

HOW TO START OR REBOOT YOUR FARMERS' MARKET!

SESSION 6
FACILITATED BY
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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



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's Farmers Market Handbook Definition



PROMOTION AND MARKETING

- Promotion is any **communication** that attempts to influence people to buy products or services.
- Marketing is the activity or business of promoting and selling products or services, includes market research and **advertising**.



PROMOTING YOUR FARMERS MARKET

- Initial promotion & continued promotion is required to **build awareness** and to communicate when the farmers market is operating.
 - **Start early even if you are an established farmers market!**
- Promotional activities should focus on creating a positive image as well as providing details about when and where the market is operating.
- Promoting your farmers market will help build your farmers market's brand.

What do you want to be known for?

TRADITIONAL PROMOTION

1. Advertising

- **Fliers**
- Mailers
- Billboards
- Newspapers
- **Sandwich boards**
- Bumper stickers
- **See Social media**

2. Media coverage

- Television
- Radio
- This should be FREE!
How?
- Invite reporters on
market day!



3. Social media

- Facebook
- Instagram
- Twitter
- Blogs
- Online ads – paid are paid!

OTHER TYPES OF PROMOTION:

- Website
- Word of mouth
- Farmers Market Newsletter for customers
- Elevator pitch – Who, what, where, when and why.
 - Important to include the why or purpose of your farmers market
- Business cards or farmers market cards with QR code to website
- Flyers
- Participate with charity events or appropriate organizations....to get the word out!



WORD OF MOUTH...WEBSITE AND SOCIAL MEDIA

- This is considered by many to be the most effective way to promote a business and, best of all, it is free.
- According to Nielsen studies, 83% of consumers trust the recommendations of friends and family (2015 Nielsen Global Trust in Advertising).
- Trust isn't limited to those in our inner circle - two-thirds (66%) trust **consumer opinions posted online**—the third-most-trusted format (2015 Nielsen Global Trust in Advertising).



ADVERTISING OPPORTUNITIES:

- Have a Volunteer booth at the market
- Provide free community booths for non-profits
- Posters
- Door hangers
- Articles in local newsletters
- Create market event bookmarks for the library
- Street signage
- Windshield flyers
- Put announcement in church bulletins
- Real estate broker mailings



