community Center
- Businesses(grocery store)
- Home owners
- Recruit volunteers
- Fundraisers at Market, e.g. Katrina relief & culinary students travel fund
- Invite not-for-profit's to Market

Partnership Growth/Sustainability

- Mayor/City Council
- Parks & Recreation Dept.
- Food Bank
- Chefs and restaurants
- Fire department and police
- County extension
- Agro Forestry (Chestnut Roast)
- MO Prairie Foundation
- Slow Food Katy Trail
- Elementary school programs

