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Contact: Honesta Romberger

Phone: 717-443-8723

Email: honestaromberger@farmersmarketcoalition.org

New Partnership will Enable Farmers Markets to Streamline & Enhance Operations

The Farmers Market Coalition and Farmspread have teamed up to provide farmers markets with integrated management and data collection tools

December 18, 2017- The [Farmers Market Coalition](#) (FMC), a national nonprofit committed to strengthening farmers markets, has partnered with [Farmspread](#), a farmers market vendor management website in an effort to provide farmers market managers, staff, and vendors the tools they need to operate a successful market. The two organizations have teamed up to offer [FMC members](#) a comprehensive membership package that includes a Farmspread account at a discounted rate.

Farmspread's management platform can be utilized on its own, or as a complement to FMC's [Farmers Market Metrics](#) (Metrics) program, a program designed to help farmers market staff collect key market data, which can then be used to optimize market operations, promotional efforts, and more.

"For the past three years, FMC has been actively working on our Farmers Market Metrics data collection and reporting website," said Jen Cheek, FMC's executive director. "We had plans to develop a vendor management tool to accompany the Metrics program, but after learning of Farmspread, and discussing how our respective tools aligned with our goals, we agreed a partnership was the best path forward." Cheek added, "Farmspread is a comprehensive and user-friendly market and vendor management tool, and we are thrilled it will be used not only to better serve our farmers market community, but enhance the capabilities of the Farmers Market Metrics program."

Beginning December 15th, FMC members will be able to create a Farmspread account by going to Farmspread's [website](#) and logging in using their FMC membership user ID and password. The partnership will offer a 15% discount to the 2018 season of Farmspread, and in March, will allow Metrics program participating markets the flexibility of transferring vendor data collected through their Farmspread account to their Metrics program account, eliminating the need to enter the data twice between two platforms. FMC and Farmspread will host a joint [webinar](#) on Thursday, January 11 at 2:00pm EST to explain the benefits of the partnership, future plans for the partnership, and for a live tour of Farmspread's website and management platform.

"FMC recognizes that the easiest and most complete point of vendor data collection is at the vendor application," said Cheek. "The integration of Farmspread's vendor management platform and FMC's Metrics program streamlines data collection, while providing members with a tool to manage their market operations. We couldn't be more pleased with the efficient way these tools work together to benefit farmers markets."

[Click here](#) to learn more about the partnership, [here](#) to become a member of FMC and [here](#) to visit Farmspread.

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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