

Royal Oak  
- long-standing & is  
now enclosed w/ own  
organizing committee  
manager - Jerry  
248/246-3060

## Resources

Open Air Market Net <http://www.openair.org/>  
Project for Public Spaces [http://www.pps.org/project\\_lists/PublicMarkets/](http://www.pps.org/project_lists/PublicMarkets/)  
[http://www.pps.org/project\\_lists/PublicMarkets/PublicMarket.html](http://www.pps.org/project_lists/PublicMarkets/PublicMarket.html)

## **Leads generated**

1. The U.S. Extension Service has several brochures which do exactly what they are asking for. Tell them to call the Dept. of Agriculture and get the contact info for the extension agents who cover DC, or to send over info about farmer's markets.

Lauren Adkins  
[Lauren\\_adkins@nthp.org](mailto:Lauren_adkins@nthp.org)

2. I have a long-standing love/hate relationship with Farmers' Markets. Ha. But I have dealt with them as part of a promotional strategy in two different towns, so here are my thoughts, for what they are worth.

1. Be sure to have a clear-cut set of bylaws, as well as rules and regs based on state Department of Agriculture and county health guidelines. There are some very particular rules as to what is considered processed (and therefore needs a licensed kitchen, etc.).

I can recommend two towns for their bylaws and rules/regs: Woodward, Oklahoma and Cushing, Oklahoma. I most recently worked in Cushing, and the documents worked well there. Their email is [cushms@brightok.net](mailto:cushms@brightok.net).

2. Elect a market manager from amongst your sellers. This person is invaluable in taking the managerial/organizational load off of the Main Street staff and volunteers.

3. Educate market sellers in good displays and sales technique. Provide recipes for them to hand out; encourage them to sell "packages" such as all of the ingredients for salsa with a FREE recipe, etc.

4. Schedule your fledgling market at a time when no other sales are held. For instance, in the small town I just left, the BIG town 30 miles away held a huge market on Saturday mornings, and we knew we couldn't compete. So, we set up market for Thursday afternoons from 4 p.m. to 7 p.m. Yes, it got hot, but we didn't conflict, either.

Having said that, most of our market was the "blue-hair" contingent, which was very bothered by the heat.

5. Hold continuing education sessions for your marketers. Ask the department of ag or extension office to do classes on alternative crops and marketing. Ask the health department to give a session on their requirements for markets.

6. Get the marketers to diversify their crops. Tomatoes in July are great - July tomatoes at 13 different booths is another story. Sell cut flowers, herbs, kohlrabi, etc. More variety means more to attract folks to the market.

7. Have a giveaway of a free box of produce donated by the marketers each month. The entry slips provide for a good customer database to use for direct mail campaigns, etc.

8. Be SURE to clarify the tax regulations for your state. Most sponsoring Main Street organizations that I know of take the easy way out and advise their marketers to take care of their state tax licenses and reports. I will tell you that most marketers just chance it and never go to the trouble. Our market considered getting one blanket permit and processing the tax money ourselves as a support to the market. But that would have been a large amount of work for staff.

9. Encourage merchants to hand out samples, coupons, flyers, etc. at the market. I always only half-jokingly tell folks, "We don't have farmers' market to sell vegetables; we have the market to draw visibility and traffic!"

10. Pricing is a funny issue. Many market customers do not perceive value unless the price is even just slightly lower than retail. The only way to charge the premium that organic, locally grown produce deserve is to market it properly and often, explaining the premium value of the product.

Well, enough ramblings from me. I hope we've been of some assistance.

Beverly Abell  
Executive Director  
Greeley Downtown Development Authority  
822 7th Street, Suite 750  
Greeley, CO 80631

970-356-6775  
beverly@greeleydowntown.com  
[www.greeleydowntown.com](http://www.greeleydowntown.com)

**3.** Downtown Walla Walla's Farmers Market is now in it's 8th season and = still growing.

Our market started with just three farmers and their pickup trucks the = first year and opened with 37 vendors this year (we expect to peak at = about 60 vendors in mid summer.)=20

We run two markets each week the 3rd week in May through the 3rd week in = October on Saturday morning and Thursday evenings. Some keys to our = success include: =20

\* Hired a great manager: We still do most of the admin work out of the = office but the day to day running of the market and vendor relations is = done by the market manager with the oversight of the Farmers Market = committee. The committee is made up of 4 Downtown Foundation Board = Members and 4 market vendors.