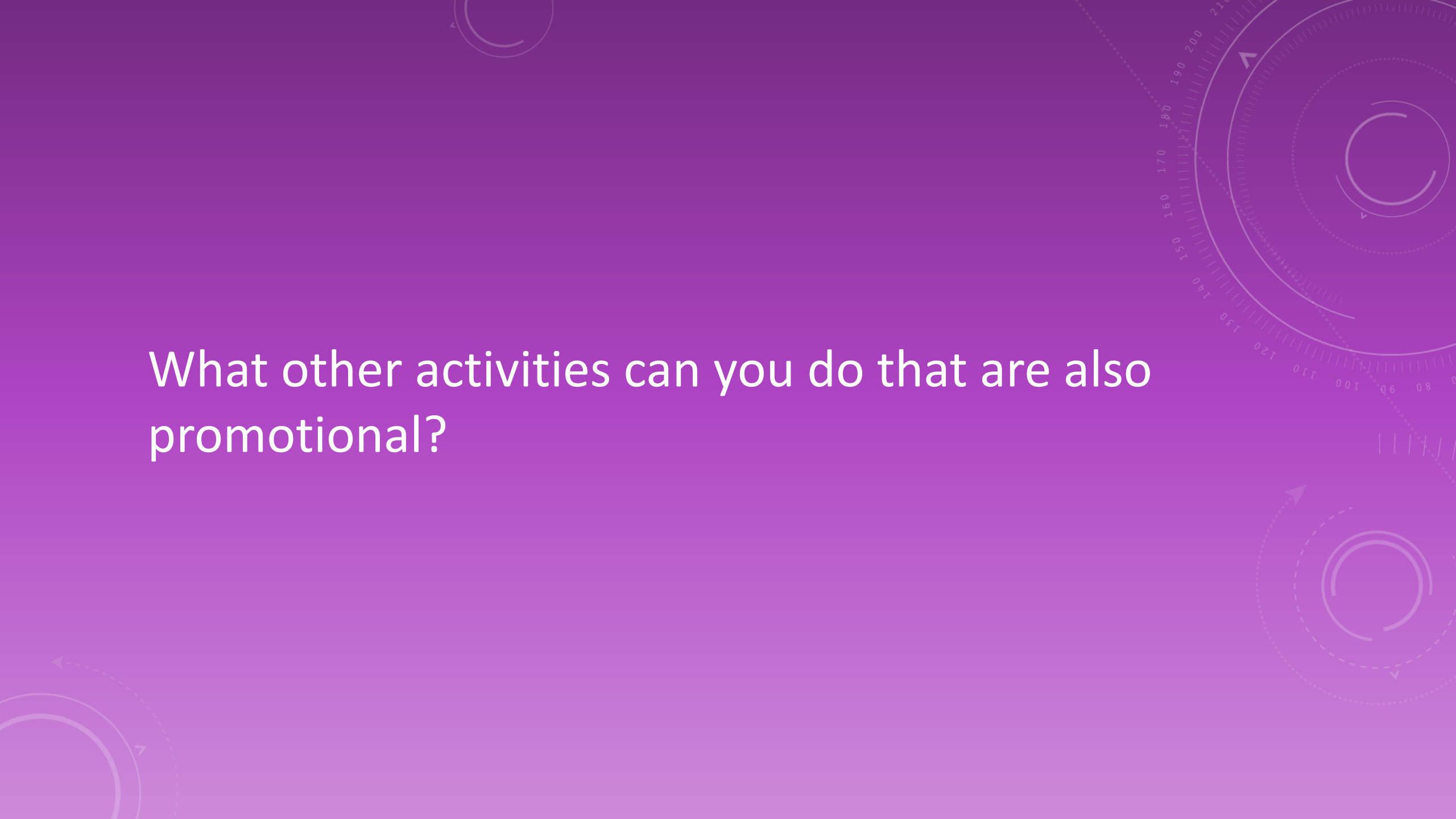
AND THEN THERE'S PROMOTIONAL ACTIVITIES:

Consider adding promotional activities into your advertising and promotion, such as:

- Highlight a vendor per week on social media, newsletter, etc.
- Highlight a vendor at the farmers market
 - Offer free samples of vendor products, if health dept. allows
 - Work with vendors and offer coupons to vendors
 - Create point of purchase displays of vendor's goods
 - Product demonstrations



What other activities can you do that are also promotional?



MARKETING PLAN

- Part of a business plan!
- Describes how you will get your customers to come to the farmers market
- You will need to include market research which identifies your target market - your customers
- What is unique about your farmers market – the vendors
- Provide details of your promotion and advertising plan

