Harvest New England Farmers Market Managers Seminar
February 22 & 23, 2021

Hosted by the Harvest New England Association with Support From:
Market Managers Seminar Planning Committee

Jimmy Cesario-DeBiasi, Maine Federation of Farmers’ Markets; Andrew Graham, NOFA-VT/VT Farmers Market Association; Dawn Kirlin, Frankestown Community Market; Yvette Meunier, Maine Dept of Agriculture, Conservation and Forestry; Lori Mahar, Barnstead Farmers’ Market; Amy Meyers, Mass Farmers Markets; Morgan Morani, Seacoast Eat Local; Edith Murnane, Mass Farmers Markets; Martha Page, Hartford Food System; Brittany Peats, MA Food System Collaborative; David Webber, MA Dept. of Agricultural Resources; Devon Whitney-Deal, Community Involved in Sustaining Agriculture; Erin Windham, CT Dept. of Agriculture

Hosted by the Harvest New England Association with Support From:
So Long 2020!
It’s a New Year, a New Day, a New Marketplace in 2021

Monday 8:45 am – 10:15 am

Hosted by the Harvest New England Association with Support From:
So Long 2020!

How Farmer’s Markets adapted and remained successful in 2020
Who we are:

Edith is the Executive Director of Mass Farmers Markets where she leads a team of 10 using her deep expertise in developing food systems that support farmers, food businesses and all enterprises along the food chain while creating food access for Massachusetts residents. Previously as part of Mayor Menino's administration, Edith established the Office of Food Initiatives, launching the Micro Urban Farming Initiative, the Urban Agriculture Re-zoning work, the Restaurant Roadmap, the Food Truck Initiative, and the Food System Resiliency Initiative.

Dawn is the founder and manager of the Francestown Community Market. Dawn's professional background is in equestrian/veterinary multi-platform media sales and marketing. She also owns Kingsbury Hill Farm where they make hay, grow cut flowers, herbs, seasonal fruits/vegetables.
How did you as a market manager survive 2020?

What were the specific challenges your market faced?

What were the highlights/wins of the season? Did your vendors feel like they did more or less business in 2020?

What worked/what didn’t? Did your vendors encourage customers to order ahead? Did you have live entertainment?

What would you change or do you plan to change?
Some things to think about moving forward:

Are your vendors helping to spread the word about your market?

Are there resources at the state/local level that you would like to see available to farmers markets or are available that you could utilize?
Why we do what we do: Community

How do you think your market affects your community?

In 2020 many markets were viewed as safe havens for their community. Folks could shop locally amongst people they know in a place where safety precautions were much higher than most supermarkets. Some markets had special hours/times that were exclusive to high risk clientele.

For every $1 spent at a farmers market 100% of that goes back to the farmer/producer. For every $1 spent on farmed product at a supermarket approximately .15 cents goes to the farmer. Remind your customers that when they shop with your market they are supporting local families and businesses.

Research indicates that the rise in the desire to shop local is not a trend that is going to fade anytime soon. Farmers markets are in a position to thrive as a viable food source for our communities and to shape future generations by educating them about fresh local food and local resources.

Keep up the great work- Your efforts are so important to your community, surrounding communities and future generations!
Helpful Links


Vermont Agency of Agriculture  https://agriculture.vermont.gov

Maine Dept of Ag  https://www.maine.gov/dacf/

NH Dept. of Ag  https://www.agriculture.nh.gov

CT Dept of Ag  https://portal.ct.gov/DOAG/ADaRC/Publications/Farmers-Markets

RI Dept of Ag  http://www.dem.ri.gov/programs/media/covid19

UNH Extension Office- Farmers Market Resources

MA Farmers Markets  http://www.massfarmersmarkets.org

Maine Federation of Farmers’ Markets  http://www.mainefarmersmarkets.org

Farmers Market Coalition  https://farmersmarketcoalition.org

Vermont Farmers Market Association  https://www.vtfma.org
Thank you!

