

Marketing your Farmers' Market on a "Shoestring"

CFMA March 17-18, 2017
Annual Conference
Longmont, CO



What are you promoting?



A place for people to shop and Play! Music, Food and FUN!



Community Engagement



STEPPING OUT AND BEING A PART OF YOUR COMMUNITY IS MORE POWERFUL THAN A BILLBOARD.

Outreach and Partnership

- ▶ *A theme that's run through all the market manager conversations is the importance of in-person outreach and community partnerships.*

Farmers Market Coalition newsletter March 2017



- ▶ *"A friendly face showing up at local events, fairs and volunteer days, and talking with the community about the market and all it has to offer can often drive customers more than a well-placed sign or billboard."*

Quoted from FMC recent newsletter March 9, 2017.

Are you actively promoting in your own community?



Develop a close relationship with your Local Chamber Commerce, Tourism offices or DDA Downtown Development programs.

Does your community have a program or upcoming event that you can team up with?

Local Businesses and Organizations

- ▶ Local Banks and Businesses in the area
- ▶ NON- profits: Habitat for Humanity
- ▶ Food Banks
- ▶ Boys and Girls Clubs
- ▶ Youth Organizations
- ▶ Service organizations
- ▶ Ex: Valley Food Partnership Food and Farm Forum
- ▶ Restaurants
- ▶ Local Health and Wellness Programs
- ▶ Gyms, Youth Centers
- ▶ City HEAL Projects
- ▶ Healthy Eating active Living

Networking

Cross Promotions

BE CREATIVE!

- ▶ Combine resources and partner with vendors for events and programs.
- ▶ (Think: wine, flower vendors, Farm tours, Specialty growers or Local Pumpkin patches etc)



- ▶ **AGRITOURISM**
Collaborate with vendors who have products and locations which are suitable to host **educational fieldtrips, fundraisers or programs.** Many vendors are already involved with agritourism venues.

YEAR ROUND

- ▶ Most Markets are open only 6 months out of the year.

- ▶ What does one do the rest of the year to **PROMOTE YOUR MARKET?**

Ideas?

- ▶ Is a Holiday Market an option?
- ▶ Are Seasonal Markets possible?

- ▶ If NOThow about some kind of a promotion once a month to remind folks about the Market?



SURVEY

- ▶ **GATHER INFO ABOUT YOUR VENDORS AND CUSTOMERS**
 - ▶ Do a survey at the beginning of the season asking your vendors if they have a unique skill that they would like to share?
 - ▶ Poll vendors for ideas and opinions.
- ▶ **Customer Survey**
 - ▶ How did you hear about us?
 - ▶ How often do you shop at the market?
 - ▶ *surveymonkey.com*
 - ▶ *surveygizmo.com*
 - ▶ *google surveys*

MARKETING IDEAS

- ▶ Offer Classes and Workshops **SPONSORED** by your Farmers Market .
- ▶ Utilize your Local Vendor Resources to **TEACH!**
- ▶ Find out if you have vendors willing to offer a class to the community?

OFFER CLASSES!

- ▶ Use the classes to raise awareness of your market and its vendors **YEAR ROUND**
- ▶ Charge for the classes and let your vendors promote their products and skills during the off season.



THE SKY IS THE LIMIT!

- ▶ Cook with a Local Chef.....featuring Farmers Market items
- ▶ Seed saving
- ▶ Canning and Jams
- ▶ Fermenting
- ▶ Bee Keeping
- ▶ Drying Herbs and Spices
- ▶ Knitting with natural fibers
- ▶ Painting, Bead work, Wood working




- ▶ Natural beauty products + Soap or Lotion making class.....
- ▶ Candle Making with a local expert!



What is Agritourism?

- ▶ In simple terms, agritourism is the crossroads of tourism and agriculture: when the public visits working farms, ranches or wineries to buy products, enjoy entertainment, participate in activities, shop in a country store, eat a meal or make overnight stays.
- ▶ This includes Farmers Market events and programs.



