Exploring Regional Food Systems

Examining Farmers’ Markets
Exploring Regional Food Systems
Farmers’ Markets

- Farmers’ Markets Overview and Trends

- Elements of a Successful Farmers’ Market
  - Market Organization
  - Market Location
  - Identifying, recruiting and retaining vendors
  - Attracting and retaining customers
  - Recruiting community partners
Local & Regional Food Trends
Two Types of Marketing Channels

Direct to Consumer (DTC)

Intermediated
Farmers’ Markets - Trends

National Count of Farmers Market Directory Listings

Source: USDA-AMS-Marketing Services Division

Farmers Market information is voluntary and self-reported to USDA-AMS-Marketing Services Division
Farmers’ Market Benefits

Consumers gain:
Access to locally produces specialty food items
Increase access to variety of fresh affordable produce

Farmers gain:
Ability to produce and sell in relatively small volumes that provide more income than would be possible through other channels

Communities gain:
• Connections of communities to farmland
• Greater local food security
• Enhanced community economic development and agricultural diversity
Farmers’ Markets – Key Factors

• Market organization and structure

• Market management

• Market location

• Identifying, recruiting and retaining vendors

• Attracting and retaining customers

• Recruiting community partners
Farmers’ Markets Key Factors: Market Organization and Structure

Common Organizational Models

- Unofficial Agreement
- Private For Profit or Non-Profit
- Public Sponsored
Farmers’ Markets Key Factors: Market Management

Board of Directors

Market Manager
Farmers’ Markets Key Factors: Location

- Centrally located
- Easily visible
- Accessible for vendors
- Reachable by consumers
- Inviting environment
Farmers’ Markets Key Factors: Identifying, Recruiting and Retaining Vendors
Farmers’ Markets Key Factors: Attracting and Retaining Customers

- Identify customers
- Determine customer needs
- Determine customer expectations
- Develop effective advertising