



UNIT **SIX**

COMMUNICATION GUIDE



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6.0 Communications Introduction

This unit explains how to create a communication plan based on the metrics you have identified as relevant and useful to your market. It is the sixth in a series of six units within the Farmers Market Metrics Training. Throughout the training, you have been given the opportunity to complete a worksheet, resulting in an evaluation plan for your market.

By now, you’ve put great effort into collecting information on your market, and have accumulated valuable data. So, what’s next? It’s time to turn your data into messages that will promote your market.

The **messages** you promote, the **audiences** you target, and the **channels** you use to distribute your messages form your **communication plan**. These three elements work together to achieve your market’s goals by effectively communicating a specific message to the right people.

6.1 Step 1: Set Your Objectives

Before you create a communication plan, you must first understand the organizational, operational, and communication objectives of your market. Clearly stating your objectives will help you choose which metric data that will have the greatest impact for your message.

Organizational Mission: Overall goals, purpose, and intention of your market.

Operational Objectives: Short-term goals that drive your market to achieve its long-term goals and/or mission.

Communication Objectives: Goals for your market’s promotional efforts.

Your market’s communication plan must closely align with its organizational and operational objectives. After determining these two sets of objectives, you can then begin to outline your communications objectives and how they will work to achieve your goals.

Take a look at the following examples to see how these objectives work together:

Organizational Mission #1: Strengthen the local economy by supporting local farmers and small business.

Operational Objectives	Communication Objectives
Increase customer foot-traffic and vendor sales	Ensure shoppers and community know what products, programs and events are offered at market



	Ensure community understands how their support is important to the success of the market and local economy
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***Sample metric data to consider for Mission #1:** Estimated number of visitors, Market sales, Average distance in miles traveled from farmer to market, Agricultural acres owned leased, or managed by market vendors, and Number of food education activities hosted.

Organizational Mission #2: Provide access to farm-fresh, affordable food to families in the community who need it most.

Operational Objectives	Communication Objectives
Increase number of SNAP shoppers and purchases	Ensure shoppers and community are aware of incentive programs and SNAP transaction capabilities offered at market

***Sample metric data to consider for Mission #2:** Number of SNAP transactions, Average number of SNAP-eligible goods, Number of food education activities hosted

Organizational Mission #3: Provide an vibrant, educational space for communities to come together to socialize and learn about agriculture

Operational Objectives	Communication Objectives
Strengthen relationships/build partnerships with local stakeholders and educational organizations	Provide key stakeholders with regular updates/information outlining the benefits of the market

***Sample metric data to consider for Mission #3:** Estimated number of visitors, Market sales, Number of SNAP transactions, Average number of SNAP eligible goods, Number of food activities hosted



Use the worksheet below to state your market’s core missions and outline its objectives:

Organizational Mission #1:

Operational Objectives	Communication Objectives

Organizational Mission #2:

Operational Objectives	Communication Objectives

Organizational Mission #3:

Operational Objectives	Communication Objectives



6.2 Step 2: Know Your Audience

Now that you have set your objectives, the next step is to identify the audience you need to reach. Without a defined audience, your message will lack focus and fail to engage the right people. By identifying your target audience, you can tailor a message that speaks to the unique sets of motivations that drive their behavior and choices. *Important: who you choose to target should correlate with your market's objectives.*

Target Audience: *The people you need to engage to achieve your goals.*

Segment Group: *Subgroup of a broad target audience that share common interests, needs, and motivations.*

Let's use Mission #1 from Step 1, *increase customer foot-traffic and vendor sales*, as an example. To achieve this mission, your target audience would likely include neighborhood residents in the area of your market. However, the target, "neighborhood residents" doesn't fit into one, uniform mold. Rather, it is comprised of people from diverse backgrounds and demographics, who have different needs and interests. For this reason, it is essential to further refine your target audience into segment groups.

