

Celebrating Farmers Markets **MEDIA KIT**



Arranged by Farmers Market Coalition for

**NATIONAL
FARMERS MARKET WEEK**

August 6th - 12th, 2017

2017 National Farmers Market Week Media Kit

It's time to get ready for our favorite time of year – **National Farmers Market Week** (NFMW)! NFMW is an annual celebration sponsored by the United States Department of Agriculture (USDA) that highlights the important role farmers markets play in the nation's food system. Now in its 18th season, NFMW always lands on the first full week of August, with this year's celebration running **August 6-12**.

NFMW allows farmers markets to take center stage on a national level and is an opportunity for all markets to showcase the impacts they make in their communities.

Farmers markets:

- [Preserve America's rural livelihood and farmland](#)
- [Stimulate local economies](#)
- [Increase access to fresh, nutritious food](#)
- [Support healthy communities](#)
- [Promote sustainability](#)

FMC is honored to help our community of farmers market leaders spread the good news about their markets. Each year, FMC provides more than 8,600 markets with free tools, guides and marketing materials to jump-start their promotional efforts for NFMW.

This year, FMC is also holding a **Poster Contest** and **Instagram Contest** in conjunction with NFMW. Details on each are included in this media kit.

With your help, we can make this year's celebration the best to date. This toolkit provides links to our collection of resources markets and organizations can use to promote NFMW and/or the events happening at markets in your community. Thank you for your support. Here's to another successful NFMW!

If you have any questions, please feel free to contact Honesta Romberger at honestar@farmersmarketcoalition.org

Media Kit Resources

Campaign Timeline *(included in document)*

Ways to Use our Resources *(included in document)*

Resources and Templates to Help Promote Your Event:

[NFMW Resource Webinar](#)

[Farmers Market Talking Points and Facts](#)

[Social Media Cheat Sheet](#)

[Press Release Template](#)

[Farmers Market Coalition Info Graphics](#) *(for use on social media, blogs, newsletters, etc)*

[NFMW Press Release from FMC](#)

Official 2017 NFMW Proclamation from USDA *(forthcoming)*

[Update Market Info in USDA Directory](#)

USDA's [NFMW Branding Graphics to make posters, emails, buttons and more](#)

USDA's [NFMW Branding Help and FAQs](#)

Resources and Templates to Invite Elected Officials to Your Event:

[Invitation Template for Public Officials](#)

[Congressional Contact Info Lookup](#)

[State Legislator Contact Lookup](#)

[Advocacy Toolkit](#) - A guide to building relationships with public officials

Contests:

[Poster Contest](#) *(graphics included in [2017 NFMW Graphics zip file](#), for use on social media, blogs, newsletter, etc)*

[Instagram Contest](#) *(graphics included in [2017 NFMW Graphics zip file](#), for use on social media, blogs, newsletter, etc)*

Farmers Market Gear to Wear, Pass Out at Events, or Give Away as Prizes:



GET YOUR GEAR FOR NATIONAL FARMERS MARKET WEEK

[Temporary Tattoos and Stickers](#)
[I 'Heart' Farmers Markets T-Shirt](#)
[I 'Strawberry' Farmers Market T-Shirt](#)

Find more at farmersmarketcoalition.org

Campaign Timeline

Week of July 9 | 1 month before NFMW; reminder on social media, newsletters

Week of July 16 | 3 weeks before NFMW; reminder on social media, newsletters

Week of July 23 | 2 weeks before NFMW; reminder on social media, newsletters

Week of July 30 | 1 week before NFMW; reminder on social media, newsletters

August 6-12 | National Farmers Market Week

Ways to Use Our Resources

1. How are you celebrating? An event, contest or special guest? Use any of our **resources** to help spread the word.
2. Use the **Invitation Template** to invite your legislators and public officials to your market.
3. Never talked to your legislators before? Use our **Advocacy Toolkit** to help you through the process.
4. Customize our **Press Release Template** and send it to your local media outlets (print and broadcast media, popular newsletters, etc.)
5. Use our **Social Media Cheat Sheet** to help promote NFMW and events at your market.
6. Customize our **Newsletter Template** and share the impacts of your market with your subscribers and networks.
7. Use our **Farmers Markets Info Graphics** in social media posts and newsletters.
8. Use our **Talking Points** to help speak confidently on behalf of the amazing work your market is doing in your community.
9. Add or update your market's info in the **USDA Farmers Market Directory**.
10. Use **Branding Graphics** from USDA to make posters, signs, emails, buttons and more.
11. Promote your market by encouraging customers and vendors to participate in our **Instagram Contest**.
12. Give away our **t-shirts, tattoos** and **stickers** as souvenirs and prizes.

Contests & Social Media

National Farmers Market Week

We're using USDA's hashtag **#FarmersMarketWeek** for the campaign this year and are encouraging all social media posts to include this hashtag. Our [Social Media Cheat Sheet](#) provides a full list of sample social media posts to promote NFMW.

Poster Contest

Our 3rd annual [Farmers Market Poster Contest](#) kicks off **June 15, 2017** and ends at 11:59PM EST on **July 16, 2017**. A total of \$1500 in cash prizes will be awarded to winning markets in the following categories: 1st place - \$500; 2nd place - \$300; Fan Favorite - \$200; Best EBT/Nutrition poster - \$500. Our panel of esteemed judges will determine the 1st, 2nd and EBT poster based on a combination of engaging graphics, informative messaging and incorporation of regional or market identity. The Fan Favorite prize will be awarded to the market whose poster receives the most votes from our followers. **Winning posters will be announced during NFMW and will be showcased at NFMW events in Washington D.C.**

Full contest rules and requirements: bit.ly/fmcPoster

Link to ENTER contest:

Link to VOTE for poster:

We're using the hashtag **#MyMarketPoster** on all social media posts and encourage markets to use this hashtag when posting pictures of their poster on social media.

