

# marketshare [mahr-kit shair] -noun

1. Is a program of marketumbrella.org, which works to cultivate the field of public markets for public good.
2. These free documents (called "shares") are the best of "lessons learned" from public markets everywhere.
3. Employ as needed, & please feel free to tell us about your results, so that we can share those with other markets.



## Organizational Details: mission statement

A mission statement is a simple declaration of your market's purpose. It can be thought of as answering three questions:

- What needs or opportunities do we address?
- How do we address them?
- What values guide our work?

Although a mission statement should be simple, crafting one often isn't. That's because board members, donors, staff, volunteers, vendors, and shoppers, may all have different ideas about your purpose, as well as different words to express that purpose. One good way to identify your mission, therefore, is to ask a sampling of these constituents to answer the three questions posed above, and then to identify the common themes that emerge. In crafting your mission statement, try to avoid buzzwords and jargon in favor of words that everyone can understand. Plain language will help your mission statement to remain relevant and inspirational over time. On the other hand, it's good to review even the best-written mission statement every five years, or so, to ensure that it still reflects current needs or opportunities and speaks compellingly to current constituents.

Here are some sample mission statements to get you started.

1. Greenmarket's mission is to promote regional agriculture and ensure a continuing supply of fresh local produce for New Yorkers. Greenmarket supports farmers and preserves farmland for the future by providing regional, small family farmers with opportunities to sell their fruits, vegetables and other farm products to New Yorkers.
2. The Fondy Food Center was created as a long term response to this lack of access to healthy food and jobs. Farmers Market stands were found to be a traditional, low investment way to make fresh food available and to contribute to the economic vitality of the neighborhood.
3. NFMA's mission is to support Washington's small farms and farming families by providing effective direct sales sites for our region's small farmers and by educating consumers about farm products and the benefits of buying direct from local farmers.
4. The mission of Sustainable Economic Enterprises of Los Angeles (SEE-LA) is to promote and engage in self-sustaining community and

economic development activities within the city of Los Angeles, including sustainable food systems, social and cultural programs, and economic revitalization projects.

5. The mission of marketumbrella.org is to cultivate the field of public markets for public good.

6. The mission of the Crescent City Farmers Market is to benefit farmers and fishers, consumers and neighborhoods in the fertile crescent of Greater New Orleans by operating weekly, year-round markets where food producers and harvesters market the fruits of their labor directly to

consumers in public settings.

7. The San Francisco Public Market Collaborative is: dedicated to the vision of a permanent public market that will serve our diverse populations, help to preserve our rich agricultural and culinary heritage, and enhance our quality of life.

[marketumbrella.org](http://marketumbrella.org) marketshare mission page 2



**mission | management | marketing | measurement**

***Thank you for using a share document. This 4M worksheet below is to help you think through what you just read and how to apply it to your situation. Read the share titled “The Strategy of the 4Ms” to learn more about this marketumbrella.org teaching tool.***

Is this issue or strategy covered in your current mission (or values)? \_\_\_\_\_  
\_\_\_\_\_

Does your management structure allow you time to handle this, or is there another organizational partner to help?  
\_\_\_\_\_  
\_\_\_\_\_

How will you communicate to others about this issue or strategy (marketing)? \_\_\_\_\_  
\_\_\_\_\_

When and how will you measure the impact of this resolution of this issue or the completion of this strategy?  
\_\_\_\_\_  
\_\_\_\_\_



**cultivating the field of public markets for public good**