

Expanding Farmers Market Opportunities



How to Grow Community Support & Advocate for Farmers Markets



Stacy Miller
Executive Director
Farmers Market Coalition

January 5, 2011



Supporting Farmers & Rural Entrepreneurs



Improving Public Health and Expanding Fresh Food Access



Building Viable Local Communities

Farmers Markets & the Triple Bottom Line





“For those of us who are battling the time crunch and those for whom access to fresh food is an issue in our neighborhoods, **farmers' markets are a really important, valuable resource that we have to support.**”

Michelle Obama, Opening Day, FRESHFARM Market, by the White House
Sept. 17, 2009



Cooperation



Competition



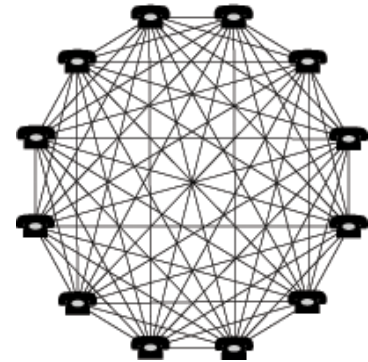
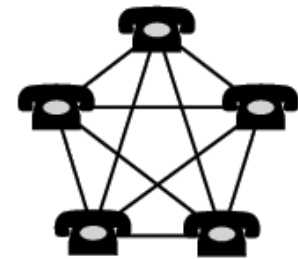
Community Collaboration

- Community of peers
- Critical mass maximizes one-stop-shopping effect for consumers while individual producers can specialize
- Pricing transparency between sellers of the same product



Navigating Coopertition

- Managing external conflict
 - Communicating effectively with stakeholders in the community
 - Building trust and respect
- Managing internal conflict
 - Upholding the market mission by enforcing rules
 - Building trust with and among producers
- Encouraging local/state policies that recognize the unique role of farmers markets



Farmers Markets as Social Enterprise

- An organization or venture that advances its primary social or environmental mission using business methods.
- Includes both non-profits that use business models to pursue their mission and for-profits whose primary purposes are social.
- Accomplish targets that are social and or environmental as well as financial – yielding a triple bottom line.



Market Sustainability

- Vendor fees
- Sponsorships
- Donations/ “Friends of the Market”
- Fundraising events
- Other earned income
- In-kind support & services
- Grants (Local, State, Federal, Private)

	Year 1	Year 2	Year 3
Revenue			
Rent Income	\$ 18,720.00	\$ 25,116.00	\$ 33,009.60
Total Revenues	\$ 18,720.00	\$ 25,116.00	\$ 33,009.60
Expenses			
Staff Salary	\$ 9,984.00	\$ 9,984.00	\$ 9,984.00
Marketing	\$ 5,000.00	\$ 2,500.00	\$ 2,500.00
Travel	\$ 450.00	\$ 450.00	\$ 450.00
Equipment	\$ 1,000.00	\$ 275.00	\$ 275.00
Supplies	\$ 80.00	\$ 80.00	\$ 80.00
Contractors	\$ 500.00	\$ 1,500.00	\$ 3,000.00
Fiscal Agency Fee	\$ -	\$ -	\$ -
Expenses (Subtotal)	\$ 17,014.00	\$ 14,789.00	\$ 16,289.00
<i>Stand Alone Cost</i>	\$ 6,432.12	\$ 7,182.90	\$ 8,873.75
Total Expenses	\$ 23,446.12	\$ 21,971.90	\$ 25,162.75
Net Income (Loss)	(\$4,726.12)	\$3,144.10	\$7,846.85

Sponsorships

Anacortes Farmers Market – Get Fresh, Get Healthy, Get Local!

- Home
- Vendors
- Sponsors**
- Photos
- Guestbook
- Guidelines
- Contact Us
- Meeting Minutes

Sponsors

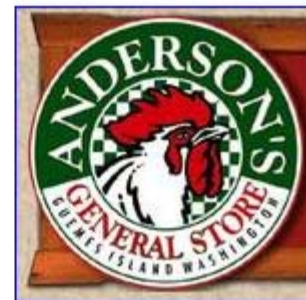
Sponsors are the lifeblood of the Market. Sponsorships run from \$100 to \$1000, and come with a variety of benefits, including a link on this webpage. Please contact Keri at 360-293-7922 if you are interested.



Adrift Restaurant - 510 Commercial, Anacortes



Jalillah's Cookies - "It's all about the frosting!"



Anderson's General Store, Guemes Island



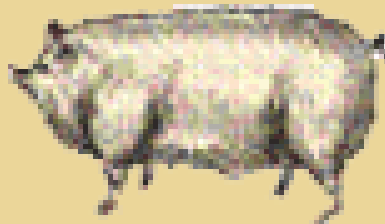
Island Hospital - Serving Anacortes & Island County

Donations/Friends of the Market



THE MARKET?

