

## CHAPTER 8

# Market Promotion

Advertising or “marketing” your farmers’ market and all of the great resources the market can provide SNAP-eligible customers is key to increasing the market customer base. This section of the toolkit provides ideas as well as templates for advertising your farmers’ market. Topics covered in this section include Building Market Awareness, Using Social Media, Advertising Affordability, Special Events and Youth Activities, sampling. Evaluation tools to measure the impact(s) of market promotion activities are at the end of this section.

*“I drove by our farmers’ market for years and didn’t realize really what it was ... No signs, no nothing. And I thought, ‘OK, what is this?’ Well, I finally asked the right person, and they told me what it was.”*

*“Because maybe we don’t know. I mean I know they have it in the paper sometimes, but if you don’t take the paper and you’re not on the Internet, you don’t know about these locations.”*

— Focus group participants

### Awareness

Participants in our study listed advertising and awareness about farmers’ markets nearly twice as often as the next most important characteristic of the “ideal farmers’ market.” To reach the limited-resource



audience, it is necessary to use media they are likely to use and to place the message in areas where they will see or hear it. Focus group participants in our study listed the following suggestions for promotion:

- Local newspaper
- Websites and social media
- Radio
- Billboards

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- Face-to-face solicitation
- Promotions at bus stops
- Non-skippable video advertisements on YouTube
- Flyers
- Cooperative Extension

The purpose of advertising the market is to encourage limited-resource community members to shop there more. Therefore, the message needs to address the concerns of limited-resource members (barriers to shopping at the market and points that promote shopping at the market). In other words, convince them that shopping at the farmers' market is fun, easy, and popular.

Issues concerning awareness of the market include the location, days, and hours of operation. Once limited-resource community members know about the market, where it is, when it is open, and whether they can get there, the issue of greatest concern is whether they will be able to buy what they need. Does the market accept EBT payments, WIC and SFMNP benefits? Are any incentive programs offered? If so, market advertising should state those points clearly. A template is included for a flyer that you can customize to advertise any local farmers' market. Add the following information, as appropriate:

- Market address
- Transportation options
- Days and hours of operation
- Acceptance of EBT, WIC or SFMNP benefits
- Incentive programs available

Post flyers in places where limited-resource community members are likely to see them. Some suggestions include:

- Public housing
- Stores
- Cooperative Extension offices
- Facebook
- SNAP offices, employment offices, and other public aid offices
- WIC clinics and health departments

- Bus stops and other public transportation systems
- Food banks, food pantries, and soup kitchens
- Newspapers
- Workplace bulletin boards
- Places of worship
- Schools, child care centers, libraries, laundry mats, public bathrooms

Find editable market promotion flyers in the Market Resources section.

*“If something like that were available in the community, then people should know about it. You know what I mean? I had no idea there was even a farmers’ market until I was asked to join this study, and I started asking about it for myself.*

*I mean, communication is a big key too.”*

*“Yeah, and advertisement.”*

*“The radio.”*

*“Yeah, I was going to say social media.” “And the newspaper.”*

*“Oh, radio. Radio’s better.”*

*“Radio.” “Newspaper.”*

— Discussion among focus group participants

Templates are available for marketing materials from other sources, as well. Whenever using templates for flyers or other marketing pieces, remember to include the important points listed above. Additionally, remember to feature the following selling points mentioned by study participants, as feasible:

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- Freshness of produce
- Higher quality and taste of produce
- Opportunities to socialize and interact with the farmers
- Variety of products
- Promotional events and activities
- Support for local farmers and local economy

When choosing graphics, it may be useful to remember favorite fruits and vegetables grown in Kentucky that study participants mentioned:

- Strawberries
- Watermelon
- Apples
- Grapes
- Berries
- Melons
- Green beans
- Broccoli
- Tomatoes
- Corn
- Asparagus
- Peas

One good source for flyer and poster templates is postermymwall. (<https://www.postermymwall.com>) Search for Fruit and Vegetables or Farmers' Market.