Hosted by the Harvest New England Association with Support From:
Lessons in Conflict Resolution at Farmers Markets

Monday 10:30 am – 12:00 pm

Hosted by the Harvest New England Association with Support From:

[Logos and signatures of sponsors]
Lessons in Conflict Resolution at Farmers’ Markets

Panelists:
Jimmy DeBiasi, Maine Federation of Farmers’ Markets, Freeport, ME
Noah and Lorelei Cimeno, Rainbow Farm, Stockton Springs, ME
Leslie Forstadt, Human Development Specialist, University of Maine Cooperative Extension, Orono, ME
Karen Groat, Director, Family and Community Mediation, Maine Agricultural Mediation Program, Orono, ME
Sherry Maher, Founder/Market Manager, Brattleboro Winter Market, Brattleboro, VT
Workshop Outline

1) Quick Overview of Conflict at FM’s - Maine Fed. of Farmers’ Markets
2) Story 1 - Lorelei Cimeno, Rainbow Farm (Stockton Springs, ME)
3) Story 2 - Sherry Maher, Brattleboro Farmers’ Market (Brattleboro, VT)
4) How do we define and think about Conflict? - ME Ag. Mediation
5) Individual Reflection
6) Group Break Out Conversation
7) Review of Tools for Conflict Resolution at Farmers’ Markets
8) Final Reflections & Q&A
The uniqueness of FM’s

- Farmers’ markets are comprised of
  - Individual business owners (plus their employees)
  - Volunteer managers (potentially vendors), and/or paid staff - not connected to the businesses
  - Customers - with varying expectations
  - Steering committee/Board and/or nonprofit behind the market?
  - Surrounding community/neighborhood/businesses

Lot’s of opportunity for FRICTION!
De-escalation vs conflict resolution...
Conflicts at Market - a few things to think about...

1) Good market management
2) Good people skills & customer service
3) Systems (agreements, procedures, by-laws, rules, authority, market design)

Reactive vs Proactive Measures

- We can prevent conflict with proactive measures
- Market rules & by-laws are often a result of conflict - “no vendor shall blast boring country music during market hours”

Risk - there are costs to doing nothing...
Bought In Meat Dilemma

What is bought in meat?

In this case, meat bought from slaughterhouse (not directly from a farmer) and have sticker on each cut with buyer’s address.
State Law

A person may not sell farm and food products at a market labeled "farmers' market" unless at least 75% of the products offered by that person were grown or processed by that person or under that person's direction. A product not grown or processed by that person or under that person's direction must have been grown or processed by and purchased directly from another farmer and the name and location of the farm must be identified on the product or on a sign in close proximity to the displayed product.

The Market By Laws

All products shall be “Maine” produced. Buying in is strictly limited to covering gaps and voids.

In the event that a specific agricultural product is missing from one of the markets within a season (Gap or Void) the present members should attempt to supply the product from their own offerings. If they cannot fill the gaps from their own product offerings, they will be allowed to buy in up to 25% of their display to fill the “gap or void”.
Bought In Meat Dilemma

- How did the market respond?
  - Bought in meat requires sign explaining “where” it’s from
- How does this affect Rainbow Farm & market integrity overall?
Two Stories of Conflict

Change & Challenge
Should BWFM Move after 12 Years?

- A Beautiful Space, Lots of Natural Light
- Heart of Downtown “Visibility” on Main St.
- Walk-in Shoppers, Tourists, etc.
- Weekly Seasonal Rent, vs. 12 Month Lease

But....
● Outgrown the Space
● Crowded Aisles & Cafe’
● Rent Rising/Space Decreased
● No Space for Families with Kids
● Poor Access for Vendors Loading In & Out Each Week
● No Convenient Parking for Customers
● And All of This Meant We Were Losing Customers ...

Yet the Thought of Change Became Scary…
USDA RBDG = Access to 3rd Party Help!

- KTC Team led us through the process
- Evaluated current space & 3 options
- Vendor fear & resistance emerged revealing other previously hidden concerns
- Gathered lots and lots of data - customers, vendors, sales projections, etc.
- KTC analysis & presentation of data was powerful & objective
- Steering Committee supported move
- Ultimately 2/3 of vendors agreed...and many helped with site prep
- And now...
Was It a Success?

