Welcome to
Florida Small Farms and Alternative Enterprises Conference

Farmers Market Manager Training
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For more information on Small Farms, visit our website at: http://smallfarms.ifas.ufl.edu/ or contact your local County Extension Agent.

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Farmers Market Manager Training

Sharon L Yeago, LLC
August 1, 2014
NATIONAL FARMERS MARKET WEEK
August 3-9, 2014
WELCOME!

- Strategies to leverage your market and community growth
- Ensure your market is compliant with food safety regulations
- Update on federal funds, food nutrition programs and the 2012 Farm Bill (passed in 2013)
OUR PANEL

- Don Wambles, Director, AL Dept. of Agriculture, Farmers Market Authority
- Carmen Franz, Florida Certified Organic Growers & Consumers, Inc.
- Soo Ahn, Assistant Professor, UF/IFAS Food Science Department
- Jackie Moalli, Fresh from Florida Program, FDACS
What if someone collected the best metrics now available and refined them for markets and market partners to use?

What if markets took the lead in deciding which of those metrics to use (with some help) based on their immediate issues or to help with their long-term planning?

What resources are needed to help largely volunteer entities know how to properly collect or supervise the collection of data and to use that data to make their case for expanded capacity?

What if those results (indicators) were collected and shared at the national level so everyone could see the data, compare results and decide what else could be measured?
In 2013

29,379 people visited the Countryside Farmers Market

join us!
In 2013, the OREGON CITY FARMERS MARKET completed nearly $8,000 in nutrition benefit sales. That’s $8k of fresh food to our neighbors who need it most.
Farmers selling at the Mississippi Farmers Market supported 137 acres of diversified farmland in 2013.
Market Metrics is an online tool that allows farmers market managers to easily collect and communicate data about the health benefits brought about by the market. The tool also aggregates comparable inputs nationwide, allowing for accurate analysis and informed public policy decisions regarding food access and public health.

1. Enter basic farmers market characteristics, such as number of vendors, goals, and capacity for data collection.


3. Use provided data collection strategy to gather data from vendors and customers. Input data weekly, biweekly, or monthly.

4. Print a summary report on market impacts, complete with automatically generated charts and infographics. Continue to monitor market data from year to year.

Share the summary report with private and public partners, customers, investors, and local politicians to demonstrate the important work your market is doing.

Use the new support and partner investments to grow your market. Get more fresh food to more people.

Southwest Community Farmers Market

- Providing Food Access to 6 Zip Codes
- 56% Increase in SNAP Redemptions
- 356 Varieties of Fruits and Vegetables
- $14,000 in Produce Sales
- 9,491 Acres of Farmland in Production

Miami, FL

Data is analyzed and shared with consumers and policy makers.

Well-informed legislative decisions regarding food and health are possible.

Farmers markets and local food initiatives are supported in public policy.

People (and farmers) are healthier and happier.
Over the next 3 years...

- 9 Market Sites
- 3 Regions of US (Chesapeake Bay area, upper Appalachia and Gulf Coast)
- Uncover the barriers and challenges that keep markets from collecting and using data
- Refine metrics for market communities to begin to make their case on the potential multiple benefits of markets.

- Create a web-based tool that will help farmers market managers collect, analyze and communicate the impacts that their markets are having in their communities.
Markets include Florida!

- Mississippi Farmers Market, Jackson MS
- Countryside Conservancy Market at Howe Meadow, Akron and Peninsula OH
- Carrboro Farmers Market, Carrboro NC
- Oregon City Farmers Market, Oregon City OR
- Winooski Farmers Market, Winooski VT
- Upper Eastside Farmers Market, Miami FL
- Southwest Community Farmers Market, Miami FL
- Fondy Farmers Market, Milwaukee WI
For More Information: Farmersmarketcoalition.org