Other media may be effective for developing awareness of the farmers' market. The Farmers Market Coalition offers resources and a media kit for National Farmers Market Week that may be adapted to promote general farmers' market operations or special events at the farmers' market. (<https://farmersmarketcoalition.org/national-farmers-market-week/resources>)

Some of the materials offered include:

- Downloadable infographics
- Press release template
- Farmers' market talking points and facts
- Social media cheat sheet with sample tweets and Facebook posts

Some communities offer the opportunity to communicate via radio, newspaper, or even television.



Consider creating a public service announcement for the radio. If the farmers' market is just beginning to accept EBT, WIC or SFMNP vouchers, or if the market is offering a new incentive program, consider a press release to inform the audience. Some local television programs will provide the opportunity for a brief interview. They might even be willing to visit the farmers' market. If you have the opportunity, be sure to cover the essential points:

- Market address
- Transportation options
- Days and hours of operation
- Acceptance of EBT, WIC or SFMNP benefits
- Incentive programs available
- Fresh! High quality! Large variety! Local! Friendly!

*“Yeah, and that social buzz is definitely special. Especially with social media, you know. People like to take a lot of selfies and photos and stuff, so if it’s popular and if there’s music ... you know, it’s just more.”*

— Focus group participant



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Social media can be a powerful tool for the farmers' market. The farmers' market may maintain their own website. If so, it's the ideal place to advertise events, promotions such as recipe demonstrations, and incentives such as Double Dollars. It's important to engage the public with interactive opportunities, such as blogs, pictures, and contests. You might post videos featuring a vendor of the month, the arrival of popular local produce, or even how to redeem EBT, WIC FMNP, or SFMNP benefits. Post links to Nutrition Education Program recipe videos for in-season produce. You could use some of the sample tweets and Facebook posts in the Farmers Market Coalition media kit. For maximum impact, coordinate activity and information among the farmers' market site and that of market members and Cooperative Extension.

*"I post recipes on my website. When they are posted, I get more hits on the site. Posting a list of produce in season also increases traffic on my site."*

— Babette Overman, Overman's Bluegrass Fruits and Vegetables, Lancaster, Ky.

The University of Kentucky Center for Crop Diversification offers a series of trainings titled, "Marketing for All," which covers subjects such as marketing basics, social media basics, basics of web design, hands-on visual merchandizing, and signage. Each training lasts about an hour, and you can select topics to suit your group's needs. Scheduling information is available at <http://www.uky.edu/ccd/marketing-all>.

The Kentucky Department of Agriculture offers a promotional grant to Kentucky Proud members which can reimburse up to 50% of eligible expenses for advertising, marketing, and reaching consumers at the point of purchase to promote agricultural products with direct Kentucky farm impact.

Join us at the

## FARMERS' MARKET

Days and times

Location

**In Season Now:**

List Produce Here

Cooperative Extension Service

Agriculture and Natural Resources

Family and Consumer Sciences

4-H Youth Development

Community and Economic Development

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These funds can cover radio and TV advertising, web expenses, promotional items, labeling and packaging, and graphic design expenses. ([http://www.kyagr.com/marketing/documents/KYPGrantApplication\\_Fillable.pdf](http://www.kyagr.com/marketing/documents/KYPGrantApplication_Fillable.pdf))

The Kentucky Center for Agriculture and Rural Development offers both training and one-on-one consultations for marketing for farmers' markets. (859-550-3972) Additionally, it is a good source of information about grant funding available for marketing efforts.

The Community Farm Alliance provides a guide to starting a farmers' market — "2022 Farmers Market Toolkit" — which includes a large section of resources on how to promote your market, grow a volunteer base, start a kids club, and plan events. The toolkit is available online at <https://cfaky.org/kyfntoolkit>. It can guide you through developing

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a marketing plan, including getting media coverage, establishing a brand, providing entertainment at the market, and managing volunteers.