Colorado Tourism

- ▶ *Colorado has become one of the most visited states in the US.*
- ▶ *"Tourism is one of the strongest economic drivers of Colorado, providing a valuable source of revenue and jobs. In 2015, 77.7 million visitors spent \$19.1 billion here, an all-time high for the state. (quoted from www.colorado.com WEBSITE)*

Farmers Markets = Agritourism

- ▶ Your Farmers market is a destination for quality food and community entertainment.
- ▶ Local, Hand Made, Organic, Sustainable Agriculture, have all become important to the public in recent years.
- ▶ Unique crafts and gift items always appeal to the customers.
- ▶ "Farm to Table" dinners are synonymous with Local Food Movement.



FUNDRAISERS

FARM TO TABLE EVENTS

Use what you have! Win, win for everyone.

- ▶ Tourism continues to bring in millions of dollars of revenue to the state annually.
- ▶ People are very interested in fresh, local foods and tasting unique food items, wines and beers of the locale.
- ▶ Get listed everywhere!
- ▶ Farm Fresh Directory : CO Dept of Ag.
- ▶ Roots Magazine - Colorado.com

Roots Magazine

Roots Magazine is a helpful and well organized resource. Colorado agritourism industry has exploded! Sponsored by Colorado.com. Farmers Markets are included along with local farm tours, places to visit to enjoy seasonal food and activities.



- ▶ Utilize Tourism marketing tools
- ▶ www.colorado.com

Colorado Live Posts

TOP TIPS for advertising and marketing

- ▶ Gather email addresses(all the time!)
- ▶ Get a Website
- ▶ Newsletters
- ▶ Social Media
- ▶ Post Recipes
- ▶ Offer Classes

WHO, WHAT, WHY?

- ▶ EVALUATE YOUR AUDIENCE AND *WHAT* YOU ARE CONVEYING OR ASKING FOR?
- ▶ Get them INTERESTED and involved in whatever it is you are promoting .

Newsletters are great!

- ▶ Highlight a Vendor each week and let your readers connect !
- ▶ Mailchimp
- ▶ Constant Contact
- ▶ Highlight a Special Event, A Recipe or Special Item of the Week!




Highlight Items Weekly

Free Newsletter account

Pictures




Seal it with a KISS



- Remember a picture is worth a 1000 WORDS!

- "Keep It Simple Silly"
- TMI/ Too Much Information
- OVERLOAD=SHUTDOWN
Content should be digestible!



KISS YOUR MARKETING! POWER OF THE IMAGE

SOCIAL MEDIA TIPS

- Facebook, Instagram, Twitter?
- get information out to all the social media platforms.
- Shooting pictures and video at your market during the season by simply using a cell phone.
- Sharing pertinent info from other organizations or friends Pages or Blogs related to Local Food and Farming





Pictures/ Video Sharing Blogs and Pages



Colorado Farmers Market Association
connecting farmers and consumers

Visit the CFMA website for useful links and information
www.Coloradofarmers.org

SNAP RESOURCES

- ▶ CFMA website has links to several great items to promote your double snap program and to outreach to low income communities.
- ▶ <http://www.coloradofarmers.org/food-access/>



CFMA Benefits



- ▶ Logo on all promotional material
- ▶ Market Maker Linking Consumers to Producers and Promoting Farm Based products and operations.
- ▶ Keep up-to-date with regular CFMA e-news
- ▶ Get highlighted in annual Farm Fresh Directory from CO Dept of Agriculture
- ▶ Get promoted – CFMA is active on Facebook, spotlighting members' programs
- ▶ Get linked – CFMA lists and geo-maps member markets and displays member logos

WEBSITE LINKS

- ▶ www.coloradoagritourismassociation.org/
- ▶ www.colorado.gov/pacific/agmarkets/agritourism
- ▶ CO Tourism www.colorado.com
- ▶ CFMA: www.coloradofarmers.org
- ▶ FMC : [Farmers Market Coalition.org](http://FarmersMarketCoalition.org)
- ▶ CSU Extension: <http://extension.colostate.edu/>