\*Started small and grew as need and capacity allowed. We started with = three vendors in a parking lot and peaked with 15 vendors the first year = but despite the small numbers there was a very vocal demand for a = Thursday market and we added this halfway through our first season (2 = years ahead of schedule)=20

We installed a cover over the parking lot where we host the market at the beginning of our second year and added signage in our 3rd year and this year we have added a cover over the stage where musicians perform and are planning to expand the cover over the vendor stalls.=20

\* Coop space where possible to save costs and increase traffic. The Saturday market is in a parking lot adjacent to our transit center. The space doubles as covered parking during the week and we have access to power and water from the transit center.=20

On Thursdays the market is located adjacent to the plaza where we host summer sounds on the plaza to take advantage of the preexisting traffic from the concerts

Added amenities that reinforce the civic and social aspects of the market. Music at the Market helped keep customers lingering downtown until stores opened on Saturday mornings (the market opens at 8 but businesses open at 10, music at the market is 9-11)=20

We also provide half price booth space for local non profits, sidewalk chalk for kids, schedule local school choirs for the music at the market, encourage local theater and living history groups to use the market stage to promote upcoming performances.

\* And perhaps one of the most important things we've done is to host a pre-planting potluck every February to bring our vendors together and engage them in recapping the previous year and planning for the next.

For more information on the Downtown Walla Walla Farmers Market you can go to our website [www.downtownwallawalla.com](http://www.downtownwallawalla.com)

4. One of our volunteers has a guidebook given to us by a county agent. It was from Pennsylvania, probably Dept of Ag. It was VERY thorough. You can probably find it here:

<http://www.ianr.unl.edu/pubs/horticulture/nf313.htm>

5. In Versailles, KY we are also quite successful with our **Farmers Market**. I know you were looking for info. Our market sells twice weekly, and now we have added Friday Night Twilight Festivals for the Market called Sunset on the Square. Farmers Market plus music and the restaurants add specials using all Farmers Market produce and such. Hugely popular with the Yuppie Crowd here. Great Salads and different foods available. (I think this group is normally at soccer on Saturday mornings....so Friday night is alot more hip - ha).

I am enclosing a great website source of info....and if you have questions I know first hand what an impact the Main Street Program and the Market have had since we have partnered.

Actually our Twilight Festivals actually spawned House Bill 391 this past winter in KY. The Health Dept showed up one Friday night and closed almost

all the famers market booths down who were selling anything except raw veggies. We learned KY (and Florida) had the strictest agritourism laws in the country..that made it almost impossible for farmers to sell anything processed...jams, jellies, salsa, canned products, beans, pickles etc without certified kitchens. It was never a problem when the market was just a few vendors and a few customers ...but when 2000 people showed up downtown on a Friday night anxious to buy great produce, and delicious baked items and canned and fresh salsas, beans, picles, honey etc...the Health Dept got tough. We turned the setback into an opportunity and worked with legislators to change the laws! We actually had farmers go testify at the capitol about the restrictions. A bill was written with the local farmers help. The bill (HB391) passed without a hitch...and benefits all the farmers markets in KY. Just another example of the power of main street and these partnerships.

We are a farmers market that strictly adheres that the products must be grown and produced in Woodford County. Our market opened Saturday and we saw this man drive up in a pickup with a load of watermelon and cantaloupes. He was quickly sent packing. If it is not grown here..it is not sold here. So many markets are not true "local growers". Our fee to be a farmers market vendor is \$35.00 for the entire year. That entitles you to **1 1/4 parking spots**. (don't laugh) thats the size of a normal farmers market pop up awning.

There is a week designated in August as National Farmers Market week we also celebrate and plan events around. (Guest chefs, demonstrations, Contests (best tomato) etc). That would be something to let people know about.

Ky also has WIC coupons (Womens Infants and Children) to use at the market for qualified recipients to buy healthy produce with these vouchers. This program has just been added for low income seniors in our county as well. The senior redemption rate is expected to be very high and the famers have planted accordingly. This is a great financially profitable opportunity for the growers. Farming is hard work. It is nice to see a return for this hard work and help those in need at the same time.

