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**Farmers Market Coalition Announces 2019 National Poster Contest Winners**

**July 9, 2019** - The Farmers Market Coalition (FMC), a national nonprofit organization committed to strengthening farmers markets, recently announced the winners of its annual 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.

"Each year, the National Farmers Market Poster Contests allows our community of farmers markets to creatively express the unique attributes of their markets, while also allowing us to emphasize the importance that promotion and advertising have on the success of farmers markets," said Ben Feldman, Executive Director at Farmers Market Coalition.

FMC has hosted the contest since 2014, and received more than 200 entries from 46 states for the 2019 contest. The last two years, FMC has partnered with Farm Aid, an organization committed to promoting food from family farms, growing the local food movement, and helping farmers thrive, to grow the contest and shine a national spotlight on farmers markets of all sizes and types.

The winners of the 2019 National Poster Contest are:

- First Place: [Paseo Farmers Market](#) - Oklahoma City, OK
- Second Place: [Memphis Farmers Market](#) - Memphis, TN
- Metrics Prize: [Logan Square Farmers Market](#) - Chicago, IL  
*The Metrics Prize encourages farmers markets to collect and use data. Posters that highlighted data (such as average number of vendors, average distance food traveled to the market, total number of acres their farmers represent, etc.) were eligible.*
- Best Nutrition Incentive Poster: [Brown Deer Farmers Market](#) - Brown Deer, WI  
*The Nutrition Incentive prize is awarded to the poster that best showcased their acceptance of SNAP EBT, WIC, SFMNP or other nutrition incentive options. Many people don't know that a large number of farmers markets have the technology to accept these alternate payment methods.*
- Fan Favorite: [Ligonier Country Market](#) - Ligonier, PA

Winning posters will be displayed at this year's Farm Aid Concert on September 21<sup>st</sup> in East Troy, WI, as well as at the USDA Farmers Market in Washington D.C. during National Farmers Market Week (August 4-10, 2019). Now in its 20th year, National Farmers Market Week is 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.

“Events like the National Farmers Market Poster Contest and National Farmers Market Week serve as an opportunity to educate people on the economic, social, and environmental benefits of farmers markets,” said Feldman. “FMC will continue to promote programs and initiatives that help farmers markets thrive and serve as assets in their communities.”

To learn more about each of the winning posters and view all of the 2019 contest entries, visit <https://farmersmarketcoalition.org/2019-national-poster-contest-winners/>

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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](http://www.farmersmarketcoalition.org)*