Take advantage of related events, such as National Farmers Market Week, to boost market attendance and visibility. The Farmers Market Coalition provides free resources, tools, and templates for promoting National Farmers Market Week. <https://farmersmarketcoalition.org/national-farmers-market-week>

Finally, do not underestimate word-of-mouth advertising. Agents and assistants from all programming areas have contact with the SNAP-eligible audience. Ask if they will inform their program participants of the farmers' market location and hours of operation, available transportation, services and available incentive programs, and activities being held there. They can also distribute flyers and exhibit posters.

## Affordability

The greatest barrier, by far, mentioned by focus group participants was affordability. A poster demonstrates the competitive cost of fresh produce bought at the farmers' market versus the same produce bought from the grocery store. You can change the poster seasonally to adapt to currently available produce. You can find an average cost of produce from Kentucky farmers' markets and produce auctions on the Center for Crop Diversification website: <http://www.uky.edu/ccd/pricereports/KYFM>.

*"But it is discouraging when you're really craving and want to eat healthy and you go and the price, you think, when you live on a budget, I just can't."*

— Focus group participant

*"What is the debit tokens? What is it? Something like food stamps..?"*

— Focus group participant

Limited-resource Kentuckians may feel more encouraged to visit their local farmers' market if they are reassured that there are procedures in place to accept their EBT cards and that people will be glad to help them.

You can use the infographics included in "How to Use Benefits at Farmers' Market" (English and Spanish) to educate customers on how to use their benefits at farmers' markets. You can download these infographics from our Marketing Resource section included in this toolkit.



## Quality

In our study, the most frequently cited reasons for shopping at the farmers' market were quality and variety. "Fresh" was a descriptor participants used often for produce at the farmers' market. Study participants, particularly those from non-metro areas, were also interested in supporting local farmers. To promote shopping at the farmers' market for fresh produce, you can use the "How Far Does Your Food Travel?" flyer in Marketing Resources.

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*“I feel like they’re fresher, and they taste so much better than the store.”*

*“And it’s local. You don’t have to worry about it being shipped from somewhere else.”*

— Focus group participant

## Consumer Education

Some study participants indicated a lack of familiarity with produce at the farmers’ market. They may not have confidence that they are able to select, store, and prepare the foods well and fear wasting money, time, and effort. To aid people in finding easy and nutritious meals, the Nutrition Education Program has developed a website, [www.planeatmove.com](http://www.planeatmove.com) that features a large catalog of recipes with 100% SNAP-eligible ingredients. The recipes are searchable by category such as, “Slow Cooker, low/no cook, kid approved, main dish, side dish, Español” and many others. You can also search the recipe catalog by single ingredient. There are multiple recipes that feature vegetables commonly grown and sold at Kentucky farmers’ market. Produce such as zucchini, yellow squash, kale, potatoes, tomatoes, lettuce, sweet corn, radishes, and many others. In addition to recipes, planeatmove.com

hosts a variety of videos featuring cooking tips and techniques related to preparing local produce and protein.

County Extension offices can be a great additional partner to support consumer education. Many Extension Offices often provide cooking demonstrations or taste tests of seasonal produce at local farmers’ markets using recipes from Planeatmove.com. By working in partnership with local farmers’ markets, taste tests and recipe demonstrations can help promote the sale and use of seasonal produce, reducing a consumer’s hesitancy to purchase the item. Extension offices can provide printed recipe cards for the day’s taste test as well as recipes cards that feature seasonally available produce. Contact your local Extension Office to learn about what recipe cards they have available and to allow your county office sufficient time to request new or additional printed copies of any of the recipes you find on planeatmove.com.