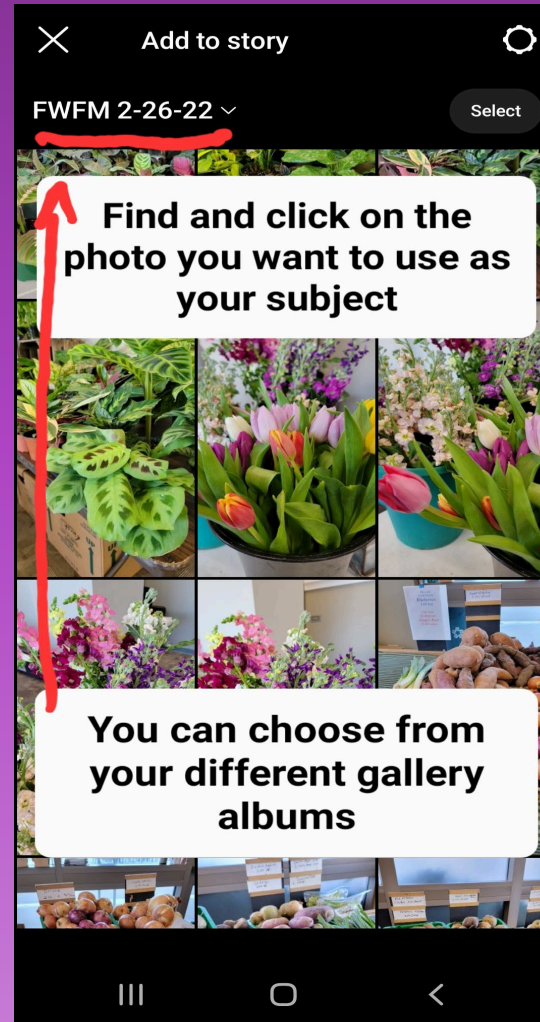
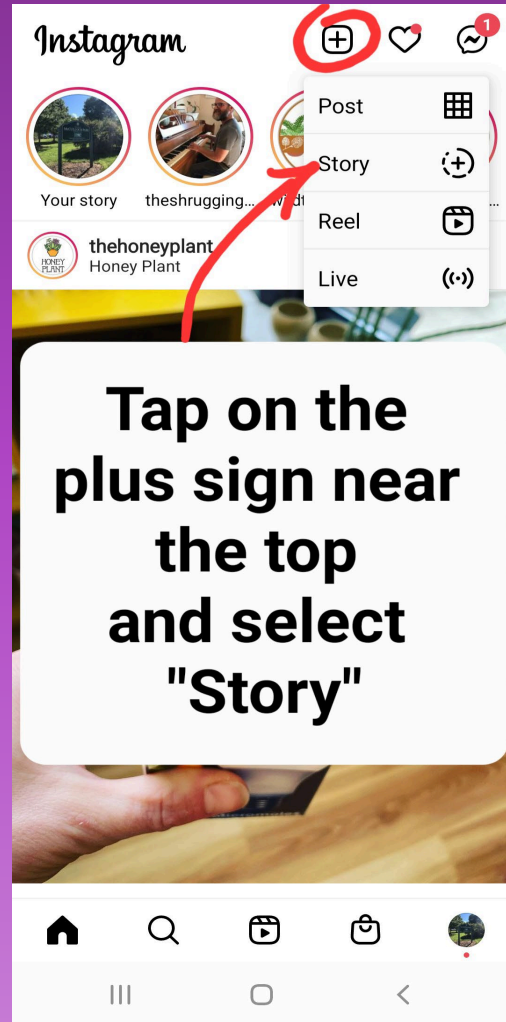
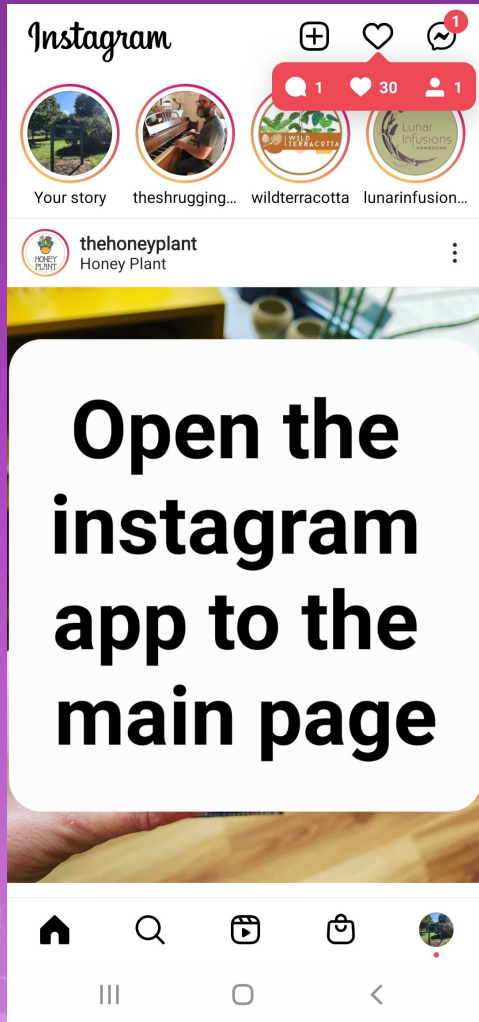
SOCIAL MEDIA – FACEBOOK & INSTAGRAM

