

Cultivating Success at Farmers' Markets

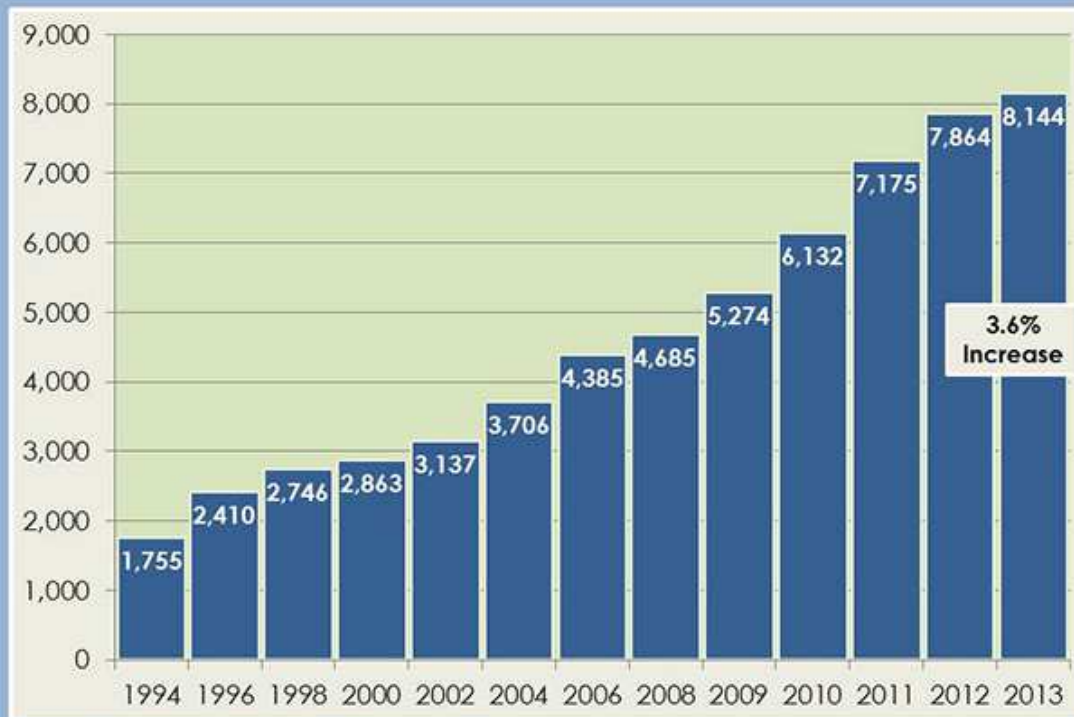


Lessons Learned from Region 5

Community Transformation Grant Project March 2014

The Rise of Farmers' Markets

National Count of Farmers Market Directory Listings



Source: USDA-AMS-Marketing Services Division

Farmers Market information is voluntary and self-reported to USDA-AMS-Marketing Services Division