Click on the pig
to make a donation



Fund raising Events



**FARM
to FORK
2010**

Join these great chefs for market-inspired feasts
to support the Memphis Farmers Market.
Bring your appetite and support your local growers!

Other Earned Income



Shop CafePress ▼

Search

[Sign In](#) | [Your Account](#) | [Help](#) | Currency: USD ▼ | [Ca](#)

Greenmarket Farmers Market

Categories:

[Shirts \(short\)](#)

[Shirts \(long\)](#)

[Kids Clothing](#)

[Hats & Caps](#)

[Bags](#)

[Home & Office](#)

[Mugs](#)



Healthy • Fresh • Local

Welcome to the Greenmarket Farmers Market online store!

[Shirts \(short\)](#)

[\(back to top\)](#)



[Sign up for the newsletter!](#)



MORE COLORS AVAILABLE



MORE COLORS AVAILABLE



In-Kind Support and Services

- Staff, storage, parking
- Office space, equipment
- Printing, signage, advertising
- Grant writing services
- Space to hold fund raiser events

Make a wish list and make it public!

Grants

- FMPP
- Specialty Crop Grants
- Wholesome Wave Foundation
- Local foundations

Market Manager FAQs & Videos

Post Bulletin

Settings

Themes and Colors

Modules

Videos and Playlists

Branding Options

Mobile Options



Farmers Market Coalition
FMCorg's Channel

Subscribe

All

Uploads

Favorites

Playlists

Arrange Uploads



01:09 / 11:05

480p

Info Favorite Share Playlists Flag

Facebook Twitter MySpace orkut hi5 Blogger

Search

Date Added | Most Viewed | Top Rated



Market Growth, Outreach, and

96 views - 4 months ago



Market Operations - Market Managers

74 views - 4 months ago



Increasing Market Access - Nutrition

66 views - 4 months ago



Market Operations - Funding

92 views - 4 months ago



Market Operations - Tracking Vendor

68 views - 4 months ago

Telling the Story & Making Friends

- Engage in creative myth-busting
- Demonstrate positive impacts that your market is having & tell your story effectively
- Market Portrait, SEED, FEED, NEED
www.marketumbrella.org/marketshare
- Keep statistics on gleaning, farmers sales, nutrition program usage, product availability, customer testimonials



Farmers Markets and Price

PRODUCE (organic, 1 lb)	Farmers market	Madison Market Co-op	QFC	Safeway
Apples-gala	\$2.99	\$1.99	\$2.99	\$2.79
Apples-golden delicious	2.99	1.49	2.29	2.39
Asparagus.	4.00	4.99	9.98	4.79
Carrots	2.73	1.99	2.99	2.39
Garlic	4.00	5.49	5.99	23.92
Mushrooms	8.00	8.99	9.99	23.96
Rhubarb	3.25	4.99	3.99	3.99
Spinach-baby	8.00	7.99	8.99	5.99
Strawberries	4.00	3.99	5.99	5.99
Tomatoes	4.00	3.79	4.99	4.19
AVERAGE:	\$4.40	\$4.57	\$5.82	\$8.04

Jones, S. 2009. Seattle University.



Advocating for Farmers Markets in Illinois & Beyond:

