



2018
**NATIONAL
FARMERS MARKET WEEK**

MEDIA KIT

August 5 - 11, 2018



www.farmersmarketcoalition.org



2018 National Farmers Market Week Media Kit

It's time to get ready for **National Farmers Market Week!**

National Farmers Market Week (NFMW) is an annual celebration sponsored by the U.S. Department of Agriculture (USDA) that highlights the important role farmers markets play in the nation's food system. Now in its 19th season, NFMW always lands on the first full week of August, with this year's celebration running **August 5-11th, 2018**.

NFMW allows farmers markets to take center stage on a national level, and is an important opportunity to showcase the impacts of markets to customers, communities, local officials, and legislators. Each year, FMC provides more than 8,600 markets with free tools, guides, and marketing materials to share their impacts during NFMW.

The resources in this media kit are designed to help markets, influencers, media outlets, and local food fans use the NFMW platform to: 1) generate national and local excitement for NFMW, 2) promote the benefits of farmers markets, and 3) advocate for farmers markets at the local, state, and federal level.

Why use NFMW to showcase impacts of farmers markets?

Farmers markets benefit us all in many ways! They stimulate local economies, increase access to fresh, healthy food, promote sustainable farming practices that protect our water and soil, and preserve American farmland. However, none of these benefits are possible without farmers. For many family farmers to succeed, particularly those new to agriculture, they count on their neighbors to shop regularly at market. NFMW provides an important opportunity to promote these benefits, and to encourage more Americans to buy direct from their local farmer. NFMW also offers a great reason to connect with elected officials, and share the many reasons your market makes a difference in your community.

This year, FMC's NFMW efforts will largely focus on how farmers markets help farmers build and grow a prosperous business, and why their success is important to everyone. Be sure to follow FMC on [Facebook](#), [Twitter](#), and [Instagram](#) for inspiring stories we'll be sharing from markets and farmers across the country!

Campaign Timeline

Week of July 2 | 5 weeks before NFMW; reminder on social media, newsletters
Week of July 9 | 4 weeks before NFMW; reminder on social media, newsletters
Week of July 16 | 3 weeks before NFMW; reminder on social media, newsletters
Week of July 23 | 2 weeks before NFMW; reminder on social media, newsletters
Week of July 30 | 1 week before NFMW; reminder on social media, newsletters
August 5-11 | National Farmers Market Week



Media Kit Resources

Spread the Word!

Use our resources and templates to promote NFMW, the benefits of farmers markets, and the events happening at your market.

FMC Resources:

- [Local Proclamation Template](#) – Partner with your local official(s) to make NFMW an official celebration in your city or state. [Learn how](#) to make it happen.
- [Press Release Template](#) – Create press release to share with local media.
- [Op-ed Template](#) - Quickly create a NFMW op-ed for publication in local newspapers.
- [Talking Points](#) – Highlight the benefits of farmers market with these facts.
- [Social Media Cheat Sheet](#) – Need a quick tweet or post for social media? Voila!
- [Farmers Market Infographics](#) – Share on social media, blogs, newsletters and more.
- [NFMW Marketing Graphics](#) – More graphics to promote NFMW!
- [2018 NFMW Press Release](#) – Read and use FMC’s official NFMW statement.
- [Farmers Market Trivia](#) – Use to host a trivia event, on social media, or just for fun!
- [Featured Markets](#) – Learn how these markets from across the country are celebrating NFMW.
- [Voices from the Field](#) – Learn why farmers market are important to farmers, straight from the farmers themselves! Share their powerful quotes and stories.
- [Farmers Market Directory](#) – Update your information in Farmspread’s nationwide farmers market database, so members of your community can find you!

USDA Resources:

- [USDA NFMW Branding Graphics](#) – Use to make posters, emails, buttons and more!
- [USDA NFMW Branding Tips](#) – Get tips for using USDA NFMW branding graphics.
- [USDA Farmers Market Directory](#) – Add or update your markets information to USDA’s growing data base of markets across the country.