We tell people who may quibble over the price (cheaper at Kroger?) ...this tomato was picked this morning...in our backyard...the ones at the gocery have come from who knows where and when they were picked is a bigger mystery.

The markets in KY actually get lots of promotional items like signage, free bags to use etc. Tobacco diversification has meant less tobacco being produced and farmers trying new things..like aquaculture (shrimp farming) shitake

mushrooms, honey, and other cool and trendy items. Heirloom tomatoes...(the old fashioned kinds..have made a huge impact). So has the ethnic food veggies..HOT HOT HOT habanero peppers, tomatillos, etc. Our market also helps us use local growers to supply the flowering plants for all of our downtown streetscape planters...and a new program in the fall "ShocksRUs" to supply mums, pumpkins, corn shocks etc for Main Street.

Ok I have typed too much again...but we are so passionate about the market and believe that we need them on Main Street. We would like to see a year round market here in downtown Versailles. With the tobacco settlement money there could be potentially a plan for the farmers to buy a building downtown and maintain a permanent year round market and retail establishment. At least thats our Vision.

Call me if you want to chat anymore about Farmers Markets.

Great to meet you at Town meeting. We had a ball hosting y'all. Anyway check out this Ag website:

Ky Department of Ag. has great information on their website:

[www.kyagr.com](http://www.kyagr.com)  
click on Ag. Mktg. on the left  
click on Horticulture/Aquaculture  
under Horticulture, go down and click on  
Farmers Markets and Direct Marketing  
click on Links....

Lots of great publications, checklists, etc.

*Di Boyer*

Vision Versailles 2000+  
101 N. Main St.  
Versailles, KY 40383  
859.879.5033  
[kyboyerz4@aol.com](mailto:kyboyerz4@aol.com)

6. Luke - Please note the following e-newsletter I get from the Crescent City Farmers Market in New Orleans. My wife and I frequent the market a lot as we have an apartment in N.O. To me, it is a model of how a market can be set up inexpensively with alliances (Loyola Univ. & the Louisiana Cooperative Extension service are their partners). I have a lot of printed material from the Market - I'm sure you can get that as well direct from them, however, they have some unbelievable economic impact figures as well - like 77 new businesses generated in the 2-3 years the market has been in existence!

I always suggest the site and partnership when our towns start looking at Farmers Markets, which many of our communities have. We recently were contacted from "Today in Mississippi" and magazine published by the County Electric Utilities about doing an article on the Main Street

Farmers Markets in Mississippi and the economic benefits associated with the concept.

The Crescent City market started small on a vacant parking lot in the Warehouse District of N.O., they required pop up tents and upscale booths and tables from the get-go. Their offerings are not primarily produce, but they pay attention to Herbs, seafood, homemade pasta, cooking demonstrations, entertainment, etc. to expand the demographics of their consumers and to get them to spend more time at the market and in the area - which, obviously, is where a lot of those new businesses have opened.

Let me know if I can help further. I'll be glad to send you the info. I have if you would like me to. ALSO, THIS SOUNDS LIKE A GREAT ROAD TRIP OPPORTUNITY TO ME!!! (Ha!) Later, Bob

Bob Wilson, Director of Program Services  
Mississippi Main Street Association  
2819 N. State St.  
P. O. Box 4479  
Jackson, MS 39296-4479  
601-987-8741  
601-987-8239 Fax  
bob@msmainstreet.com

7. We just got a resume in from someone who graduated in January 02 from UVA's Master of Urban Planning school. He list's his thesis topic as: "How Farmers' Markets Help Revitalize Retail Business Districts". I wonder if you could find that in their library? If we end up interviewing him I could ask him about it! ☺

8. As a Main Street manager, I had been involved in rural farmer's markets in both Fort Bragg (6,500 people) and Eureka (25,000 people) in California. There the markets are run and organized by the growers and you have to request them to come to your site. The farmers market organization sets up the rules and regulations.

In San Diego, I represent North Park, a neighborhood of 46,000 people in a city that is approaching 2 million in size. Our challenge was where to place a farmers market in such an urban environment. Here in San Diego, there is no umbrella organization run by farmers.