What you and FMC can do together

Farmers Market Coalition



Education

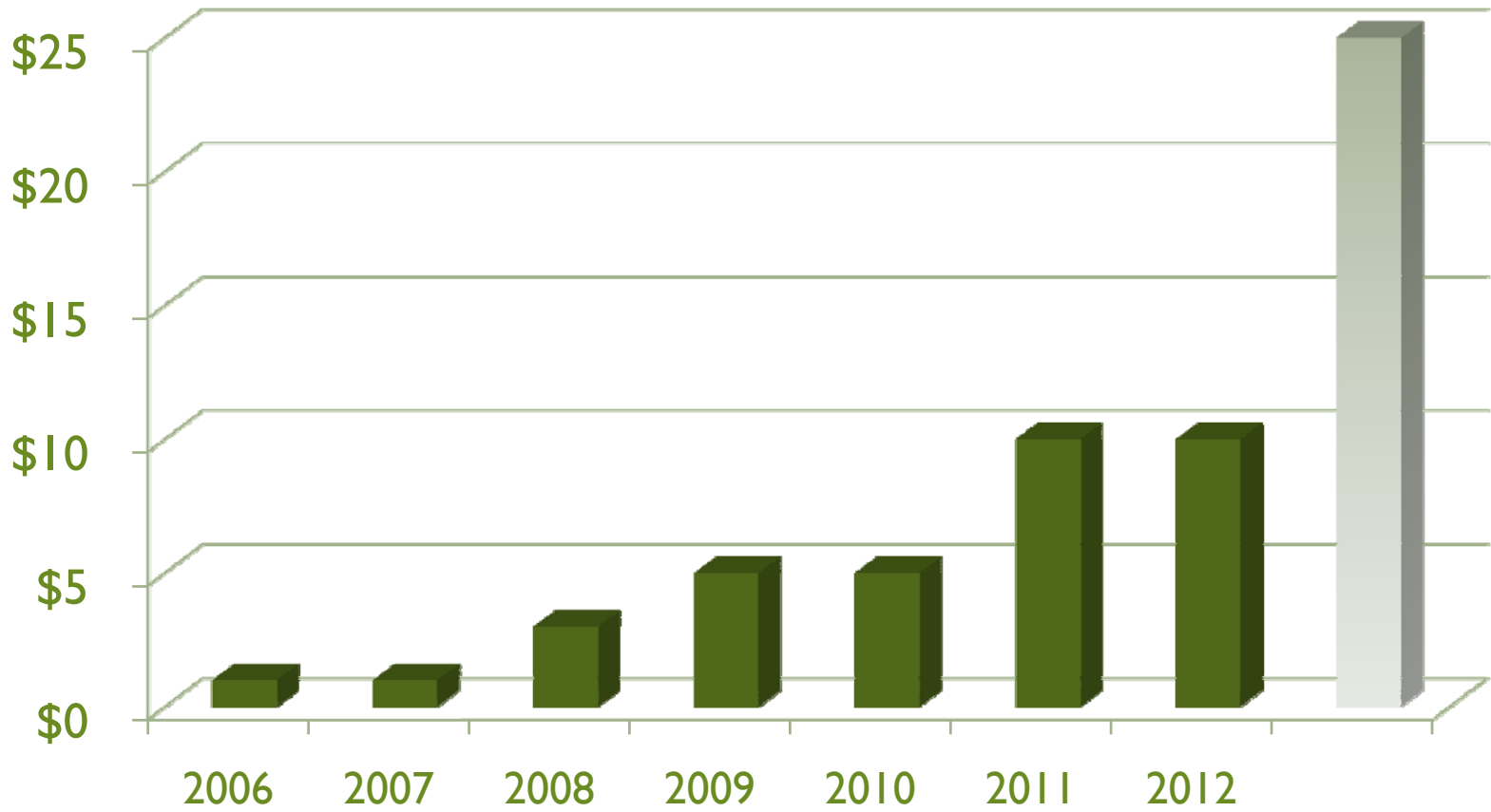


Advocacy



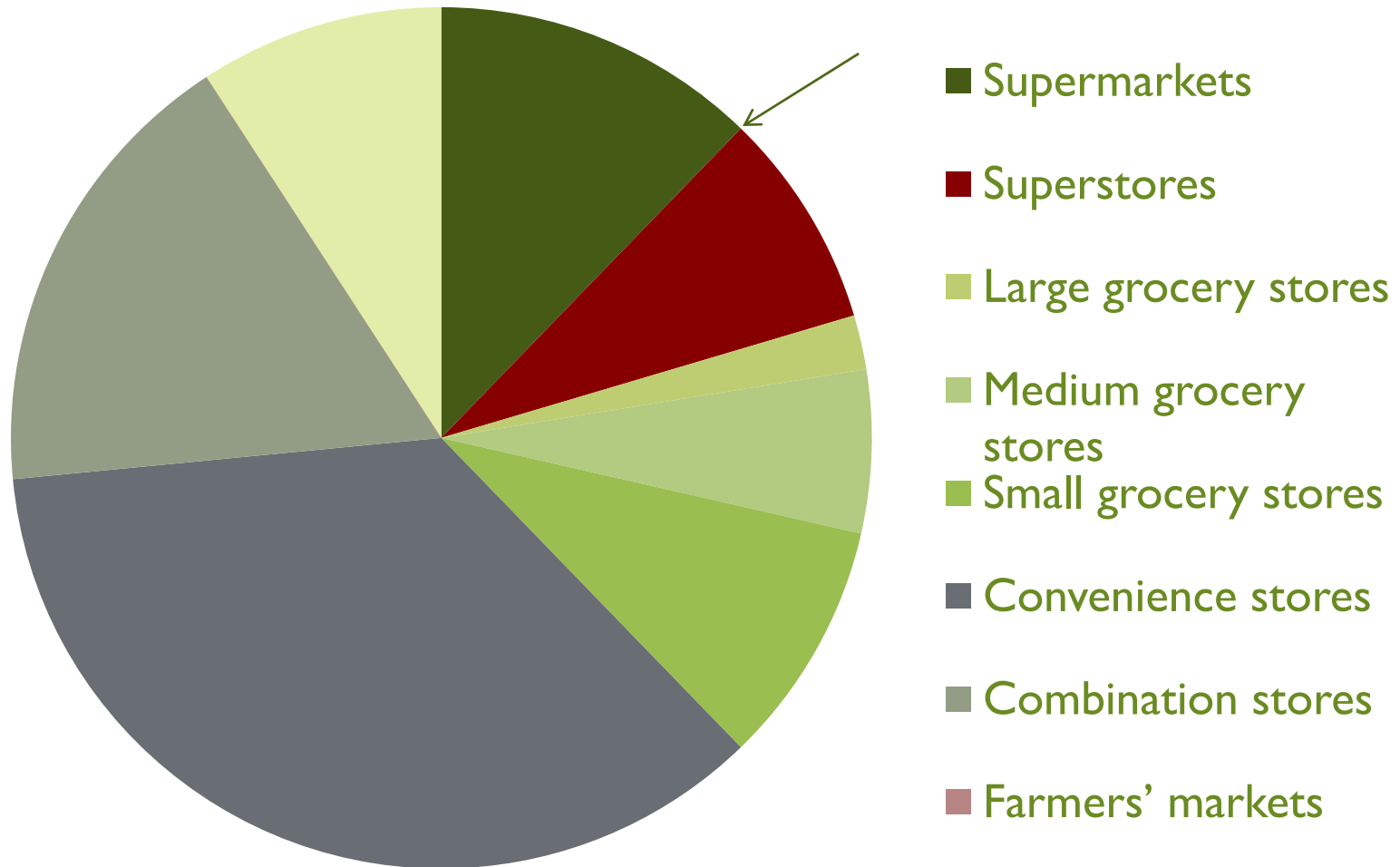
Networking

Farmers Market Promotion Program Funding



Authorized SNAP Retailers

Total in 2008: 175,000





\$49.9 Billion SNAP/EBT 2009

Recommendations for Change

- Support State & Regional FM Organizations
- Increase funding for SNAP outreach and Education to work with farmers markets
- Greater collaboration between state SNAP agencies and FM associations
- Support use of SCBG funds to incentivize purchasing fruits & vegetables directly from farmers
-



Protecting Farmers Market Integrity

- Wave of local food demand leads to co-opting and confusion
 - Grocery chains using the term
 - Credibility issues with CA Certification System



Opening Doors at USDA



Making Food Safe and Regulations Scale-Sensitive



Minimizing Legal Liability

- Helping negotiate good vendor and market liability policies at great rates with national insurance providers
- Member-only Directors' & Officers' Insurance for nonprofit FM Organizations
- Launching webinar series on insurance this winter
- Conducting health insurance survey in late winter/early spring

Building State Leadership Capacity

- Supporting professional development
- Exploring insurance and revenue opportunities
- Helping states associations identify funding sources
- Providing peer-to-peer sharing venues

Roles of State FM Associations

- Provide targeted educational opportunities for market managers and producers
- Address state and local regulatory barriers & policy
