



Advertising & Outreach

Promoting your market on a small budget is a big challenge. Whether you are creating awareness for a new market, advertising a specific market program, or giving social media a try, you need to get the word out quickly, easily & on a dime!

Section 1.1 (*on USB drive*): Community Partnership Ideas

1.1.1: The Parma Market needed a way to fund much-needed basic market start up necessities. So they turned to their community to sponsor items like posters, banners, sandwich boards, porta-potties and other needs, in exchange for free advertising and an opportunity join in growing a market in this small community. We've included the **brochure** they distribute to local leaders, businesses and friends.

1.1.2: Maybe you have the creative gene. Maybe you don't...but chances are someone in your community would leap at a chance to show what they've got. Every year in Moscow, the Farmers Market holds a poster design contest. The winner receives a \$100 prize — you could offer market tokens or coupons. It's a fraction of the fee you would pay a professional designer, and they get outstanding results. Check the file for their **poster contest application**, as well as a few examples of **winning designs** from recent years.

1.1.3: A **presentation** from Boise SBA Economic Development Specialist Irene Gonzales on building support from the ground up, including innovative, budget friendly ideas for generating priceless word-of-mouth buzz about your market.

Section 1.2: Tips for Success with Social Media

1.2.1: Emily Crawford, Director of Communications and Marketing, Pike Place Market shares her **presentation** for growing your online presence. Learn the difference between websites, blogs and other media, and see how using ready made templates and hosting sites can make it that much easier for you to create professional looking content that is easy to update and manage.

1.2.2: Trying to make sense of social media? What are the popular choices, and what application is best for what purpose? This simple **infographic** illustrates the common options and when (and why) you might choose one or the other for communication with your target audiences.

1.2.3: Top notch examples of digital/social media use. Check out Capital City Public Market's engaging facebook page www.facebook.com/capitalcitypublicmarket/ and the Sandpoint Market's comprehensive website sandpointfarmersmarket.com.

Section 1.3: Marketing Your Market

1.3.1: This **factsheet + worksheet** from the Farmers Market Coalition will guide you through the complex work of understanding your market image and how it is perceived by others. This helps you to communicate your market's purpose, message and uniqueness to customers and will help get your vendors on the same page as well as you work together!

1.3.2: It doesn't require a degree in public relations to **Spread the Word About Your Market**. This handy guide walks you through the process of creating traditional press releases, radio, print and television ads, and also suggests low cost, grassroots methods for taking advantage of free advertising opportunities.

1.3.3: The **Best in Show Market Promotion Kit** is an incredible, **FREE** resource from the Washington State Farmers Market Association. It includes beautiful camera ready market artwork in English and Spanish, ready to be incorporated into your own posters, advertisements, merchandise and more.

1.3.4: We looked high and low to source **examples** of great media being used to promote Idaho Farmers Markets. Whether it's a video, blog, poster or advertisement, we hope you find inspiration!

A market is only as strong as it's vendors. A great mix of quality vendors with a diverse product mix attract customers and keep them coming back.

Section 2.0: Recruiting & Retaining the Best Vendors

2.1: This spot-on **factsheet**, adapted from a training at the Washington State Farmers Market Association, offers real-world advice on how to seek, attract and engage new vendors.

2.2: The Wallace Center is renowned for its support or entrepreneurs and food systems work in communities. Their comprehensive **manual** on vendor recruitment is an invaluable resource.

2.3: Our state is growing in its diversity. In Parma, the new market reached out to both the English and Spanish speaking members of the community and invited them to a recruitment event. We've included examples of the **flyer** they used to promote the event.

2.4: Thoughtfully crafted **market policies and vendor application procedures** set the tone for a market, and help to guide present and future directions and provide clear expectations for vendors. We have collected six Idaho market policy and vendor application/agreement examples for you. Three from large markets with 25+ vendors and three from small markets with fewer than 25 vendors.