- Nearly all vendors returned
- Sales increased 28% in 1st year, and additional 8% in 2nd
- Contrast to 5% year before & 2 of negative growth
- Fewer customers, but they came to shop!
- On-site parking encouraged more purchases!
- Vendors booths remain up for season, much easier to unload product, park behind building.
- We had capacity to respond to COVID
- And now have template for future use when needed.
The Story of some Mugs

- Introduced new branded merch policy with application packet
- Applied same criteria for quality, materials, etc.
- Some on jury unhappy with exception to producer only criteria
- Response mixed, strong push back from 1 senior vendor
- Wanted no competition with existing products
- One presented 4 items, another pulled back due to controversy
- Hats didn’t pass but board & mugs would have, locally handmade
- Resulted in negative vendor exchanges, one quitting the market
- Policy abandoned, but negative feelings have likely lingered
Conflict Sources & Strategies

Karen Groat
Family and Community Mediation
Maine Agricultural Mediation Program

Leslie Forstadt
University of Maine Cooperative Extension
Maine Agricultural Mediation Program

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Generally, There are Four Types of Conflict

- Intrapersonal -- Within oneself
- Interpersonal – Between people
- Intragroup – within a group
  - Culture-Social
- Intergroup – Between groups
  - Systems-Institutions

(Intra –within)  (Inter-between)

Often at the Core: Identity, Power, and Strong emotions
THE CULTURAL ICEBERG

SURFACE CULTURE
- Food
- Flags
- Festivals
- Fashion
- Holidays
- Music
- Performances
- Dances
- Games
- Arts & Crafts
- Literature
- Language

DEEP CULTURE
- Communications Styles and Rules:
  - Facial Expressions
  - Gestures
  - Eye Contact
  - Personal Space
  - Touching
  - Body Language
  - Conversational Patterns in Different Social Situations
  - Handling and Displaying of Emotion
  - Tone of Voice
- Notions of:
  - Courtesy and Manners
  - Friendship
  - Leadership
  - Cleanliness
  - Modesty
  - Beauty
- Concepts of:
  - Self
  - Time
  - Past and Future
  - Fairness and Justice
  - Roles related to Age, Sex, Class, Family, etc.
- Attitudes toward:
  - Elders
  - Adolescents
  - Dependents
  - Rule Expectations
  - Work Authority
  - Cooperation vs. Competition
  - Relationships with Animals
  - Age
  - Sin
  - Death
- Approaches to:
  - Religion
  - Courtship
  - Marriage
  - Raising Children
  - Decision-Making
  - Problem Solving

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Potential sources of conflict

- Generational communication
- Experience and perspective
- Cultural

1. Miscommunication of information or communication roadblocks
2. Real or perceived differences in:
   - needs, wants and priorities
3. Real or perceived differences in:
   - values, perceptions, beliefs and attitudes
4. Structural/Limited Resources

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Common Market Sources of Conflict

- A vendor might become disgruntled with a decision by the market management.
- A vendor might violate market rules.
- A vendor might be displeased with the booth/stall assignment.
- A vendor might use tactics to market product and attract customers that are disagreeable to customers or other vendors.
- Vendors may conflict with each other over pricing or product selection.

What types of conflicts have you noticed at markets?

https://farmersmarketlegaltoolkit.org
Sorting through the conflict

Each take 5 minutes to think of a specific conflict and identify potential sources/types of conflict:

• What miscommunication or misinformation has or is taking place? Is there information needed?

• Identify if there are/were real or perceived differences in needs and priorities?

• What are/were real or perceived differences in values, perceptions, beliefs, attitudes, or culture? List the underlying possibilities that created/continue the conflict (history, wounds, fears)

• What structural situations exist or existed that created or impact the conditions for conflict? Are there challenges with rules, regs, by-laws, resources (people-space-$)?
Small Group Share

• Each person take 3 minutes to describe your situation & what sources and type(s) of conflict you identified?

Listeners:
• Practice active listening
• Avoid questions or solutions for this exercise

• Take turns
<table>
<thead>
<tr>
<th>Type of conflict</th>
<th>Vendor - Vendor</th>
<th>Vendor - Manager</th>
<th>Vendor - Shopper</th>
<th>Shopper - Shopper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use these Tools</td>
<td>Clear rules, Dispute resolution procedures, Grievance policy, Vendor agreements/contracts, Strong manager, manager and vendor training, Documentation of events and actions taken, Clear market signage, Clear &amp; frequent market communication, Manager/committee evaluations, surveys for vendors &amp; customers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access these resources</td>
<td>Education - for market managers (strong management is crucial), Education - for vendors (help manage expectations), Communication &amp; market manager tools (mail chimp, social media, De-escalation training, Transparency in decision making, 3rd party, impartial, support systems</td>
<td></td>
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</tr>
</tbody>
</table>
Rules & By-laws - It all starts here