We studied the San Luis Obispo, CA farmer's market. They have a wonderful how-to-start-a-farmer's-market guide. We took Board members and Promotion Committee members up to San Luis Obispo. Other Board members visited a farmer's market in Palms Springs CA and brought back their rules and regulations to compare with San Luis Obispo's. Then we studied the most successful farmer's markets in our region...Ocean Beach Main Street and Hillcrest.

We quickly learned that one secret is the market manager. It's best if they have a sense of organization and understanding of the various permitting agencies from the agriculture and health departments. They should know the growing seasons of various crops, so they can rotate farmers in and out of the market as needed. A good market always has one kind of produce ending with another crop coming into season. Contacts with various seasonal farms is necessary.

To find the best farmer's market manager, we interviewed farmers at various markets and asked them who they thought were best. We sent applications to all those who were recommended. We interviewed two. We selected a market manager who understood the role of the farmer's market within our Main Street philosophy.

Another secret is location, location, location. We considered many sites. We selected a site near the center of our district that was highly visible. We decided to hold the market in the street to give it a more urban feel. We received permission from the city for a weekly street closure. The visibility of the market is in itself one of the best forms of advertising. In a survey we conducted, large numbers of people discovered the market just by seeing it on the street.

The market started April 5, 2001. It has been building each month over the previous years. We have banners that announce the date and the time of the market. We have given away refrigerator magnets that feature the logo of the market that was designed by a husband/wife team of graphic designers who donated their work. We have a three-quarter page ad in our neighborhood North Park News. We have a first of the month giveaway that attracts additional hordes of people to the market. We feature live music, but we don't pay the performers. They sell their CDs at the event. We have added an arts/crafts area. On average we have 25/30 vendors. We sell Moroccan crepes, German Bratwurst, Mexican empanadas, and Afghan kabobs. We have locally-made ice cream, tamales, salsas, tabouli olives, smoked fish, and lots of other items that our eclectic community enjoys.

Each market should reflect the interests of that location. Each market should not be the same as the next, necessarily. A good market manager can gauge that. We have a waiting list for vendors interested in the event. We have not expanded rapidly because we want to be loyal to the farmers and make certain that they make money. We received \$23,000 the first year and we paid expenses out of that. The second year, we received \$26,051. This year we are up again.

The secrets. A manager with good social skills and good accounting abilities is very important. A farmer's market is a business. Selecting a good location is critical.

Visit our market web page at  
<http://www.northparkmainstreet.com/tnm/market.htm>

Jay Turner  
Executive Director  
North Park Main Street

**9. Luke - California's San Luis Obispo has a terrific Farmers Market - Deborah Holley, CMSM is the Guru. Her email is [dholley@downtownslo.com](mailto:dholley@downtownslo.com).**

Toni Gaylord, CMSM  
Coronado MainStreet Ltd.  
1013 Park Place  
Coronado, CA 92118  
[tgaylord@coronadomainstreet.com](mailto:tgaylord@coronadomainstreet.com)

10. Perhaps you've heard of our video "How to Have A Farmers Market In Your Town," a huge seller for the past five years from the Downtown that has a "World Famous" Farmers Market—a very fabulous event now 20 years old!

[dholley@downtownslo.com](mailto:dholley@downtownslo.com)

12. Re: [mainstreetlist] Farmers' MarketsLuke~20  
Start small and see what grows out of it.....20

The very simplest small-scale, no-hassle Farmers' Market starts with a  
= call to the local County Extension Service office. They KNOW all the  
= local growers and are in charge of the permit process.

This is what we did in several small towns in Georgia starting with =  
Americus.....

Sometimes it is hard to get the independent, backyard or small farmers  
= involved and to agree upon a location. =20 (Farmers can be even more  
independent than mom and pop retailers!) Set up a meeting with the  
local Extension Agent, the Mayor and a few = key growers recommended  
by the county agent or a seller who already has = a parking lot or  
corner staked out for selling his produce....

Have your ER committee scout out a location - a underutilized side =  
street or parking area or even a prime block that needs some activity  
or = a vacant lot or shell where a building has burned- or demolished  
(heaven =  
forbid!) and get the Mayor's preliminary OK. Public property is easier  
= than private property unless someone wants a tax write off....

Just make sure it is NOT on a State Highway where DOT will have to  
be = involved. =20

In Americus GA, starting in the mid 80's the east side of a central  
core = block in the shade of the largest building downtown -the then  
vacant = 1892 Windsor Hotel block - was targeted as a good central  
location.

