

### Market Trends

- Majority of farmers market managers report increases in:
  - Consumer traffic
  - Repeat Customers
  - Year-on-year sales
- 2014 USDA National Farmers Market
   Directory Survey reported "Managers did not perceive competition between farmers markets as a serious threat to sales"
  - Strong organic presence, sales of fresh produce dominate market
  - Nearly 75% of markets accept SNAP, etc.



## Market Trends (continued)

- 84% of market managers use web or mobile technologies to communicate with customers, vendors and their communities
- 81 % of markets feature healthier eating programs (cooking demos, recipes cards)





# Why Farmers Markets?

Top 3 Reasons People Support Farmers Markets:

Freshness and taste

Supporting local agriculture

Convenience



#### How Farmers Markets Fit

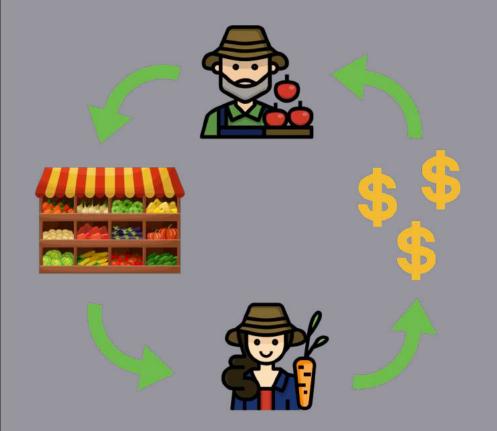
- Larger Farms
  - Mixed wholesale and retail
  - Retail outlets--often more choices
    - Farm stands
    - CSA
    - Farmers markets
- Smaller Farms
  - Restaurants may be only "wholesale"
  - CSAs and farmers markets account for larger% of overall income
- Importance
  - o FMs 25-75% of income



## Success = Balance

#### Expanding Consumer Base

- o diverse producer/product offerings
- market amenities
- market as a gathering place/event space
- federal nutrition assistance as payment
- o market as CSA pickup location
- web and mobile based technologies



# Success = Balance Expanding Farmer Base

- Understand conflicts and competing schedules
- ☐ Determine needs and gaps
- ☐ Less is more, more is more
- ☐ Get creative in recruiting
- ☐ Time is money
- ☐ Create new farmers





## Creative Recruiting

- Co-op. booth
- Market Staff, volunteer run booth









# Member-exclusive Workshops

Each quarter, Utah's Own offers workshops tailored to member needs.

#### Next workshop:

### Farmer's Market Training

- We want to hear from you!
  - -What you wish your vendors and applicants knew
  - -How to help your vendors prepare
  - -If you'd like to be a part of our workshop contact us!