

## Farmers' Market Happenings



### Focusing on Food

GPVGC Conference  
January 11, 2008  
Mercedes Taylor-Puckett  
Market Coordinator  
Downtown Lawrence Farmers' Market

## chef demonstrations



## chef demonstrations



### Cooking from scratch The lost Art

- Busy lifestyles
- Removed from growing food
- Unfamiliar with many vegetables
  - How to prepare?
  - Will it taste good?

## chef demonstrations



## chef demonstrations



“Have you purchased something new to you as a result of the chef's demonstration?”

**100%** of respondents answered affirmatively!

## chef demonstrations

### Pat Randleas

Wichita's Old Town Farmers' Market

- Developed sponsorships
- Purchased equipment and trailer
- Cited as shoppers' favorite feature

Kansas Rural Center publication  
Cooking Demonstrations  
<http://www.kansasruralcenter.org/publications.html>



## iron chef competition



## food-focused special events



## food-focused special events

**Mustard Chive Vinaigrette**  
makes 1/2 cup

- 1 T granulated mustard
- 1/4 c finely chopped fresh chives
- 2 T white vinegar
- 1 T oil
- 2 T honey
- 1/4 T salt
- 4 T olive oil

Really ground black pepper to taste

Using a whisk or fork, in a small bowl combine all ingredients except the oil. Slowly add the oil, whisking vigorously, until the vinaigrette is emulsified. Pour over your favorite salad greens and fruit. Store remaining vinaigrette in the refrigerator in a tightly sealed glass jar, for up to one week.



## market meal



## food-focused partnership just food

coalition of four area food pantries



## Wireless POS



- Vision and debit cards
- Market tokens
- Gift certificate

## Market Square



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