The county agent and the downtown manager sent letters to all known =  
growers (who had a Grower's Certificate on file at the Extension =  
Service office) inviting them to sell their home-grown produce in the =  
heart of downtown. After making friends with several good ole boys - =  
they in turn called all their buddies.....spreading the word that =  
downtown WANTED them setting up shop/selling their produce..... =  
Downtown business owners on that street were in on the planning and  
most =  
felt it was good exposure for their shops. A win- win situation for =  
all....



The market hours are Tuesday, Thursday and Saturday Mornings all summer = long and a few weeks into the fall.... colorful Farmers' Market signs = designed by a local volunteer with market hours (7:30ish 'till about = 11:30 ish).. and days listed - are set at both ends of the block.=20

Produce is usually SOLD OUT before noon so customers are waiting for = them early- before most shops open any way - so the shops don't = complain about lack of parking in front of their businesses... some = even come in early to get the cream of the crop for themselves.... It is = now become a traditional simple yet festive and fun community gathering = point. =20

Press releases and staged photos with farmers (and the Mayor) are sent = to local media.=20 A few paid ads, flyers and articles in the downtown newsletter are = used to help get the word out... For a few years there were special = Farmers' Market Grand Opening events with music, free watermelon, etc. = but it really wasn't necessary..... Folks just wanted FRESH produce = in a convenient spot. Early on the growers pooled their resources (took = up a collection) and placed a few ads, but it really wasn't necessary = once the community knew:=20 "Fresh Produce! Tuesday, Thursday and Saturday mornings - All summer = long in Beautiful Downtown Americus!" =20 =20

A flyer with some basic guidelines were run off on the copy machine. = Locally grown produce with a growers certificate was required (but = weakly monitored) Farmers are asked to back their pick up trucks into = the angle parking spaces - with tailgates open at the curb and a display = of produce on the hood. Some bring festive umbrellas and yard chairs. = They are asked to clean up after themselves and not to spit chewing = tobacco on the sidewalk or in the gutter... (an issue we had not though = of until it became obvious...!) We also added a few more trash = receptacles along the street.

Initially the MS manager or country agent were there to help get folks = backed in and get to know the growers.... and over time a core group of = regulars tended to manage themselves and the new comers....so it = basically runs on its own. Savvy ones get there early for a good spot!

Hotel guests staying in the now restored Windsor Hotel (a National Trust = Historic Hotel of America) love to wake up with the festive market place = beneath their windows. Most hit the road with baskets of REAL fresh = Georgia peaches, watermelons and Silver Queen corn - a true taste of the = South! =20

It has stayed simple and it continues to work without much effort!  
The =  
best kind of downtown activity!!

jo

## **Exceptional Farmers' Markets**

Manassas, VA  
Roanoke, VA  
Monterey, CA  
Lincoln, NE

[http://www.loc.gov/bicentennial/propage/NE/ne\\_s\\_kerrey18.html](http://www.loc.gov/bicentennial/propage/NE/ne_s_kerrey18.html)

### **Lincoln Haymarket Farmers Market**

Haymarket District  
Lincoln, NE 68508  
Contact: Billene Nemec  
(402) 435-7496, Fax: (402) 435-7535  
E-mail: [lincolnhaymarket@alltel.net](mailto:lincolnhaymarket@alltel.net)  
OPEN-AIR/SEASONAL  
Saturday

FROM THE ARCHIVES: August 1, 2003

Peas and Queues

By NANCY KEATES  
Staff Reporter of THE WALL STREET JOURNAL

Lynda O'Connor remembers the week she missed the zucchini blossoms. Awakening at 7 a.m. on a Saturday morning and hustling the half-hour drive from her Chicago apartment to the Farmers Market in Evanston, she was already too late to find the unusual produce. "People have become really aggressive," says Ms. O'Connor, who's now taken to reserving her order in advance.

Get ready for a food fight. The economy may be off, but you wouldn't know it from the crowds at farmers markets, with growing numbers of shoppers from San Francisco to Boston's Copley Square elbowing for the latest status ingredients and face time with cult growers. Indeed, attendance shot up more than a third over four years in the latest government estimates, with some cities already reporting an increase of 10% to 20% this year. The result: long lines, scarce parking and even more bickering to eat away at the charm.