- Lay out the decision-making process
- Outline grievance procedures
- Set clear market requirements
  - Licensing
  - Signage
  - Product rules
  - Behavior expectations
- Enforcement is necessary.
  - Manager/team should have discretionary power to resolve disputes
- Transparency is critical
Considerations and Questions to Help address Conflict

• What needs to be clarified: Have the concerns been heard?

• Who needs to participate: Are affected persons, representatives and decision-makers present and able to provide needed input?

• Does something need to change? What if it remains unaddressed? Who will it impact? How are you impacted?

• What type of feedback is needed? Are there structures, rules, shared understanding of expectations or governance to support managers and market for evaluating issues?

• Do managers have tools -practice -methods to address relational challenges skillfully?

• Do managers have access to support and resources?

• In what types of conflict or communication are you most comfortable?
Three Key Best Practices

Farmers market businesses and organizations make the most of vendor relationship management through rules and procedures: transparency, consistency, and discretion.

*Two of the most significant legal claims a vendor could bring against a market are discrimination and wrongful eviction*
How to Listen Well

• Be mindful and give full attention

• Hold curiosity and consideration
  - Ask open-ended and neutral questions to better understand what their needs and concerns
  - Pay attention to the content and feelings of the speaker
  - Let the speaker know that s/he/they are being heard and understood
  - Clarify what appears ambiguous
  - Listen more than talk. There is very little talking on the part of the listener in active listening

• Build trust through alignment of values and clarifying expectations

"The intention of Listening is to restore communication because once communication is restored, everything is possible."

- Thich Nhat Hanh
Toolbox: Examples of Phrasing

<table>
<thead>
<tr>
<th>REFLECTING</th>
<th>SUMMARIZING</th>
<th>Open- QUESTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>“It sounds like you’re …..”</td>
<td>“One of the things the two of you hope for is....”</td>
<td>“What aspects are most important to address now?”</td>
</tr>
<tr>
<td>“You said...”</td>
<td>“There are a number of things we’ve discussed regarding, x, y, z and together we’ve agreed to..... and are needing more information about ....and...”</td>
<td>“Would it be helpful to talk about what made you angry?”</td>
</tr>
<tr>
<td>“You’d like X to understand....”</td>
<td>“It seems that ________ is important to each of you/us therefore ......:”</td>
<td>“Are there more details you need to discuss?”</td>
</tr>
<tr>
<td>“From your point of view....”</td>
<td></td>
<td>How did this event/comment/change affect you?</td>
</tr>
<tr>
<td>“So X has made a suggestion to try_______”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“So the Agency needs X because.....”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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To Strategize Solutions

• How can the relationships be restored?
• What if apologies are exchanged? Would that help?
• How about we pursue X, Y, or Z? Could that help to remedy this situation?
• What might work for you?
• What else could we try?
• What does our organization need to address this?
What can you do? Explore best practices

A few Examples…

• Develop criteria for vendor selection and governance
• Have Market implement policies to create a safe environment for vendors and address on-site issues
• Protocols for vendor grievances and product challenges
• Market monitors and enforces compliance with market rules and procedures

www.Portlandfarmermarket.org
Resources – links to further reading

Specific market practices, including having dispute resolution policies:  
https://farmersmarketlegaltoolkit.org/risks/vendor-relationships/

Active Listening:  
https://extension.umaine.edu/publications/4806e/

Managing group conflict:  
https://www.shawnee.kstate.edu/community/Managing%20Conflict%20in%20Groups%20BLS8.pdf

Maine Agricultural Mediation Program:  
https://extension.umaine.edu/agriculture/agricultural-mediation

Family & Community Mediation:  https://mainefcm.org
Resources – links to further reading

9 Immediate Ways to Improve Communication in the Workplace
https://bit.ly/2Zs3rEU

Conflict worksheet used in the workshop
https://drive.google.com/file/d/19REPoArpvtCPUjUqaNhQ0giL0qua2d7L/view?usp=sharing

Communication rules can Improve Problem Solving
https://drive.google.com/file/d/1tBtuA_cq3amk8Q4aVHtZPtOlhMOkZPMm/view?usp=sharing

A Few General Guidelines for Resolving Conflict
https://drive.google.com/file/d/1n3WLm4g0dZpOwOwQp2tVAKj9cOfzhP4/view?usp=sharing

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Thank you!!