#LoveMyMarket Instagram Contest

Our [#LoveMyMarket Instagram Contest](#) launches **August 1, 2017** and ends at 11:59 EST on **August 31, 2017**. Prizes will be awarded to the photographer and market of the winning photos. The contest is designed to engage communities, and provides an inexpensive, fun and easy way to allow customers and vendors to promote your venue for you through [word of mouth](#), [social](#) and [earned](#) media.

To enter:

1. Take a photo of yourself, a farmer, shopper, puppy, baby, tomato - anyone or anything! - wearing a tattoo
2. Post the photo to [Instagram](#) with the hashtag **#LoveMyMarket**

Check out last year's [contest winners and favorites](#) for inspiration!

Help Us Win!

#LOVEMYMARKET INSTAGRAM CONTEST



Find more at farmersmarketcoalition.org

Farmers Market Coalition Helps Markets Prepare for National Farmers Market Week

Offers free tools for planning and promoting events

July 11, 2017 - The [Farmers Market Coalition](#) (FMC), a national organization committed to strengthening farmers markets, announces the launch of its annual [campaign](#) to help farmers markets nationwide prepare for 18th annual National Farmers Market Week (NFMW, August 6-12), a yearly celebration sponsored by the United States Department of Agriculture (USDA) that highlights the important role farmers markets play in the nation's food system. The campaign provides more than 8,600 farmers markets across the country with promotional tools, guides and materials they can use to promote events happening at their markets during the weeklong celebration.

According to the National Farmers Union, American farmers and ranchers [receive only 15.6 cents](#) of every food dollar consumers spend on food. Farmers markets run on lean budgets and keep overheads low so that farmers can retain more of our food dollar.

FMC's executive director, Jen Cheek shared, "It's important for Americans to know that the food they buy directly from their local farmer isn't just more flavorful, but that this business has a very real impact on the livelihoods of the men and women who produced that food," said Cheek. "When they thrive, so do we. From vibrant community gathering places, to better access to wholesome produce, to protecting our environment through sustainable farming practices, we are all better off when local farmers and farmers markets succeed."

Cheek added, "We hope National Farmers Market Week elevates the reasons why Americans need to support their local farmers market, and inspires a new wave of consumers to shop there regularly, not just once or twice a year."

FMC makes it easy for all market managers, regardless of funds or capacity, to spread the word about National Farmers Market Week, by providing them with these easy-to-use, customizable tools. FMC's resources are free and available [online](#). The toolkit includes templates for creating newsletters and press releases, sample social media posts and graphics, farmers market facts and talking points, as well as an [advocacy toolkit](#) to make it easier for markets who want to engage their elected officials. Farmers market-themed merchandise is also available for purchase to hand out at events, give away as prizes and more.

FMC is also hosting a [poster contest](#) open to farmers markets nationwide designed to highlight the creativity and hard work farmers markets already put into promoting their venues. Markets of the winning posters are eligible for \$1,500 in cash prizes and will be featured at events in Washington D.C. during NFMW. Contest deadline is July 16.

Last year, USDA Agricultural Market Service (AMS) also released new NFMW [branding materials](#) markets can download free of charge to create marketing materials such as posters, emails and buttons.

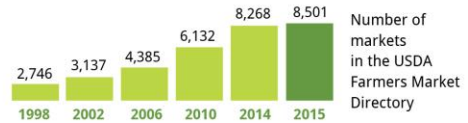
"These resources created by USDA AMS provide an easy, cost-effective way for farmers market managers to develop memorable marketing materials," said Cheek. "We hope the combination of USDA and FMC resources streamlines promotional efforts for markets nationwide."

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The Farmers Market Coalition (FMC) is a 501(c)(3) nonprofit dedicated to strengthening farmers markets for the benefit of farmers, consumers, and communities. For more information about the Farmers Market Coalition, visit www.farmersmarketcoalition.org

Find more at farmersmarketcoalition.org

Why Farmers Markets?



Stimulate Local Economies

Growers selling locally create **13 full time jobs** per \$1 million in revenue earned. Those not selling locally create **3**.



Locally-owned retailers, such as farmers markets, **return more than three times as much of their sales to the local economy** than do chain competitors.



Preserve Farmland & Rural Livelihoods

The U.S. loses an acre of farmland a minute to development.

The **7** Seattle farmers markets hosted by the Neighborhood Farmers Market Alliance support **9,491 acres of farmland in diversified production**.

25% of vendors derive their sole source of income from the market.



Increase Access to Fresh Food

\$19.4 million in SNAP benefits (food stamps) were spent at farmers markets in 2015. That's fresh food for low-income Americans and increased revenue for local farmers.

USDA reports that **produce prices at farmers markets are lower**, on average, than grocery stores prices.

Markets bring fresh food to the neighborhoods that need it most.



Support Healthy Communities



A study showed that shoppers have more than **three times as many social and informational encounters** at farmers markets than they do at national chain supermarkets.



Proximity to farmers markets is associated with lower body mass index (BMI).