

Nevada Farmers Markets Strategic Marketing Plan





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Table of Contents

***Nevada Farmers Markets Strategic Marketing Plan* 1**

Overview of Nevada Farmers Markets Strategic Marketing Plan 1

Goal 1

 Objectives and tactics1

 Key messages2

 Tailoring goal, objectives and tactics to individual markets2

Module A: Website Marketing..... 5

 Step 1 — Capture and communicate basic details about the market5

 Step 2 — Provide additional information for consumers and vendors10

 Step 3 — Use long-form content to engage stakeholders more deeply.....16

 Ongoing — Distribute your digital content in multiple ways.....19

Module B: Web Functionality Marketing 19

 Provide functionality important to consumers and vendors31

Module C: Social Media Marketing 38

Module D: Community and Media Relations Marketing 48

 Submit the market to community calendars48

 Partner with organizations to invite their clients to the market48

 Host and leverage community events to draw market attendees49

 Engage in media relations.....52

Module E: On-Site Marketing 62

 Space, signage and branding62

 Product merchandising.....63

 Shopping experience and service64

References..... 67

Appendix A. Sample benefits messages 73

Appendix B. Sample educational messages 76

Appendix C. Sample storytelling messages 77

Appendix D. Community calendars..... 78

Appendix E. Community events 86

Appendix F. Media outlets and calendars 92

Appendix G. Checklists and worksheets..... 106

 Appendix G.1. Checklist: Website marketing (step 1).....107

 Appendix G.2. Checklist: Social media marketing.....108

 Appendix G.3. Checklist: Marketing schedule and to-dos109

Appendix G.4. Worksheet: Website marketing	110
Appendix G.5. Worksheet: Social media marketing — platform selection.....	114
Appendix G.6. Handout: Social media marketing tips	116
Appendix G.7. Worksheet: Marketing schedule	119
Appendix G.8. Checklist: Website marketing (step 2).....	124
Appendix G.9. Checklist: Web functionality marketing	126
Appendix G.10. Checklist: Online marketing schedule	127
Appendix G.11. Worksheet: Developing educational and benefits messages for consumers	128
Appendix G.12. Handout: Consumer messaging tips.....	135
Appendix G.13. Worksheet: Market selling points, policies and resources for vendors	136
Appendix G.14. Worksheet: On-site search engine optimization (SEO)	140
Appendix G.15. Checklist: Website marketing (step 3).....	143
Appendix G.16. Checklist: Subscriber marketing	145
Appendix G.17. Checklist: Marketing schedule	146
Appendix G.18. Checklist: Social media marketing.....	147
Appendix G.19. Checklist: Social media posts.....	149
Appendix G.20. Checklist: Subscriber marketing	151
Appendix G.21. Worksheet: Set your pace	152
Appendix G.22. Worksheet: Showcase your vendors and customers	153
Appendix G.23. Worksheet: Showcase the face of your market	154
Appendix G.24. Worksheet: Showcase your market’s history.....	155
Appendix G.25. Worksheet: Showcase what makes your market unique.....	156
Appendix G.26. Checklist: Community and media relations marketing	159
Appendix G.27. Checklist: On-site marketing – market managers	160
Appendix G.28. Checklist: On-site marketing — market vendors.....	161
Appendix G.29. Checklist: On-site marketing – market and vendor staff.....	162

Overview of Nevada Farmers Markets Strategic Marketing Plan

Goal

The goal of the Meet Me at #NVFarmersMarkets project, of which this Nevada Farmers Markets Marketing Plan is a part, is to establish farmers markets as community spaces where Nevada farmers and consumers come together for the better health of people, businesses and communities.

Achieving this goal is important because farmers markets:

- Are a part of the solution to feeding the state's expanding population and addressing issues in the state related to food access and security (United States Department of Agriculture, 2017; Mead, 2016; Skizim et al., 2017).
- Are important to local and statewide economies and agricultural industries.
- Serve as community spaces; and communities with farmers markets are healthier, happier and more economically productive.