2.4.1: Examples from **Capital City, Nampa and Sandpoint**
2.4.2: Examples from **Caldwell, Homedale and Portneuf**

2.5: Most of us prefer to avoid conflict. And even though it is a natural part of life, it can be very uncomfortable and can result in damaged relationships and have a very negative effect on a market's image, vendors and managers. We have included two excellent **guides** from University of California Davis on maintaining positive relationships with vendors and managing vendor conflict. We hope you don't have to use them, but it might be good to know that they are there when you need them!



Recruiting & Retaining the Best Vendors





Staying on top of Rules & Regulations

Negotiating the complex web of rules and regulations that affect your market can be overwhelming. Knowing what is required and where to go for answers are essential components of doing business and protecting your market, vendors and customers.

Section 3.1 Regulatory Contacts and Resources

3.1.1: The Idaho State Department of Agriculture's **Idaho Farmers Market Manual** contains a section on permits, rules and regulations, pages 13-24.

3.1.2: The Dept. also publishes a guide on **Starting a Specialty Food Business in Idaho**, covering all the aspects of value added food product creation and sales.

3.1.3: The Idaho Farmers Market Association has created a one page **directory** listing relevant regulatory agencies, to help you quickly locate help and answers.

Section 3.2 Food Handling and Sampling Requirements

3.2.1: This **presentation** from Idaho Food Protection Program Manager Patrick Guzzle, outlines the particular rules and regulations that relate to foods at Idaho Farmers Markets.

3.2.2: Whether selling prepared foods or just sampling your product, a handwashing station is a must. This simple, inexpensive **handwashing station diagram** from Southwest District Health makes it easy.

Section 3.3 Cottage Foods at Idaho Farmers Markets

3.3.1: The Idaho Farmers' Market Association developed this at-a-glance **reference guide** to the Idaho Food Code revisions and explains how cottage foods may be incorporated into your vendors' product mix.

3.3.2: Have more questions about cottage foods? The Idaho Dept. of Health and Welfare offers this **FAQ**.

3.3.3: While not a requirement, it is highly recommended that vendors selling cottage food products complete this simple, no cost **risk assessment form** to find out if their products fit the criteria for safety.

A successful, thriving market needs to attract new customers, and to keep their "regulars" coming back week after week. Need some fresh ideas?

Section 4.1 Loyalty Cards

The resources in this section offer ideas on how markets around the country use customer loyalty cards to reward repeat shoppers. Included is an example from the Boise Mobile Farmers' Market.

Section 4.2 Children's Programming, Music and Special Events

Learn how Chef-at-the-Market, children's programming, "Market Bingo," live music and weekly or monthly "theme" events keep people entertained and coming back to market. Included are examples from the Boise, Homedale, and Nampa Farmers Markets, University of Idaho Extension 4-H, and a guide to hosting a chef demonstration at your market.

Section 4.3 Double Up Food Bucks and Food Stamps/EBT/SNAP

Accepting Food Stamp benefits enable markets to increase their revenue and low-income individuals to gain access to nutritious local foods. Cash match programs like Double Up Food Bucks increase the value for vendors and customers alike, allowing these benefits to go further when purchasing fresh fruits and vegetables at Idaho Farmers Markets.

farmers market

Market Manager Toolkit

A guide to resources developed just for *you!*

This toolkit was created by the Idaho Farmers Market and University of Idaho Extension in direct response to what you, Idaho Farmers Market managers, told us were the most needed areas of education and information.



The Idaho Farmers Market Association

The Idaho Farmers Market Association is a statewide, member-based association created to bring together resources and expertise from around the state to help farmers markets in Idaho thrive. works hard to ensure the economic well being of Idaho Farmers and the health of Idahoans through increased access to fruits, vegetables, and other local products.

Website: www.ifma.org

[IdahoFarmersMarketAssociation](https://www.facebook.com/IdahoFarmersMarketAssociation)

[@IDFarmersMarket](https://twitter.com/IDFarmersMarket)

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