Starting and Managing Successful Farmer’s Markets
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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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Suggested Citation: Author Full Name. Title of Presentation or Handout. 2012 University of Florida-IFAS and Florida Agricultural and Mechanical University-CAFS Florida Small Farms and Alternative Enterprises Conference. July 27-29, Kissimmee, FL.
Starting & Managing Successful Farmers Markets

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Starting & Managing Successful Farmers Markets

Speakers:

- Amy Van Scoik, Co-owner/farmer, Frog Song Organics, Hawthorne, FL
- Danny Raulerson, Bureau Chief, State Farmers Markets, FDACS, Tallahassee, FL
- Steve Peacock, EBT Project Office, Florida Department of Children & Families
- Chuck Peltier, Regional Manager, JP Morgan Chase Speaker
- Kim Lyons, Director of Business Development, Merchant Source®
What is a farmers market?

According to the Farmers Market Coalition:

“A farmers market operates multiple times per year and is organized for the purpose of facilitating personal connections that create mutual benefits for local farmers, shoppers and communities. To fulfill that objective farmers markets define the term local, regularly communicate that definition to the public, and implement rules/guidelines of operation that ensure that the farmers market consists principally of farms selling directly to the public products that the farms have produced.”
What is a farmers market?

• According to the USDA:
  “A common facility or area where several farmers or growers gather on a regular, recurring basis to sell a variety of fresh fruits and vegetables and other locally-grown farm products directly to consumers.”
What is a farmers market?

• According to the State of Florida:

“A community farmers market is an association of farmers who assemble for the purpose of selling their produce directly to consumers.”

There is no definition, by law in Florida, of what a farmers market is except to address funding for those ‘state-owned wholesale and retail markets.”
What is a farmers market?

• However, in Florida, Florida Statute 339.09 provides the use of transportation tax revenues to support infrastructure of farmers markets.

That’s a start! Where do we go from here?
Nuts and Bolts…
Tips and Tools
Successful market development

• Bylaws, rules and organizational structure
• Know your local, state and federal regulations
• Fair and equitable treatment of vendors
• Promotional campaigns & outreach
• Community partnerships
• Listening to your customers
How to build a better market

• Where’s your data? Find out what they (customers and vendors) really think.
• Invest in stakeholders.
• Have high standards.
• Include diversity.
• Make your market a “SAFE” zone.
• Signage… signage… and more signage.
• Word of mouth Rules!
Best practices for operating markets

• Fees and dues
• Clear implementation of market rules
• Prepare for the worst; expect the best
• Clear communication within the marketplace and outward in the community
• Know who’s boss
Organizational capacity building for markets and their sponsors

• Building a board or advisory council
• Ongoing training and mentoring for market managers and board members
• Networking and partnering
• Fundraising and ongoing support
• Rules and bylaws that fit
How markets fit into the bigger picture of food systems

- Nurturing new food entrepreneurs
- Fair and balanced market place
- Low overhead
- Changing behavior to eat better
- Social engagement and interaction around food
- Engaging social service agencies
New wireless technology

In the mid-1990’s when bank transactions moved from paper to electronic, farmers and farmers markets lost out. Now, we can regain those customers with:

• EBT and wireless technology for credit, debit, SNAP and WIC.
Incentive programs

- Getting folks to the marketplace
- Special audiences
- BOGO free for SNAP customers
- Private/public funding partnerships
- Colorful way to publicize the market with coupons, ‘Market Bucks’
Existing resources and opportunities

- FMC Resource Library, Webinars and Market Manager FAQs, Newsletter, Listserv
- Technical Assistance
- Promotions like National Farmers Market Week Aug 5-11
- Grants and Sponsorships
- New funding trends (i.e., CDC, etc.)
Local Farms, Food, and Jobs Act Senate bill (S. 1773) and the House bill (H.R. 3286) will drive economic growth by:

• Creating economic opportunities for farmers and ranchers through local and regional markets.
• Improving processing and distribution infrastructure for local and regional agriculture.
• Expanding access to healthy food for consumers, including underserved communities.
• Providing research, training, and information that farm entrepreneurs need to be successful.
The 2012 Farm Bill

• Advocacy: use your voice and connections
• Awareness: know what’s up
• Connect with your legislators: make sure they know what you and your farmers want and need

Stay informed with FMC and the National Sustainable Agriculture Coalition (NSAC)
Online resources

• USDA
  http://www.ams.usda.gov/AM Sv1.0/ FARMERSMARKETS
• FARMERS MARKET COALITION
  http://farmersmarketcoalition.org/
• FLA DEPT OF AGRICULTURE
  http://www.florida-agriculture.com/consumers/crops/commfarmmkt/
• NATIONAL SUSTAINABLE AGRICULTURE COALITION
  http://sustainableagriculture.net/
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Questions?
and….
Thank You!

Please fill out your survey and let us know how we did!