



Getting to the Point:

How Farmers Markets Fit into the
Direct Marketing Landscape

Utah Farmers Market Network Forum

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
 - FMs 25-75% of income



Success = Balance

- Expanding Consumer Base
 - diverse producer/product offerings
 - market amenities
 - market as a gathering place/event space
 - federal nutrition assistance as payment
 - 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





Future Trends

Season extension in soil or water



No Season
Food Hall
Permanent Public Market
Food Hub



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!