Marketing your Farmers’ Market on a “Shoestring”

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?

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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

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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?**

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**Ideas?**

- Is a Holiday Market an option?
- Are Seasonal Markets possible?
- If NOT ......how about some kind of a promotion once a month to remind folks about the Market?

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**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](http://surveyMonkey.com)
  - [SurveyGizmo.com](http://SurveyGizmo.com)
  - [google surveys](http://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!
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 brings 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. Spiced 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

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

TOP TIPS
for advertising and marketing
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!
- Highlight a special event, a recipe or special item of the week!

Mailchimp
Constant Contact

Highlight Items Weekly Free Newsletter account

Pictures
Seal it with a **KISS**

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

**POWER OF THE IMAGE**

- Remember a picture is worth a 1000 WORDS!

**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**

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
- CSU Extension: http://extension.colostate.edu/