

# ***Farmers Markets That Last: Building Profitability and Sustainability***

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# Agenda

- How markets function
- Strategies around challenges and needs of markets
- Practical advice on working with markets



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# About me

- Market gardener
  - Lida Farm (Otter Tail County)
- President of Lakes Area Farmers Market
  - Detroit Lakes, MN
- Consult with market managers in West Central Minnesota
  - West Central Partnership working on sustainable development and local foods
- Extension Educator
  - Extension Center for Community Vitality



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# Major Market Components

- Advertising/Promotion
- Organization
- Management

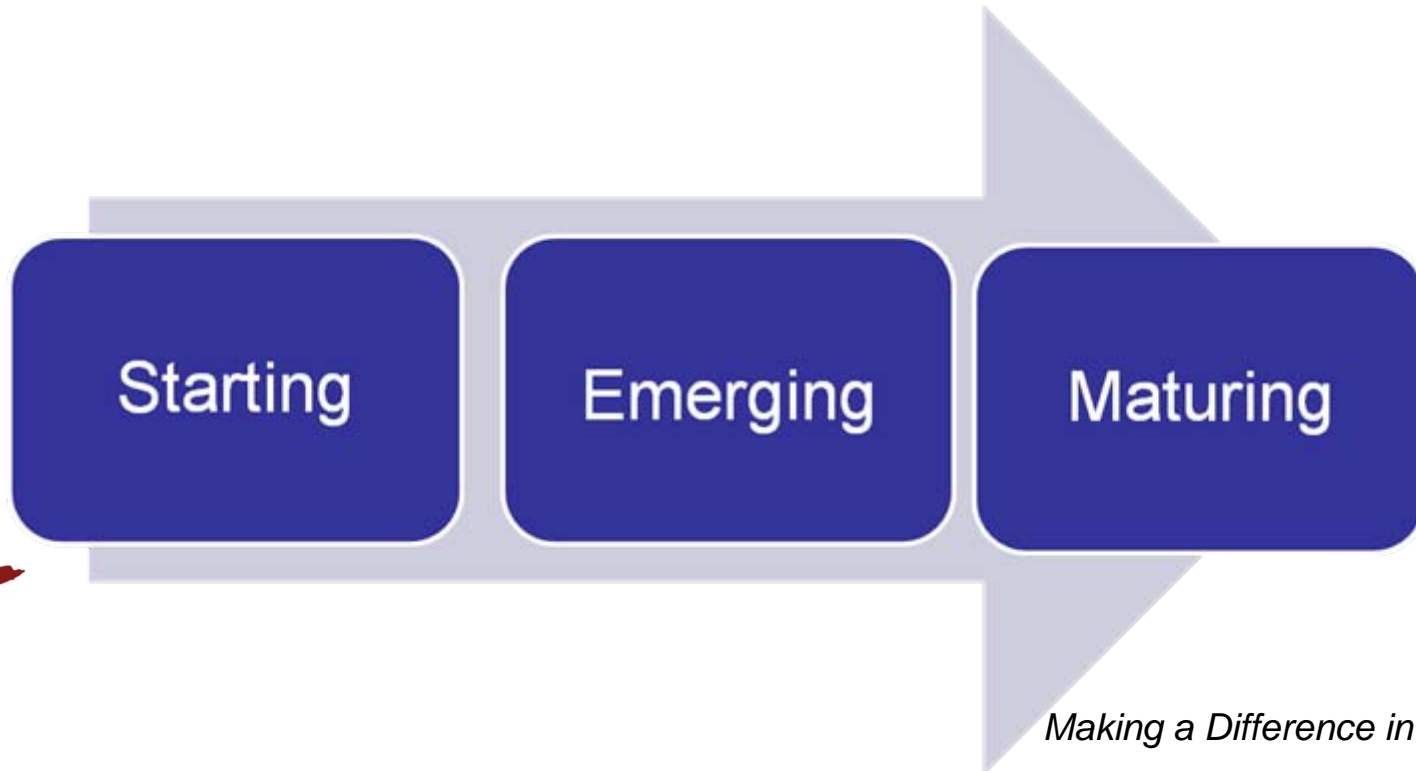


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# How Markets Function

*Stages of development*



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# How Markets Function

*Development stage and readiness matter*



*Need to take markets where they are at*

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# How Markets Function

- Organization
  - Sponsored vs. Vendor-led
  - Formal vs. Informal
- Vendors are the heart of the market
  - Good vendors = good market
  - Need to consult directly



