Expanding Farmers Market Opportunities

How to Grow Community Support & Advocate for Farmers Markets

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Farmers Market Coalition
Supporting Farmers & Rural Entrepreneurs
Improving Public Health and Expanding Fresh Food Access
Building Viable Local Communities
Farmers Markets & the Triple Bottom Line

Farmers

Consumers

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

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

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

Anderson's General Store, Guemes Island

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

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

Greenmarket Farmers Market

Categories:
- Shirts (short)
- Shirts (long)
- Kids Clothing
- Hats & Caps
- Bags
- Home & Office
- Mugs

Welcome to the Greenmarket Farmers Market online store!

Shirts (short)

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
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

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

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

Funding: $0, $5, $10, $15, $20, $25
Authorized SNAP Retailers

Total in 2008: 175,000

- Supermarkets
- Superstores
- Large grocery stores
- Medium grocery stores
- Small grocery stores
- Convenience stores
- Combination stores
- Farmers’ markets
$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.farmersmarketcoalition.org/real-food-real-choice](http://www.farmersmarketcoalition.org/real-food-real-choice)

- A Sustainable Agriculture Perspective on Food Safety

- Farmers Market Manager FAQ
  [www.farmersmarketcoalition.org/managerfaq](http://www.farmersmarketcoalition.org/managerfaq)

- Marketshare (Markte Portrait, SEED, NEED, FEED, budget templates, etc.)
  [www.marketumbrella.org/markteshare](http://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?
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