Starting and Managing Successful Farmer’s Markets
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For more information on Small Farms, visit our website at: http://smallfarms.ifas.ufl.edu or contact your local County Extension Agent.

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Keeping the Farmer in Farmers Markets

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Frog Song Organics

Small Farms & Alternative Enterprises Conference
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The 5 W’s

• Who, what, where, when and WHY?
  
  • Who are you serving with the market? What type of market is it?
  
  • Why does your community need a market?
  
  • Why should a Farmer participate in your market?
  
  • Where is a convenient, accessible, and attractive location? When to schedule?
Customers Or Vendors
Which Came First?
Market Policies

• Space Rental - Weekly, Monthly or Annual?
• Transparency & Enforcement
• Growers Only vs. Produce Resale
• Consistency, Variety and Quality of Products
• EBT, WIC & Eldercare Benefits
• Dogs, Music, and Public Space
• Liability Insurance - for the Market & Vendors
Farmer-Friendly Policies

• Accessible loading & parking
• Flexibility during the off-season
• Accommodating seasonal products
• Farmers First, Transparency for Produce Resale
• Verification & Enforcement of Marketing Claims: Organic, Natural, No-Spray, etc.
• Provide Marketing & Promotional Services
Farmer Tips for Successful Markets

• Consistent Presence
• Customer Service
• Product Knowledge
• Customer Education
• Attractive Displays and Signage
• Web Presence - Use Facebook, it’s FREE
• Visual Appeal
• Identify Products
• Visible Pricing
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