



Welcome Table Farm at Walla Walla Farmers Market, 2014



2015 Farmers Market Promotions
Farmers Market Action Team
Specialty Crop Block Grant Program
July 2015

Find it at the Farmers Market

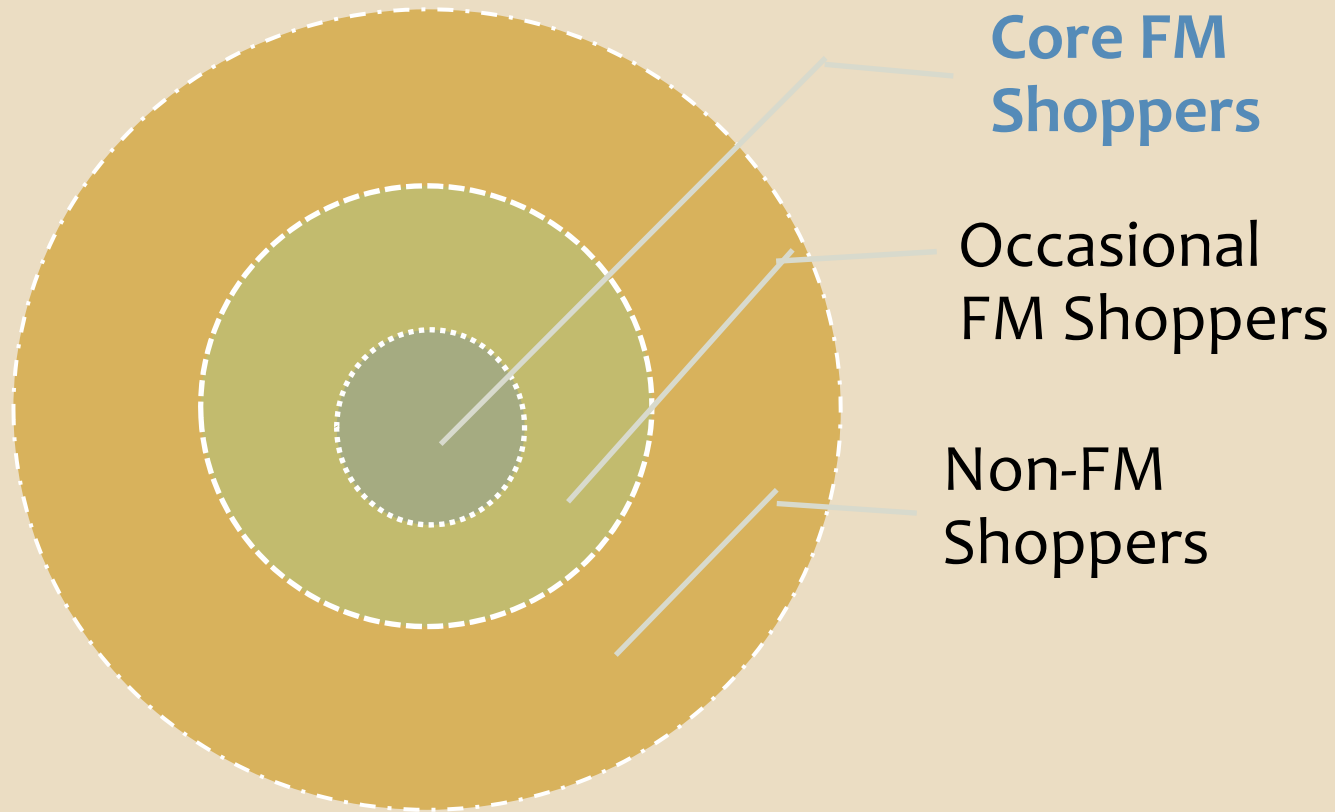
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Goal: To increase sales of specialty crops at farmers markets.

Strategy: To get core shoppers talking to their peers, friends & family about farmers markets.

Target Audience



“Core” farmers market shoppers are people who shop at farmers markets at least once a month, make purchases of over \$20.00 per visit, make an effort to come even when the weathers is bad, and self-identify as a farmers market shopper.