For instance, the priorities of parents with small children will differ from senior citizens living on limited means. The metrics you choose to highlight must be influenced by the priorities of you audience, as dictated by the goals of your market. Your job is to discover what those priorities are, and which metrics work best to appeal to those priorities. *Important: Knowing what motivates your audience is vital to the success of your communications.*

The following examples show how your target audience can be broken down further into segment groups, as well as sample metrics that may appeal to those groups:

Target Audience: Neighborhood Residents

Segment Groups:	Sample Metric
Parents with small children	Number of food education activities
SNAP participants	Number of SNAP-eligible goods available
Senior citizens living on limited means	Number of SNAP-eligible goods available



Target Audience: Community Leaders

Segment Groups	Sample Metric
Local officials	Market sales, Number of SNAP sales
Business owners	Market sales, Average spending per shopper
Anchor vendors	Market sales, Number of visitors

Target Audience: Community Organizations

Segment Groups	Sample Metric
Hospitals	Number of SNAP-eligible goods available
Schools	Number of food education activities
Environmental non-profit	Average distance traveled from farm to market

Unit 2 of the Farmers Market Metrics Training provides an excellent activity markets can use to identify target audiences. The activity asks participants to write down as many audiences their market targets on a regular basis on individual sticky notes. Participants are then asked to place them on a stakeholder spectrum graph, ranging from market promoters, individuals with a neutral opinion of the market, to market detractors. Participants should analyze the less populated areas of the graph and discuss how to expand their reach to untapped audiences. *Important: your communication plan should not only include efforts to reach your current loyal supporters, but should also include ways to engage untapped audiences that have a neutral and/or uninformed opinion of your market.*



Use the worksheet below to define your audience and brainstorm metrics that appeal to their priorities:

Target Audience #1:

Segment Groups	Sample Metric

Target Audience #2:

Segment Groups	Sample Metric

Target Audience #3:

Segment Groups	Sample Metric



6.3 Step 3: Create Your Message

Now that you have both set your objectives and identified your audience, it's time to break down your objectives into relevant messages for each audience. Also included in this guide are sample messages and *Helpful Information* bullet points you can use to support the metric data you choose to highlight.

How you craft each message depends on what will motivate your audience to act. The key is first to determine what your audience finds important, then create a message that either supports those values, called the **benefit exchange**, or eliminates **barriers** that keep them from acting. *Important: When creating a message about a program, event or campaign, appeal not to the needs of your market, but to the values of your audience.*

Benefit Exchange: Why your audience should care and/or how they benefit.

Audience	Benefit Exchange
Business owner	Farmers markets may increase foot traffic to nearby businesses
Senior citizens	Farmers markets are great places to socialize and find healthy, affordable food

Barriers: Perceptions or realities that keep your audience from the actions you want them to take.

Audience	Barrier
Business owner	Worry that the market will draw customers away from their business
Senior citizens	Believe farmers markets are too pricey for people living on fixed incomes

It is also important to consider the audience when determining the appropriate tone of your message. Language geared toward your die-hard supporters and current funders may be more informal or conversational than language you would use to address local officials or potential funders. Remember, you must appeal to the values of your audience, and the tone of your language sets the stage for that appeal. But regardless of the tone or audience, your messaging should always be consistent and point back to the key mission(s) of your market.



The table below shows how to outline a message for different audiences. You can then create a message using metric data that supports the key ideas you want to communicate.

Audience	What they need to know	Key ideas to communicate
Business owner	How their business may benefit from your market	The market may increase foot traffic to nearby businesses
Senior citizen	How your market creates access to healthy, affordable food	The market accepts SNAP and offers incentive programs that enable senior citizens to purchase more healthy, farm-fresh food

All messages must end with a clear call to action or next step. A call to action can be direct (volunteer today, donate now, register) or more suggestive (learn more, tell a friend, share our info).

Sample actions include:

- Feed your family with fresh food from market
- Spend your SNAP benefits with market farmers and vendors
- Learn about the benefits of shopping at market
- Attend a market event or workshop
- Subscribe to your newsletter
- Become a sponsor or donor
- Collaborate on an upcoming project
- Follow your market on social media
- Share a story with a friend



Use the worksheet below to outline ideas and information to include in your message:

Audience #1:

Benefit Exchange	
Barriers	
What they need to know	
Key ideas to communicate	

Audience #2:

Benefit Exchange	
Barriers	
What they need to know	
Key ideas to communicate	



6.4 Step 4: Choose Your Channel

Once your goals, target audience, and message, have been identified, it is time to determine how to distribute your message. *Important: Channels used by your audience will vary by demographic and whether you seek to engage an individual or organization. Be sure to choose channels that engage your audience on a regular basis.*

Some examples of channels are:

- e-Newsletter
- Direct email
- Social media (Facebook, Twitter, Instagram, Pinterest, etc)
- Print/Broadcast media
- Workshop
- Brochure
- Press release
- Event
- Website
- Person-to-person



One-page annual reports have become popular with market organizations, and for good reason. The ability to show the impact of your market on one 8.5 by 11 inch piece of paper allows for quick, impactful interactions, in addition to cutting down on printing costs. Markets are creating summary reports in a variety of ways that often include engaging graphics. When creating a one page impact report, remember to include basic information about the market and the market organization. The number of staff, type of incorporation, and mission of the market are good places to start, and provide some context for the viewer



to better understand the data presented. FMC's has been testing various one-page summary formats, and offers the opportunity to automatically generate one on the Farmers Market Metrics website. For more information about the reports, pictured below, contact info@farmersmarketcoalition.org.



