

## 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

1. Increase the number of FMC members
2. Increase engagement with FMC members
3. Partner with state and network leaders on educational offerings (webinars)

1. Increase the quality and reach of farmers market training programs nationwide
2. Use communication channels to encourage markets to use resources on FMC site

Increase the number of articles submitted to scholarly journals about the positive impacts that farmers markets can have on communities

1. Build stronger relationships with BIPOC let ag organizations
2. 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

Identify areas of interest or concern among FMs, FM organizations, Shared Member and Network Partners, FD outlets, etc. where scope fits CoP structure

1. Make Metrics Guide Site to be more clear, cohesive, informative and user-friendly for Metrics Users
2. Develop shared-data partnerships between Metrics and other online platforms/software that farmers markets are using

1. staff development on DEI
2. Outreach to non-white led orgs

### 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

Share your feedback