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.
“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 weather 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.

Source: Milepost Creative Brief updated on July 18, 2015
Three Graphics

• Best in Show: You Be the Judge
• Picked Fresh: Just for You
• These Roots: Go Deep
**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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El Mejor en su Clase
júzgalo Por Ti Mismo

ENCUÉNTRALO EN EL
Mercado Agrícola

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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.
Cosecha Fresca
Solo para Ti

ENCUÉNTRALA EN EL
Mercado Agrícola

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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.
Estas Raíces
Son Profundas

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**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.

Easy online print options:

Who’s your favorite company to work with?
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!

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