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# How Markets Function

- Management
  - Often volunteer, some paid market manager
  - Many operate on shoestring and baling wire
- Guidelines or Market Rules
  - Govern set-up, times, behavior, fees, pricing

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# How Markets Function

- Advertising/Promotion
  - Major use of vendor fees



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# How Markets Function

- A vendor's view
  - Time constrained
  - Profit motivated
  - Just want to “do their thing”
- A manager's view
  - Time constrained
  - Hassled
  - Looking for solutions

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# Strategies: Promotion

- Signage
  - Market
  - Vendors
- Websites
- Design
- Print Materials



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# Design



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# Signage

Permanent: \$700



Banner: \$84



Sandwich Board: \$180



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# Vendor Signage and visual merchandising



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# Print materials

## Lida Farm Stand Now Open



**What:** A mix of pumpkins, produce, and dried flowers

**Where:** County Hwy 4 and 275th Avenue (halfway between Pelican and Vergas)

**When:** Now through October (self-serve)

**Contact:** Ryan or Maree Pesch  
342-2619

[www.lidafarm.com](http://www.lidafarm.com)



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# Contacts

**Lida Farm has Organic**  
**You can make arrangements**  
**or we even deliver it**  
**Please give us your**  
**if you're**

Name:	Phone:



**Drawing Entry**  
*Drawing will take place at 2 pm*  
*Need not be present to win*  
*Winner will be contacted by phone after drawing*

Name: .....

Address: .....

State: ..... Zip: .....

Phone: .....

E-mail: .....

The Lakes Area Farmers Market may use your information to contact you about the farmers market and special offers.

No, please don't put me on your mailing list.

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# Websites: *Directories*

The screenshot displays the LocalHarvest website interface. At the top, a banner image of white flowers is overlaid with the text "localfoods.umn.edu". Below this is a search bar and the text "333 Food Producers, Processors and Markets". The main content area features a "LocalHarvest" logo with the tagline "real food. real farmers. real community." and a navigation menu with links for Home, Shop, Farms, CSA, Forum, Events, Newsletter, News, Blog, and Photos. A central text block welcomes users and provides information about finding local food producers. To the right, there are links for "New Members sign up here", "user login", and "view basket". Below the navigation menu, a "Featured Product" section highlights Chanterelles. A "Food Farm Events" calendar for July 2008 is visible. A map of the United States shows the locations of various food sources, categorized by Farm, Farm Market, Restaurant, Grocery, and Other. A search filter section allows users to refine their search by type of source (All, Online Store, Farms, CSA, Farmers' Markets, Restaurants, Grocery/Co-op, Others) and by location (Where?, Zip or City, State). A "Search" button is provided. At the bottom, there are sections for "Featured Products from our Online Stores", including Lavender and Organic Golden Flax, each with a description and an image.

**localfoods.umn.edu**

Home Partners Products Collaboratives RSDP Regions Join Search

U of M Task Force on Local Foods

About LFP Events Reports Links Contact LFP

333 Food Producers, Processors and Markets

Welcome to the Local Foods Directory. If you are a local food producer or are interested in buying from them, please contact us about local foods and to find a

**LocalHarvest**  
real food. real farmers. real community

New Members sign up here

user login view basket

Home Shop Farms CSA Forum Events Newsletter News Blog Photos

The best **organic food** is what's grown **closest to you**. Use our website to find farmers' markets, family farms, and other sources of sustainably grown food in your area, where you can buy produce, grass-fed meats, and many other goodies. Want to support this great web site? Shop in [our catalog](#) for things you can't find locally!

**What are you looking for?**

All  Online Store  Farms  CSA  Farmers' Markets  Restaurants  Grocery/Co-op  Others