Objectives and tactics

To achieve this goal, the objectives and tactics are:

Objectives: As measured at the time of the project's needs assessment compared to at its completion, **increase consumers' visits to farmers markets, increase farmers market sales, and increase farmers' sales at farmers markets:**

- From 250 median visitors to about 312 median visitors, an increase of 15%
- To 75% of Nevada farmers markets reporting an increase in sales
- To 75% of Nevada food growers participating in farmers markets reporting an increase in sales

Tactics: Empower farmers markets and farmers to:

- i. Engage consumers through effective **digital marketing** with emphases on:
 1. Website marketing
 2. Social media marketing
 3. Subscriber marketing
- ii. Engage consumers through **community and media marketing** with emphases on:

1. In-bound marketing
 2. Events marketing
 3. Media relations
- iii. Engage consumers through **on-site marketing** with emphases on:
1. Space, signage and branding
 2. Product merchandising
 3. Shopping experience and service

Key messages

Meet me at [#NVFarmersMarkets / name of a particular market]

- You belong here.
- It's a start to a healthier, happier you.
- You're an important part of our farmers market community!
- It's good food, good fun; and good for our local community, farmers and artisans.
- It's where you can grow your business. Become a vendor with us! Visit [website].

Tailoring goal, objectives and tactics to individual markets

Farm vendors and farmers market managers are encouraged to customize this marketing plan to meet their unique needs while still taking advantage of the overall research-based plan designed specifically for Nevada farms and farmers markets.

Below are questions farm vendors and market managers should consider as they tailor the overall plan to their needs (Andrews, 2019). Additionally, checklists, worksheets and other resources for farmers market managers to use in tailoring and implementing the plan are available in the [appendices of this document](#).

1. **What are your goals for your market?**
 - Create a new market or maintain/grow existing markets?
 - Attract new shoppers, vendors, volunteers or sponsors; or retain existing ones?
 - Increase support for your market among community members or leaders?
2. **Whose help do you need to accomplish your goals?** Who do you need to know or do something so that you can succeed? Who would be positively impacted by your success? The people whose help you need are your target audience. Everything you do should be done with your target audience in mind. Your audiences might include:

- **Suppliers** of food, such as farmers, ranchers and cottage food producers; suppliers of other items sold at the market, such as crafters and artisans; and suppliers of entertainment or activities provided during the market, such as musicians, group exercise instructors and story time readers.
 - **Shoppers** of the market, including business-to-business shoppers, such as chefs and restaurant owners; and business-to-consumer shoppers, including individuals, parents and families, and groups from places such as schools, care homes or special events.
 - **Supporters**, including selected officials, community leaders, business owners, agency partners, special events organizers and volunteers.
3. **What do you need them to know or do? And if they know or do those things, what are the benefits and outcomes *for them*? What is in it *for them*? Why should they care?**
 Know specifically what it is you need from your target audience in order for you to succeed. Also know what is important to your target audience related to who you are, what you do, and the products and services you offer. Then, use that information to frame your messages to them with their needs in mind. That will make those messages more effective with your audience. They'll be more likely to care about, engage with and, ultimately, take action based on them. Make sure those messages are purpose-driven, that is, they're designed from the beginning to get you to your goal. Also make sure they're practical, factual, brief, timely, interesting and relevant to *both your market and your audience*.
4. **How will you deliver your messages to them?** Your delivery methods should be based on where your audience spends their time (e.g., library, laundromat or church). The delivery methods should also be based on where and how your audience prefers to get their information. Examples include from friends and family, in-person, online, or through flyers or videos.
- **Online** —See the [Meet Me at #NVFarmersMarkets Digital Marketing Plan](#).
 - **In the community** — See the [Meet Me at #NVFarmersMarkets Community and Media Marketing Plan](#).
 - **At your market** —See the [Meet Me at #NVFarmersMarkets On-Site Marketing Plan](#).
5. **How will you know if the work you are doing is bringing you closer to your goals?**
 What are the metrics you can track starting right now so that you can tell whether your hard work is paying off or that a change might be in order? Examples include:
- Total market sales
 - Number of market vendors
 - Number of market shopper and volunteers.