- Technical advisor for EBT/FMNP
- Provide liability insurance
- Funding resources & grant-writing technical
- Information/referral & technical assistance for markets and start up markets
- Professional networking and informational sharing
- Market promotion (directories and PR)

Celebrating Farmers Market Success



- Farmers market FAQs, Talking points, and FM Week press release template
- Several thousand pieces of collateral disseminated to markets nationwide



'Markets and Up' is a partnership between FMC and USDA-AMS

Connecting a community of peers

- Quarterly newsletter, [the market beet](#)
- Listserv (FMC-list@googlegroups.com)
- [Farmers Market Newsfeed](#)
- Twitter: www.twitter.com/fmcorg
- Facebook: <http://www.facebook.com/fmc.org>





National Farmers Market Resource Library

www.farmersmarketcoalition.org/resources/

Some links

- Real Food, Real Choice report
www.farmersmarktecoalition.org/real-food-real-choice
- A Sustainable Agriculture Perspective on Food Safety
http://sustainableagriculture.net/wp-content/uploads/2010/11/Sustainable-Food-Safety_FINAL.pdf
- Farmers Market Manager FAQ
www.farmersmarketcoalition.org/managerfaq
- Marketshare (Markte Portrait, SEED, NEED, FEED, budget templates, etc.)
www.marketumbrella.org/markteshare

How are we supporting farmers?

How are we improving public health?

How are we strengthening communities?



Farmers markets are good for everyone.
Join us to make them even better!



Questions?

Stacy Miller, Farmers Market Coalition

farmersmarketcoalition.org

stacy@farmersmarketcoalition.org

410-667-0583

[twitter](#)

[facebook](#)