

Introduction

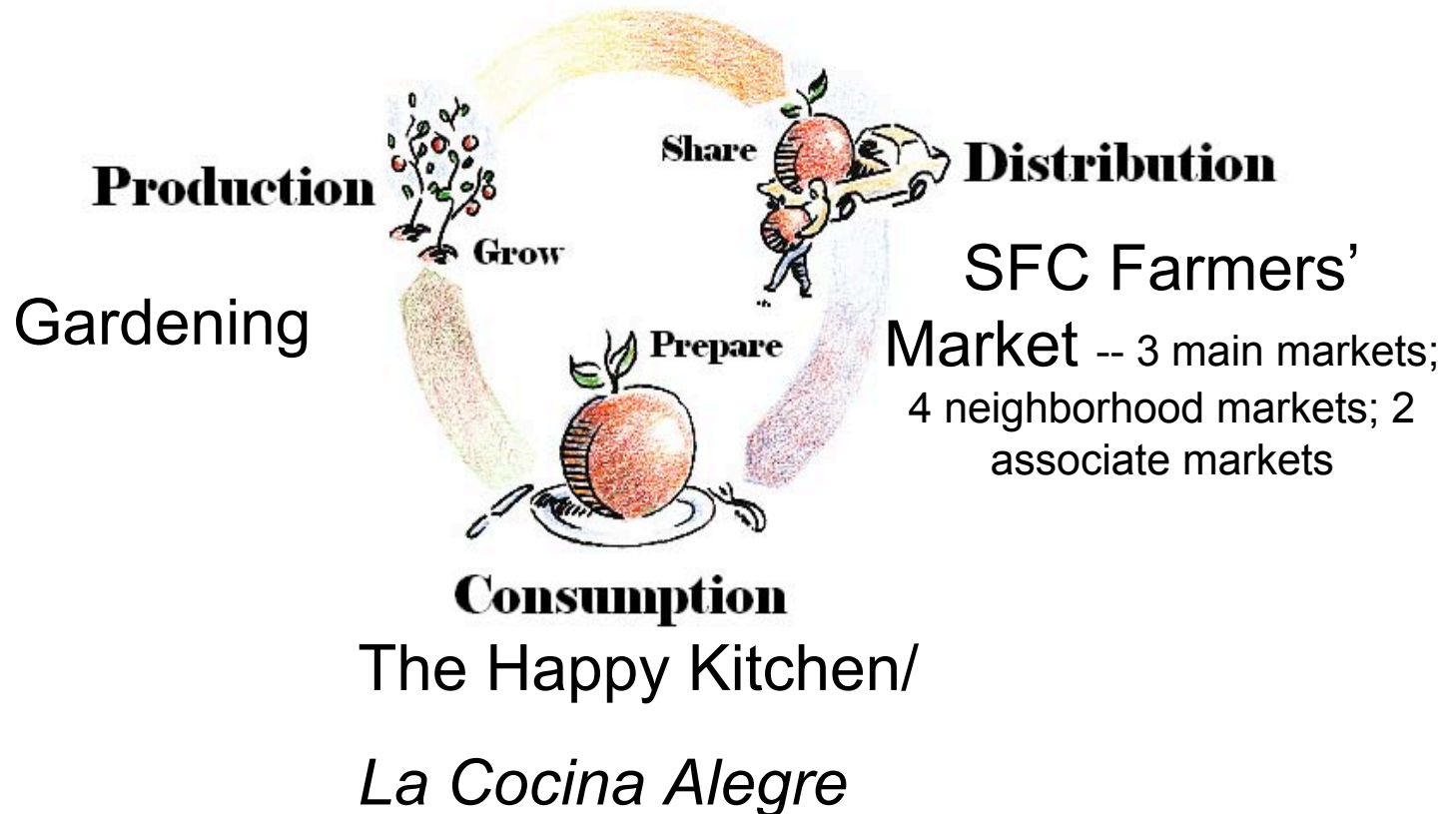
- What is Sustainable Food Center?
- Suzanne Santos, SFC Farmers' Market Director



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Sustainable Food Center

To cultivate a healthy community by strengthening the local food system and improving access to nutritious, affordable food.