- Number of website visitors, social media followers and email newsletter subscribers
- Quality or number of community partnerships

6. Were your messages successful? What can you do better next time? Evaluate the success metrics that you are capturing. What can you learn from them? Did your campaign work? How can you do it better next time?

Module A: Website Marketing

Step 1 — Capture and communicate basic details about the market

Start with the market's website

Consumers need basic information about a farmers market in order to be able to shop the market (Donovan & Kinney, 2016), and, increasingly, consumers find their information online via search engines (Khan & Mahmood, 2018).

“Websites have become the most important public communication portal for most, if not all, businesses and organizations” (Vasiliu, 2020; Garrett et al., 2016). Consumers as well as “vendors, sponsors, supporters, the media and the public” expect farmers markets to have websites (Donovan & Kinney, 2016; Kansas Department of Agriculture).

Additionally, it is a marketing best practice that the marketing efforts for a business both originate from and connect people back to the business’ website.

Many facts point to the need for a functional website including consumers’ information needs, consumers’ preferences for having their information needs met online, consumers’ expectations that businesses have a website, and the marketing best practice recommending the same. Despite this, not all Nevada farmers markets have a website.

Park et al. (2023) found that only 50% of Nevada farmers markets and 49% of Nevada food growers have a website. Only four of the Nevada farmers markets websites “conveyed information about a single market each. Because the remaining 11 markets were run by only four different managers, one website represented 2 - 5 markets.” This means half of Nevada farmers markets and farmers are not meeting consumers’ website expectations. Plus, 11 other farmers markets are providing their information online in a way that may be confusing or less effective for consumers and search engines. However, Nevada farmers markets and farmers are interested in addressing this issue (Park et al., 2023).

As such, a good place for farmers and farmers market managers to begin or ramp up their digital marketing efforts is with their website. If they do not have one already, or if they are looking to make a big change to it, there are three options to consider: build (or rebuild) the website themselves, subscribe to a website builder service or hire a web designer.

Option 1: Do it yourself

Farmers market managers can build their websites themselves. While this option is a lower-cost, higher-control option for meeting consumers' website expectations, it is also more complex and takes more time to set up.

It involves purchasing a domain name, such as "AshleysFarmersMarket.com" and a hosting plan from a service provider, such as [Dreamhost](#), [GoDaddy](#) or [Bluehost](#). Purchasing the domain name gives the market an online address; while purchasing the hosting plan provides digital storage space for everything the site needs to run and provide content to users.

Contrary to common misconception, going this route does not require coding skills. There is free software available, such as WordPress, that makes the website building process simple. "[WordPress](#) is the dominant platform for self-building websites" (Cornelisse, 2023). Through this software, creating a website involves selecting ready-made designs (called "themes"), choosing extra features (called "plugins") and typing the website's content into boxes that resemble desktop publishing software such as Microsoft Word or Google Docs. No knowledge of HTML, CSS or other languages, such as JavaScript, PHP or SQL, is needed. However, WordPress still has challenges, such as its notoriety for security vulnerabilities that require the creator to monitor and update their site frequently (Menez, 2024).

Going this route gives market managers direct access to monitor data (called "analytics") on how well the website performs, who visits it, and how they use it. Such information helps improve the site to reach more people and impact customers.

The do-it-yourself option also provides direct access to website backups. It is important that the site is frequently backed up in a safe and accessible place, so that if there is a technical issue and the site needs to be restored, the market won't have to start over in creating the site or its design and content.

The do-it-yourself option also provides the most control over the site's URL. It is ideal if its URL is the market's or farm's name (Cornelisse, 2023). This makes it easier for consumers and search engines alike to find and understand the site. If the market's website is not findable, it is not valuable to the market and its shoppers. See [search engine optimization](#) to learn more.

The market manager who chooses this option must be diligent in keeping the website's software, as well as the resources the software uses, such as themes, plugins, PHP and MySQL, up to date. This requires logging into both the market and hosting provider's websites to check for notifications of updates. Updates can usually be completed with just one click, but the market manager should create a new backup of the website first.

When updates are not done, it becomes easier for hackers to gain access to the market's website and customer information. If a market website is hacked, the manager should immediately change all of the website's passwords, restore the site to the most recent uncompromised backup and update the website's software.

