

2016 WSFMA CONFERENCE

KEEPING YOUR FARMERS
MARKET COMPETITIVE IN A
CHANGING MARKETPLACE



THE VANCOUVER FARMERS MARKET STORY

62 MARKETS IN THE
PORTLAND/METRO AREA

INCREASING SALES CHANNELS
FOR VENDORS

LOTS OF UNCERTAINTY AS THE
MARKETPLACE CHANGED



CHALLENGES AND OPPORTUNITIES

VENDOR RETENTION

NEW VENDOR RECRUITMENT

CITY OF VANCOUVER
REDEVELOPMENT

CHANGING CUSTOMER BASE IN OUR
CITY



ESTABLISH GOALS

AN ENGAGING AND VIBRANT
VENDOR COMMUNITY

STORY'S OF VENDOR GROWTH
AND SUCCESS

VALUE FOR CURRENT AND
FUTURE VENDORS AS A
COMPETITIVE ADVANTAGE



LEAD BY EXAMPLE

GET YOUR BUSINESS IN ORDER
FIRST

PRACTICE WHAT YOU PREACH

DEVELOP A CULTURE OF GROWTH

EMBRACE INNOVATION

THE MYTH OF COMPETITION



SMALL STEPS

TELL THE STORY OF VENDOR
SUCCESS

ENCOURAGE VENDORS TO SUPPORT
EACH OTHER

LISTEN TO WHAT VENDORS WANT

MARKET SPONSORED EDUCATION

ENGAGE YOUR CURRENT NETWORKS

BOARD MEMBERS

OTHER VENDORS WITH EXPERTISE



FIND PARTNERS



Committed to the future of rural communities.



LEVERAGE CONNECTIONS

LOCAL GROCERY
STORES/RETAILERS

RESTAURANTS



PROCESSORS/CO-PACKERS

COMMUNITY SOURCED CAPITAL



LARGER MARKET PROGRAMS

VENDOR SCHOLARSHIPS

FOUNDATION



VANCOUVER
FARMERS MARKET
FOUNDATION





NOT AS EASY AS WE THOUGHT

IT TAKES TIME TO TAKE HOLD

SOME VENDORS AREN'T
RECEPTIVE

THIS ISN'T A PRIORITY FOR
EVERYONE



GETTING STARTED

CELEBRATE VENDOR SUCCESS

LIVE BY THE SAME SET OF VALUES

INVOLVE VENDORS IN THE PROCESS

DEVELOP RESOURCES SPECIFIC TO YOUR AREA

ENGAGE YOUR COMMUNITY



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