



WASHINGTON STATE
FARMERS MARKET
ASSOCIATION

Designing Effective

Food Access Promotions

Engaging Shoppers, Growers, and Local Partners

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2024 W SFMA Conference

February 23-24, 2024

Sleeping Lady, Leavenworth

Designing an Effective Promotion

A Step-by-Step Guide to
Designing an Effective
Food Access Promotion
Campaign.

Designing Your Campaign

1) What's the problem?



Designing Your Campaign

2) Identify your Campaign Goals (Solutions):

- Start with your end goal.
- You may have a primary goal and secondary goals in one campaign.
- Use SMARTIE goals to drills down on main campaign goal.
 - Strategic – Measurable – Ambitious – Realistic – Timebound – Inclusive – Equitable

Designing Your Campaign

3) Identify your Primary Channels for Promotion:

- Define as many channels as you can.

Social
Media

Word of
Mouth

Videos

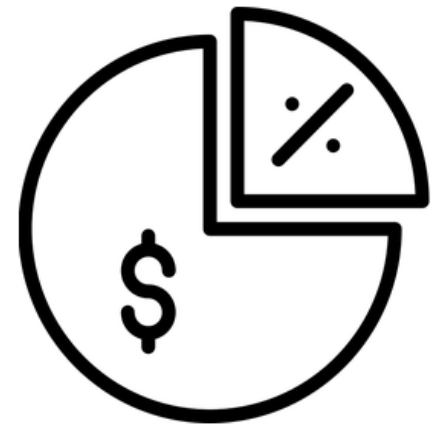
Rack
Cards

Signage

Designing Your Campaign

4) Set your Budget:

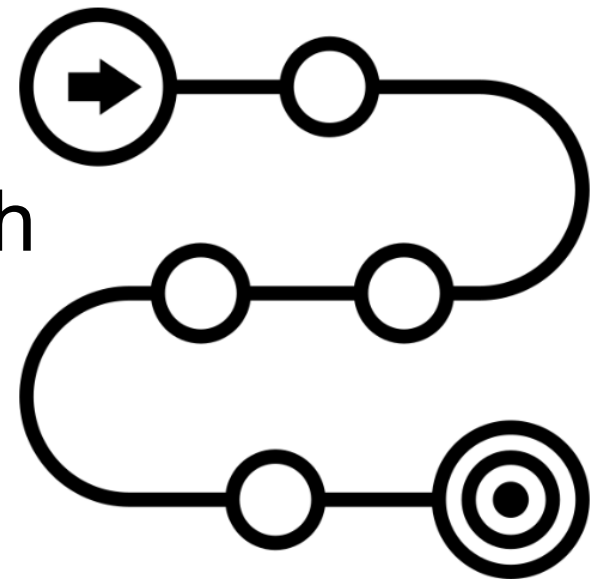
- What are your cost projections?
- What assets do you already have in hand?
- Do you have staff time to allocate?
- Do you have volunteer/board time to allocate?
- What other resources do you have access to?
 - WSFMA, Other Markets, SNAP-Ed, FMNP, SNAP, SMM



Designing Your Campaign

5) Create your Timeline:

- What works in your busy market schedule?
- How do you get from A to Z without creating huge amounts of burnout for you and your staff?
- Planning > Creation > Launch
Duration > Evaluation



Designing Your Campaign

6) Identify Your Target Audience:

- Who is your primary audience?
- Are there any secondary audiences?
 - What do you know about them?
 - What do you know about their demographics?
 - What motivates them?
 - What languages do they speak?
 - What do they already know?

Designing Your Campaign

7) Define Your Call to Action:

What do you want your audience to do?

- Use WIC Fruits and Vegetables Benefits at your market.
- Educate others about your programs.
- Educate Growers about eFMNP program updates.

Designing Your Campaign

8) Create Your Core Messaging:

Based on your audience and what you discovered about them what are your core messages to them?

- Boil it down to 2 or 3 key points

Be Clear

Be Credible

Be Concise

Be Compelling

Be Consistent

Designing Your Campaign

9) Develop Your Strategies, Tactics, & Metrics

- Strategies = The What
- Tactics = The How
- Metrics = How We Measure Effectiveness

STRATEGY:	TACTICS:	METRICS:
<ul style="list-style-type: none">• Educate growers and their staff about upcoming 2024 e-FMNP updates.	<ul style="list-style-type: none">• Created a market cheat sheet.• Have cheat sheet translated.• Schedule 4 zoom meetings (2 in Spanish, 2 in English).	<ul style="list-style-type: none">• How many attended meeting.• Create survey for market staff.

Designing Your Campaign

10) Identify graphics and other visual assets that your audience(s) may already know?



Designing Your Campaign

11) Get to work!



