



FOR IMMEDIATE RELEASE

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## **Farmers Market Coalition and USDA Launch ‘Markets Are Up!’ Campaign in Preparation for National Farmers Market Week**

*Campaign to honor farmers markets’ impact on health, communities, and the economy*

In anticipation of the U.S. Department of Agriculture’s (USDA) 10<sup>th</sup> annual National Farmers Market Week (August 2-8, 2009), the Farmers Market Coalition (FMC), in cooperation with USDA’s Agricultural Marketing Service (AMS), announces *Markets Are Up!*, an educational and celebratory campaign to help farmers markets and farmers market associations nationwide communicate the vital role that such markets play in improving consumer health, local communities, and economies. As part of the *Markets are Up!* campaign, promotional tools such as ads, postcards, and templates for press releases and emails are now available on FMC’s website.

“*Markets Are Up!* is FMC’s way of demonstrating that even in these most complicated economic times, farmers markets remain a solid investment in our health, our communities and our economy,” says Stacy Miller, Executive Director of the Farmers Market Coalition. “Farmers markets are already reporting record sales this year, which we expect will continue to grow.”

Elements of *Markets Are Up!* include:

- Print-ready images for advertisements, posters, mailers and other collateral point of sale material that illustrate the positive health, community, and economic aspects of farmers markets
- Marketing materials featuring a “I Love Farmers Market” logo, including decals and bookmarks
- Fact sheets and Frequently Asked Questions, including statistics, data, study results, and other information about farmers markets
- Glossary of Terms defining over 30 common labels found at farmers markets including “heirloom,” “grass-fed,” “free-range,” and “locally-grown”

*Markets are Up!* was developed in partnership with the USDA/AMS Marketing Services Division. Support was also provided by a variety of sponsoring businesses and organizations, including Ethix Merchandise and SQN Communications.

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USDA/AMS currently estimates that there are approximately 4,800 farmers markets in operation in the U.S. The agency will release its updated tally of U.S. farmers markets for 2009 during National Farmers Market Week. USDA has officially celebrated the first full week of August as National Farmers Market Week since 2000, and in 2008, USDA designated National Farmers Market Week a permanent fixture on the USDA calendar.

To access the *Markets are Up!* materials cited above, and other information about FMC, visit [www.farmersmarketcoalition.org](http://www.farmersmarketcoalition.org).

### **About USDA's AMS Program**

The U.S. Department of Agriculture's Agricultural Marketing Service administers programs that facilitate the efficient, fair marketing of U.S. agricultural products, including food, fiber, and specialty crops. AMS has about 5,500 employees located throughout the United States. For more information about AMS's farmers market and direct food marketing activities, please visit the AMS Marketing Services Division's home page at <http://www.ams.usda.gov/WholesaleFarmersMarkets>.

The Farmers Market Coalition (FMC) is a 501(c)(3) dedicated to strengthening farmers markets for the benefit of farmers, consumers, and communities. Through education, networking, and advocacy, FMC builds leadership and capacity for farmers markets and the organizations that support them.

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*Farmers markets are good for everyone.  
Join us to make them even better.*

*Markets are Up!*

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