

Farmers' Market Marketing

Contingent on funding, farmers' markets will be enhanced through the provision of marketing materials and strategies provided to business enterprises that market their products directly to local consumers. These materials and strategies will be professionally developed based on research of best practices, marketing study results, and consultant recommendations designed to support the recruitment of (1) buyers/customers and (2) producer/vendors to local markets. Products and marketing plans could include but not limited to such items as:

- Market brochures and fliers
- Audio and video spot ads
- Signs and banners
- Public service announcements
- Community outreach activities notices/agendas
- Web Site content
- Agency service references (Health Department, Job and Family Services, and Ageing)

Activity Descriptions:

- Conduct research and provide a summary report of farmers' markets marketing best practices, marketing study results, and consultant recommendations
- Facilitate a steering committee made up of farmers' market management and vendor/producers to guide and support the project implementation
- Produce the products and supporting marketing strategies
- Products and supporting strategies would be developed so as to be easily customizable to each local farmers' market and their community.
- Facilitate the distribution, provide technical support and training of farmers' market management and vendor/producers in the use of the products and supporting marketing strategies
- Provide the distribution, technical support, and training of farmers' market management and vendor/producers in the use of the products and supporting marketing strategies as part of the Farmers' Market Management Network, Inc. cooperative marketing sub-committee projects and one-on-one market visits