Karen Groat
Karen@Mainefcm.org

Leslie Forstadt
leslie.forstadt@maine.edu
How would you rank your market's manager? (1 of 3)

(write your state's name, or region, on a sticky note)

Enforces the rules

Knows the rules

Knows the rules & enforces the rules well.
Question and Answer time!

- Enter questions in the chat!
- Please check out the Jamboard and respond to the prompts.
- Fill out our survey! We’ll be in touch as our project develops.

Thanks for joining!!!
Karen - karen@mainefcm.org
Leslie - leslie.forstadt@maine.edu
Jimmy - director@mffm.org
Sherry - farmersmarket@postoilsolutions.org
Lorelei - rainbowfarm41@gmail.com
Thank you!

Hosted by the Harvest New England Association with Support From:

- Farm Credit
- Cabot
- Jodi Dee
- Farm Credit East
- Wafler Nursery
Break

Monday | 12:00 pm – 1:00 pm

Hosted by the Harvest New England Association with Support From:
Creating Effective Partnerships Through Community Engagement

Monday 1:00 pm – 2:30 pm

Hosted by the Harvest New England Association with Support From:
Creating Effective Partnerships through Community Engagement

Hear from speakers about how farmers’ markets can create partnerships with community stakeholders in the form of fundraising, event planning, and sponsorships.

Methods for attracting volunteers and successful outreach tactics including social media marketing will also be discussed.

This will be a short presentation followed by an open forum to discuss ideas and methods that have worked for markets in the past.
Lori Mahar, Volunteer Market Manager and Chair of the Barnstead Farmers Market. Lori started the farmers market in 2016. The market offers a family friendly atmosphere, local music, community events including Kid’s Business Day and Articulture Festival.

Our success is based on the relationships and engagement of all of our area communities working together for a common cause. “Better Together” is our motto.
Picture: Governor’s visit to the Farmers Market
Lori Mahar, Gov Chris Sununu, Director Gail Jelli McWilliam and Comm. Shawn Jasper
Key Community Partners:

- School/After School and Summer Programs (Kids business Day, Master Gardener Program, Community Garden, etc)
- High School: Community Service Hours
- Boy and Girl Scout programs
- UNH Coop-Extension: Master Gardener, Nutrition Programs, Greenhouse
- Conservation Programs: Land Use, fish and game
- Churches: Strawberry festivals, yard sales
- End 68 hours of Hunger and Vouchers for Veterans: Jar fundraising efforts
- Health and Wellness Fairs
- Articulture Festival: featuring Artists, Authors, Music, Craftsman
Business Sponsorships

- **Music**: Visit or send letters to local businesses seeking donations/sponsorships for weekly music. We pay $50 a week for music.

- **Businesses who donate or sponsor**: We offer Facebook recognition, Website links and business info sharing at our market.
Our Niche

- The BACFM niche is the small country feeling of a warm, family friendly environment. We talk to our customers, share recipes and we share stories of our town. We make our consumer feel welcome. This is what sets us apart from most markets.
Community stalls
Theme Days at the market
Farmers market committee
Programs
Music series
Children's activities
Wellness series

Shoppers

Vendors

Pick up on Sunday 12-2 pm at 32 Birch St, Roslindale
Support local
Musician
Educator
Artist
Makers

Pre-order and Pick-up
Winter Farmers Market

Get a free bumper sticker on Sundays with proof of purchase at a Roslindale business!
Squareroot Cafe and Kim Pure Pastry
Distraction Brewing and Emma’s Way Garden
Lyfecycle and Wild Pop
Friends of the Library and Apex Orchard
Turrtle Swamp Brewing and Exodus Bagels

What local businesses do you visit on your way out and in of the farmers market?
50 responses