Core Shopper Demographics

- Predominantly female (>65%)
- Mix of ages: Gen Y, Gen X, Baby Boomers
- Non-poor and not necessarily high middle income
- More than one adult in shopping group
- Tend to have higher levels of formal education

Overall, the shopper base supporting farmers markets is diversifying demographically and reflective of the local community.



Gretchen Hoyt at Ballard Farmers Market.

FM Core Shopper Attitudes

- Responsible for cooking and meal preparation; enjoy cooking
- Buy organic and local foods
- Seek products that are fresh, healthy, safe
- Seek specialty items
- Value positive social and environmental impacts
- How food is produced is important to core shoppers
- Seek/expect authenticity and transparency in their purchasing
- Have non-food related habits to promote health (i.e., exercise)
- Enjoy gardening
- Core FM shoppers are not necessarily “foodies” and represent a much broader range of ideologies and politics.



Port Angeles Farmers Market

Three Graphics

- **Best in Show: You Be the Judge**
- **Picked Fresh: Just for You**
- **These Roots: Go Deep**



Best in Show: You be the Judge

Theme: Flavor Variety

Distinction: Farmers markets offer varieties of crops and other farm products that can only be found when purchasing direct from the farmer.

Message: You will discover new varieties of beloved crops (i.e., juicy, tree-ripened peaches in the summer) at farmers.

Motivator: Shoppers develop a strong, positive emotional connections to specific crop varieties so that they get excited (almost “nerd-like”) and seek out “Suncrests” or “Red Havens” instead of more generic “peaches.”

Better flavor from the unique varieties is implied.

Best in Show

You be the Judge



FIND IT AT THE
Farmers Market

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Best in Show

You be the Judge

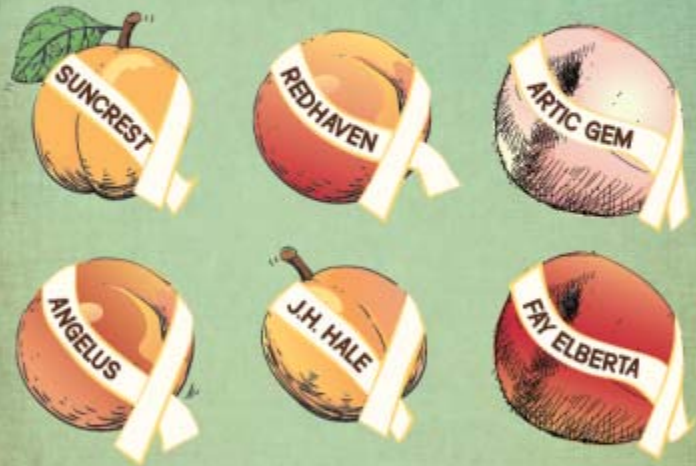


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El Mejor en su Clase

júzgalo
Por Ti Mismo



ENCUÉTRALO EN EL
Mercado Agrícola

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El Mejor en su Clase

júzgalo
Por Ti Mismo



ENCUÉTRALO EN EL
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Picked Fresh: Just for You

Theme: Picked Fresh

Distinction: This concept focuses on the farmers market differentiator of produce being harvested by farmers with the *intent* of providing it directly to the consumer -- vs travelling through the conventional (and anonymous) harvest-to-wholesaler-to-retailer-to-consumer model.

Message: Real farmers are intentionally picking products that go directly to real farmers market shoppers.

Motivator: Through these products, shoppers are directly connected to/in partnership with these farmers. Farmers -> Product -> Shopper.

Superior quality, freshness, and transparency are implied.

Picked Fresh
Just for You



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Farmers Market

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Picked Fresh
Just for You



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Cosecha Fresca

Solo para Ti



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Cosecha Fresca

Solo para Ti



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These Roots Go Deep

Theme: Roots

Distinction: Farmers markets provide *multiple* layers of interrelated benefits to shoppers, farmers and communities. Such as supporting farms; incubating businesses; preserving farmland; cultivating community; energizing neighborhoods; fighting hunger; and eating healthy.

Message: Farmers markets provide multiple, “deep-rooted” benefits to shoppers, farmers and communities.

This concept uses root vegetables illustrate this interconnectedness, whereby the reference to roots relates to the market itself and not the shopper.