Additionally, produce cards have been prepared for some of the fruits and vegetables that study participants listed as most popular. These cards can be accessed digitally in the Marketing Resources section and in print form from your local Extension office. The cards are intended to be utilized along with recipe demonstrations or taste tests and share tips on produce seasonality and storage tips. The cards can increase a customer’s confidence to select, buy, store and prepare the featured produce. The opportunity to collect new produce and recipe cards is intended to encourage repeat visits to the farmers’ market and increase purchasing of local produce.

A final resource from the KDA is the one-page Kentucky Proud Produce Availability Chart. This colorful handout provides multiple ways to explore when your favorite fruits and vegetables are being harvested in Kentucky. You can find this chart online at [https://www.kyagr.com/marketing/documents/FM\\_ProduceAvailabilityGuide.pdf](https://www.kyagr.com/marketing/documents/FM_ProduceAvailabilityGuide.pdf). Your local Extension office may also have print versions available too.



**Kentucky  
Apples**

**RIPE AND TASTY:  
JULY - NOVEMBER**

 Martin-Gatton  
College of Agriculture,  
Food and Environment  
Cooperative Extension Service

 USDA  
Supplemental  
Nutrition  
Assistance  
Program  
Putting Healthy Food  
Within Reach

This material was funded  
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## Sampling

Many study participants mentioned the opportunity to taste produce and recipes before buying as an important part of the farmers' market experience. The University of Kentucky "Best Practices for Sampling at Farmers Markets" guide reported on a consumer survey conducted in 2009 and found sampling to be the service most in demand at Kentucky farmers' markets. More than 30% of respondents reported that sampling is very important to their farmers' market shopping experience, while 9% reported that it is important. Babette Overman (Overman's Bluegrass Fruits and Vegetables, Lancaster, Ky.) reports the following results from providing samples and recipe cards at the farmers' market:

- Jam and jelly tastings increase sales by 50%.
- Samples of fresh salads of diced cucumber, tomato, and onions boost sales of those vegetables by 125%.
- Eggplant parmesan samples increase sales of eggplant by 80%.
- Tomato tastings increase sales by 200%.

Babette emphasizes the importance of providing a recipe along with the samples and says, "There is no doubt — sample tasting and having recipe cards always increase our sales, from 25% to 200%."

Cooking demonstrations and sampling guidelines and procedures are covered on pages 49-59 of the "Kentucky Farmers' Market Manual and Resource Guide." This toolkit provides a Quick Guide to Sampling at Farmers' Markets, which includes checklists and tips to make both processes easier. A diagram for a hand-washing station is also provided. The guide can be printed on both sides of 8 ½ by 11 paper, in landscape layout, and folded in half. The PDF is available on the internal website.

*"Samples, samples."*

*"Definitely should be able to sample, taste."*

— Focus group participant


## Hand-washing Station

For more information, the University of Kentucky Center for Crop Diversification offers a "Best Practices for Sampling at Farmers' Markets" webinar and guide at <https://www.uky.edu/ccd/training/webinars/FMsampling>.

You can find KDA's "How to Receive a Kentucky Department of Agriculture Farmers' Market Sampling Certificate" at [https://www.kyagr.com/marketing/documents/FM\\_SamplingPacket.pdf](https://www.kyagr.com/marketing/documents/FM_SamplingPacket.pdf) and the KDA's Farmers' Market Sampling Application is at [https://www.kyagr.com/marketing/documents/FM\\_SamplingApplication.pdf](https://www.kyagr.com/marketing/documents/FM_SamplingApplication.pdf)



HEALTHY  
OUTDOOR COOKING  
RESOURCES



Cooperative  
Extension Service

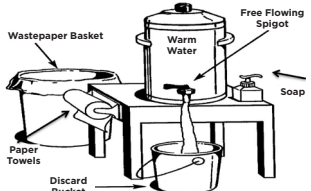
### Outdoor Handwashing

Clean hands are necessary for providing samples at the farmers' market. Here is a way to set up a station for handwashing when sinks with running water are not available. Hand sanitizer is not an acceptable alternative to soap and water for sampling at a farmers' market.