**Name/Description/Product**

**Where?**  
Zip or City, State

**Search**

**Featured Product: Chanterelles**

**Food Farm Events Jul-2008**

29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

**Newsletter Sign Up**

email

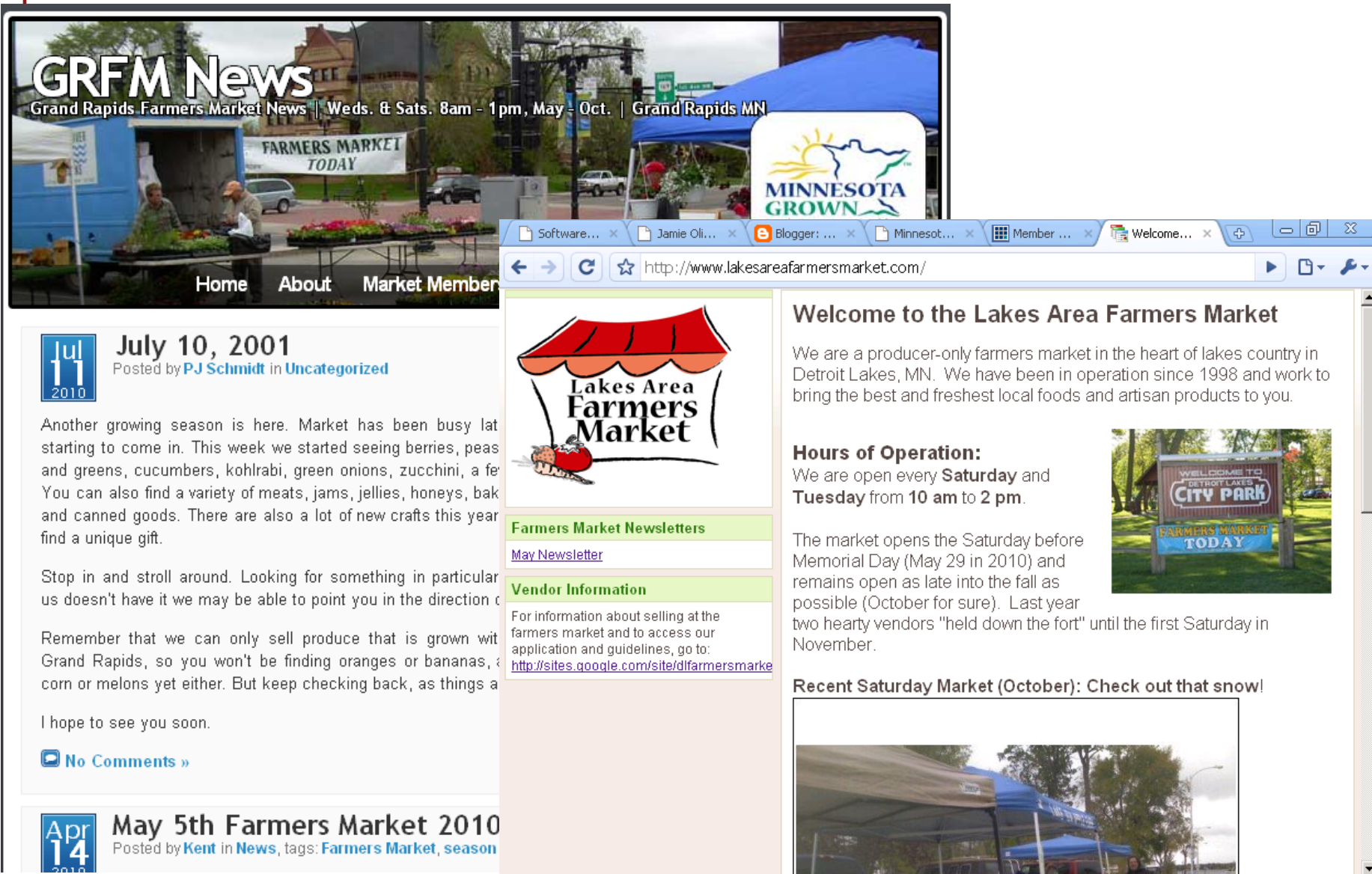
**SIGN ME UP**

**Featured Products from our Online Stores:**

**Lavender**  
Dried lavender has dozens of uses – tie it with a ribbon and hang it on the wall, use the buds as a wedding toss, make it part of a sachet...

**Organic Golden Flax**  
Certified Organic Flax. High in omega-3 fatty acids, lignan, and soluble fiber. Mild, nutty flavour and with a golden color.

# Websites: *Blogs or Google Sites*



The image shows a screenshot of a web browser displaying two different web pages. The top page is a blog post from July 10, 2001, titled "GRFM News" (Grand Rapids Farmers Market News). The blog post discusses the start of the growing season and lists various items available at the market. The bottom page is the homepage of the Lakes Area Farmers Market, which includes a welcome message, hours of operation (Saturday and Tuesday from 10 am to 2 pm), and a link to the market's newsletter. The browser's address bar shows the URL <http://www.lakesareafarmersmarket.com/>.