Option 2: Subscribe to a website builder service

Markets can also use a website builder service. There are two types: free and paid.

Free website builder services involve ads that can slow down the site, making it harder for consumers to use and eroding customer trust. However, they're better than nothing and are a user-friendly, low-cost way to get started, which is important to do.

Paid website builder services are subscription plans. While they don't involve ads on the site, which is good, the paid subscription option can cost more than self-building. The cost of the subscription plan tends to cover the site's URL and hosting and provides the market manager with a website design software to use. The software tends to be similar to WordPress in that it is designed to be user friendly. However, it often offers fewer features and customization options than WordPress.

While many website builder services provide market managers with website analytics and backups, these features can have more limits compared to the features in the self-built websites (Option 1). Also compared to the self-built option, this option can result in less control over the site, such as the site's colors and even its domain name.

Service-built sites (Option 2) require about the same time investment to maintain as do-it-yourself sites (Option 1). As with the do-it-yourself option, farmers market managers will need to develop the site's content. Even on a paid plan, website builder services do not provide market managers with content creation support.

Option 3: Hire a web designer

Lastly, markets can hire web designers to create their sites. This is the most expensive route for creating a farmers market website.

Many web designers use WordPress for building websites (Cornelisse, 2023). So, hiring one doesn't mean the site will inherently be created using a tool the market manager couldn't also use themselves, provided they're comfortable with technology and learning new things. However, hiring a web designer can take the daunting task of building a website off of a market manager's plate, which can be priceless. It can also support a fellow local business.

This option requires market managers and web designers to clearly communicate and have a meeting of the minds before work begins. Agreements should be established on such matters as the scope of work, duration of work, responsibilities of each party, initial cost and timeline, costs and timelines for updates, fate of the site and its content should the relationship sever, etc.

Communication must continue to be proactive, clear and direct throughout the project. Breakdowns in manager-designer communication can result in some expectations not being met, including:

- More expensive site updates
- Longer turnaround times on site updates
- Reduced ability to access and control the site and its content
- No or fewer website backups or analytics, or reduced access to them
- Reduced ability to transfer the site to self-management, or another designer or service

However, these issues are completely avoidable with quality communication.

Unlike the do-it-yourself and subscription options, some web designers can provide content development support. This will cost extra. It will also require the market manager to devote time to informing the designer about the market and its mission, vision, goals, vendors, shoppers, volunteers, sponsors, policies, etc. Market managers also will be responsible for equipping the designer with the resources they need to create the site's content, such as photos, videos, access to the market and its employees, etc. Further, market managers will have to provide the designer with clear direction and feedback.

For more information on deciding which route to take when creating a website, as well as important considerations for hiring a web designer, market managers should refer to [Penn State Extension's article on Developing and Maintaining a Website](#)¹.

Meet consumers' basic information needs

The creation of a market website does not mark the end of the market's digital marketing efforts; the site's existence alone is not enough to meet consumers' expectations and needs. Farmers market managers must also ensure that the site makes it easy to access information about the market and answers questions about the market (Donovan & Kinney, 2016; Kansas Department of Agriculture).

Site visitors should be able to immediately discern the **market's name, when it is open and where it is located** (Donovan & Kinney, 2016). Information about when the market is open should include: the year, when the market opens for the season, when the market closes for the season, the days of the week the market operates, the time of day the market opens and the time of day the market closes (Donovan & Kinney, 2016). The market location should include the street number, street name, city, state and ZIP code (Donovan & Kinney, 2016).

¹ <https://extension.psu.edu/developing-and-maintaining-a-website>

It is also helpful to include **directions or a map, parking information, and information on accessing the market** via bicycle or public transportation (Kansas Department of Agriculture; Freedman et al., 2016; Garner et al., 2020). In particular, public transit information can be helpful for underserved consumers with limited transportation options (Freedman et al., 2016).