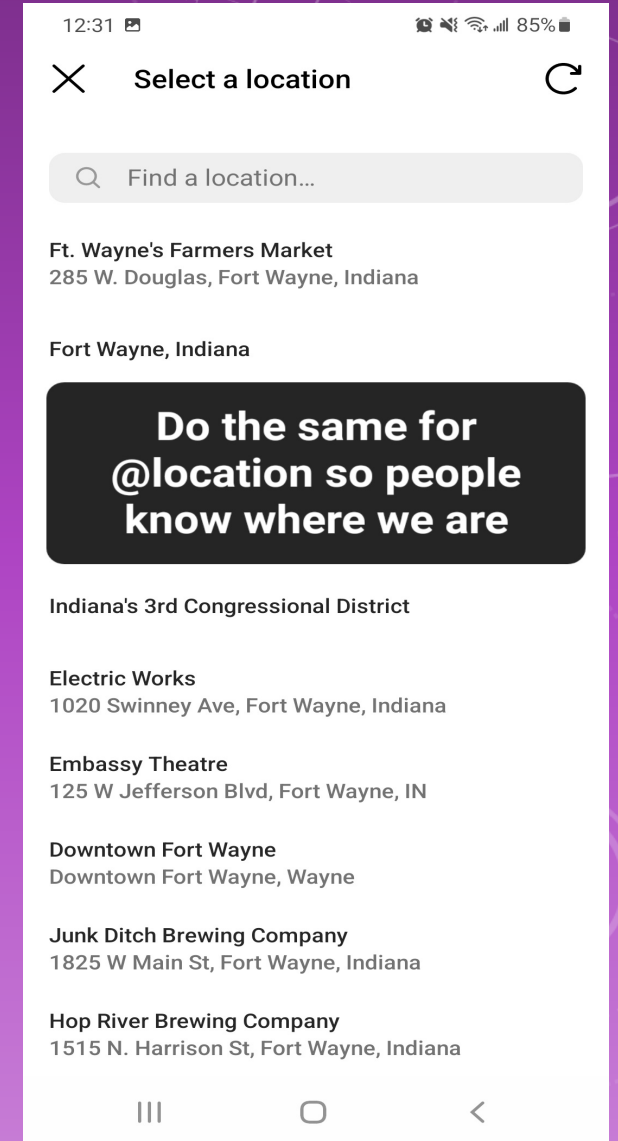
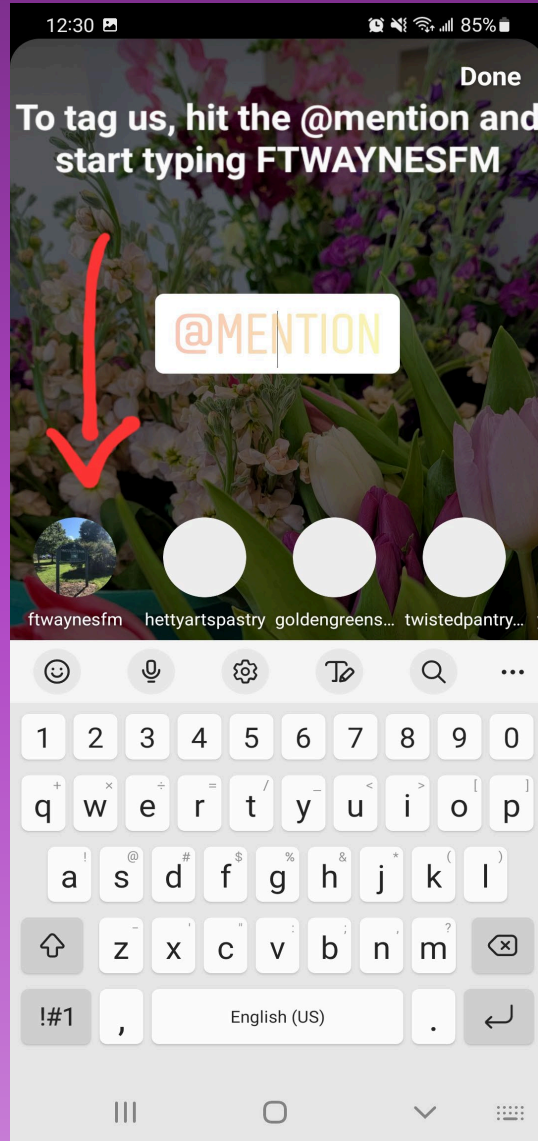
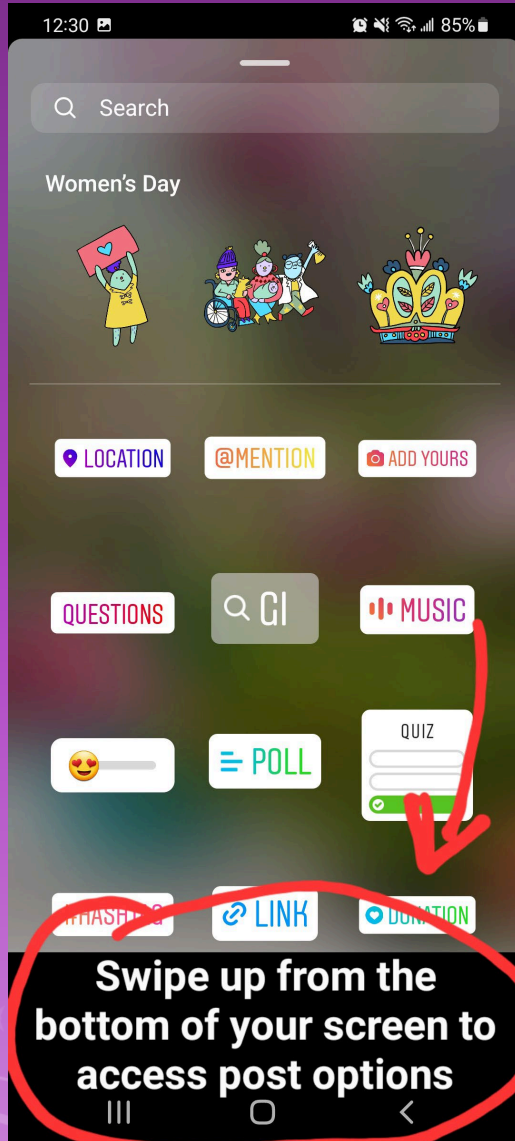
- Using Business Suite (Facebook product) – create on post which is shared to both platforms
- Posts can be created on the Business Suite Platform directly or use CANVA to develop post style, holiday messages, etc.