**GRFM News**  
Grand Rapids Farmers Market News | Weds. & Sats. 8am - 1pm, May - Oct. | Grand Rapids MN

Home About Market Member

**Jul 11 2010**  
**July 10, 2001**  
Posted by [PJ Schmidt](#) in [Uncategorized](#)

Another growing season is here. Market has been busy lat starting to come in. This week we started seeing berries, peas and greens, cucumbers, kohlrabi, green onions, zucchini, a fe You can also find a variety of meats, jams, jellies, honeys, bak and canned goods. There are also a lot of new crafts this year find a unique gift.

Stop in and stroll around. Looking for something in particular us doesn't have it we may be able to point you in the direction c

Remember that we can only sell produce that is grown wit Grand Rapids, so you won't be finding oranges or bananas, < corn or melons yet either. But keep checking back, as things a

I hope to see you soon.

[No Comments »](#)

**Apr 14 2010**  
**May 5th Farmers Market 2010**  
Posted by [Kent](#) in [News](#), tags: [Farmers Market](#), [season](#)

**Lakes Area Farmers Market**

**Farmers Market Newsletters**  
[May Newsletter](#)

**Vendor Information**  
For information about selling at the farmers market and to access our application and guidelines, go to: <http://sites.google.com/site/dlafarmersmarke>

**Welcome to the Lakes Area Farmers Market**

We are a producer-only farmers market in the heart of lakes country in Detroit Lakes, MN. We have been in operation since 1998 and work to bring the best and freshest local foods and artisan products to you.

**Hours of Operation:**  
We are open every **Saturday** and **Tuesday** from **10 am** to **2 pm**.

The market opens the Saturday before Memorial Day (May 29 in 2010) and remains open as late into the fall as possible (October for sure). Last year two hearty vendors "held down the fort" until the first Saturday in November.

**Recent Saturday Market (October): Check out that snow!**

# Other promotional ideas

## Magnets



**Buy Local Buy Fresh**  
Tuesdays and Saturdays  
10 am - 2 pm  
Detroit Lakes City Park

**Lakes Area Farmers Market**

Check us out

## Chef Demo



## Recipe Cards

### Collard Greens with Onion and Bacon



4 strips bacon, coarsely chopped  
1 medium onion, coarsely chopped  
1-2 cloves garlic, pressed or minced  
1/2 tsp. dried hot red pepper flakes or to taste  
1 bunch collard greens (remove coarse stems and ribs, wash, and chop coarsely)  
Salt and pepper to taste

Over medium heat fry bacon until it begins to brown. Add onions, red pepper, and garlic. When onions are translucent, add chopped collards and etc. Salt and pepper to taste. Add 1/4 cup of water if needed. Cook 30-40 minutes. Serve hot.

Please experiment with proportions.  
Collards go well with pork. We recommend "Southern."

Find this recipe at <http://www.prideofplaceinc.org>

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# Strategies: Organization and Management

- Approach: Market Improvement Plan
  - Where do we need to improve?
  - Identify issues with vendors



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# Strategies: Organization and Management

- Formalization of Market
  - Bylaws
  - Market guidelines
- Approach
  - Invite another market manager or board member to talk about their set up



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# Strategies: Organization and Management

- Identify wants and needs of customers to motivate market
- *Approach*
  - Customer Survey
    - Marketing
    - Ranking of market attributes
      - Location, time, bathrooms, variety
  - Rapid Market Assessment

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# Rapid Market Assessment

- 3-5 questions
- High response rate
- Resource:
  - <http://smallfarms.oregonstate.edu/oregon-small-farms-technical-reports>



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# Strategies: Organization and Management

- Direct outreach to other customers
  - EBT
    - How can this be integrated into the market?
    - How can this be promoted?
  - WIC Farmers Market Promotion Program



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# Strategies: Organization and Management

- Food Safety
  - *Approach*: Workshops, factsheets, one-on-one consultation with vendors
    - “Pickle Bill” law
      - Minnesota Department of Ag site
    - Sampling / other general info
      - MDA: “Farmers Market Vendor Guide”



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# Strategies: Organization and Management

- Pricing
  - *Approach*: Price survey
    - Other markets
    - Groceries
  - *Approach*: Invite other vendors or market leaders



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# Strategies: Organization and Management

- Take on “thorny issues”
  - *Approach*: Outside Facilitation
  - *Approach*: Mediate with other actors
    - Think city, county, state



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# Thank You

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