How to contribute to longevity and success of your FM

1. Lead organization important by affiliation and staff support
2. Membership in professional organizations / local business groups / helpful as a resource – policy
3. Manage fairly - objectively
4. Maintain integrity of market – rules/ market mix – grow steady
5. Site improvements
6. Increase number of markets
7. Advertising, Publicity & Special Events & Education, Excellent website / social media



SFC Farmers' Market – Mission

Drives all operations, education and programming


Farm Direct program of SFC

- Mission is to provide Austin and the surrounding Central Texas region with locally grown farm products, locally made specialty foods and goods in a direct farm-to-consumer marketing venue that will serve diverse populations, preserve and promote regional agriculture and improve our quality of life.



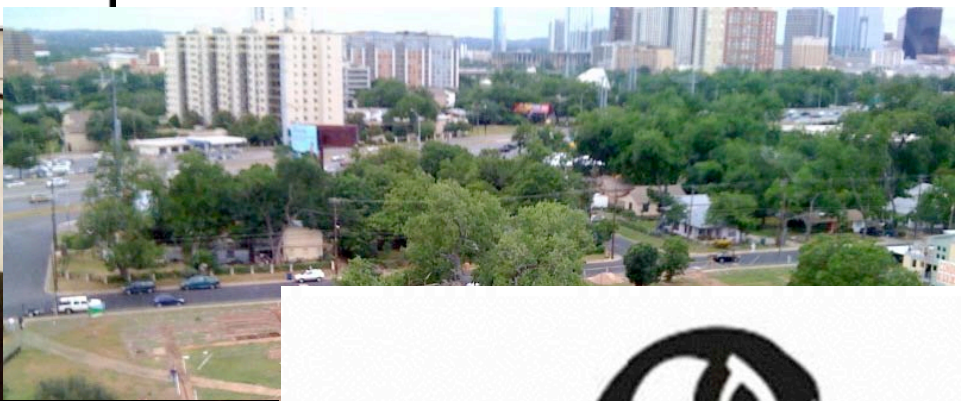
Lead Organization

- Helps with financial burden; bookkeeping; org document filing
- Volunteer recruitment base
- Special tax status, eligible for grants
- Partners of organization help when beginning market mgr is developing friends and support base
- Manager not all alone



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VIP HAPPY HOUR
SUSTAINABLE FOOD CENTER
DECEMBER 15TH
6-8PM
COMPLIMENTARY APPETIZERS



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Membership / Professional Devel.

- Join Farmers Market Coalition
- Join Texas Cert. Farmers' Market Corp (if you meet the 51% or more farmer vendor base criteria)
- Member of Chamber, a Main Street Association, Policy Boards in City/County
- Go to workshops, etc. to develop skills for managing markets