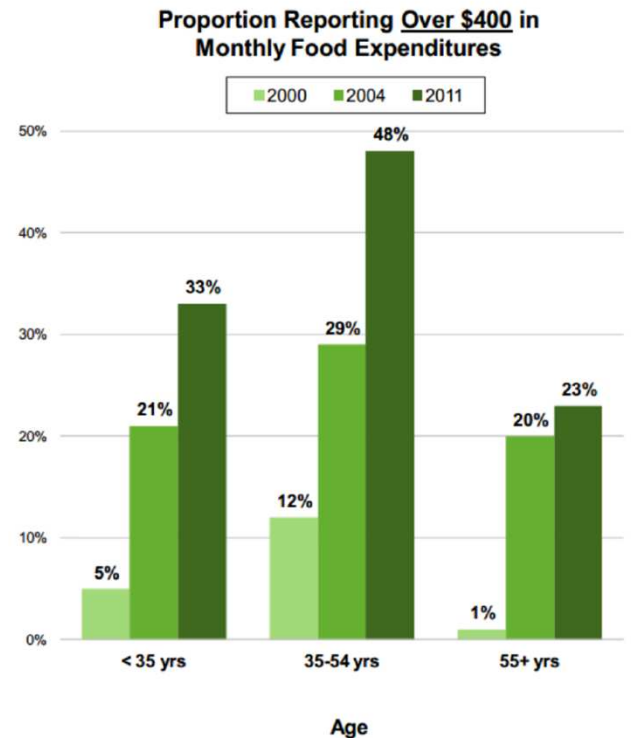


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Demand for Local Food in North Carolina

- North Carolina is #10 nationally for most markets (229)
- According to an ASAP survey, from 2004 to 2011 there was a reported increase in local food expenditures across income and age bands.



Economic Impact of Buying Local Food



For every \$1 on food, less than 16 cents goes to the farmer.

Economic Impact of Buying Local Food



When shopping at a farmers' market, 62 cents goes to the farmer and 99 cents stays within the state.



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Health Impacts of Shopping at Farmers' Markets

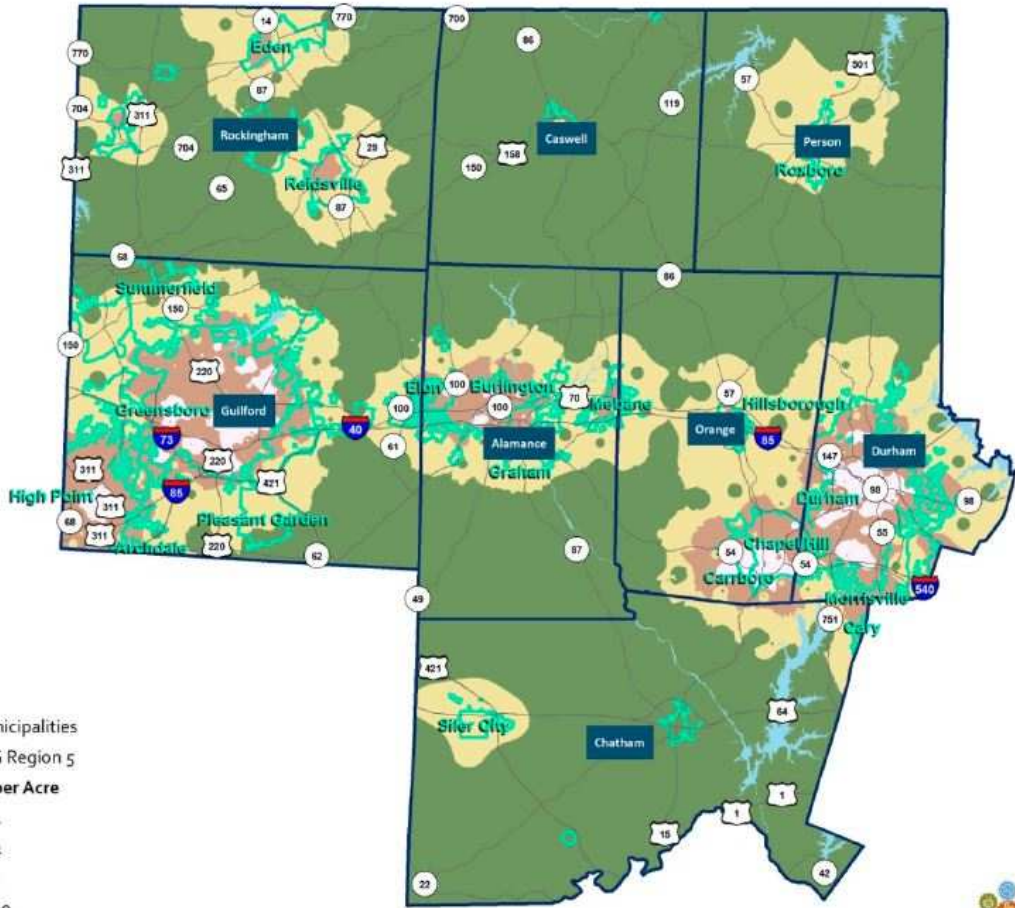
A 2011 NIH report revealed that proximity to farmers' markets was associated with lower BMI among NC youth, while density of fast food chains was associated with higher BMI.



