

Tips From Top Farmers' Markets



Lane McConnell
 Missouri Dept. of Agriculture
 Marketing Specialist
 Agritourism, Farmers' Markets & Organics

Ideas for Your Market To:

- ❑ Partner With Your Community
- ❑ Educate Consumers
- ❑ Make for a Great Shopping Experience
- ❑ Romance the Media
- ❑ Be Tech Savvy
- ❑ Grow New Growers
- ❑ Grow Your Market and Increase Sales

Partnering With Your Community



Partnering With Your Community



Partnering With Your Community



Localvore Challenge



- ❑ Challenges consumers to shop locally in September and buy, prepare and eat meals made with only those ingredients or food items from Missouri for one week
- ❑ Participants register and track progress online, more than 100 families participated
- ❑ Similar challenges have taken place in Portland, Ore., San Francisco and Chicago
- ❑ Columbia Farmers' Market received the 2007 Missouri Market of the Year for Best Marketing Idea
- ❑ Find more online: sfc.missouri.org/localvore

Grants Opportunities

- ▣ Webb City Farmers' Market has music and a meal at every market.
 - Receives grants from the Missouri Arts Council for (\$800 to \$2,000)
 - MO Arts Council is looking for additional market applicants
 - www.missouriartscouncil.org

Educate Consumers



Provide a Local Harvest Sheet to tell customers what produce is in season. Every vendor should have copies at their stall.

Make an Enjoyable Shopping Experience for Consumers



- Carry Out Services
- Tables and Chairs
- Informational Table

Receive Free Publicity



Webb City Farmers' Market:
Roots Festival 2008

Romancing the Media

- ▣ Create BUZZ about the market, year-round
- ▣ Offer up news stories and photos to the media - they need you as much as you need them
- ▣ Build strong relationships
- ▣ Fax or email release in a timely manner
- ▣ Make an impression with media...deliver some baked goods or basket of market items with your news release.
 - It's a peach festival....send along a basket of peaches with your news release.

Be Tech Savvy and Blog



Growing Growers through FFA



Market Certification for Growers



Provide Signs for Vendors



EBT, Credit and Debit Machines

- Machines provided by the MDA
- 14 markets will be operating in 2009
- Markets should see about a 10-13% increase in two years of operating the machines
- Machines still available



Local Grower Workshops

- Fall Round-Up from Columbia Farmers' Market
- Webb City Farmers' Market Hold Trainings:
 - Food Safety from field to market
 - Attracting and protecting pollinators
 - Protecting your watershed
 - Soil improvements
 - Pest Control
 - Composting
 - Vegetable Fertility
 - Field Days



Kids Community Gardens

- Market works with area school children to build a community garden, where the students take care of the garden plot and sell produce at market or take it home to prepare.



Signage is Key



Other Ideas from Markets

- ❑ Winter Markets
- ❑ Newsletters/Email Alerts to Consumers
- ❑ Market Gift Certificates
- ❑ Conduct Consumer Research
- ❑ Make Print Materials (brochures, coupons, recipe cards, harvest calendars)
- ❑ Donation Station
- ❑ Offer a small lending library with cookbooks and gardening books for consumers
- ❑ Cooking for a Cause (Non-profit groups)
- ❑ Provide a Veggie Valet (Drop Off Service)



Pile it High and Watch it Fly!

Photos from the 1st ever Missouri State Fair Farmers' Market



Thanks... Questions?



Lane McConnell
Missouri Department of Agriculture
PO Box 630
Jefferson City, MO 65102
573.526.4984
Lane.McConnell@mda.mo.gov

Visit the Farmers' Market Blog:
www.mofarmersmarket.blogspot.com