Our approach:

1. Stay focused
2. Stay accountable
3. Achieve our potential
4. Continue to document our progress
5. Stay motivated
6. Plan better

Objectives

- Stabilize organizational internal operations
- Increase engagement of farmers market operators
- Support farmers market operators/networks in capacity building
- Increase the visibility of farmers markets/operators
- Develop FMC as an Anti-Racist Organization

Strategies

1. Improve staff communication, morale, accountability, and documentation
2. Prioritize staff professional development by implementing formal staff education and development policies
3. Increase the number of FMC members
4. Increase engagement with FMC members
5. Partner with state and network leaders on educational offerings (webinars)
6. Increase the quality and reach of farmers market training programs nationwide
7. Use communication channels to encourage markets to use resources on FMC site
8. Increase the number of articles submitted to scholarly journals about the positive impacts that farmers markets can have on communities
9. Build stronger relationships with BIPOC let ag organizations
10. Support farmers markets and state associations seeking resources on D,E, I work

Doing

Engage all staff in external networking opportunities within the field
1. Move more member benefits behind the member paywall
2. Increase number of member benefits
3. Improve staff communication, morale, accountability, and documentation
4. Prioritize staff professional development by implementing formal staff education and development policies
5. Increase engagement of farmers market operators
6. Support farmers market operators/networks in capacity building
7. Increase the visibility of farmers markets/operators
8. Develop FMC as an Anti-Racist Organization

Doing

- Institute annual in-person or virtual staff retreats for team building, strategic planning, and professional development.
- Create process for tracking partner development in neon (or spreadsheet).
- Continue to increase functionality of Metrics to meet FM's needs/goals.
- Work with AMS and S/N Leaders to streamline updates to Local Food Directories; increase frequency and improve accuracy of updates.
- Research on actual and perceived barriers for BIPOC farmers at FMs.