Managing Fairly - Objectively

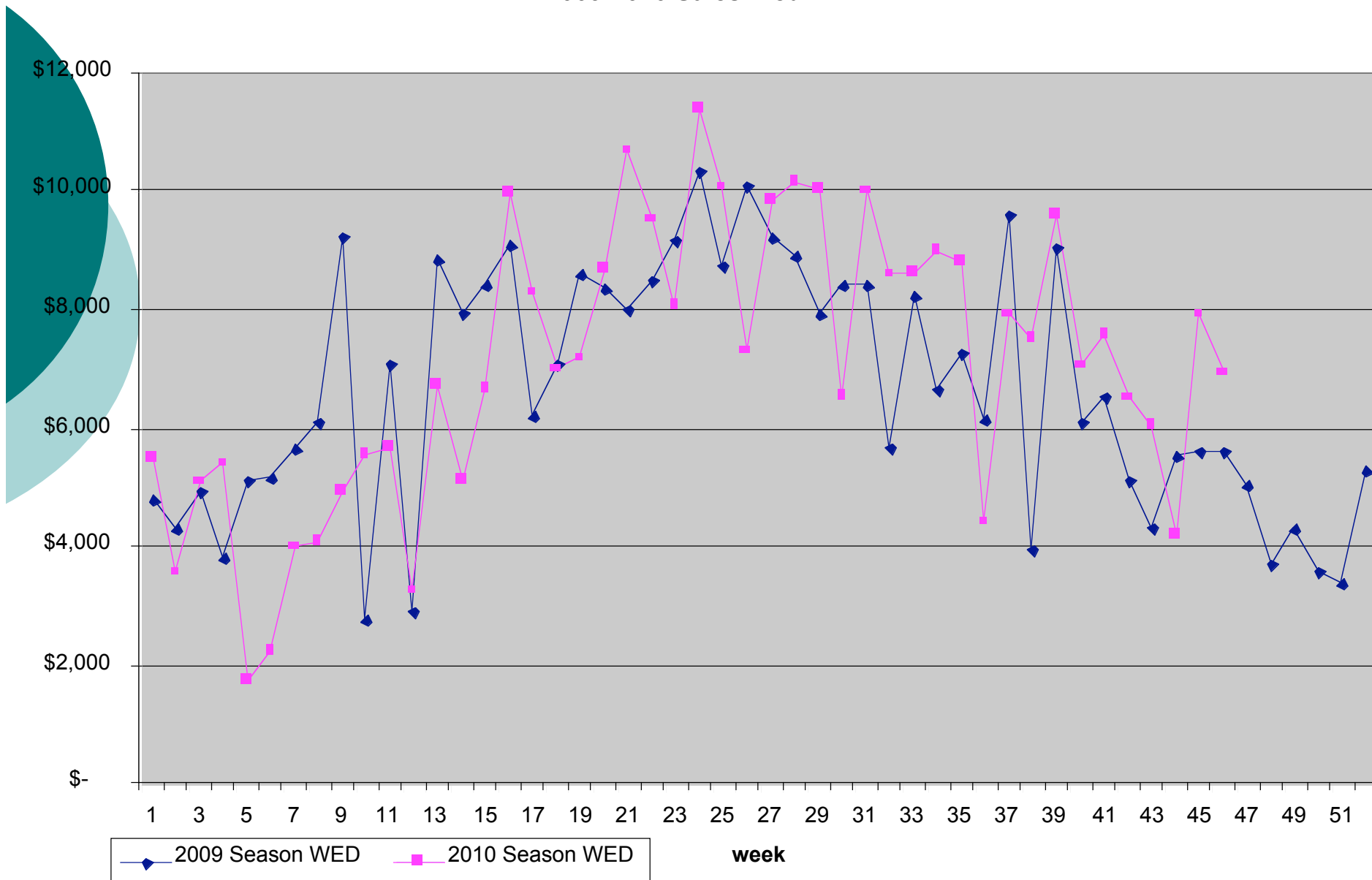
- Manager should not be a vendor if possible.
- Set up review matrix to weigh a potential vendor's worth in the market.
- Use a standard inspection form for incoming farmers.
- Use a standard attendance requirement for market placement.
- Use the rules to guide management and apply equally to all.
- Use association executive officers for guidance.