Person-to-person communication, as defined as direct contact between persons, is often the best way to reach audiences that have limited interactions with print, broadcast, or online media. For example, if your audience includes senior citizens or children, you may want to pursue a partnership or establish a liaison with a senior center or school. Conveying your message in-person through a presentation or conversation is incredibly impactful, especially when coupled with a handout or flier. Think outside of the box to identify possible in-person communications opportunities. If a local organization hosts regular volunteer days or events, offer to have a volunteer swap. For example, if an area school hosts a garden cleanup day once a month, offer to send a market representative to help on a regular basis. In addition to assisting with the garden cleanup activities the market representative would be able to inform other volunteers about the market and its events, as well as begin to form person relationships with potential customers.

It's also important to remember the best way to reach your target is not always obvious and may require some research. Often, the methods you least expect to work earn the most attention. It may take some trial and error to discover which channels engage your audience. For this reason, a content calendar is crucial to your communication plan. It may take a few weeks or even months, but over time, the feedback



and data you record will demonstrate which channels work best to promote your message. Once you have enough data to illustrate a distribution pattern that works, you can further refine your communication plan.

6.5 Great Expectations: Build Trust with Strategic Communications

Always think strategically about your communications to ensure you have enough capacity, supply, and resources to meet your audience's expectations.

The bottom line for your communication plan is, of course, to build a relationship with your audience. A key ingredient to any relationship is trust. Therefore, it's critical to be aware of how **successful communications** could **negatively affect** your market and dissolve the trust you worked hard to establish.

Take this scenario: Your market spreads the word to your social media followers about the first strawberries of the season: *"First strawberries of the season are here at market today. Stop by a pick up a pint or two or three!"* This generates interest and entices your followers to market with the promise of this highly anticipated item. Additionally, it implies your market has an abundance of strawberries. However, the one vendor selling strawberries actually has a limited supply and sells out early, leaving many customers disappointed upon arrival.

To avoid this mishap, the post could have been phrased more appropriately: *"First strawberries of the season are here at market today. Supply is limited, so get here early!"*

6.6 What is a Content Calendar & Why Should You Use One?

To create a strong and effective communication plan, it is very important to keep a record of who, what, when, where and how you target your message. A **content calendar** is a tool you can use to help plan a strategy for message dissemination, and track the efficacy of each message and channel.

This section provides a **sample content calendar** and a **content calendar template** you can use to guide development of your communication plan. Use the content calendar template to organize your plan by recording to who, what, when, and how you distribute your message, and to note feedback or responses



you receive. However, this template is only one example of how you can record and organize your plan. You can customize the information you hope to learn by adding, subtracting, or modifying the rows and columns as you see fit.

Content calendars come in various forms depending on your need. Simply typing the keywords “content calendar” into an online search engine, such as Google, results in an assortment of free, pre-made calendars. You may also choose to use an *online* content calendar as a way to easily share, edit, and view with multiple people.

Take a look at the recorded data in the sample content calendar. In this example, it appears Facebook may do a better job than Twitter or Instagram to engage followers with the message. It also looks like a direct email to potential stakeholders and handouts to neighboring businesses solicited more engagement than a press release. After a few weeks of recording a similar or varied data pattern, you will begin to better understand which channels work for your message.

However, it is important to remember that “likes”, clicks, and responses are not the only ways to evaluate the success of the channels you use. If your goal is to increase vendor sales at your market, a spike in sales may be evidence to show your communication efforts are working. Only through continued evaluation, and analysis of the data in your content calendar will you uncover the best distribution strategy for your message.

