

CHAPTER 2

Farmers' Market Promotion Assessment

Before suggesting changes in a farmers' market operation, it's important to document a snapshot of current practices.

This assessment tool will help in identifying opportunities for improvement, developing a plan of action, and evaluating policy, systems, and environment changes. The Farmers' Market Promotion Assessment tool, found in this section, is for conducting this assessment.

We highly recommend that the farmers' market leadership and members participate in this assessment process. Their participation allows them to provide needed insights about the unique needs of their farmers' market and community, observe how current operation compares to recommended practices, and become more invested in the development and implementation of an action plan.

We developed the Farmers' Market Promotion Assessment with input from limited-resource focus group participants and the results of surveys conducted with limited-resource study participants. Not all recommendations will be appropriate for all farmers' markets. For example, not all the forms of media listed on the assessment form may be available to some markets. (It is up to the leadership of the farmers' market to determine which of the recommendations they should include in a plan of action.)

Although most of the marketing recommendations and tools included in this toolkit would be



effective with most audiences, we created them in response to the feedback received from SNAP-eligible Kentuckians. It is important for all parties to understand that the primary intent is to increase markets' ability to serve limited-resource Kentuckians. It reflects their concerns. It is not intended to address legal and regulatory issues associated with running a farmers' market or be all-inclusive of marketing approaches. While some topics raised by our research, such as safety and sanitation, overlap with regulatory issues, this assessment is not intended to ensure that a market is in regulatory compliance.

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PART 1

Building Awareness of Your Farmers' Market

Indicator	Comments	Toolkit Reference
<p>Does our farmers' market advertising use media and locations that reach limited-resource (SNAP-eligible, WIC, and Senior) Kentuckians?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> Could be better</p>		
<p>Does it include:</p> <ul style="list-style-type: none"> • Hours of operation • Our location • Assistance programs accepted • Incentive programs offered • Transportation available <p><input type="checkbox"/> Yes <input type="checkbox"/> Could be better</p>		Marketing Resources, "Farmers' Market Advertising"
<p>Do we advertise EBT acceptance?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> Could be better</p>		Accepting Food and Nutrition Program Benefits
<p>Do we advertise WIC coupon acceptance?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> Could be better</p>		
<p>Do we advertise Senior Farmers' Market Nutrition Program voucher acceptance?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> Could be better</p>		

KENTUCKY FARMERS' MARKET TOOLKIT

Indicator	Comments	Toolkit Reference
<p>Do we partner with other nutrition programs to serve this population?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> Could be better</p>		Establishing Community Partnerships
<p>Do we clearly post instructions for redeeming benefits at our farmers' market?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> Could be better</p>		Marketing Resources, "How to Use Benefits at Farmers' Markets (Spanish included)"

Posters and flyers could be posted at:

- SNAP or WIC offices
- Housing authority bulletin boards
- Grocery stores and other retail outlets
- Bus stops
- Retirement communities

Media as appropriate:

- Radio
- Television
- Newspaper
- Websites
- Other social media
- Billboards, signage
- YouTube
- Direct mail (utility bills, etc.)
- Cooperative Extension programs
- Local celebrities
- Lifestyle bloggers



PART 2

Using Incentive Programs

Indicator	Comments	Toolkit Reference
Does our farmers' market provide incentive programs that encourage limited-resource shoppers to buy our produce? <input type="checkbox"/> Yes <input type="checkbox"/> Could be better		Developing Incentive Programs
Are any offered incentive programs included in advertising in posters or flyers? <input type="checkbox"/> Yes <input type="checkbox"/> Could be better		Marketing Resources, "Farmers' Market Advertising

Some available incentive programs:

- Kentucky Double Dollars (doubling benefits). See Chapter 4: Developing Incentive Programs, page 1
- Fresh Rx for Moms (physician prescribed). See Chapter 4: Developing Incentive Programs, page 1
- Power of Produce (POP) Clubs for children. See Chapter 4: Developing Incentive Programs, page 2
- USDA Summer Meals Program. See Chapter 4: Developing Incentive Programs, page 2



PART 3

Better Marketing

Indicator	Comments	Toolkit Reference
Do the marketing materials for our farmers' market communicate important selling points to attract shoppers? <input type="checkbox"/> Yes <input type="checkbox"/> Could be better		Marketing Resources

Some selling points to consider if appropriate:

- Freshness of produce
- Variety of produce
- Local origin of food
- Relationships with growers
- Services provided (such as children's activities, summer meal program, etc.)
- Availability of organic-, chemical- or pesticide-free, hormone-free or non-GMO products)
- Location of market
- Hours of operation
- Acceptance of EBT, WIC or SFMNP benefits, as appropriate
- Incentive programs available
- Price advantages to shopping at the farmers' market
- Transportation and/or parking available, as appropriate