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Characteristics of Region 5



Legend

- Municipalities
- CTG Region 5

Persons per Acre

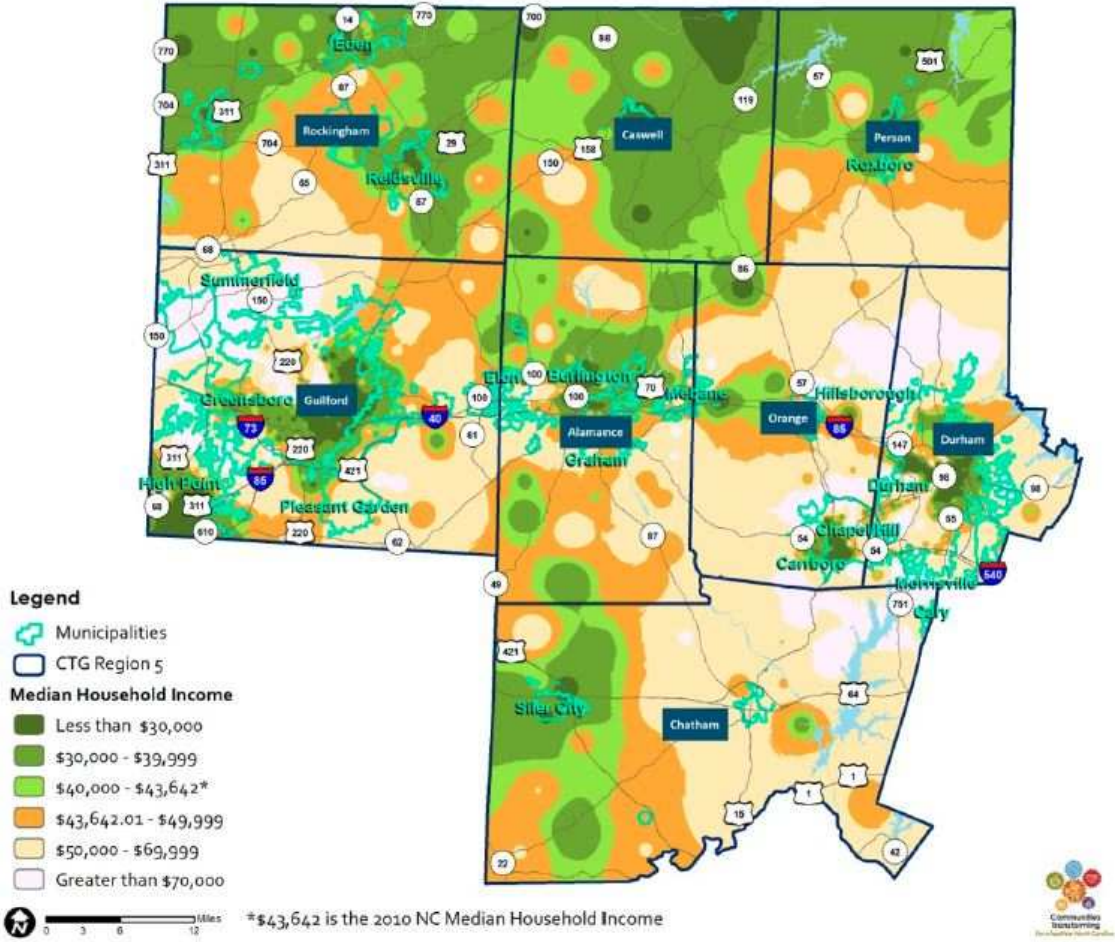
- 0 - 1
- 2 - 2
- 3 - 5
- 6 - 30

Miles
