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2019 National Farmers Market Poster Contest Launches April 29

Farmers Market Coalition teams up with Farm Aid to celebrate the creativity and diversity of America's farmers markets.

April 29, 2019 - The [Farmers Market Coalition](#) (FMC), a national organization committed to strengthening farmers markets, today announces the launch of the [2019 National Farmers Market Poster Contest](#). Sponsored by [Farm Aid](#), the annual contest celebrates the creativity and diversity of America's farmers markets by showcasing market posters on a national level as part of the lead up to the 20th annual National Farmers Market Week.

Interested participants are invited to [submit a poster](#) on behalf of their farmers market between April 29 and May 31, 2019 for a chance to win one of five cash prizes for their market, and to be entered into a raffle to win two tickets to the 2019 Farm Aid Concert. In addition, winning posters will also be displayed at this year's Farm Aid Concert, as well as at events in Washington D.C. during [National Farmers Market Week](#) (August 4-10, 2019), an annual celebration proclaimed by the United States Department of Agriculture that highlights the important role farmers markets play in the nation's food system.

"In a [recent national survey](#) of farmers who sell at farmers markets, the number one way farmers believe that market managers can support and grow their businesses is by improving advertising and signage," said FMC's executive director Ben Feldman. "This contest not only inspires our community of farmers markets through creative ideas, but celebrates the unique attributes of markets across the nation, while underscoring the important impact promotional efforts have on the success of markets."

Feldman added, "Events like our poster contest and National Farmers Market Week also serve as an opportunity to educate Americans on the economic, social, and environmental benefits of farmers markets, and how making a commitment to purchase locally raised food supports the future success of independent, family farmers."

A panel of judges from Farm Aid and FMC will determine winners in the following categories: 1st place, 2nd place, Best EBT/Nutrition Incentive Poster, and Best Metrics Poster. A Fan-Favorite prize will be awarded to the poster that receives the most votes online. Voters can cast their vote for one or more of their favorite posters by "liking" the poster in [FMC's Facebook Photo Gallery](#).

"The Fan-Favorite Prize gives markets a chance to engage their shoppers, vendors, and partners, and rally their neighbors in support of their market," said Feldman. "Past winners of

this prize did a great job of generating excitement for the contest by spreading the word throughout their community to vote for their poster. In turn, their level of engagement earned them a cash prize and national recognition, as well as increased awareness about their market within the community.”

For inspiration, interested participants can check out all the 2018 entries on Facebook [here](#) and past winners from [2014](#), [2016](#), [2017](#), and [2018](#). Judging will occur between June 10 -17th, 2019. Winners will be announced at the end of June. To learn more and enter the contest, visit: <https://farmersmarketcoalition.org/programs/farmers-market-poster-contest/>

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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