NATIONAL
FARMERS MARKET WEEK TOOLKIT

Farmers Market Coalition



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FARMERS MARKET COALITION

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Welcome to the National **Farmers Market Week Toolkit**

It's time to get ready for National Farmers Market Week - the annual event celebrating the vital role farmers markets play in our nation's food system! Not only does this week boost market attendance and visibility, it also showcases the value that markets bring to their communities. National Farmers Market Week is always celebrated the first full week of August, from Sunday to Saturday.

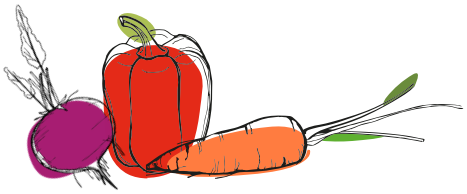
What is National Farmers Market Week and why should you join the celebration?

NFMW began in 1999 as a proclamation declared by the United States Department of Agriculture. Thanks to the hard work of the farmers market community, NFMW has grown in prominence over the last decade, becoming a widely anticipated event and effective tool for farmers market promotion and advocacy. Beyond being a celebration, this week also presents a unique opportunity for market leaders to connect with communities, build relationships with local officials and media, secure sponsorship and grant funding, encourage data collection, and more.

With your leadership and commitment, we can build on this momentum and achieve even more in the next decade!

But we know it takes a lot of work to plan a celebration. That's why FMC created the National Farmers Market Week Toolkit, a comprehensive resource for market leaders offering free templates, guides, ideas, and more! This toolkit is designed to help organizers:

1. **Create a messaging campaign unique to your market and community**
2. **Promote your local market as well as the benefits of farmers markets**
3. **Build relationships with local media, partners, and stakeholders**
4. **Advocate for farmers markets at local, state, and federal levels**



So, what are your goals for NFMW? What is the story you want to tell about your market? Not sure where to start? The National Farmers Market Week Toolkit is here to help!

Campaign Timeline
Week 1 - Week 5

1 9 WEEKS TO NFMW

- Reflect on your goals and measures of success
- Begin brainstorming your ideas for main messaging
- Begin planning for any special events, programs, contests, etc

2 8 WEEKS TO NFMW

- Send invitation to local/state officials; discuss local proclamation
- Recruit sponsors/partners for special events, programs, contests, etc

3 7 WEEKS TO NFMW

- Continue to refine main messaging, goals, measures of success
- Continue planning for special events, programs, contests, etc

4 6 WEEKS TO NFMW

- Recruit volunteers for special events, programs, contests, etc
- Reach out to local social media influencers about partnering to help promote NFMW and your market

5 5 WEEKS TO NFMW

- Follow-up with local/state officials about visit and/or local proclamation
- Finalize main messaging, goals, measures of success



Campaign Timeline
Week 6 - Week 10

6 4 WEEKS TO NFMW

- Create social media plan for lead up and during the week
- Write press release and/or opt-ed
- Share your plans for the week, announce any contests or special events

7 3 WEEKS TO NFMW

- Reminder on social media, newsletters
- Send out press release and/or op-ed to local news outlets
- Reach out to local news outlets to invite them to the market

8 2 WEEKS TO NFMW

- Reminder on social media, newsletters
- Confirm plans to host local/state officials; follow-up on local NFMW proclamation
- Confirm social media plans with partners/local influencers

9 1 WEEKS TO NFMW

- Reminder on social media, newsletters
- Schedule automated social media posts for next week
- Finalize plans for special events, programs, contests, etc

10 NATIONAL FARMERS MARKET WEEK!

- Post and report on social media, newsletters (don't forget to tag @fmcorg!)
- Kickoff events and activities at market
- Host local officials and/or media at the market





Ideas for **Messaging**

Use one of our messages to build your NFMW campaign or create a message of your own!

Celebrating our roots while looking ahead to the future!

Spanning thousands of years and cultures across the globe, farmers markets are rooted in our past, present, and future. Adaptable, flexible, and durable, farmers markets show up for their communities during times of crisis, celebration, and everything in between. As we kick off National Farmers Market Week, let's reflect on the ways farmers markets have been there for us and are leading the way for the future we want!

Farmers markets are changing the way...

...we eat, shop, connect, and more! Across the country, farmers markets are defining their role in our communities. Markets are not only essential to local food systems, but they also increase opportunities for us to learn, grow, and work together. Farmers markets are designed in partnership with the people they serve and create a space where market operators, farmers, shoppers, and neighbors can collaborate to meet the evolving needs of their community. What change is your market working to make?

Farmers markets don't just happen.

