

NATIONAL FARMERS MARKET WEEK

August 7 - 13, 2022

TOOLKIT



farmersmarketcoalition.org



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2022 National Farmers Market Week Toolkit

It's time to get ready for [National Farmers Market Week](#)! Now in its 23rd year, National Farmers Market Week (NFMW) is an annual celebration that highlights the vital role farmers markets play in the nation's food system. Amidst global change, it is now more important than ever to showcase the importance of farmers markets in communities!

This year's NFMW celebration will run August 7th - 13th, 2022, and as always, presents a unique opportunity to showcase the value of farmers markets to your customers, communities, local leaders, and legislators. As hubs for connection and community resilience, farmers markets have particularly risen to the occasion this year by providing a necessary sense of unity and stability during a time of great uncertainty. Farmers markets don't just happen, and the hard work of farmers market operators should be recognized within our network, and be shared far and wide.

Together, we can celebrate NFMW by acknowledging your achievements, promoting the benefits of farmers markets, encouraging communities to support local food, and working toward creating spaces where everyone can thrive.

Each year, FMC provides market operators and organizations with free tools, guides, and marketing materials for implementing their own NFMW messaging campaign. The resources in this toolkit are designed to help organizers:

- 1) Generate national and local excitement for NFMW,**
- 2) Promote their local markets and vendors as well as the benefits of farmers markets nationally, and**
- 3) Advocate for farmers markets at the local, state, and federal.**

This year, NFMW messaging will focus on the essential role that farmers market organizations play in their communities by creating space for community connection and actively fostering more resilient and equitable local food systems.



National Farmers Market Week Messaging

- **Farmers markets don't just happen.**
Farmers markets are abundant sources of food, connection and resilience in our communities across the country, but they don't just happen on their own. Behind the scenes of every successful farmers market is a dedicated person or team working to make the market thrive. These farmers market operators are experts who need community and financial support to run their markets and resources specifically designed for their needs.
- **Farmers markets serve as community hubs.**
Farmers markets foster direct relationships between community members and farmers which can work to create a more fair and sustainable food system. Farmers markets are a hub for connection and collective action around shared values.
- **The culture of farmers markets is changing.**
The demographic of farmers markets has not always reflected their local communities and some markets have not always created a space where everyone can feel welcome. Together, there are farmers market operators and community organizers paving the way to improve equity in the farmers market space. We fundamentally believe that farmers markets are for everyone and seek to support efforts to make farmers markets safe, inviting and accessible for all.

Tag @FMCOrg | #FarmersMarketWeek | #LoveMyMarket

Be sure to follow FMC on [Facebook](#), [Twitter](#), and [Instagram](#) for inspiring stories we'll be sharing from markets and farmers across the country!



Campaign Timeline

Week of July 4 | 5 weeks before NFMW

- Reflect on your goals, measures of success and main messaging
- Recruit volunteers for any special events in-person or online
- Reach out to local social media influencers about partnering to help promote NFMW and your market
- Make sure your [FMC membership](#) is up to date and you have access to all NFMW downloads and resources!
- Send invitation to elected officials, discuss local proclamation

Week of July 11 | 4 weeks before NFMW

- Create social media plan for lead up and during the week
- Share your plans for the week, announce any contests or special events
- Order [I Heart Farmers Markets tattoos](#)

Week of July 18 | 3 weeks before NFMW

- Reminder on social media, newsletters
- Send out press release to local media

Week of July 25 | 2 weeks before NFMW

- Reminder on social media, newsletters
- Reach out to local news outlets to invite them to the market
- Finalize any special event plans
- Follow up on local NFMW proclamation

Week of August 1 | 1 week before NFMW

- Reminder on social media, newsletters
- Schedule automated social media posts for next week
- Confirm social media plans with partners/local influencers

August 7 - 13 | National Farmers Market Week!

- Post and report on social media, newsletters (don't forget to tag @fmcorg!)
- Kickoff events and activities at market
- Host media and/or local officials at the market



Planning Your Market's Messaging

It's important to promote the unique aspects of your market to set it apart from other food retail options (and other markets too!). Use the prompts below to customize your NFMW social media campaign.

- **History:** Share background on the history of your market. How did it come to be? How has it grown? Challenges and successes? Plans for the future? What is your market's mission?
- **People + Community:** How does your market bring people together? Who are the familiar faces at your market? How does your market impact your community?
- **Access:** How does your market make fresh food affordable and available? Are there key partnerships that add to the market experience? Do you have market shoppers willing to share why food access is important to them?
- **Diversity + Inclusion:** Who are your customers and vendors? What policies are you implementing to make sure the market is a welcoming space for all? How are diverse communities celebrated at your market?
- **Economy:** Who are the entrepreneurs/farmers/vendors at your market? How does your market support and promote their business? Are there specific data points that you can share to demonstrate the market's economic impact?
- **Programs:** Does your market operate educational or sustainability programs/ events/initiatives? Give a little background on how they came to be and any ideas or expansions for the future.
- **Farmers Markets Don't Just Happen:** Share about the market staff and the efforts it takes to make market day happen. Touch on what makes the market special, the community it serves, and how it is important to you.

Use our [Social Media Planning Guide](#) to plan a full week of social media posts. Planning in advance will keep your content and messaging refined, consistent, and organized (as well as less overwhelming!). Thank you to [The Farm Board](#) for providing this Values Based Marketing planning guide.



