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National Farmers Market Week Highlights Benefits to Farmers & Communities

Farmers Market Coalition offers free resources to markets, media, and local food advocates for planning and promoting events

July 2, 2018 - The [Farmers Market Coalition](#) (FMC), a national organization committed to strengthening farmers markets, announces the launch of its annual [campaign](#) to prepare farmers markets (and media) nationwide for the 19th annual **National Farmers Market Week** (NFMW). NFMW is a celebration sponsored by the U.S. Department of Agriculture (USDA) that highlights the important role farmers markets play in the nation's food system. The event is held during the first full week of August (**August 5-11, 2018**) and is formally announced with a USDA proclamation a few weeks in advance.

Each year, farmers markets across the country mark NFMW with special events celebrating the benefits of farmers markets for farmers, consumers, and the community as a whole. In preparation, FMC's campaign provides more than 8,600 farmers markets nationwide with [tools, guides and materials](#) they can use to promote events at their markets, and educate their communities during the weeklong celebration.

This year, FMC's NFMW campaign will highlight how [11 farmers markets](#) from across the country plan to celebrate NFMW, as well as focus on how farmers markets benefit direct-marketing farmers new to agriculture, by providing a low-barrier to entry point and maximum return on investment. As a new farmer, [Dustin Rathgeber](#) says it directly: "If I didn't have a farmers market, I wouldn't have a business."

"It's important for Americans to know that the food they buy directly from their local farmer isn't just more flavorful, but also has a very real impact on the livelihoods of the men and women who produced that food," said FMC's executive director, Jen Cheek. "Farmers and ranchers receive only 15 cents of every food dollar that consumers spend at traditional food outlets, and they often have to wait a significant amount of time to receive payment. At a farmers market, 100% of your food dollar goes to your local farmer, immediately."

Cheek added, "When farmers and farmers markets thrive, so do we. From vibrant community gathering places, to increased access to fresh produce, to protecting our land and water with sustainable farming practices: we are all better off when they succeed. And for these hard-working farmers to succeed, they count on their neighbors to shop regularly at farmers markets. National Farmers Market Week provides an important opportunity to share these benefits and to encourage more Americans to shop local."

FMC makes it easy for all market managers, regardless of funds or capacity, to spread the word about National Farmers Market Week and the benefits of farmers markets. [Resources](#) include templates for press releases and op-eds, sample social media posts and graphics, farmers market facts and talking

points, and farmers market-themed merchandise. A [Guide to Hosting Public Officials at Market](#) is available for markets interested in engaging their local, state, or federal elected officials.

Capitalizing on bountiful, eye-catching produce and vibrant community, NFMW generates extensive social media coverage. Influencers and local food fans are encouraged to help promote the celebration by using the hashtag #FarmersMarketWeek, and participating in FMC's [#LoveMyMarket Instagram Contest](#), which kicks off August 1.

FMC is also available to help local and national media cover NFMW and the benefits of farmers markets. FMC can connect reporters to farmers market managers, farmers, and advocates for interviews, as well as members of FMC board and staff. In addition, reporters can access FMC's [infographics](#), [farmers market facts](#), [featured markets](#) and [farmers](#) to support their stories.

To find a farmers market near you, visit: www.farmspread.com.

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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