0 3 6 12

Map 2: CTG Region 5 2010 Population Density



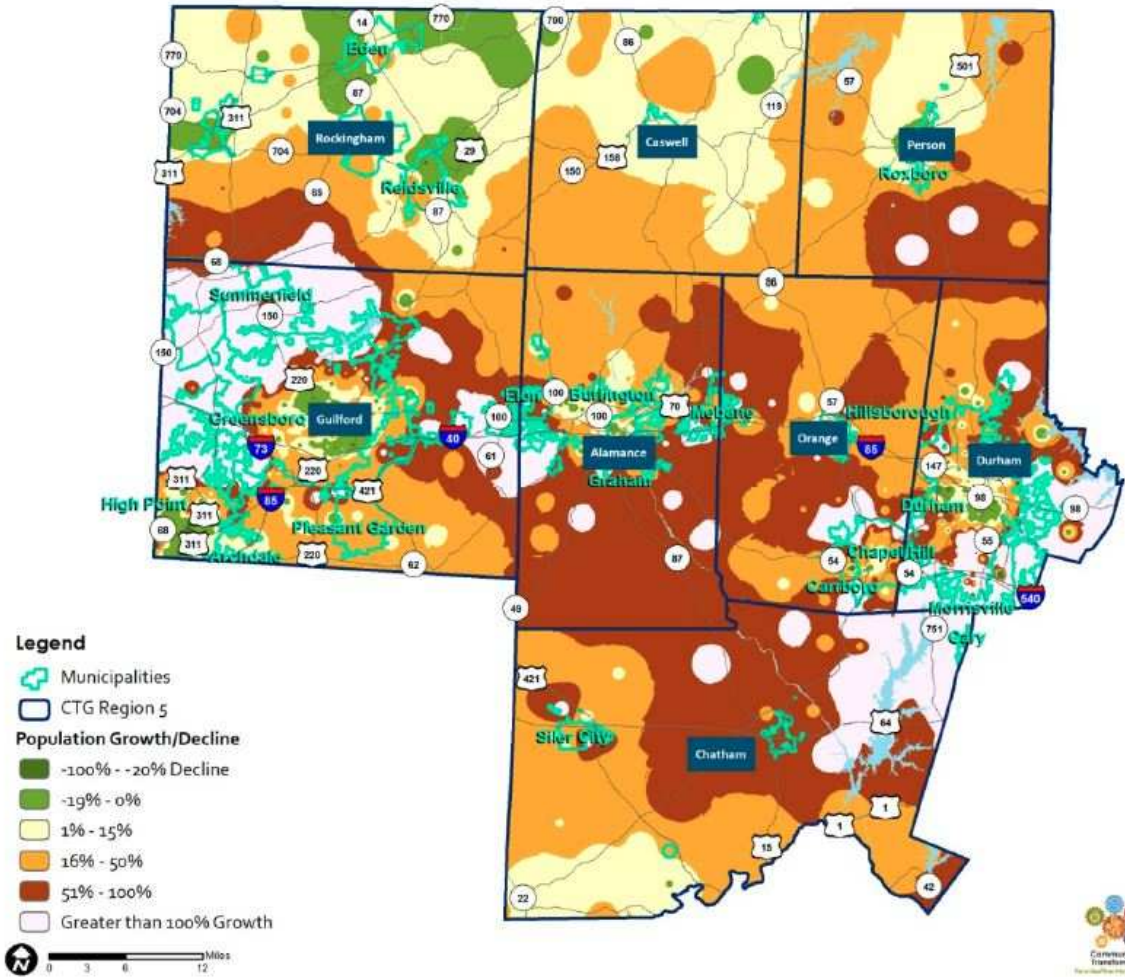
Characteristics of Region 5



Map 5: CTG Region 5 - 2010 Median Household Income



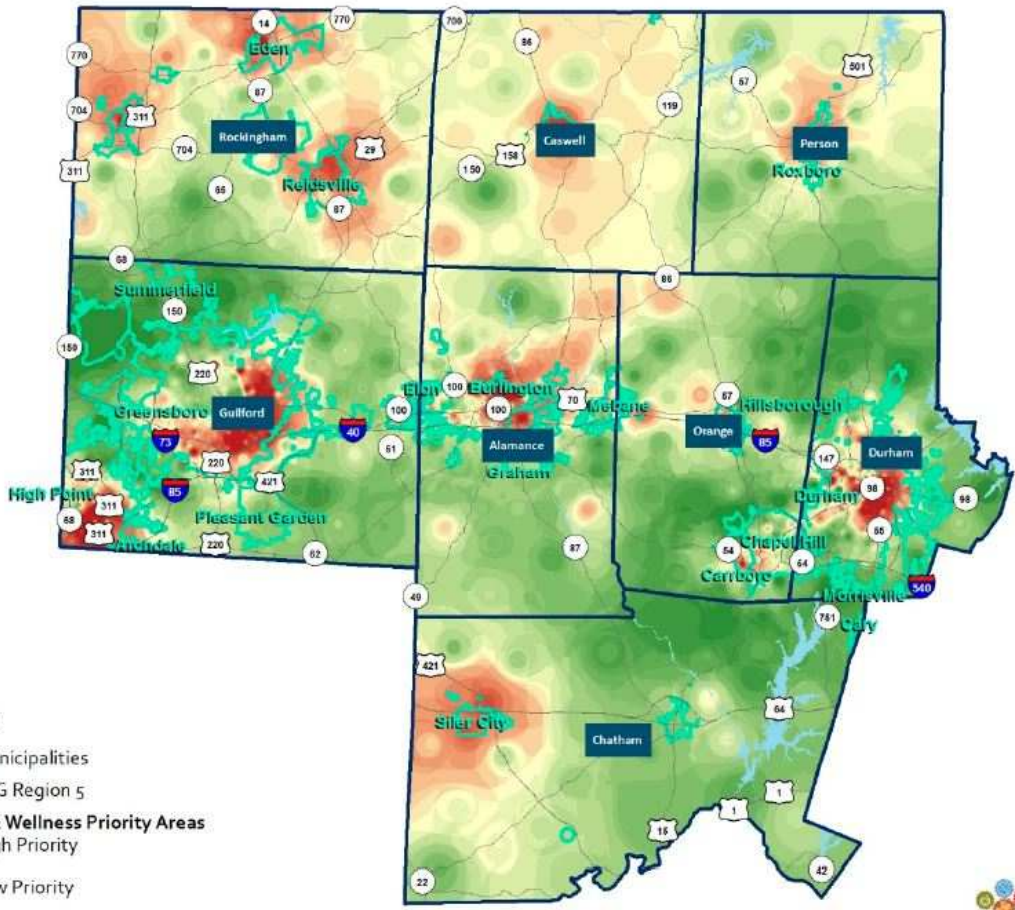
Characteristics of Region 5



Map 3: CTG Region 5 Population Growth/Decline 1990 - 2010



Characteristics of Region 5



Legend

- Municipalities
- CTG Region 5
- Health & Wellness Priority Areas**
- High Priority
- Low Priority