PART 4

Accessibility

Indicator	Comments	Toolkit Reference
<p>Is our farmers' market located in an area easily accessible for limited-resource, handicapped, and elderly Kentuckians?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> Could be better</p>		Chapter 5: Addressing Access to Farmers' Markets

Some points to consider if appropriate:

- Located near a bus route or easily accessed by other public transportation
- Located in or near limited-resource residential areas
- Located near other businesses or services that limited-resource people use
- Has accommodations for handicapped parking
- Booths allow adequate space for wheelchair traffic
- Market displays do not obstruct flow of traffic through the market



PART 5

Parking

Indicator	Comments	Toolkit Reference
<p>Is there safe parking available at or near our farmers' market?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> Could be better</p>		Chapter 6: Market Safety

Some points to consider if applicable:

- Shoppers can pull into and out of the parking lot safely
- Ample parking is available
- Pedestrian walkways crossing vehicle traffic lanes have signals
- Areas where children may be walking or playing are not near vehicle traffic
- Handicapped parking is available



PART 6

Appearance

Indicator	Comments	Toolkit Reference
Does our farmers' market look organized, safe, and clean? <input type="checkbox"/> Yes <input type="checkbox"/> Could be better		Chapter 6: Market Safety, page 2

Some points to consider if applicable:

- There are clean walkways with no litter or clutter on the ground
- Adequate trash receptacles are available to shoppers and vendors
- Produce is arranged tidily in baskets or clean containers
- Tables or cloth covers are clean
- Excess soil has been removed from produce
- Proper temperature control is provided for products
- Power cords are taped down to prevent tripping
- If possible, shelter from the sun is provided



PART 7

Labeling and Signage

Indicator	Comments	Toolkit Reference
<p>Are the products and booths at our farmers' market clearly labeled?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> Could be better</p>		<p>Chapter 7: Promoting Your Farm Business</p>

Some labeling ideas to consider if applicable:

- Names of products are clearly labeled
- Sign showing the producer (farmer or farm name) is displayed
- Price by pound or volume is clearly labeled
- Signs showing forms of payment accepted, including EBT benefits, coupons, or vouchers, are clearly displayed
- Examples of the produce quantity sold (by pound, by pint, etc.) are displayed at booth
- Wording is legible and large enough to read at a short distance
- Required licenses or permits are displayed



PART 8

Quantity Variations

Indicator	Comments	Toolkit Reference
<p>Do our shoppers have the option of buying produce by the piece or by custom amounts?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> Could be better</p>		Chapter 7: Promoting Your Farm Business

Some ideas to consider if appropriate:

- Variations in unit sizes are available for sale (small packages available)
- Shoppers can request custom amounts for purchase
- Produce frequently purchased together is bundled into one package
- Price by pound or volume is clearly labeled
- Examples of the produce quantities (by pound, by pint, etc.) are displayed at booth



PART 9

Atmosphere, Services, and Activities

Indicator	Comments	Toolkit Reference
Does our farmers' market provide additional services and activities to promote purchases and enhance the experience of our shoppers? <input type="checkbox"/> Yes <input type="checkbox"/> Could be better		Marketing Resources Chapter 9: Establishing Community Partnerships

Some activities and services to consider if available:

- Cooking demonstrations
- Product sampling
- Recipe cards
- Information about selecting, storing, and preparing products
- Activities for children
- Bookmobile
- Health screenings
- Summer Meal Program
- Sales of prepared foods and beverages
- Music or entertainment
- Seating or areas to rest



PART 10

Welcoming Atmosphere

Indicator	Comments	Toolkit Reference
<p>Is our farmers' market friendly and inviting?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> Could be better</p>		<p>Chapter 10: Creating a Welcoming Atmosphere</p> <p>Marketing Resource</p>

Some ideas to consider if applicable:

- Vendors make an effort to make eye contact and greet shoppers
- Vendors are informed about their products and prepared to answer questions
- Vendors' appearance is neat and clean
- The market atmosphere encourages friendly interaction between vendors and shoppers
- 'Meet the Farmers' events and activities are sponsored for shoppers
- Bags and boxes are available for shoppers
- Sales are handled efficiently



PART 11

Community Partners

Indicator	Comments	Toolkit Reference
<p>Does our farmers' market cultivate relationships with community partners?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> Could be better</p>		Chapter 9: Establishing Community Partnerships

Some partners to consider if available:

- Places of worship
- Food banks
- Neighborhood associations
- PTAs/student organizations
- Local businesses
- Cooperative Extension office
- Social service agencies
- Anti-hunger organizations
- Health-focused nonprofits
- Government agencies