Farmers markets are abundant sources of food, connection and resilience in our communities, but they don't just happen on their own. Behind the scenes of every successful farmers market is a dedicated person or team working to make the market thrive. Farmers market operators are experts who need community and financial support to run their markets and resources specifically designed for their needs.

Farmers markets serve as community hubs.

Farmers markets foster direct relationships between community members and farmers which can work to create a more fair and sustainable food system. Farmers markets are hubs for connection and collective action around shared values.

The culture of farmers markets is changing.

The demographic of farmers markets has not always reflected their local communities, and some markets have not always created spaces where everyone can feel welcome. Together, there are farmers market operators and community organizers paving the way to improve equity in the farmers market space. We fundamentally believe that farmers markets are for everyone and seek to support efforts to make farmers markets safe, inviting and accessible for all.

Tag @FMCorg | #FarmersMarketWeek | #LoveMyMarket

Be sure to follow FMC on Facebook, X, and Instagram for inspiring stories we'll be sharing from markets and farmers across the country!



Planning Your Market's **Messaging**

It's important to promote the unique aspects of your market to set it apart from other food retail options (and other markets too!). Use the prompts below to customize your NFMW social media campaign.

History: Share background on the history of your market. How did it come to be? How has it grown? Challenges and successes? Plans for the future? What is your market's mission?

People + Community: How does your market bring people together? Who are the familiar faces at your market? How does your market impact your community?

Access: How does your market make fresh food affordable and available?
Are there key partnerships that add to the market experience?
Do you have market shoppers willing to share why food access is important to them?

Diversity + Inclusion: Who are your customers and vendors? What policies are you implementing to make sure the market is a welcoming space for all?
How are diverse communities celebrated at your market?

Economy: Who are the entrepreneurs/farmers/vendors at your market? How does your market support and promote their business? Are there specific data points that you can share to demonstrate the market's economic impact?

Programs: Does your market operate educational or sustainability programs/events/initiatives? Give a little background on how they came to be and any ideas or expansions for the future.

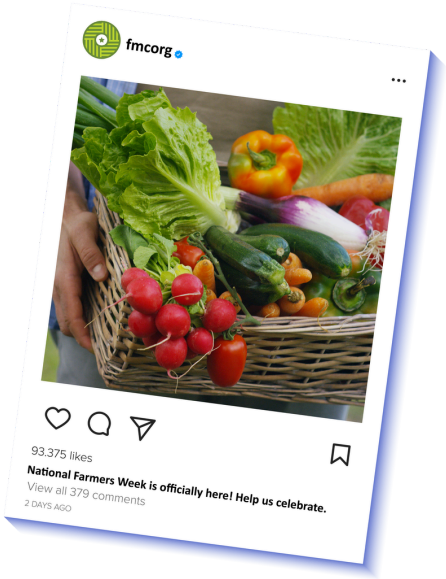
Farmers Markets Don't Just Happen: Share about the market staff and the efforts it takes to make market day happen. Touch on what makes the market special, the community it serves, and how it is important to you.

Media & Outreach **Resources**

The Farmers Market Coalition has created marketing guides, templates, graphics and more to help your market plan for and celebrate National Farmers Market Week. No matter your market size or capacity, there's something that you can do!

Social Media Resources







NFMW Social Media Graphics

Let's get social! Use these digital graphics as cover photos, email headers, webpage banners, and more.

"Why Farmers Markets" Mini-Infographics

With a new look and new data, these classic square graphics are perfect for sharing on all social platforms.

Social Media Canva Templates

Just add photos from your market and your market's logo, and you're ready to be a social media star this NFMW!