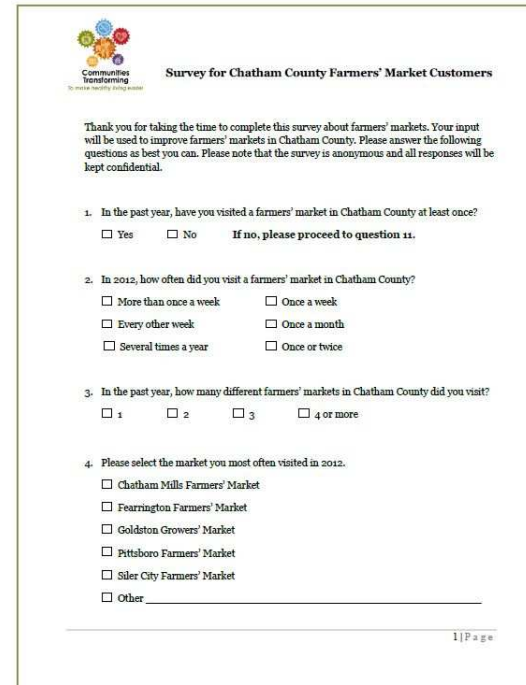



Map 8: CTG Region 5 - Health and Wellness Priority Areas



Farmers' Market Assessment Strategies

- Key Informant Interviews
- Community Surveys
- Focus Groups
- FM Manager Surveys
- Vendor Surveys
- DOT evaluations
- Market Research
- Health Equity mapping
- Health Impact Assessment



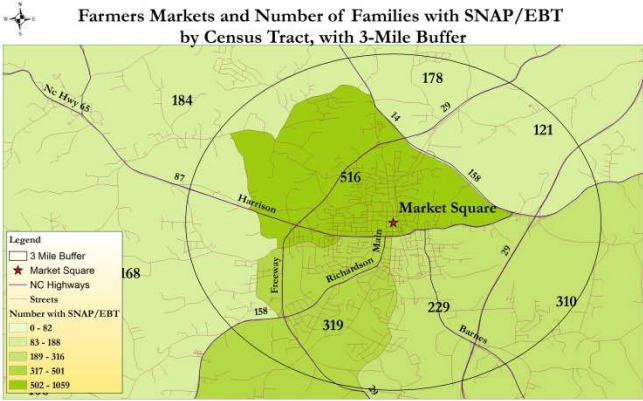
 **Survey for Chatham County Farmers' Market Customers**

Thank you for taking the time to complete this survey about farmers' markets. Your input will be used to improve farmers' markets in Chatham County. Please answer the following questions as best you can. Please note that the survey is anonymous and all responses will be kept confidential.

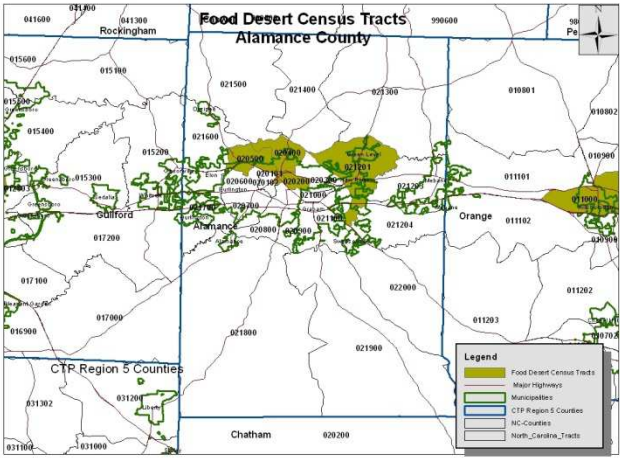
1. In the past year, have you visited a farmers' market in Chatham County at least once?
 Yes No **If no, please proceed to question 11.**
2. In 2012, how often did you visit a farmers' market in Chatham County?
 More than once a week Once a week
 Every other week Once a month
 Several times a year Once or twice
3. In the past year, how many different farmers' markets in Chatham County did you visit?
 1 2 3 4 or more
4. Please select the market you most often visited in 2012.
 Chatham Mills Farmers' Market
 Fearrington Farmers' Market
 Goldston Growers' Market
 Pittsboro Farmers' Market
 Siler City Farmers' Market
 Other _____