**A proper hand-washing station includes:**

- A container of potable water large enough to supply water for the entire sampling time. This container must have a free-flowing dispensing valve. This is the type of spigot that does not require you to hold open the valve to keep the water flowing.
- The container should be raised off the ground to allow a catch basin under the spigot.
- Paper towels
- Liquid hand-washing soap in a pump or squeeze bottle.

Source: [https://www.kyagr.com/marketing/documents/FM\\_Manual\\_and\\_Resource\\_Guide.pdf](https://www.kyagr.com/marketing/documents/FM_Manual_and_Resource_Guide.pdf)



Labels in diagram: Wastepaper Basket, Paper Towels, Discard Bucket, Warm Water, Free Flowing Spigot, Soap.




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## Making It Kid Friendly

In addition to a safe atmosphere, study participants expressed a desire for activities and interests to engage their children, so that shopping at the farmers' market would be more of a family outing and less of a struggle for groceries. Toward this end, we compiled the following list of resources.

*“And make it kid-friendly, so I can take my 3-year-old. And she can run around and help me pick food out, instead of being by a busy street and having to tote her around the whole time.”*

— Focus group participant

## Summer Feeding Site at Farmers' Markets

- KY Kids Eat: Summer Food Service Program Sponsor Toolkit: [https://www.education.ky.gov/federal/SCN/Pages/Summer-Food-Service-Program-\(SFSP\).aspx](https://www.education.ky.gov/federal/SCN/Pages/Summer-Food-Service-Program-(SFSP).aspx)
- Webinar on how to start and maintain a summer feeding site at the farmers' market, featuring Letcher County: <https://www.fns.usda.gov/cfs/farm-summer-bringing-summer-meals-farmers-markets>
- The USDA provides a variety of resources regarding how to incorporate local foods into summer feeding programs, including a webinar.
- The Summer Squash and Zucchini toolkit contains recipes and resources for incorporating summer squash products into summer meal programs <https://putlocalonyourtray.uconn.edu/summer-squash>

## The Pop Club

Through the Farmers' Market Coalition — a set of more than 50 tools, guides, and templates to help communities engage younger customers in the farmers' market experience through POP Club

- Hardin County example: <https://news.ca.uky.edu/article/uk-extension-program-got-kids-excited-about-farmers-market>

## Story Time At The Farmers' Market

- Collaborate with the local library to host story hour at farmers' market
- Use Literacy, Eating and Activity for Primary (LEAP) curriculum and Master Food Volunteers
- Suggested LEAP Books for use at the farmers' market:
  1. “Amelia Bedelia’s First Apple Pie”
  2. “Count on Pablo”
  3. “D.W. the Picky Eater”
  4. “Golden Delicious: A Cinderella Apple Story”
  5. “Growing Vegetable Soup”
  6. “How Groundhog’s Garden Grew”
  7. “The Gigantic Turnip”
  8. “The Surprise Garden”
  9. “The Very Hungry Caterpillar”
  10. “Tops and Bottoms”
  11. “One Bean”
  12. “Surprise Garden”
  13. “The ABC’s of Fruits Vegetables and Beyond”

## Independent Activities

Scavenger Hunt: <https://extension.unh.edu/resource/farmers-market-scavenger-hunt>

Meet Your Farmer activity: Give youths a card with questions to ask participating farmers as they visit each stand. Sample cards are provided at the end of this unit, and you can download them from the internal website.



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If resources don't exist to staff a table for children's activities, a rack might be posted near the entrance to the farmers' market, with independent activities that children can take as they arrive. Consider word scrambles, coloring pages, and Wally Cat recipe cards. (See resources below.) The market might consider hosting theme days for kids, offering prizes for kids who participate. (For example, dress like a cow, a fruit, or vegetable.) Areas for physical activity, such as a basketball hoop, or space for hopscotch and sidewalk chalk can add a lot of fun for children. Pike County hosts a Bee Day annually at the farmers' market.