<table>
<thead>
<tr>
<th>Business</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Village Market</td>
<td>25</td>
<td>50%</td>
</tr>
<tr>
<td>Fornax Bread Co.</td>
<td>26</td>
<td>52%</td>
</tr>
<tr>
<td>Squareroot Cafe</td>
<td>18</td>
<td>36%</td>
</tr>
<tr>
<td>Jimmies Ice Cream Cafe</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>Roslindale Fish Market</td>
<td>18</td>
<td>36%</td>
</tr>
<tr>
<td>Birch St. House and Garden</td>
<td>15</td>
<td>30%</td>
</tr>
<tr>
<td>Joanne Rossman</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>Family Dollar</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>Thrift Shop of Boston</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>Shaking Seafood</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Bob's Pita Market</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>Delicious Yogurt</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>Distraction Brewing</td>
<td>10</td>
<td>20%</td>
</tr>
<tr>
<td>Turtle Swamp Beer Garden</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>Turtle Swamp Brewing</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Exoduss Bagels</td>
<td>1</td>
<td>2%</td>
</tr>
</tbody>
</table>
Social Media Marketing
Farmers Market Style
Social Media Toolkit

Whether you’re using Facebook, Instagram, TikTok or Pinterest or any combination of these options there are a few things that need to happen to be successful:

CONSISTENCY - The one thing that is consistent is "inconsistency". Lack of **consistency in the message** creates a sense of disorganization to those that are interested in following or supporting your organization. Have a message that you want people to take away from your market, reinforce that message through your social media channels. Whether it’s “eat fresh, eat local”, “shop local”, “know your farmer, know your food”. It’s the reason your market exists. Your market is collectively representing your town, your region, your connection to agriculture in your community. **Consistency in timing** is also important. You don’t have to post multiple times/day or the same days each week, but people who follow you and recommend your page are doing so because they want to hear from you. If they don’t hear from you for a while, you slip off their radar and your momentum is lost. Depending on the number of weeks your market runs, the number of vendors you have, the magic number is yours to determine but think about the pages you follow and like to hear from. The good ones will have a pattern.
To help with consistency there needs to be **collaboration- YOUR TIME IS TOO VALUABLE.** As the market manager for Francestown, I work hard to share out posts and other details that our vendors are sharing but I have to go searching for those items. I’m always striving for more active collaboration, it helps the vendors/farmers grow their own audiences organically and also simultaneously grow the market audience. You need to collaborate with your vendors even if it means just getting images and some brief copy from them.

**Creating hashtags** that are exclusive to your market and reflect your message. These will help but only if others are also using your hashtags. Look for hashtags that your followers and other farmers and markets are using, use them. This helps connect you to your audience, it will drive traffic to your posts and increase the likelihood that they will be shared and organically expand your market share. Another tip is to make sure your market email address is on their email subscriber list.

One thing to remember:

** Only 40% of farmers are on Facebook. Some rely on Instagram but the reality is they don’t know what you need to grow an audience, they just want you to bring more people to the market. Taking the time to explain what you need and why you need it is something that HAS to happen for this to work.**
Using Social Media to Maintain Successful Partnerships

ALWAYS THANK YOUR SPONSORS- ACTIONS SPEAK LOUDER THAN WORDS

There are ways to use social media without having to actual say the words “thank you” and help your market increase it's traffic:

1. Post a sponsor profile linking back to their page
2. Share, like and tag their organizations and posts from your page and personally.
3. Use hashtags they are using. They may be ones they have created or regional hashtags, either way it will drive traffic to your page and they will notice.
4. Encourage your vendors to support the sponsors by sharing your market posts and following them back

Regardless of the dollar amount the sponsor/supporter is spending, they want to “see” return on their investment. Whether it's an increase in business, a shoutout on social media, recognition at the market itself, they are investing in your market because they want to be a part of what you’re doing not just write you a check.

The "partnership" concept should start from within the group and that unity will help show the community and potential sponsors/volunteers etc what they are missing out on by not being a part of your market.
SUCCESS
it's not always what you see
Breakout Sessions

Community Engagement

10 groups: 15 minutes for discussion on topics

Groups: Please choose 1 lead speaker and 1 note taker

After Groups meet:

We will come together and each group will speak for 2 minutes
What are your successes?

- Give a brief introduction and one success on community engagement at your farmers market.
- Give one example of what sets you apart from everyone else!
Thank you!

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