Motivator: Making some combination of economic, community/social, and/or environmental impacts by shopping at farmers markets.

These Roots

Run Deep



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Farmers Market

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These Roots

Run Deep



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Farmers Market

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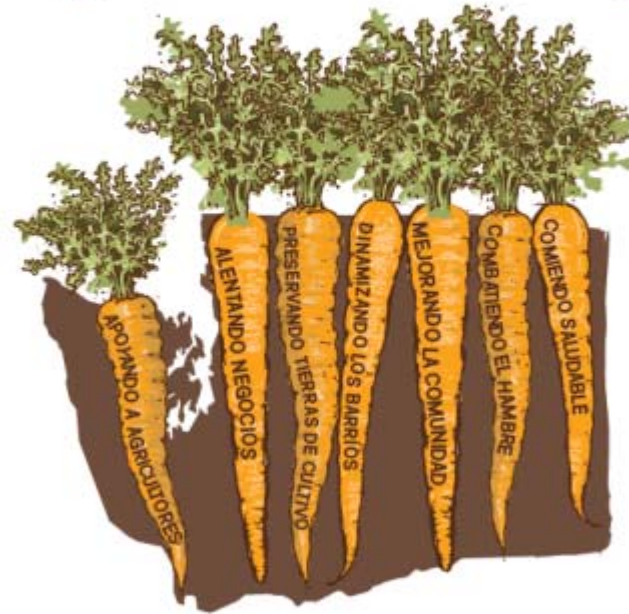
Estas Raíces Son Profundas



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Estas Raíces Son Profundas



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Be
Creative!

Suggested Uses

ONLINE

Include in your email newsletter

Post to Facebook – Like & share

Post to your blog

Add to your website

Share with like-minded farmers
market supporters!



PRINT

Add to your next market or farm promotions: bags, aprons, t-shirts, posters, flyers, A-boards, yard signs, stickers, magnets, notebooks, tea towels, spatulas, banners, prayer flags, etc.

Run as an ad in your local paper

Create a poster for your next event

Include in local farm map/directory

Use as thank you cards

Let your crafters be creative!

Fine print: Due to copyrights, items created using these images cannot be sold. However, donations may be accepted.

Technical Details

Graphics are provided without the background which may work better for some applications.

The graphics will probably do best no smaller than 4" x 6", especially the "Roots" that has a lot of detail.

Who's your favorite company to work with?

Easy online print options:



FM Promotion Multipliers

- Market staff, board, volunteers
- Vendors – all of them! Local farm groups
- Chefs and restaurants that buy from farmers
- Natural or health food stores; any doctors office , clinic or business that promotes nutrition
- Community partners, sponsors, civic groups like Rotary, funders
- Local elected officials
- Businesses, Chamber, Downtown Association, Small Business agencies
- Tourism and Visitor Bureau
- SNAP & WIC clinic, food banks; Health Department
- Extension office/Master Gardeners, Conservation District, feed stores, USDA offices

Project Evaluation Plan

In November, WSU will send you a short questionnaire about how you used these promotional graphics and if they worked. We will ask the below questions and ask that you please track this information if you're not already.

Information to track

1. How did you use the farmers market graphics? We'd love photos!
2. Do you have any social media metrics? (Likes, retweets, views)
3. Did you notice any change in shopper counts?
4. Did you notice any change in specialty crop farm sales?

Thank you to the Farmers Market Action Team!



Candace Jagel
Chris Curtis
Claire Leamy
Lindsay Nessel
Judy Kirkhuff
Karen Kinney
Kelly Lindsay
Marcy Ostrom
Mary Embleton
Melissa Borsting
Michele Catalano



efficiency engagement environment

Washington Specialty Crops Promotional Materials Design Kick-off Meeting

Date: Wednesday, February 25, 2015
Location: Pike Place Market - Salish Room

MEETING OBJECTIVE

To clearly define the purpose of the promotional materials and the three themes the project sponsor wants to tell to successfully engage the target audience.

Gracias a

Sarahi Bravo and **Roberto Matus** of
Transformation Sunnyside and the Sunnyside Farmers Market
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and

James Cornell for his skilled and generous graphics support!

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