## SNAP-Ed Resources

- Prize Wheel — contact your local county extension office
- Grow it, Try it, Like it: <https://www.fns.usda.gov/tn/grow-it>
- My Plate, My Farm Activity Book (contact your local county extension office)
- Children's activities are a wonderful opportunity for interdisciplinary Extension program collaborations. Some suggestions are below:
  - Collaborate with FCS agent or NEP assistant to provide food preparation activities, demonstrations, samplings, and recipes (e.g., make smoothies on site with fruit and vegetables the children bought)
  - Collaborate with 4-H/Fine Arts program area to hold an arts and crafts booth for youths
    - Fruit and Vegetable Painting: <https://www.wikihow.com/Paint-With-Fruit-and-Vegetables>
  - Collaborate with Horticulture/Agriculture/4-H agent to provide Plant a Seed booth for youths.
    - Discover My Plate: Lesson 4, Planting the Seeds for Healthier Eating — planting activity: <https://www.fns.usda.gov/tn/discover-myplate-teachers-guide>

You need a reliable source of volunteers to provide youth activities on a routine basis. Some partner organizations that may provide such volunteers include:

- Extension Homemakers
- Master Food Volunteers
- 4-H clubs
- Future Farmers of America
- Boy Scouts/Girl Scouts
- Public library
- Faith organizations
- YMCA
- Health departments

## Communicating the Right Message

According to The Food Trust, you should integrate the concept of inclusivity into the farmers' market vision and mission statements, branding, taglines, and slogans. Develop talking points to ensure that market boards, other stakeholders, and farmers are all talking about the market in a consistent way. This helps to reinforce the branding and the mission statement and presents the market to the public in a cohesive and coordinated manner. For more details on developing and delivering a consistently welcoming message and building trust with limited-resource Kentuckians, read "Marketing Strategies to Encourage SNAP Participation at Farmers' Markets: A Guide Prepared for Transform Wisconsin 2014." ([https://fyi.uwex.edu/cfsi/files/2013/03/Marketing-Guide-for-SNAP-at-FM\\_FINAL.pdf](https://fyi.uwex.edu/cfsi/files/2013/03/Marketing-Guide-for-SNAP-at-FM_FINAL.pdf)).

Find more guidance in developing a market mission statement on the Farmers' Market Coalition website, <https://farmersmarketcoalition.org>.

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## Market Promotion Evaluation

If you would like to assess the results of your activities, the following table may be useful in evaluating a program or project from the Farmers' Market Toolkit, either as the result of a work plan created after implementing the Assessment Tool worksheet or for a predetermined activity.

For Extension agents, this table provides examples of ways to evaluate a program or project

from the Farmers' Market Toolkit and construct measures to determine outcomes for success stories, KERS, and PSE activities reported via the Food Systems Impact survey.

Examples of related success stories copied from KERS follow the table below. The highlighted sections in the stories show how specific results were reported.

Action	Type of PSE Change	Indicators	Outputs to Report
Market Promotion/ advertising	Promotional change	Number and/or type of promotional activities (taste-testing, live demonstrations, children's activities, social gatherings, etc.)	Report the number and type of the activities and resulting number of attendees participating in promotional activity.
		Number of flyers or posters posted advertising FM	Report the number of flyers or posters posted to show potential PSE reach.
		Number and/or type of permanent and/or semi-permanent signage promoting farmers' market	Report the number and type of permanent and/or semi-permanent signage promoting the farmers' market.
		Number of locations where flyers or posters advertising farmers' market	Report the number of locations where flyers or posters are posted to show the geographic scope of promotion (neighborhoods, sq. miles, etc.).
		Number and type of media advertising farmers' market	Report media reach (newspaper subscribers, mailers, radio listeners) to show PSE reach.
		Number and type of websites that are promoting farmers' market changes	Report the type of website and number of website hits promoting the farmers' market.

