



BE MORE
HEALTHY CHOICES ADD UP

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PROMOTING FARMERS MARKETS

Farmers markets are a wonderful source of fresh, local foods. They are instrumental in connecting consumers to local farmers and agriculture, contributing to the health of community members, combating the obesity epidemic, and revitalizing communities.

To be successful, farmers markets must be adequately promoted to their communities. Promotional efforts should include basic logistical information regarding the markets (market dates, times, locations) as well as the benefits the farmers markets offer to their communities.

Promoting your farmers market. Where do you start?

Understand Your Customers

Customers shop farmers markets to buy fresh foods, to support local farms, or simply to enjoy the festive atmosphere. Among your first steps should be identifying your customers and why they visit their farmers market.

Customize Your Messages

Once you understand your customers, you can then tailor your marketing messages to meet their needs. Customizing your messages is the best way to maximize your marketing impact.

What are some easy, low-cost ways to promote your farmers market?

CAPITALIZE ON THE "GREEN MOVEMENT"

Host special events at your market focusing on topics related to the green movement. These could include lessons on composting, information on recycling, or demonstrations on water conservation.



INVOLVE YOUTH

Work with your local 4-H clubs to host events similar to those found at state and county fairs. Events could include judging of produce or livestock, cooking/baking demonstrations, or other educational demonstrations.



FOCUS ON HOME FOOD PRESERVATION



Partner with your local Family and Consumer Sciences Extension agent to offer educational demonstrations or informational displays on canning, freezing and drying foods.

OFFER COOKING DEMONSTRATIONS



Invite local chefs or restaurant owners to prepare a dish (or meal) using foods from the market. Offer free tasting samples and distribute copies of the recipes.

How can you best advertise your market?



WORD-OF-MOUTH

The most effective promotion remains old-fashioned, word-of-mouth marketing.

The best way to foster successful word-of-mouth marketing is to make certain your farmers market customers enjoy their experience. A satisfied customer will feel compelled to tell others about their experience.



ONLINE ADVERTISING

Online advertising offers an easy and inexpensive means of promoting the farmers market.

Consider creating a Facebook page for your farmers market.

Send a newsletter via email to market customers to keep them informed about upcoming events and featured items. The newsletter can also be used to introduce customers to vendors.

Offer coupons, discounts and special promotions through the newsletter. These discounts will encourage customers to sign up for the newsletter.



ADVERTISE LOCALLY

Blanket your community with information related to the farmers markets.

Consider partnering with local restaurants, coffee shops, churches, and lawn and garden centers to see if they will display signs or flyers about the farmers market at their businesses.

Signs/flyers should include the dates, times and locations of the market.

Advertising should feature an overview of the market's products and vendors.

References

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