NFMW Toolkit Resources

The Farmers Market Coalition has created marketing guides, templates, graphics and more to help your market plan for and celebrate National Farmers Market Week. No matter your market size or capacity, there's something that you can do!

Social Media Resources:

- [NFMW Social Media Graphics](#) – Lets get social! Use these digital graphics as cover photos, email headers, webpage banners, and more.
- [Social Media Cheat Sheet](#) – Need a quick tweet or post for social media? Just copy and paste our examples to make posting a breeze!
- [Social Media Planning Guide](#) – Planning ahead is the key to a vibrant social media campaign. Use this planning guide to map yours out.
- [“Why Farmers Markets” Mini-Infographics](#) – With a new look and new data for 2022, these classic square graphics are perfect for sharing on all social platforms.
- [Social Media Canva Templates](#) – Just add photos from your market and your market's logo, and you're ready to be a social media star this NFMW!

Outreach and Engagement Resources:

- [Press Release Template](#) – Create a press release to share with local news outlets.
- [Op-Ed Template](#) – Create a NFMW op-ed advocating for farmers markets for publication in local newspapers.
- [Farmers Market Facts & Figures](#) – Previously called our “Talking Points,” use these data points to highlight the benefits of farmers markets.
- [Email Newsletter Template](#) – Pre-drafted language about NFMW to send out to your market's email newsletter list.
- [Measuring NFMW](#) – Find the best way to track a successful NFMW campaign based on your capacity.
- [Event Poster Canva Template](#) – Just add your market info to this poster to let your community know about NFMW at your market.
- [I 'Heart' Farmers Markets Tattoos](#) – Our popular temporary tattoos are fun for vendors, customers, and kids of all ages!



Advocacy Resources:

There's no better way for policy makers to learn about the importance of your work and your market than to witness it for themselves! Use our resources and templates to connect with your local officials, and share the great working happening at your market.

- [FMC Advocacy Toolkit](#) – Want to connect with your elected officials, but don't know where to begin? Our templates, tools, and tips make it easy!
- [Invitation Template](#) – Use our quick and easy template to send off an invitation to your local officials.
- [Local Proclamation Template](#) – Partner with your local official(s) to make NFMW an official celebration in your city or state.

Additional Resources to Explore:

National Farmers Market Week is an exciting celebration of farmers markets, but farmers markets are thriving in communities all year-round! FMC works with partners and market operators to gather the best expertise in the field. Check out some of these valuable resources for farmers market operators.

- [Anti-Racist Farmers Markets Toolkit](#) – The Anti-Racist Farmers Market Toolkit was developed by a group of Black food systems leaders and market managers to help offer ways for farmers market operators to put the concepts of anti-racism into practice and action.
- [Farmers Market Legal Toolkit](#) – The Farmers Market Legal Toolkit includes legal resources, best practice recommendations, and case studies for market leaders on selecting and enhancing business structures, accepting SNAP benefits, and managing common risks.
- [Farm Direct Nutrition Incentives Guide Site](#) – The Farm Direct Nutrition Incentive Guide Site is an information portal and resource library on how to put nutrition incentives into practice at farm stands, farmers markets, CSAs, and other farm direct sites. Find everything you need in one place, and learn about organizations that share your mission to create an equitable and sustainable food system for all.
- [Farmers Market Coalition Resource Library](#) – The Farmers Market Coalition Resource Library is an ever-growing database of resources for farmers market operators, organizations that support farmers markets, and researchers. These resources were developed by a wide spectrum of organizations, agencies, and academic institutions, and we are grateful for the spirit of sharing which allows us to bring a variety of tools to your table in one searchable portal.



Ideas to Get You Started

We know that planning for National Farmers Market Week in the middle of a busy season can be overwhelming, but you don't need to do it all! We've developed this toolkit to help markets both big and small. Consider these next steps:

1. Use the [Social Media Cheat Sheet](#) to schedule posts up to and during NFMW.
2. Use the [Invitation Template](#) to invite your legislators and public officials to your market.
3. Never talked to your legislators before? Use our [Advocacy Toolkit](#) to help you through the process.
4. Use the [Local Proclamation Template](#) to engage elected officials and make NFMW an official celebration for your city or state.
5. Customize our [Press Release Template](#) and [Op-Ed Template](#) and send it to your local media outlets (print and broadcast media, popular newsletters, etc.)
6. Use our [Farmers Markets Infographics](#) and [Canva Templates](#) in social media posts and newsletters.
7. Use our [Facts & Figures](#) to help speak confidently about the impact of farmers markets in communities like yours.
8. Provide a whiteboard for market goers to write why they #LoveMyMarket. Use it as a photo op and tag @fmcorg!
9. Give away [I 'Heart Farmers Markets' tattoos](#) as souvenirs and prizes.
10. Host a fundraiser or a raffle for your market programs.
11. How will you measure a successful National Farmers Market Week? Use our [Measuring NFMW](#) resource to get you started.
12. Start celebrating farmers markets early and participate in [America's Farmers Market Celebration](#) all summer long.





In addition to National Farmers Market Week, we are partnering with American Farmland Trust to host [America's Farmers Market Celebration](#) **June 20th - September 19th**. Engage your community around voting and you could win cash prizes!

A special thank you to our sponsors and partners who allow us to improve our resources and templates every year, reach more audiences, and promote the value of farmers markets across the nation!



American Farmland Trust

The Farmers Market Coalition is a 501(c)(3) membership-based nonprofit dedicated to strengthening farmers markets for the benefit of farmers, consumers, and communities.