It's not that there aren't enough farmers markets out there -- the number has grown 9% since 2000 to 3,100, according to the USDA. Market managers say the crowding is due to the limited space allocated by cities, rising demand for boutique ingredients and a mounting concern about the perils of industrial-produced food. Farmers also say a bad growing season this year and strict rules, which often limit them to selling only what they produce, has caused even more shortages.

"It's getting harder to keep up," says farmer Jim Crawford, who's been selling out of some of his produce before noon, forcing him to impose two-box limits on raspberries and strawberries at the Sunday market in Washington, D.C.'s upscale Dupont Circle. (One transgressor, realizing her error, recently returned some boxes later that day, says Mr. Crawford.) In Caledonia, Ill., David Cleverdon of Kinnikinnick Farm

says he started seeing customers losing their cool early in the season. His solution when there's a fight over the last head of lettuce? Cut it in half. "It's only vegetables," he tells customers. "Calm down."

Shoppers say if they don't fight, they won't get what they want. "It's become dog-eat-dog," says Sacramento government worker Tracy Levinson about the thick crowds, waits that eat up her lunch hour and plenty of line-jumping at the cherry stand. "I could hit them with my bag, but that wouldn't be nice." Ms. Levinson says it takes her twice as long now to get through the market than it did a couple of years ago.

What happened to the laid-back three-truck markets where civility and quaintness prevailed? Indeed, the whole point of the exercise, which started in force when California chef Alice Waters started dishing out small-farm fare in the mid-1970s, was to bring the community together by buying local goods from local growers. It was such a popular concept, the number of markets nationwide went from less than 100 before 1980 to thousands now.

These days, the term "farmers market" is so ubiquitous it can apply to everything from street fairs with souvenirs and food carts to brick-and-mortar supermarkets, like the prototypes just unveiled by natural-and-organic grocery Wild Oats for stores with distressed-wood signs recycled from an 1890s tobacco plant. The Ferry Plaza farmers market in San Francisco, which estimates it gets up to 20,000 people every Saturday, has prepared-food stalls, while Pike Place Market in Seattle has bookstores and the Dallas Farmers Market offers international crafts.

In some cases, those doing the selling aren't even farmers, diminishing the authenticity. "I just can't be there all the time anymore," says Karim Amirfathi, who sells sprouts and herbs at the Boulder, Colo., market and has hired two people this year to mind his stall. With the crowds doubling over the past decade at the Dane County Market, in Madison, Wis., pear grower Ellen Warsaw-Lane says now "it takes me about two days to recover." Her solution: To save energy, she encourages customers to read brochures about fruit.

Of course, many markets, like the Greenmarkets in New York and Freshfarm markets in the Washington area, stay true to the mission, with market inspectors paying visits to make sure farmers are selling only what they grow. But even with the strict food rules, some markets are becoming almost circus-like, thanks to attractions like blues bands, children's cooking classes and celebrity-chef demonstrations.

#### More Shoppers, Same Space

For their part, farmers say space is one of the biggest problems, with many markets staying the same size even as more shoppers arrive. In one Boston neighborhood, the city turned down a proposal this year to add two new vendors because they said the tents would ruin the view of historic Copley Square. New York's Union Square market would "love to add more farmers but we don't have the physical space," a spokeswoman says.

Prices have risen, too. "Nobody flinches," says Cinda Sebastian, whose baby arugula costs 30% more in Washington's ritzy Dupont Circle than at more modest markets she sells at. And Santa Monica, Calif., market regular Sam Gilbert complains some farmers don't even allow samples of their goods anymore. When one vendor denied his attempt to try its strawberries, the researcher and writer bought them anyway, but "they were awful."

But savvy customers have found the best way to get what they want is to befriend the farmers. Keith Stewart, of Keith's Farm in western Orange County, N.Y., who sells garlic, lettuce and other produce at the Union Square market in New York, says people send him Christmas cards, bake him cookies and offer to take him out to dinner. "It's almost like a little cult," he says.

Evanston farmers market shopper Ms. O'Connor doesn't go that far -- but she does now get farmers' names and numbers and calls them ahead of time to reserve produce. She plans to do that soon for her annual stuffed-zucchini-blossoms party. "I just can't risk it being gone," she says.