Getting to the Point:
How Farmers Markets Fit into the Direct Marketing Landscape

Utah Farmers Market Network Forum
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)
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**
  - FM 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!