

HOW TO START OR REBOOT YOUR FARMERS' MARKET! SE

SESSION 1

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LEARNING CIRCLES:

- Goal of our learning circle is to explore a topic through guided discussion and sharing
- Introduce yourself in chat
- Type your questions in chat
- Raise hand icon, if would like to share
- Be respectful of each other
- **Be mindful of time** to keep learning circle to 1 hour maximum
- Facilitators will be introduced in each session



UPCOMING LEARNING CIRCLES TOPICS:

- Session 2
 - Location, Location, Location
 - Farmers market is a business
- Session 3
 - Operating a farmers market
 - Manager's Responsibilities
- Session 4
 - Vendors!
- Session 5
 - Money, Money, Money
 - Funding a farmers market
- Session 6
 - Promotion & Marketing

WHAT IS A FARMERS' MARKET?

Farmers' markets are regular or seasonal community gatherings where local farmers, ranchers, (fisheries), producers, food vendors, and artisans sell their local and sustainably made products directly to community members.

USDA Farmers' Market Handbook Definition



PLANNING OR REBOOTING YOUR FARMERS' MARKET

1. Who are your customers?
2. What will they purchase?
3. Who are your partners?



WHO SHOULD BE INVOLVED IN DECISION MAKING PROCESS?

1. Essential community members:

- Health coalition or local food coalition?
- County Purdue Extension staff?
- Local health dept.
- Civic organizations
- City or county leaders?
- Parks dept.?
- Religious community leaders?
- Schools?

Any one else?



WHO SHOULD BE INVOLVED IN DECISION MAKING PROCESS?

1. Farmers/growers?
2. Vendors
3. Customers?
4. Potential sponsors
 - Businesses
 - Community organizations
 - Hospitals/Hospital Foundations
 - Community Foundations

*Anybody else?

*How would you engage them?



WHAT IS THE PURPOSE FOR YOUR FARMERS' MARKET?

1. Determine your farmers' market identity

- Mission
- Vision

2. What's your **purpose** for starting or rebooting?



THERE ARE 5 TYPES OF FARMERS' MARKETS

1. Flagship Market

- Designed to assist efforts of the larger food or civic community
- Shopping base not necessarily drawn from the area surrounding the market

2. Boutique Market

- Designed to support surrounding neighborhoods;
- Restricted to type of local food producers that are not found in retail food outlets such as supermarkets

3. Staple Market

- Seen more often in other countries and income immigrant-friendly communities.
- Focus is offering a complete shopping experience with products and services beyond local food



THERE ARE 5 TYPES OF FARMERS' MARKETS

4. Food Security Market

- Embedded within low-income community and designed to serve that community.
- Offers SNAP EBT, WIC & Senior FMNP along with Nutrition Incentives (Double Up and/or Produce Prescriptions)

5. Campus Market

- Designed to serve the community with in its enclave
- Includes hospitals, academic institution, military installation, etc.



THINGS TO CONSIDER:

1. Who are the consumers?
 - Community population demographics and composition?
 - Population subculture
 - Interest in shopping at an open air market?
 - Interest in purchasing local produce?
 - Ethnic diversity = produce diversity or food culture?

What else do we need to consider?



THINGS TO CONSIDER:

*Tools to help you determine population size, demographics, ethnicity:

Hoosiers by the Numbers:

<http://www.hoosierdata.in.gov/>

SAVI Data for Central IN:

<https://www.savi.org/data-tools/>

United Way's Live United:
https://indianaimpact.org/?utm_source=data-tools&utm_medium=referral&utm_campaign=data-tools



THINGS TO CONSIDER:

Size of the market must be determined

- Location!
- Who sells at the farmers market?
- # of small to medium size farmers available to source produce from
- Types of vendors
- # of vendors

Rule of thumb – 6 vendors per 100 customers (Purdue New Ventures Pub see references)



MOVING FORWARD

YOUR CALL TO ACTION:

- Work on your 6–12-month timeline for the planning and implementation process
 - Sample timeline
- How do you want me to share this information? – Microsoft Teams

*Start making connections within your community for starting or rebooting your farmers market!



REFERENCES

- <https://extension.purdue.edu/extmedia/EC/EC-739.pdf>
- <https://farmandanimals.com/how-to-start-a-farmers-market-in-your-town/>
- <https://extension.psu.edu/types-of-farmers-markets>

