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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