From Awareness to Action
How to Increase Diversity at Your Farmers Market
and Create a Third Culture

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Agenda

• Introductions
• Tips for Success
  • Cross Cultural Comm.
  • Practical Applications
• Panel
• Future Actions
• Evaluations
Cultural Diversity

- Encompasses more than just race and ethnicity
- Inclusive of multiple experiences
- Malleable concept
Tips for Cross Cultural Communication & Relationship Building

- Communicate as consistently as possible.
- Build on small successes
- Reinforce marketing techniques that are already working.
- Talk about complaints with the farmer directly
- Check the farmers’ understanding of market rules/policies.
- Explain your role in the market
More Tips!

• Avoid making assumptions/Suspend Judgement
• Encourage farmers to value their time when they are developing prices
• Storytelling is a good way to convey messages to high context cultures
• Be patient, building relationships doesn’t happen overnight
• Show them you care
• When possible, give farmers the benefit of the doubt
• Question quick answers and remedies
Tips for Success:

How to increase diversity in your vendor base and shopper base
Encourage Vendors to Grow Culturally Unique Crops and Products

Epazote, *Mother Earth News*

Bitter melon, okra, long beans

Squash Vines, *Columbia City Farmers Market*
Reach out to Cultural Community Groups and Media

- KSVR Radio - Mount Vernon
- Chinese Community Center - Seattle
Hire Bicultural/Bilingual Staff and Volunteers

- Volunteers that are fluent in Cantonese for City Hall Market
- What about market board members?
Encourage vendors to provide recipes for unfamiliar products

Fried Tomatillos

- 8 Large Tomatillos
- 3 Large Eggs
- 2 Cups Bread crumbs
- 1 Cup Canola Oil

1. Husk and dice tomatillos.
2. Slice tomatillos into 1/4 in. thick slices and set them aside. In a small bowl, beat eggs. In a separate bowl, combine breadcrumbs, flour, and salt.
3. Heat up Canola oil in a frying pan over medium heat. Working in batches, dip tomatillo slices in egg mixture, then in breadcrumbs. Shake off excess. Repeat until all are fried a golden brown color. 2-3 minutes per side.
4. Drain on a paper towel lined plate. Serve and enjoy!

Squash Blossom Quesadillas

- 7 Squash Blossoms
- 1/4 Cup Chopped Onions
- 1 Clove of Minced Garlic
- 2 tsp. Butter
- 6 Corn Tortillas
- 8 Chives, Oregano, Cheese
- 1 Sprig of Fresh Cilantro

1. To prepare the squash blossoms, rinse them thoroughly including the inside of the blossom. Chop off the stems and cut into medium sized pieces.
2. Sauté the chopped onions and garlic for about 5 minutes in butter and then add the squash blossoms for another 3-4 minutes.
3. Add tortillas and place a slice of cheese in the middle, then fold over. Fry on medium heat with butter. When cheese is almost melted, add squash blossom mixture to the quesadilla.
Look for opportunities for established farmers to mentor newer farmers and immigrant farmers
Place farmers in locations that have high visibility to increase success in sales
Host cultural events at your market

- Invite cultural community group
- Example: Mount Vernon Farmers Market hosted a Latino Cultural Day in 2014
Find out best forms of communication

To vendors: Phone vs. email

To Shoppers: Instagram vs. radio
Acknowledge if your market started with a unique cultural group

Example: Murals at Pike Place Market commemorating Japanese Farmers who once occupied two thirds of the stalls
Translate information

- Applications
- Onsite signage
- Market outreach
Explain market policies clearly

- Or find someone else that can explain policies from Health Department, EBT, etc.

2014/2015 Daystall Rules & Regulations

for the
Pike Place Market
Preservation and Development Authority
Create an action plan of how to reach different communities

- Schools
- Churches
- Events
- Library groups
- Through people you already know
Connect your vendors with resources

WSU Small Farms Team Latino Marketing Project: Banners, price signage, business cards, websites, etc.
Host pricing or display workshops in the off season

VENDER CON EXITO en los FARMERS MARKETS

Sábado el 18 de Abril 9am-11am
WSU Oficina de Extension, 11768 Westar Lane, Burlington
Visita opcional al Bellingham Farmers Market 11am-2pm

TEMAS del TALLER
Aumente las ventas
Mantenga sus compradores
Requisitos de los Farmers Markets
Una visita opcional al Bellingham Farmers Market
(Visita limitado a los primeros 10 participantes confirmados)
Review

Awareness

Resources

Action
Panelists

Jodie Buller
Mount Vernon Farmers Market
Board Member & former manager

Joaquin Lopez
Owner & Operator Mariposa Farm

Daniel Lopez
Owner & Operator Lopez Bros. Farm
THANKS A BUNCH