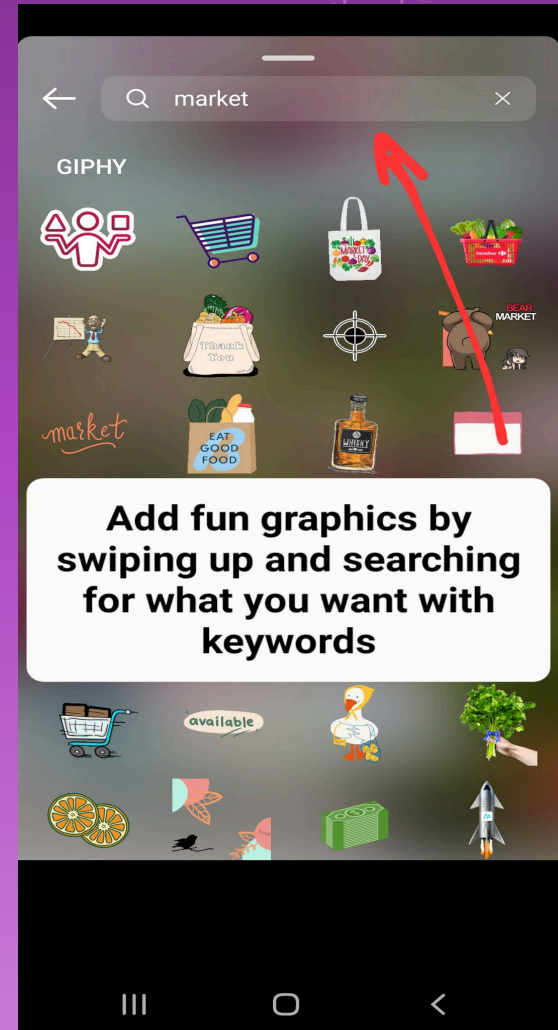
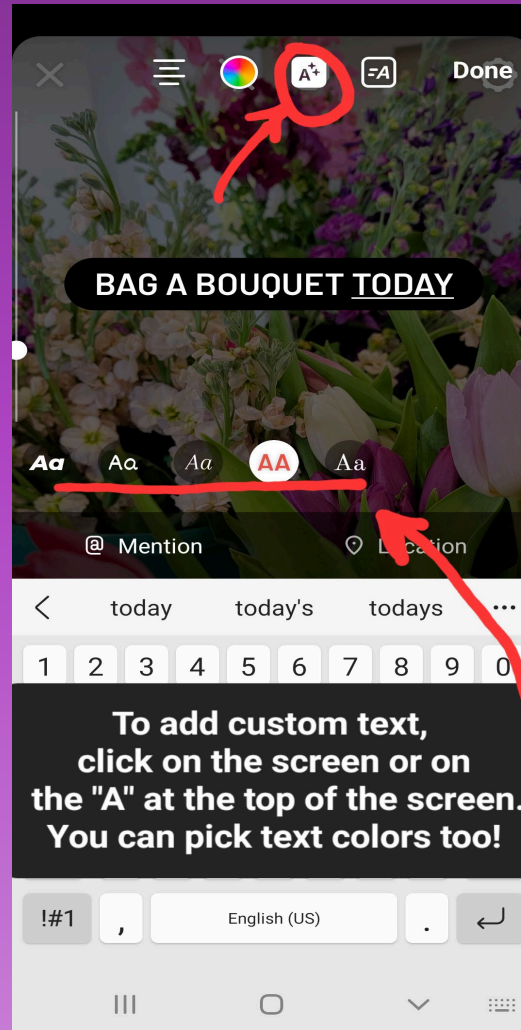
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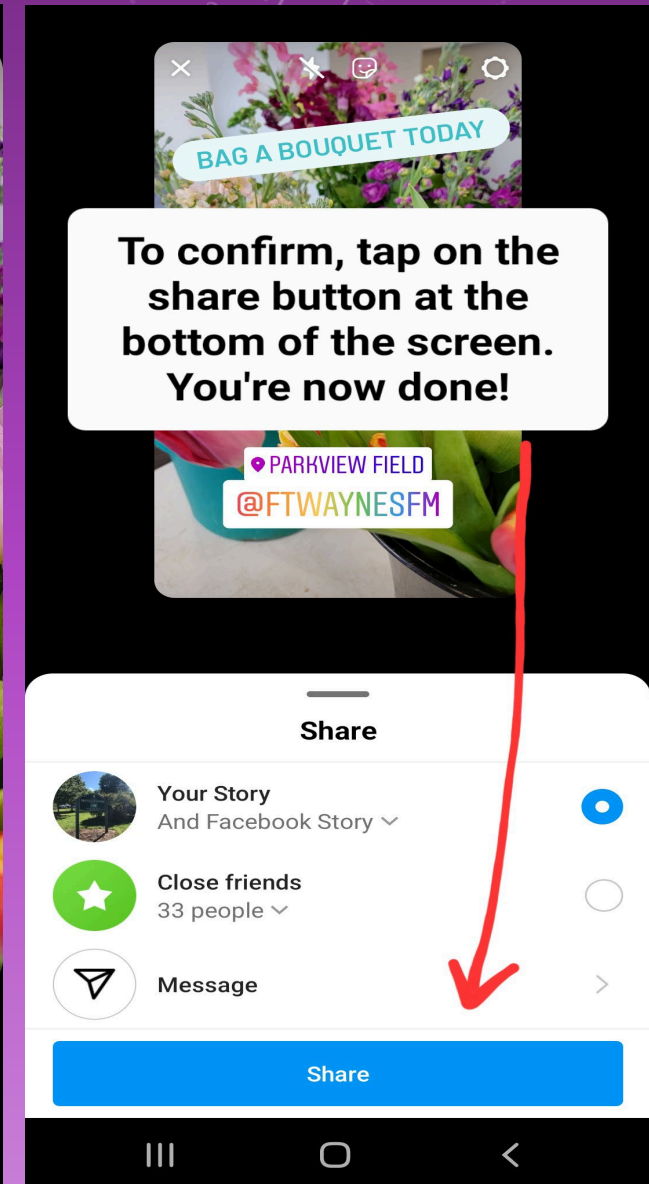
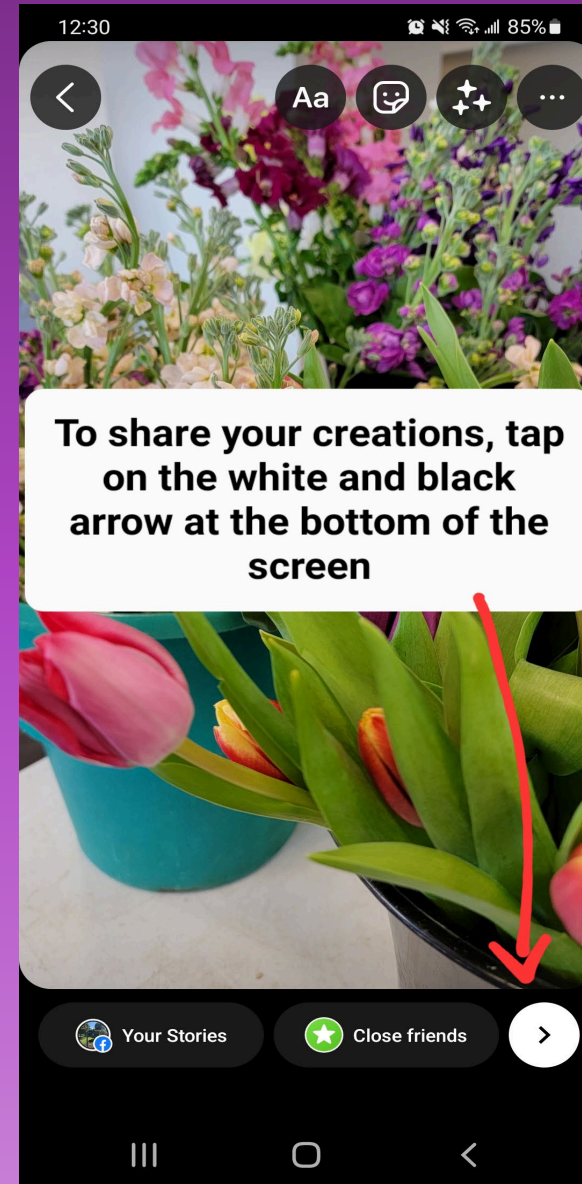
LEIGH ROWAN SHARED VIDEO ON HOW TO PUT AN
INSTAGRAM POST TOGETHER AND HOW TO TAG OTHERS

- https://drive.google.com/drive/folders/1pJX7ZvtZkHWQV1Y_h4hIpFy-gyPuKtDe









REFERENCES

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