Invite Elected Officials to Your Market

There's no better way for officials to learn the benefits of your market than to witness it for themselves! Use our resources and templates to connect with your local officials, and share the great working happening at your market.

- [Advocacy Toolkit](#) – Want to connect with your elected officials, but don't know where to begin? Our templates, tools, and tips make it easy!
- [Invitation Template](#) – Use our quick and easy template to send off an invitation to your local official(s).
- [Local Proclamation Template](#) – Partner with your local official(s) to make NFMW an official celebration in your city or state. [Learn how](#) to make it happen.
- [U.S. Congressional Contact Info](#) – Find out who represents you in Congress.
- [State Legislator Contact Info](#) – Find out who represents you in your state.

Farmers Market Merchandise

Get your gear for National Farmers Market Week! Order tattoos, stickers, t-shirts, and post cards to wear, pass out at events, or give away as prizes. FMC Members get 20% off all orders. Not an FMC Member? [Join here!](#)



- [I 'Heart' Farmers Market Tattoos](#) – Our popular tattoos are fun to wear for vendors, customers, and kids of all ages!
- [I 'Heart' Farmers Market Stickers](#) – Stick your market pride anywhere with these durable, water resistant decals.
- [I 'Heart' Farmers Market T-Shirts](#) – This will be your new, favorite t-shirt! Our tees come in two styles in men, women, and child sizes.
- [Farmers Market Post Cards](#) – a collection of 10 poster cards, each with a different farmers market poster.



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. Use the **Local Proclamation Template** to engage elected officials and make NFMW an official celebration for your city or state.
5. Customize our **Press Release Template** and **Op-Ed Template** and send it to your local media outlets (print and broadcast media, popular newsletters, etc.)
6. Use our **Social Media Cheat Sheet** to help promote NFMW and events at your market.
7. Use our **Farmers Markets Infographics** in social media posts and newsletters.
8. Use our **Talking Points** to help speak confidently about the amazing work your market is doing in your community.
9. Claim or update your market's profile in the **Farmspread Farmers Market Directory**, so members of you community can find you!
10. Promote your market by encouraging customers and vendors to participate in our **Instagram Contest**.
11. Give away our **t-shirts, tattoos** and **stickers** as souvenirs and prizes.
12. Share the stories from our **Featured Markets** and **Voices from the Field** to further demonstrate the important impacts of farmers markets.

Contests & Social Media

Social Media

Capitalizing on bountiful, eye-catching produce and vibrant community, NFMW generates extensive social media coverage. Influencers, markets, and local food fans are encouraged to help promote the celebration by using the hashtag **#FarmersMarketWeek**. Our [Social Media Cheat Sheet](#) provides a full list of sample social media posts to promote NFMW.

Be sure to follow FMC on [Facebook](#), [Twitter](#), and [Instagram](#), and help us spread the word about NFMW and the benefits of farmers markets by sharing and retweeting our posts.

#LoveMyMarket Instagram Contest

Our [#LoveMyMarket Instagram Contest](#) launches **August 1, 2018** and ends at 11:59pm EST on **September 2, 2018**. Prizes will be awarded to the photographer *and* market of the winning photos.

The contest is designed as a way for markets to engage their 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. [\[Order tattoos here!\]](#)
2. Post the photo to [Instagram](#) with the hashtag **#LoveMyMarket**



See examples to the right, and check out our [2017](#) and [2016](#) winners for more inspiration!



FMC Press Release

National Farmers Market Week Highlights Ways Markets Benefit 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 [10 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. NFMW 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



**Thank you for your support –
we rely on your help to spread the word about NFMW!**

If you have any questions, please feel free to contact FMC's National Farmers Market Week Coordinator, Allie Vrtachnik at allie@farmersmarketcoalition.org or FMC's Communications Manager, Honesta Romberger at honestaromberger@farmersmarketcoalition.org.

The 2018 National Farmers Market Week Media Kit is a product of the Farmers Market Coalition.