Case Study

WSFMA WIC Fruit & Vegetable Benefits Mini-Campaign Fall 2023 (also known as Cash Value Benefit or CVB)

For WIC shoppers the transition to EFMP unlocked access to purchasing fruits and vegetables at farmers markets all year long. The question was, how to best get that information to WIC shoppers and growers.

Case Study

WSFMA WIC Fruit & Vegetable Benefits (CVB)

Mini-Campaign

Goal:

- WIC participants shop at FMs with CVB in Nov-Dec 2023

Secondary Goals:

- Promote fall markets that are still open
- Promote harvest and holiday markets
- Educate growers and markets about CVB

Case Study

WSFMA WIC (CVB) Mini-Campaign

Timeline:

9/27-10/16	10/16	10/15(10-17)	10/20	Mid Oct	10/14
Develop grower signs and other assets (materials).	Create shared folder for materials.	Outreach to markets closing. (Attend King Co. FM Mkt Mtg.)	Outreach to markets that are open in Nov/Dec.	Outreach to PHSKC and other WIC agencies and clinics near market that are open.	Submit blurb for the Nutrition First newsletter.

Case Study

WSFMA WIC (CVB) Mini-Campaign

Target Audience:

- WIC Shoppers are:
 - Mostly women, but not all.
 - Might be harder to shop with kids when days are shorter, weather is bad, school in session.
 - Not familiar with new farmers market benefit, and maybe not be FMNP Participants.

Case Study

WSFMA WIC (CVB) Mini-Campaign

Target Audience Cont.:

- FMNP authorized growers
 - May be confused after 10/31 when FMNP season ends
 - Will need to be educated about new signage
 - Will need talking points for shoppers about CVB
 - May have staff that is even more confused

Case Study

WSFMA WIC (CVB) Mini-Campaign

Core Messaging:

- Any WIC participant can use the Fruit and Vegetable Benefit QR code to shop at Farmers Markets this fall.
- Load up on fall crops for the winter.
- Get ingredients for holiday meals.

Case Study

WSFMA WIC (CVB) Mini-Campaign

Strategies:

- Create signage to use in farmers markets that are open in Nov and Dec or have harvest/holiday market.
- Leverage outreach materials at WIC agencies in Puget Sound.
- Leverage markets' touch point with WIC shoppers to message that they can keep shopping at FMs or come back for harvest/holiday market.

Tactics:

- Create WIC "Fruit and Veg" signage for growers to put in booth.
- Create cheat sheet on CVB for growers and staff.
- Create insert for WIC October Food Benefits booklet
 - Include list of markets open in Nov-Dec by Clinic or County

Metrics:

- Is signage helpful?
- Feedback from growers and farmers markets.
- CVB Sales
- Number of agencies/clinics that use the insert.
- Number of inserts inserted into booklet.

Case Study

WSFMA WIC (CVB) Mini-Campaign

What assets already exist?

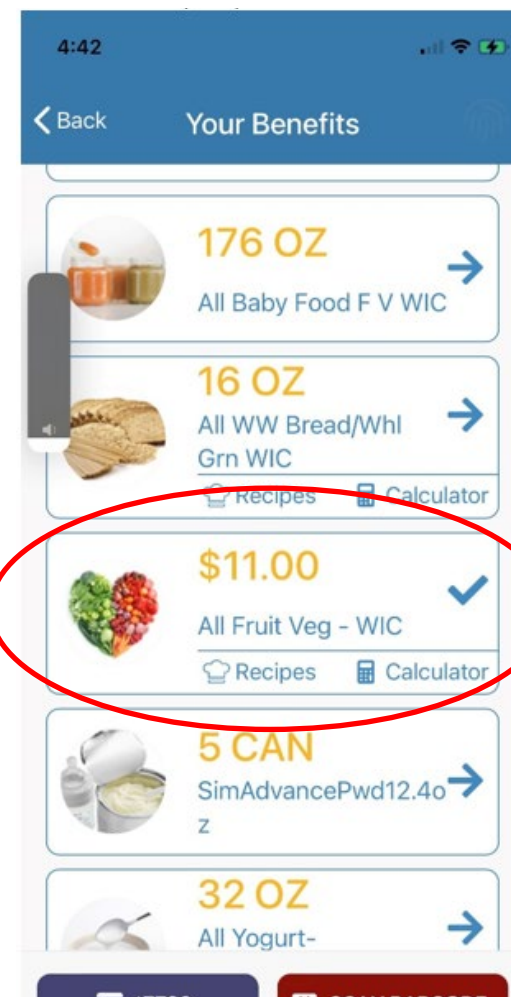


WIC CARD



What do we need to create?

- Grower Signage
- Grower Cheat Sheet
- WIC insert



Case Study

WSFMA WIC (CVB) Mini-Campaign



Case Study

Key Tips on Your Graphic Design:

What have you learned this weekend?



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Thank You!



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