

What do Farmers' Market managers do, anyway?





What do Farmers' Market managers **do**, anyway?

We make a difference.

And we can teach other people to make a difference.



“Do the best you can until
you know better. Then when
you know better, do better.”

Maya Angelou



“Do the best you can until you know better. Then when you know better, do better.” *Maya Angelou*

They don't know any better.



“Do the best you can until you know better. Then when you know better, do better.” *Maya Angelou*

They don't know any better.

That's where you come in.



Think of your market as a classroom
and imagine the difference you can
make in the world.



Things consumers don't know:

- Farmers keep most of the retail price when consumers buy direct.
- Farmers don't keep most of the retail price when you buy the same item in a grocery store.

Why should they care?



What's the Difference?

Why does it matter?



What's the Difference?

Why does it matter?

**What does that matter
*to me?***



If No Farms, No Food doesn't matter to you,
try this one on for size...



No Farms No Beer™

American Farmland Trust



Understand what matters to **them**:

- Better tasting food
- Food their kids will eat
- Their health, their kids' health
- Affordability
- Clean air and water, climate change



**You say you love
your children above
all else, and yet you
are stealing their
future in front of
their very eyes.**

Greta Thunberg



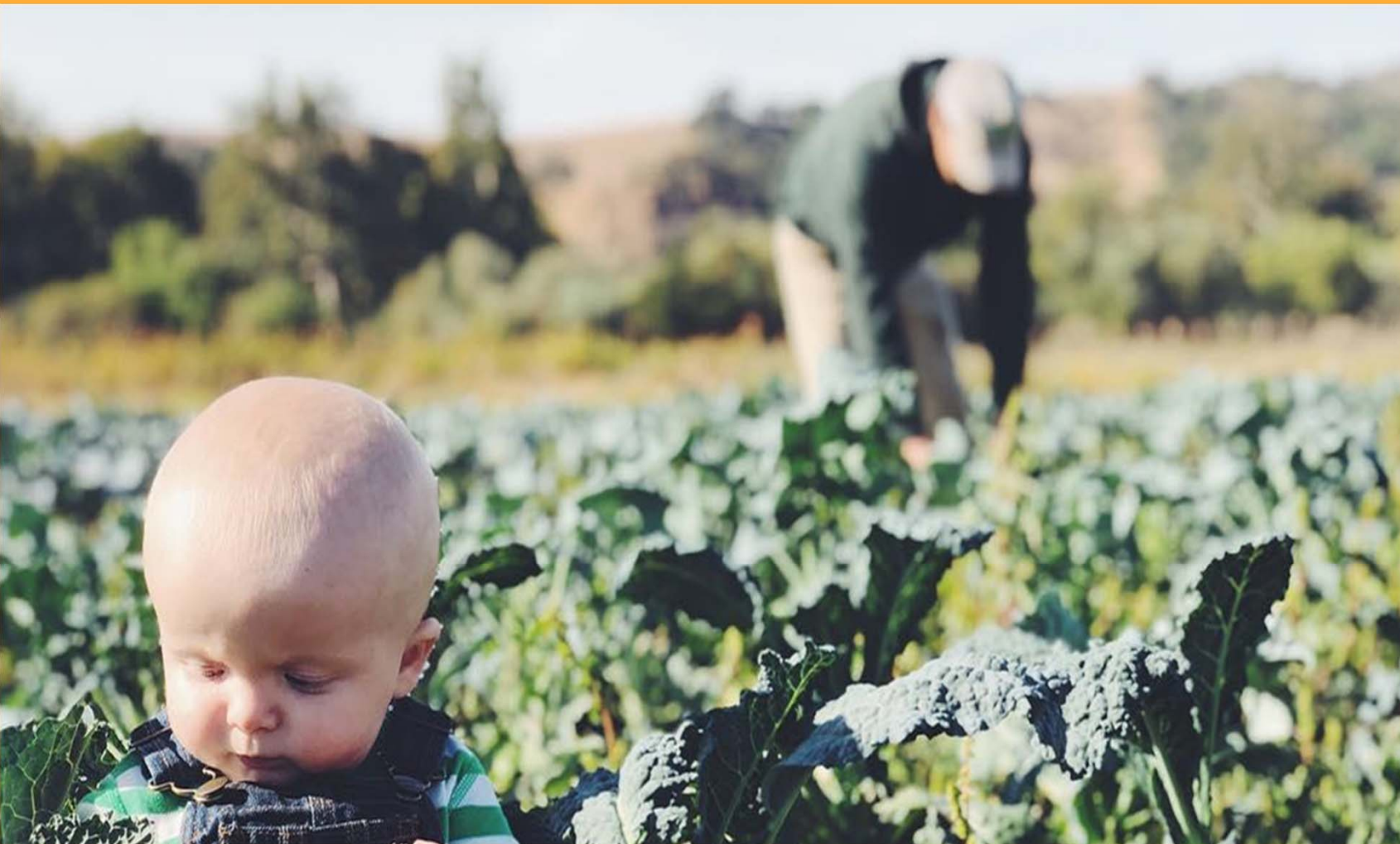
They don't want their kids to be
pissed off at them.



They don't want their kids to be
pissed off at them.

**They truly want to leave a better
world for their children.**





Create your simple story.

Did you know...



Create your simple story.

Did you know that when you buy an avocado for a dollar at Whole Foods the farmer gets 9 cents of that dollar? But when you buy an avocado at the farmers' market, the farmer puts that whole dollar in her pocket?

#keepfarmersfarming



YOU: Did you know that when you buy an avocado for a dollar at Whole Foods the farmer gets 9 cents of that dollar? But when you buy an avocado at the farmers' market, the farmer puts that whole dollar in her pocket? #buyfromfarmers

THEM: Mind blown!



YOU: Did you know that when you buy food at your local farmers' market the farmer takes your money and spends it in your neighborhood, so the taxes support fixing your roads, instead of a grocery store sending your money to their national headquarters who knows where?
#loyaltolocal

THEM: Mind blown!



YOU: Did you know that small farmers using animals and plants can actually not just reduce emissions but pull carbon out of the atmosphere and back into the ground?
#carbonfarming

THEM: Mind blown!



How to get the word out?

- Conversations, everywhere you are
- Email newsletters
- Community groups
- Facebook, Instagram: hashtags



#farmersmarkets
#buydirectfromfarmers
#freshtastesbest
#buylocalfood
#knowyourfarmer
#buyfromfarmers
#farmersmarketpros
#loyaltolocal
#buyfarmdirect
#keepfarmersfarming
#paythefarmer
#carbonfarming
#eatbetterfood



Email: catt@farmersmarketpros.com

Subject line: Difference



ME: Did you know that farmers' market managers have a rapt audience, repeat exposure, good credibility, and that you can make a huge difference in feeding people, improving the economy and saving the planet?

YOU: Mind blown? Nah, you knew that.



Meet us on Tent Talk, the farmers' market podcast.



TentTalkPodcast.com