Media & Outreach **Resources**

Outreach and Engagement Resources



Farmers Market Facts & Figures

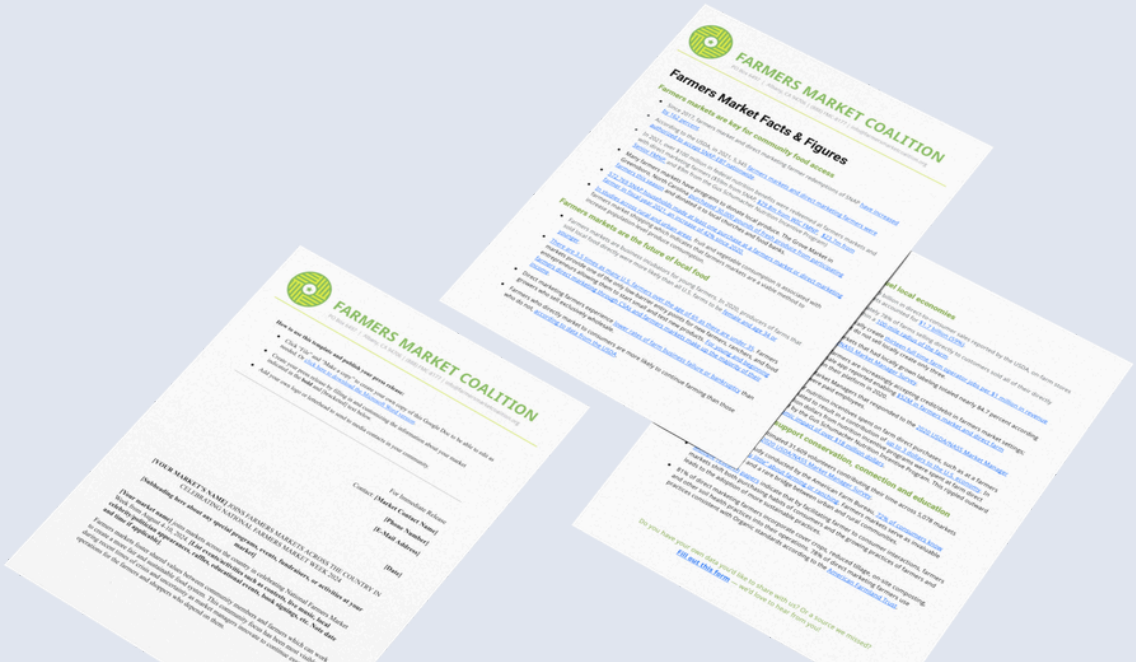
Previously called our “Talking Points,” use these data points to highlight the benefits of farmers markets.

Email Newsletter Template

Pre-drafted language about NFMW to send out to your market’s email newsletter list.

Measuring NFMW

Find the best way to track a successful NFMW campaign based on your capacity.





Advocacy Resources **& More**

There's no better way for policy makers to learn about the importance of your work and your market than to witness it for themselves! Use our resources and templates to connect with your local officials, and share the great working happening at your market.

FMC Advocacy Toolkit – Want to connect with your elected officials, but don't know where to begin? Our templates, tools, and tips make it easy!

Invitation Template – Use our quick and easy template to send off an invitation to your local officials.

Local Proclamation Template – Partner with your local official(s) to make NFMW an official celebration in your city or state.

Additional Resources to Explore

National Farmers Market Week is an exciting celebration of farmers markets, but farmers markets are thriving in communities all year-round! FMC works with partners and market operators to gather the best expertise in the field. Check out some of these valuable resources for farmers market operators.

Anti-Racist Farmers Markets Toolkit – The Anti-Racist Farmers Market Toolkit was developed by a group of Black food systems leaders and market managers to help offer ways for farmers market operators to put the concepts of anti-racism into practice and action.

Farmers Market Legal Toolkit – The Farmers Market Legal Toolkit includes legal resources, best practice recommendations, and case studies for market leaders on selecting and enhancing business structures, accepting SNAP benefits, and managing common risks.

Farm Direct Nutrition Incentives Guide Site – The Farm Direct Nutrition Incentive Guide Site is an information portal and resource library on how to put nutrition incentives into practice at farm stands, farmers markets, CSAs, and other farm direct sites. Find everything you need in one place, and learn about organizations that share your mission to create an equitable and sustainable food system for all.

Farmers Market Coalition Resource Library – The Farmers Market Coalition Resource Library is an ever-growing database of resources for farmers market operators, organizations that support farmers markets, and researchers. These resources were developed by a wide spectrum of organizations, agencies, and academic institutions, and we are grateful for the spirit of sharing which allows us to bring a variety of tools to your table
in one searchable portal.

Guide to Data-Driven **Social Media Ads**

Project Title

Farmers Markets 2.0: Data-driven messaging strategies to grow the farmers market customer base (NIFA 2022-10384)

The project, led by Farmers Market Coalition and the University of Wisconsin-Madison, began with a national consumer survey conducted through an outside firm with current and potential farmers market consumers. From those findings, messaging strategies were developed and tested on social media sites through partnerships with twelve diverse farmers markets in six states. This project resulted in slide decks in the FMC Resource Library that break down each campaign, as well as articles published in the Journal of Food, Sustainability, and Community Development (JAFSCD) as well as the downloadable Guide, also found in the Resource Library and offered as an addendum to this Toolkit.



Progress Poster Prepared for the NIFA 2024 Small and Medium Size Farms Project Directors Meeting (Poster can be downloaded from the FMC Resource Library)

Plan a data-driven strategy to test and refine your social media messages with Facebook Ads! Learn how through the “Farmers Market Social Media Ad Guide” included in this downloaded toolkit as an addendum and also found at farmersmarketcoalition.org in the Resource Library. **(https://drive.google.com/file/d/1shAd31dZ-GLx84JAfv4tvMw5XWlec8ZD/view?usp=sharing)**