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## Market Outreach and Promotion Success Stories

All stories reported below were accessed from the Cooperative Extension Reporting System (KERS).

### Farmer's Market Opening Day

Menifee County, as well as many other Eastern Kentucky counties, has a high obesity and chronic disease risk rate, especially in limited-resource audiences. Increasing consumption of fruits and vegetables has been shown to decrease the risk of some chronic diseases and improve health outcomes. The Farmers' Market provides an opportunity for the community to buy local produce and is in a desirable location for shoppers. This also helps financially support the local economy and farming community.

*Menifee County Cooperative Extension Service partnered with the Menifee County Farmers' Market Coalition to help plan, advertise, and host the Farmers' Market Opening Day in June. Ag Agent Mary McCarty assisted the vendors in obtaining their necessary training for SNAP and WIC sales. Family and Consumer Sciences Agent Kayla Walton advertised for the event on social media and in our bimonthly newsletter. Additionally, Kayla partnered with SNAP-Ed Assistant Vanessa Harris to host a booth at the opening day event with recipe samples and demonstration for sweet potatoes and cucumber, tomato and bean salsa, recipe cards with nutrition and MyPlate information, as well as providing information about other Extension programs and resources. We encouraged shoppers to buy and eat produce available at the farmers' market using the recipe cards and samples.*

The Farmers' Market and Extension Office were able to work together to encourage fruit and vegetable consumption in our community. Most shoppers who tried our samples enjoyed them and took a recipe card. One shopper even stated, "This smell is helping bring more people in!" Another shopper said, "This recipe is really simple," referring to the grilled sweet

potato recipe and demonstration. He showed interest in making the recipe at home.

### Taylor County Farmers' Market

The Taylor County Farmers' Market received a USDA small business promotion grant last year to use toward the farmers' market in Taylor County. In cooperation with the health department and the Extension office, the market is working toward a revitalization. *We worked increasing interest with the market throughout the community by increasing advertisement on radio, in the paper, and on social media while also providing opportunities for vendors to use free advertisement resources provided by the market. We developed a Facebook page. Each week, we posted what buyers can expect to see at the market. We also posted pictures on Saturday morning at the beginning of the market. The market currently has 660 followers and 634 likes.*

This season we have gained five new vendors. Going into this season, the market is a stronger organization, bettering the community by providing a larger selection of fruits and vegetables, and of course assisting producers in the sale and marketing of their produce and products. The new cooler continues to provide a storage option for market members' vegetables this year. Members have commented on how much that has helped them and also on the tables provided. It saves them space, time, and money being able to use the tables provided by the market. The local Taylor County Farm Bureau donated \$800 this season for the Kentucky Double Dollars program and a portable toilet. This is another example of the community seeing the benefit of the market and graciously showing support for it.

### Farmers' Market Association Inc. of Taylor County Spring Festival

The opening day of the Taylor County Farmers' Market raised concern for the 2022 season, because of low customer turnout. Upon reviewing last year's



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numbers, the next market day was projected to be even lower. *The Horticulture agent, the ANR agent, 4-H agent, and EFNEP assistant worked together to plan, set up, and host the first Spring Festival at the Farmers' Market. The festival consisted of Taylor County Master Gardeners working centers for children to learn how to plant zinnia seeds, learn about plant propagation through planting spider plants, obtain a DIY lettuce growing kit with literature on health benefits, recipes, and planting guide resources. Children also had the opportunity to create coffee filter butterflies,*

*paint a terra-cotta pot, and make a paper pinwheel. The local Forestry Department also gave away free trees at the market. In comparison with the 2021 season on the same market day, the Spring Festival caused an increase of 83% in attendance, thus increasing customer count and retention of vendors for the 2022 season. Additional festivals and events will be held throughout the season. Because of the success of the 2022 Taylor County Farmers' Market Spring Festival, it will be held again next year.*

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