Fig 6.1: Example of Basic Content Calendar

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1	Facebook Message 1		Instagram Message 1		Twitter Message 1	Chalkboard Message 3
Responses?	Clicks: 10 Shares: 2 Likes: 7 Comments: 2		Likes: 3 Comments: 0		Favorites: 0 Retweets: 0	No response
Week 2	Facebook Message 3		Handout with Message 3 to neighboring business		TwitterMessage 3	



	Clicks: 7 Shares: 1	Replies: 2 emails, 1 phone call	Favorites: 0 Retweets: 0
Responses?	Likes: 5 Comments: 0		
Week 3	Email to partners Message 6	Press Release Messages 4 & 5	Facebook Message 2

Over time, the communication data you track will likely shift. You will know your communications are working if it supports your market's organizational and operational objectives. If you have several objectives, it may be helpful to put them in order of priority. This in turn will help you identify and collect metrics relevant for tracking progress effectively.

6.7 Sample Messaging

This section presents sample messages, media templates, and best practices for using selected metrics from the Farmers Market Metrics. Use the sample messages as a starting point. They should be customized to reflect your market's data, goals and mission. When sharing information on your market, follow this important rule: "Write once and publish often." This strategy encourages distribution of the same content over multiple forms of media. Market data should be used as often as possible, even in email signatures and website home pages.

The sample messages shared here are carried over into other Farmers Market Coalition resources, and are particularly helpful when creating promotional materials for events like National Farmers Market Week and annual giving campaigns.



Sample Message No. 1 // Economic Capital

Money spent at the farmers market re-circulates locally, bolstering the regional economy.

Metrics to Highlight	Target Audiences
<ul style="list-style-type: none"> • Total market sales • Estimated number of visitors • Total debit/credit sales • Number of employees supported by market vendors 	<p>Buy Local efforts, Main Street organizations, real estate developers, and municipalities operating in the market vicinity.</p>

Context & Supporting Information

Independent retailers return more than three times as much money per dollar of sales to the community in which they operate than chain competitors.

Source: *Think Local! 7 Reasons Why Supporting Local Business is Good for Your Community* [\[Blog post\]](#). (2013).

Growers selling locally create 13 full-time jobs per \$1 million in revenue earned. Growers who do not sell locally create only three jobs.

Source: King, R.P., Hand, M.S., DiGiacomo, G., Clancy, K., Gomez, M.I., Hardesty, S.D., Lev, L., & McLaughlin, E.W. (June 2010). *Comparing the structure, size, and performance of local and mainstream food supply chains*. USDA Economic Research Service.

A Virginia Cooperative Extension report showed that if households in Southern Virginia spent 15% of their weekly food budget on locally grown food products, \$90 million in new farm income would be created for the region.

Source: Bendfeldt, E.S., Walker, M., Bunn, T., Martin, L., & Barrow, M. (May 2011). *A community-based food system: Building health, wealth, connection, and capacity as the foundation of our economic future*. Virginia Cooperative Extension. [Link](#).



Sample Message No. 2 // Economic Capital

Farmers markets serve as small business incubators, providing an entry point for new farmers and entrepreneurs.

Metrics to Highlight	Target Audiences
<ul style="list-style-type: none"> • Percentage of woman-owned businesses supported by the market • Number of socially disadvantaged vendors supported by the market • Percentage of young farmers supported by the market 	<p>Local public officials, State Department of Agriculture, business improvement districts, market vendors, and other regional agricultural advocates.</p>

Context & Supporting Information

Female farmers are the most rapidly growing sector in agriculture. The number of women-operated farms more than doubled between 1982 and 2007.

Source: Merrigan, K. (April 2013). *Women farmers: One million strong* [Blog post].

In Washington State, 82% of farmers markets reported having at least one minority vendor.

Source: Donovan, C. & Ostrom, M. (2013). *Summary Report: Farmers markets and the experiences of market managers in Washington state*. [\[Link\]](#)

Farms selling local food through direct-to-consumer marketing channels like farmers markets were more likely than other farms to remain in business in 2007-2012.

Source: Low, S., Adalja, A.A., Beaulieu, E., Key, N., Martinez, S., Melton, A., Perez, A., Ralston, K., Stewart, H., Suttles, S., Vogel, S., & Jablonski, B.R. (January 2015). *Trends in U.S. local and regional food systems, AP-068*. U.S. Department of Agriculture, Economic Research Service.

There are five times as many U.S. farmers over the age of 65 compared to those under 35.

Source: Yowell, E. (March 2013). *"No farms No food rally: A reflection"* [Blog post].



Sample Message No. 3 // Economic Capital

Farmers markets drive foot traffic to nearby businesses.