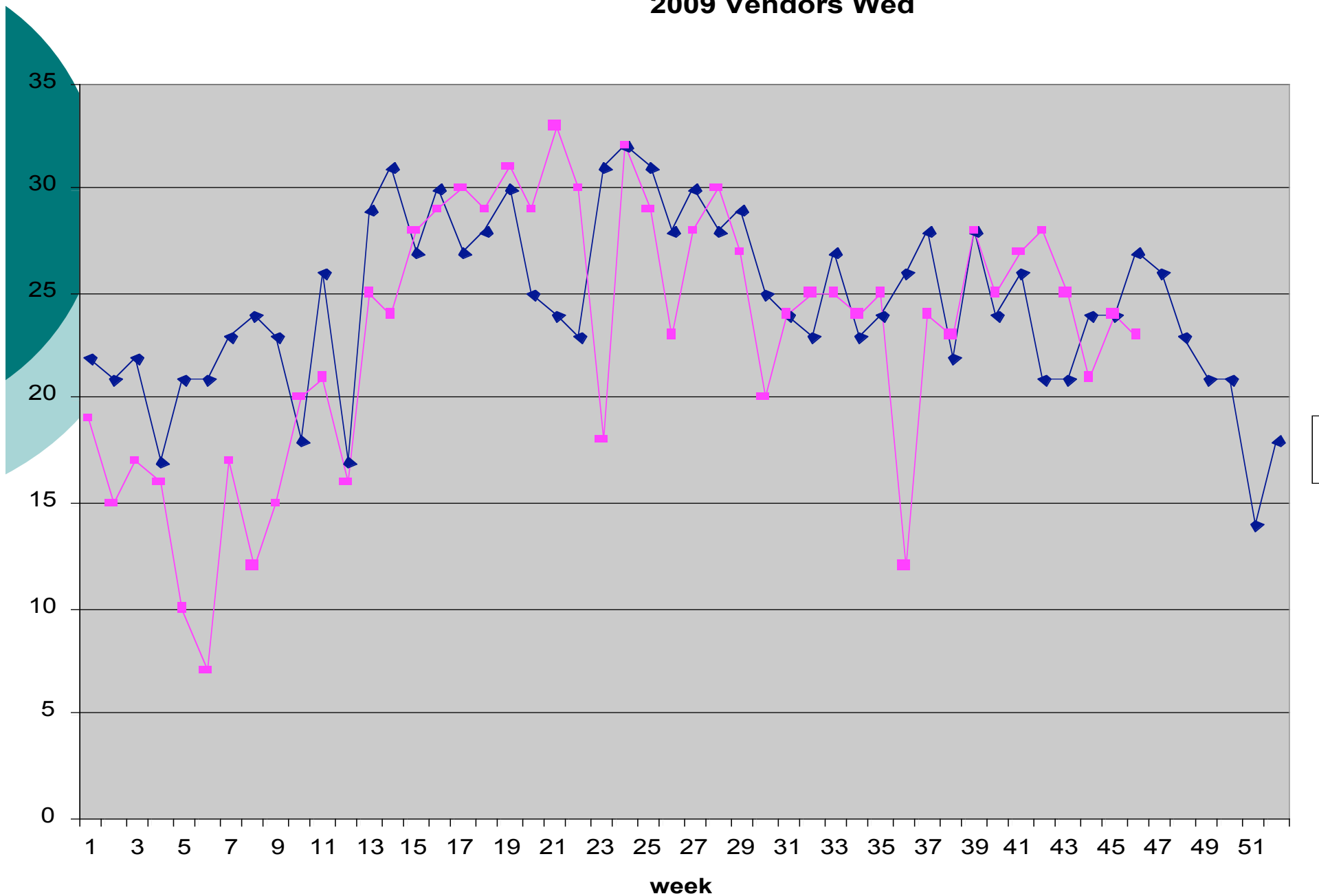
Maintain Integrity of Market

- Enforce the rules.
- Grow the market -- based on RESEARCH and formative evaluation of market's sales / customer base / vendor mix
- Tell everyone what you are doing!
Use as recruitment tool.

