

# CELEBRATE FARMERS MARKETS

National Farmers Market Week  
August 7-13, 2016

## MEDIA KIT



FARMERS  
MARKET  
COALITION

10 YEARS



## 2016 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 17<sup>th</sup> season, NFMW always lands on the first full week of August, with this year's celebration running August 7-13.

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, nutrition 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 8,500 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](mailto: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:**

[Farmers Market Talking Points](#)

[Social Media Cheat Sheet](#)

[Press Release Template](#)

[Newsletter Announcement Template](#)

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

NFMW Press Release from FMC *(included in document)*

[NFMW Press Release from USDA](#)

[Official 2016 NFMW Proclamation from USDA](#)

[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 [\(coming soon!\)](#) - A guide to building relationships with public officials

### **Contests:**

[Poster Contest](#) *(graphics included in [2016 NFMW Graphics zip file](#), for use on social media, blogs, newsletter, etc)*

[Instagram Contest](#) *(graphics included in [2016 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](#)



## Campaign Timeline

**Week of July 10** | 1 month before NFMW; reminder on social media, newsletters

**Week of July 17** | 3 weeks before NFMW; reminder on social media, newsletters

**Week of July 24** | 2 weeks before NFMW; reminder on social media, newsletters

**Week of July 31** | 1 week before NFMW; reminder on social media, newsletters

**August 7-13** | 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 2<sup>nd</sup> annual [Farmers Market Poster Contest](#) began **June 27** and ends at 11:59PM EST on **July 24**. A total of \$1500 in cash prizes will be awarded to winning markets in the following categories: 1<sup>st</sup> place - \$500; 2<sup>nd</sup> place - \$300; Fan Favorite - \$200; Best EBT/Nutrition poster - \$500. A panel of judges will determine the 1<sup>st</sup>, 2<sup>nd</sup> 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](http://bit.ly/fmcPoster)

Link to ENTER contest: [bit.ly/FMCEnterVote](http://bit.ly/FMCEnterVote)

Link to VOTE for poster: [bit.ly/FMCEnterVote](http://bit.ly/FMCEnterVote)

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](#) is currently underway and ends at 11:59 EST on August 31, 2016. Prizes will be awarded to the photographer and market of the winning photos, including a t-shirt for the photographer and a social media photo booth kit for the market. 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**

*Help Us Win!*

#LOVEMYMARKET  
INSTAGRAM  
CONTEST





## **Farmers Market Coalition Helps Markets Prepare for National Farmers Market Week** *Offers free tools for planning and promoting events*

July 12, 2016 - The [Farmers Market Coalition](#) (FMC), a national nonprofit committed to strengthening farmers markets, announces today the launch of its annual [campaign](#) to help farmers markets nationwide prepare for 17th annual National Farmers Market Week (NFMW, August 7-13), 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 8,500 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.

“National Farmers Market Week 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. We want to make it easy for all market managers, regardless of funds or capacity, to spread the word by providing them with these easy-to-use, customizable tools,” said FMC’s executive director, Jen Cheek.

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 information on how to invite local officials to market events.

Farmers market-themed merchandise is also available for purchase to hand out at events, give away as prizes and more.

This 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.

“We’re thrilled USDA AMS is providing this easy, cost-effective way for managers to develop beautiful marketing materials for their market,” said Cheek. “We hope the combination of USDA and FMC resources streamlines promotional efforts for markets nationwide.”

In addition, FMC is also hosting a [poster contest](#) designed to highlight the creativity and hard work farmers markets already put into promoting their venue. Markets of the winning posters are eligible for \$1500 in cash prizes and will be featured at events in Washington D.C. during NFMW. Contest deadline is July 24.

As demand for local food continues to swell, farmers markets in the United States have nearly doubled in number over the past ten years, increasing from 4,384 to 8,562, according to the USDA. This year, FMC celebrates its tenth anniversary and is heartened by the progress farmers markets have made in the past decade, as well as the impacts they continue to make in both rural and urban communities. [Research](#) indicates farmers markets are not only economic drivers and food access hubs for communities across the country, but play a vital role to support rural livelihoods, preserve farmland, and protect the environment.





“As farmers markets continue to grow across America, they’re also becoming critical community assets and public spaces that bring families from all backgrounds together to socialize, purchase healthy, affordable food and support their local farmer,” said Cheek. “FMC is proud to be a voice for our nation’s farmers markets and support their efforts toward continued growth. We’re excited for what the next decade will bring.”

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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](http://www.farmersmarketcoalition.org)