Metrics to Highlight	Target Audiences
<ul style="list-style-type: none"> • Total market sales • Estimated number of visitors • Average spending per shopper per visit • Estimated spending at neighboring businesses per market visitor 	<p>Local public officials, State Department of Agriculture, business improvement districts, market vendors, and other regional agricultural advocates.</p>

Context & Supporting Information

Area businesses in various cities across the U.S. saw as much as \$15 million more in sales per year due to a nearby farmers market.

Source: Alonzo, A. (August 2013). The food chain reaction from a farmers market [\[Blog post\]](#).

A survey of over 800 customers from a variety of indoor and open-air farmers markets around the country showed that 60% of market shoppers also visited nearby stores on the same day; 60% of that group said that they visited those additional stores only on days that they visit the market.

Source: *Measuring the impact of public markets and farmers markets on local economies.* (2002). [\[Link\]](#).

Farmers markets positively affect the business surrounding them, while also providing significant sources of income for local farmers, thus maintaining the viability of many small, local farms.

Source: Brown, C. & Miller, S. (2008). *The impacts of local markets: A review of research on farmers markets and community supported agriculture (CSA).* *Amer. J. Agr. Econ.*, 90(5), 1296-1302.



Sample Message No. 4 // Economic, Social & Human Capital

SNAP at the market is a win-win. Fresh food gets to those who need it most, while local farmers benefit from the increased revenue.

Metrics to Highlight	Target Audiences
<ul style="list-style-type: none"> • Total SNAP sales • Number of SNAP transactions • Estimated number of visitors • Average number of SNAP eligible goods available 	<p>Public health agencies, municipal government, foundations that have healthy living focus, nearby hospitals, and community centers.</p>

Context & Supporting Information

SNAP spending at farmers markets reached \$19.4 million in 2015—that’s nearly double 2011’s spending (\$11.7 million).

Source: Quintana, M., and O’Brien, J. (February 2015). SNAP redemptions at markets continue to increase, and new federal support is on the way [Blog post].

Recent evidence suggests that food security (defined as having access to adequate food for active healthy living) increases in households when they begin receiving benefits.

Source: Nord, M., & Golla, A.M. (October 2009). Does SNAP decrease food insecurity? Untangling the self-selection effect. Economic Research Report No. 85. U.S. Department of Agriculture. [Link](#)

At farmers markets in low-income areas, 6 in 10 shoppers said that they could find better prices at the markets than at their grocery.

Source: Farmers Markets as a Strategy to Improve Access to Healthy Food for Low-Income Families and Communities. (2013). [Link](#)



Sample Message No. 5 // Economic, Social & Human Capital

Communities benefit from increased access to fresh and nutritious food offered at the farmers market.

Metrics to Highlight	Target Audiences
<ul style="list-style-type: none"> • Estimated number of visitors • Average number of fruits and vegetables available per market day 	<p>Public health agencies, public health staff in municipal government, foundations that have healthy living focus, nearby hospitals, and community centers.</p>

Context & Supporting Information

Families with access to farmers markets ate, on average, 1.4 more servings of fruits and vegetables than those without access to a market.

Source: Alonzo, A. (August 2013). *The food chain reaction from a farmers market* [[Blog post](#)].

In Boston, SNAP clients who shopped at farmers markets consumed vegetables with more frequency than those who did not shop at farmers markets.

Obadia, J., & Porter, J. (2012). *Farmers markets: Impact on fruit and vegetable consumption of Supplemental Nutritional Assistance Program clients. The Boston Collaborative for Food and Fitness.* [[Link](#)]

If Americans ate the daily recommended number of servings of fruits and vegetables, we could save 127,261 lives each year.

Source: *The \$11 trillion reward: How simple dietary changes can save lives and money, and how we get there.* (2013). [[Link](#)]



Sample Message No. 6 // Human & Social Capital

Farmers markets are town squares that foster social connectivity, reduce isolation, and increase knowledge.

Metrics to Highlight	Target Audiences
<ul style="list-style-type: none"> • Estimated number of visitors • Number of food education events hosted • Number of vendors supported 	<p>Community development organizations, senior service organizations, and local hospitals.</p>

Context & Supporting Information

A study in California revealed that there are five times as many social encounters between customers at farmers markets as in national chain supermarkets. Farmers market customers are four times as likely to have an encounter with a seller or employee as supermarket customers.

Source: Sommer, R., Herrick, J., & Sommer, T. R. (1981). The behavioral ecology of supermarkets and farmers' markets. Journal of Environmental Psychology, 1(1), 13-19.