2009-2010 Sales Wed



2009 Vendors Wed



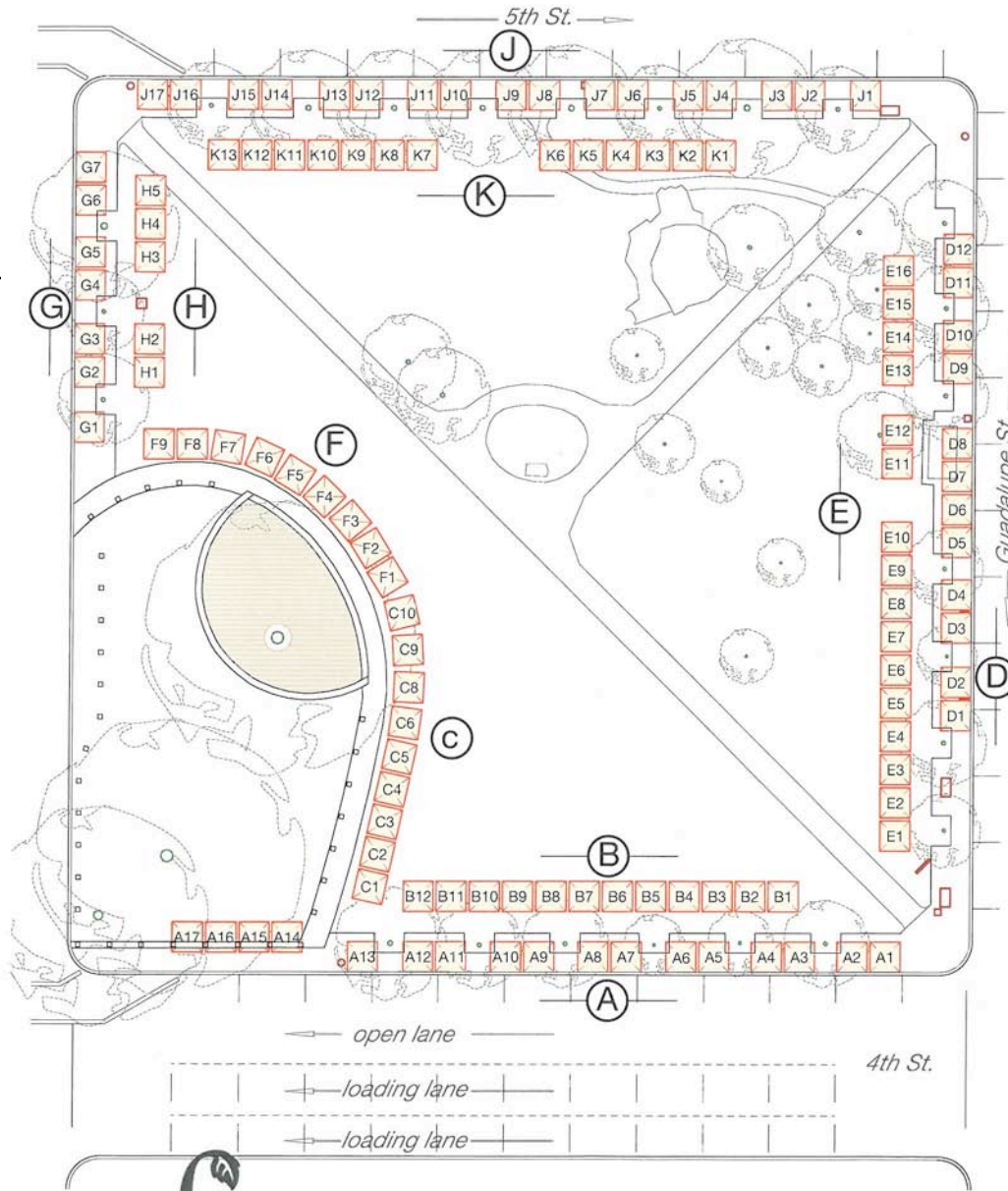


Starting SFC Farmers' Market at Sunset Valley



Site Improvements

- Better layout of booths
- How much time is spent in setting up market's booths, etc. Can it be improved.
- Always look for green space, shade.
- Increase parking if possible.
- Increase electrical load. Add water.
- Some permanent structure if possible (but not necessary)



SUSTAINABLE FOOD CENTER

Austin Farmers Market
republic square

18 Dec. 2009



Increase number of markets

- Not always good on first try (or second, or third) – be really sure
- Adds to cross pollination of promoting sister markets
- Increases the farmers' sales
- Increases the organization's income for staffing up
- Helps fulfill the mission and attract more people to support the markets



Wednesday night market – third year

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Advertising / Marketing

- Start with website
- Start a blog separately linked from website
- Add Facebook
- Add Twitter
- Do newsletter (collect emails via website and via information booth)
- Partner with local tv, radio, newspaper, esp. with PR and or 'service' oriented partnership – providing a need – do column on how to shop at fm, do "what to do on Wed" tv spot, etc.





Special Events

Fruit and Veggie Fest – all month

Kick – off grand opening ceremonies

Always music

Partner with other groups who hold events
anyway (Wine & Food, SV Artfest, Theatre
Action Project)

School's Out and Back to School

Environmental, camping, or bike event

Chef's demos





Education

The Little Kitchen project / Culinary Academy presentations

Signage with bios of farmers

Through weekly e-newsletter

Festivals with activities from farm-Farmer Olympics, sack race, watermelon eating

A-frame explanation boards

Taste-the-Place



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Success = Sustainability

- Keep the foundation of your market strong with rules, integrity, and local farmer focus
- Work to educate at market and in media
- Keep good data, use to improve
- Make it fun!