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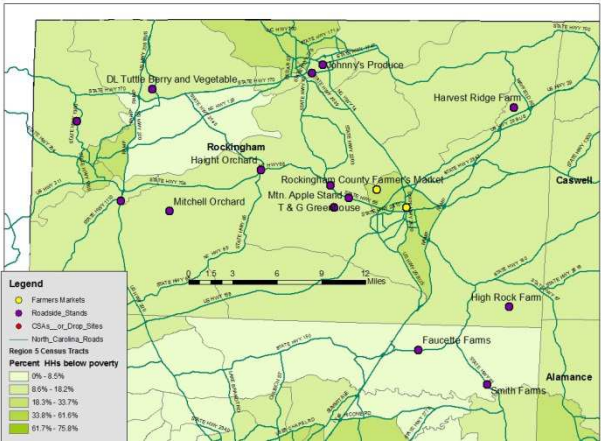
Farmers' Market Assessment Strategies



Map prepared by the Guilford County Department of Public Health for the Community Transformation Grant Project



CSAs, Farmer's Markets and Farm Stands with Percent of Households below Poverty
Rockingham County



What prevents shoppers from buying?

- Market doesn't fit my schedule
- Prices are too high
- Lack of Variety
- Transportation / Length of Travel
- Lack of awareness



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What is most important when shopping for produce?

- Quality of produce
- Variety of produce
- Price
- In season
- Locally grown



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What would make you more likely to shop at the farmer's market?

- Tasting Samples
- Discounts or Promotions
- Recipes
- Cooking demonstrations
- Children's activities or special events



How do you hear about community events?

- Word of Mouth
- Newspaper
- E-newsletters
- Facebook
- Work/co-workers
- Radio



Supporting Farmers' Markets in Region 5

The Big Question

How can our region provide greater access to fresh local produce to low income populations, while also helping local farmers earn a living wage?



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The Solutions

- Regional communications campaign
- Customized local campaigns
- Regional farmers' market manager collaborative
- SNAP/EBT acceptance at markets
- Improving transportation and accessibility
- Land use protections
- Innovative partnerships



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Regional Communications Campaign



- Billboards <https://www.youtube.com/user/AllIn4Health>
- Social Media https://www.youtube.com/watch?v=GnDr_daiyw
- Newspaper Articles
- Commercials
- Youtube Videos



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Customized Local Campaigns



Mebane Farmers' Market First Saturday Celebration July 6, 2013 from 10 am - noon

MEBANE
farmer's market

Music from Blue Star Travelers!

Located at the corner of Clay and Third Streets in downtown Mebane

Little Chefs Cooking Class 10 a.m. - 11 a.m.

- Learn about healthy eating & supporting local farmers
- Meet & greet with the farmers from Diamond W Farm
- Taste test delicious samples of locally grown blueberries
- Help Chef Penny make kid-friendly & healthy pizza

Please register your children by emailing motmprograms@gmail.com or calling 919 - 360 - 1323



See you at the market!

More Details: [facebook.com/MebaneFarmersMarket](https://www.facebook.com/MebaneFarmersMarket)

Made possible with funding from the North Carolina Community Transformation Grant Project and the Centers for Disease Control and Prevention.

The Person County Farmers' Market is located at 601 N. Madison Blvd Roxboro, NC

Free Transportation to the Market!

Person Area Transportation System
"A Public Transportation System"

Ride Person Area Transportation System (PATS) for free to the market on Wednesdays from 3 p.m. to 6 p.m. Rides must be scheduled by Tuesdays at 11 a.m. Call 336 - 597 - 1771 and schedule your ride today!