A study published in the International Food and Agribusiness Management Review reported that 69% of their survey respondents said they usually meet friends or acquaintances at the farmers market, turning the act of food purchasing into a vibrant social environment.

Source: Pascucci, S., Cicatiello, C., Franco, S., Pancino, B., & Marino, D. (2011) Back to the future: Understanding change in food habits of farmers' market customers. International Food and Agribusiness Management Review. 14(4) 105-126. 2011. [Link](#)

"Whereas the supermarket is designed to minimize contact between customers and employees, the reverse attitude prevails at the farmers market. We found a number of sellers who encouraged conversation about the specific variety of produce, how it was grown, how it could be used."

Source: Sommer, R., Herrick, J., & Sommer, T. R. (1981). The behavioral ecology of supermarkets and farmers' markets. Journal of Environmental Psychology, 1(1), 13-19.



Sample Message No. 7 // Ecological Capital

Local producers are stewards of the land, protecting the health of the region’s natural resources.

Metrics to Highlight	Target Audiences
<ul style="list-style-type: none"> • Average distance food travels from farm to market • Total agricultural acres owned or leased by market vendors • Total acres in diversified agricultural production by market vendors • Number of Certified Organic vendors 	<p>Customers, public officials, local governments, and local environmental groups.</p>

Context & Supporting Information

Nearly half of markets sell organically labeled products, and many more sell chemical or pesticide-free labeled products.

Ragland, E., & Tropp, D. (2009). USDA National Farmers Market Manager Survey, 2006. [Link](#)

A Vermont Price Study found that of the items compared, prices for many conventional products and all organic products, with the exception of potatoes, were lower at the farmers market than at nearby supermarkets.

Source: Claro, Jake. (2011) Vermont Farmers Markets and Grocery Stores: A Price Comparison. [Link](#).

In a 2015 survey of farmers market farmers across the country, three out of every four said they use practices consistent with organic standards. 48% used integrated pest management, and 81% incorporated cover crops, reduced tillage, on-site composting, and other soil health practices into their operations.

Source: Direct Market Farmers: National Survey. American Farmland Trust and Farmers Market Coalition. Unpublished raw data, 2015.



6.8 Press Release Template

The following is a template for creating a press release on farmers market impacts. Press releases should be created regularly, whenever there is news to share with the general public.

For Immediate Release

Contact: {Local Contact Name}

{Phone Number}

{Email Address}

{YOUR MARKET'S NAME} {INSERT IMPACT YOU WISH TO HIGHLIGHT}

{Subheading about any programs, events, activities or information that supports your title}

{CITY, Date} – {Your Market's Name} recently collected information about the impacts it has made across the community. In 2016, **{Your Market's Name}** recorded **{insert metric data – example: XXX visitors to the market}**, which resulted in **{insert metric data – example: \$XXX in SNAP dollars}** spent with local farmers and vendors.

{Insert quote from market manager or farmer that supports or adds information to opening paragraph.

Example: *“The data we have collected over the past year provides a clear picture as to how our market truly supports a healthy, thriving community. Since accepting SNAP, not only have our farmers experienced a rise in income, but more of our low-income residents now have increased access to healthy, affordable food,” said the market’s manager, Jane Smith.*

{Insert any other statistics, programs, events, activities or information that supports your opening paragraph. Example: *In addition to accepting SNAP, the market offers special food education activities, such as cooking demos, to ensure shoppers know how to prepare the fresh food they purchase once they return home.*

{Insert quote from market manager or farmer that supports or adds information to supporting paragraph.

Example: *“The cooking demos have been very popular with our shoppers, especially parents with small children. Parents are excited to see their kids eat and enjoy vegetables after being prepared in a way that makes them taste good,” said Smith.*



Across the country, farmers markets are making an impact. According to the United States Department of Agriculture (USDA), these grassroots venues have increased nationally by over 60% since 2009 to more than 8,600 markets today. Farmers markets work to preserve farmland, stimulate local economies, increase access to nutritious food, improve community health, and protect the environment.

“Farmers markets play a vital role in forming healthy, local food systems,” said Jen Cheek, Executive Director of the Farmers Market Coalition, a national non-profit dedicated to strengthening farmers markets. “By providing an opportunity for farmers to connect directly with consumers, markets not only serve as venues for farm-fresh food, but as education centers by teaching customers about agriculture and new foods. Farmers markets make communities stronger and healthier.”

{Boilerplate about your organization and its mission, with a link to web}



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