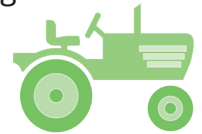




# 2013 National Farmers Market Week Social Media Cheat Sheet

## #FarmMktWeek

From **August 4th through 10th**, communities all over America will be celebrating their local markets during **National Farmers Market Week**. FMC encourages you to promote your National Farmers Market Week events and activities through Facebook, Twitter, Instagram, Google+, and any other media outlets. Use #FarmMktWeek when making your posts, so everyone can easily search and see your market's events! Copy and post the following updates throughout the week, to help raise awareness of the many benefits that markets are having across the country. Happy posting!



### Preserve America's Rural Livelihoods and Farmland

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Summer is a peak time for fruits & veggies! It's Nat'l Farmers Market Week! Find a market: [http://bit.ly/AMS\\_FM\\_Dir](http://bit.ly/AMS_FM_Dir) #FarmMktWeek

#FarmersMarkets are incubators for new farm enterprises and provide producers real-time feedback on new crops and varieties. #FarmMktWeek

New markets are popping up all over! <http://lohud.us/19TzfBe> <http://bit.ly/14NzZoh> <http://bit.ly/18vGeT5> #FarmMktWeek

Just seven Seattle #farmersmarkets support 9,491 acres of farmland in diversified production. That's serious farmland preservation! #FarmMktWeek

21% of mid-sized farms in the U.S. stopped operations 1992 to 2007. Farmers markets are key in reversing this trend! #FarmMktWeek

80% of #farmersmarket vendors in Iowa, New York, and California said that FMs offer best opportunity for business development #FarmMktWeek

Corvallis, OR farmers market provides an important marketplace for small farmers <http://bit.ly/17TycnI> #FarmMktWeek

Boston rezoning will allow farmers markets anywhere retail is allowed: <http://bit.ly/17JUjcE> Any similar efforts in your town? #FarmMktWeek



## Stimulate Local Economies

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For every \$100 spent at a #farmersmarket, \$62 stays in the local economy, and \$99 stays in state. #FarmMktWeek <http://bit.ly/135oerZ>

Growers selling locally create 13 full time jobs per \$1 million in revenue earned. Those that do not sell locally create 3. #FarmMktWeek

Wyoming's economy bolstered by more than \$2.2 million in 2012 from sales at #farmersmarkets. <http://bit.ly/14lnKUT> #FarmMktWeek

CT farmers markets receive top billing as must-see destinations: <http://bit.ly/11daf7T>  
What makes your market must-see? #FarmMktWeek

In Iowa and Oklahoma, every dollar spent at #farmersmarkets led to an additional \$0.58 - \$1.36 in sales at nearby businesses. #FarmMktWeek

"We're discovering all of these cute stores." Farmers market=new foot traffic to Carlsbad, CA shops: <http://bit.ly/17Hq6yp> #FarmMktWeek

41% of Portland #farmersmarket shoppers go to support the local economy: <http://bit.ly/14OjNmP> Why do you shop at your market? #FarmMktWeek

How to spur downtown development? Winnipeg taking its 1st step with its new farmers market: <http://bit.ly/11gvoy1> #FarmMktWeek



## Increase Access to Fresh, Nutritious Foods

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From 2011 to 2012, the number of farmers markets accepting SNAP benefits increased by nearly 32% #FarmMktWeek <http://bit.ly/15yfMEN>

In 2012, over 3,200 farmers markets and direct marketing farmers accepted SNAP – a 400% since 2008. #FarmMktWeek <http://1.usa.gov/14I1kGe>

A VT price study found that organic products except potatoes were cheaper at #farmersmarkets. <http://bit.ly/19zRjD4> #FarmMktWeek

In 2012, 51 Greenmarkets distributed \$260,000 in Health Bucks, NYC's SNAP incentive program. #FarmMktWeek

From 2008-2013, Crescent City Farmers Market achieved a 501% increase in the number of vulnerable seniors visiting the market. #FarmMktWeek

SNAP redeemed at #farmersmarkets increased 400% from 2009 (\$4.2 million) to 2012 (\$16.6 million) #FarmMktWeek <http://bit.ly/ZKfWnN>

Salem, NH is helping area residents afford healthy food: <http://bit.ly/160U1Lg> How do you benefit from your market? #FarmMktWeek

Coupons & transport help Franklin County, OH seniors access healthy foods: <http://bit.ly/18vzTXM> #FarmMktWeek

Now that's what I call community: local funding helps 3 ME farmers markets support area SNAP recipients. <http://bit.ly/12GH9rb> #FarmMktWeek

South Memphis weekly farmers market now open 6 days/week, filling void and helping save lives: <http://bit.ly/12poRPu> #FarmMktWeek

South Side of Chicago farmers market offers healthy options where there were none before: <http://bit.ly/11hiXeH> #FarmMktWeek

Youth obesity linked w/more expensive fruit & veg, less expensive junk food. <http://bit.ly/17ScErz> #FarmMktWeek

Making fruit & veg more affordable by matching SNAP \$ at farmers markets could lower obesity. <http://bit.ly/17ScErz> #FarmMktWeek



## Support Healthy Communities

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Belvidere Farmers Market shoppers learn abt hydroponics & honey-making. <http://bit.ly/12dwhRR> What do you learn at your market? #FarmMktWeek

Breaking new ground! 1st MD hospital-based farmers market accepting SNAP & WIC is up & running: <http://bit.ly/12DEdzZ> #FarmMktWeek

Lewes Farmers Market ups the ante with a bike raffle & SNAP bonus \$! <http://bit.ly/10zpPIi> How does your market promote health? #FarmMktWeek

Des Moines Farmers Market recycles, incl. food waste: <http://bit.ly/17ITNMf> Tell us about similar efforts at your market! #FarmMktWeek

3 new hospital-based farmers markets on MA's south shore: <http://bit.ly/14NANK5> Is there a farmers market at your dr's office? #FarmMktWeek

Social benefits of Gatlinburg, TN's farmers market appreciated: <http://bit.ly/17R4eAH>  
What do you like best about your market? #FarmMktWeek

Kansas City, MO, Chattanooga, TN, & Ocala, FL farmers markets receive top marks in Livability's report: <http://bit.ly/1cRceyq> #FarmMktWeek

Bringing farmers markets to the people - a new market trend <http://bit.ly/13s2n2C>  
<http://bit.ly/12GPefK> #FarmMktWeek

Watch: a recipe from her favorite farmer changed her mind abt turnips. <http://bit.ly/1aCxRG5> Do you have a similar story? #FarmMktWeek

Pie-baking & zucchini decorating contests! <http://bit.ly/12H1D35> Any fun contests at your favorite market? #FarmMktWeek

*Farmers markets are good for everyone. Join us to make them even better!*

farmers • consumers • communities  
info@farmersmarketcoalition.org • 877-FMC-0553 • www.farmersmarketcoalition.org  
P.O. Box 398892 Miami Beach, FL 33239