Transporting With a Purpose

Farmer Foodshare Donation Station

The Person County Farmers' Market partners with the Christian Help Center and Person County Group Homes to donate fresh produce each market day. Both market vendors and visitors are encouraged to donate. For more information visit www.farmerfoodshare.org

Person County Farmers' Market
North Carolina
www.personcountyfarmersmarket.com
www.facebook.com/personcountyfarmersmarket

- Postcards
- Flyers
- Local Success Stories
- Food Directories
- Door Hangers



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Regional Farmers' Market Manager Collaborative

Annual Regional Training
Monthly Email Updates
Webinars or Conference Calls



SNAP/EBT Acceptance

Greensboro Curb Farmers' Market

Double Bucks
Involving DSS
Posters
Flyers
Facebook Ads
Media Releases
Community Engagement



A screenshot of a website banner for Greensboro Curb Farmers Market. The banner features a large orange banner with the text "Now Accepting SNAP/EBT!". Below this, the address "501 Yanceyville St. Greensboro, NC" and hours "Wednesday 7a-12p, 3:30-6:30p" are listed. A map shows the location near the War Memorial Station and GSO Bus Route 15. The banner also includes the logo for "Communities Transforming" and a note about funding from the North Carolina Community Transformation Grant Project and the Centers for Disease Control and Prevention.



Improving Transportation and Accessibility

Person County Donation Station

Goal: Provide greater access to local food to persons with physical and mental disabilities.

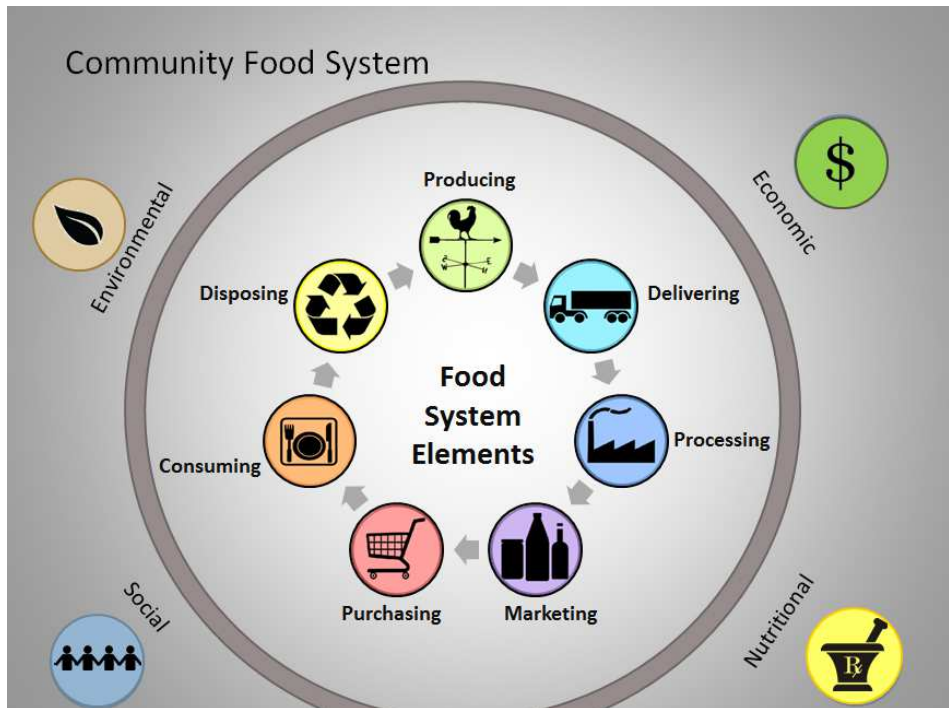
Partnership with:

Christian Help Center
DCODH
Farmer Foodshare
Group Homes of Person County
PART



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West Rock Farmers' Market
Veggie Van at Durham Health Department
Chatham Food Policy Council



Evaluation Efforts

DOT Evaluations
Customer Surveys
Sales and Customer Counts
Rapid Market Assessments



sticky economy evaluation device
measuring the financial impact of a public market

Saturday Spring/Summer

an economic impact report generated for:



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Thanks!

Questions?



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