Potential shoppers also need to know which **forms of payments** are accepted at the market. A majority of vendors in Nevada farmers markets accept credit cards, in addition to cash and checks (Park et al., 2023). Including this information will help shoppers attend a farmers market even when they don't have cash on hand. In addition, the Kansas Department of Agriculture advises markets to specify whether shoppers can pay with their Supplemental Nutrition Assistance Program (SNAP) benefits or Double Up Food Bucks. These programs provide nutrition assistance to people with low incomes. Accepting them can help the market to attract underserved shoppers. Freedman et al. (2016) found that, for consumers with low-income, a key barrier to shopping at farmers markets was the perception that food benefits were not accepted there. Additionally, SNAP participants felt ill-informed about how to shop at farmers markets with Double Up Food Bucks (Garner et al., 2020). Including information about whether a market accepts SNAP and/or Double Up Food Bucks and how to use them at the market on the market's website can address these barriers and increase market shoppers.

The Kansas Department of Agriculture and Donovan & Kinney (2016) advise markets to also include on their websites market **contact information**, as well as information on what kinds of **vendors and products** shoppers can expect to find there. Because “[m]uch of farmers market work involves personal relationships, transparency and trust,” it is important that market contact information is not “disembodied” and instead includes the “name of a real person as the market contact” (Donovan & Kinney, 2016). Even just listing a first name can personalize the market for prospective shoppers (Donovan & Kinney, 2016). Personalizing the market and its vendors can improve the market's bottom line. Research shows that market shoppers with higher incomes are motivated by having a connection to the person who grows their food (Freedman et al., 2016; Kelley & Canziani, 2023).

All of this information should be well organized on the market's website. Site visitors should be able to answer their basic questions about the market “without scrolling or having to spend more than 3 seconds to find [it]” (Donovan & Kinney, 2016).

Commit to a calendar and develop checklists

The most important feature of a farmers market website is that it is kept up to date (Donovan & Kinney, 2016; Kansas Department of Agriculture). Keeping the site updated and its messages, visuals and photos in sync with the season builds consumer confidence and market credibility (Donovan & Kinney, 2016).

To help markets keep their websites current, the Iowa Farmers Market Handbook advises them to “make a marketing calendar and checklists” that “plan for [the] entire year (not just the market season)” and include “what’s going on and coming up,” when markets would need to promote those happenings as well as how to promote them. For example, if a market manager wants to promote a special event, they should have all the essential information four to five weeks before it happens. Promotion efforts for the event would begin with an update on the website, and expand from there to include other marketing tactics, including but not limited to [social media](#), [subscriber](#), [community and media](#) and [on-site marketing](#) tactics, as appropriate.

The handbook further advises as each happening comes up on their calendar, farmers market managers should then complete their to-do checklists for them. The checklists should cover “tasks such as creating a Facebook event, posting on Instagram or sending a press release.” Jodie Huegerich from the College Hill Farmers Market in Iowa creates a weekly marketing to-do list that includes three to five social media posts a week. She also distributes about one press release per month to a local newspaper, especially when she has special events.

Step 2 — Provide additional information for consumers and vendors

Developing content for consumers

Once farmers market managers have captured the basic information about their markets, published it on their website in a way that is effective for reaching consumers and search engines, and begun to share out that information from their website to other places online such as social media (see [distributing digital content](#)), the market’s digital marketing work is well-underway but not concluded. The next step is to develop more advanced marketing content.

Research is available to guide farmers market managers in selecting topics such as messages highlighting the benefits of shopping at farmers markets and educating consumers about misconceptions related to shopping at farmers markets.

Benefits messages

A study of Utah and Nevada farmers market consumers found that people primarily attend markets to purchase fresh produce (Gumirakiza et al., 2014). Primary reasons for shopping in farmers markets include “strong diet or health concerns” and “supporting local farming and agriculture” (Gumirakiza et al., 2014). To increase the number of shoppers, farmers market managers can target home gardeners, proponents of community-supported agriculture programs, women and people who are married (Gumirakiza et al., 2014).

Archer et al. (2003) found that the majority of shoppers were returning to farmers markets to buy a large variety of fresh, local produce and to support local food growers. A key barrier to shopping at farmers markets was the perception that produce variety is limited there (Freedman et al., 2016). As such, highlighting a market's variety of produce is a key message.

Park et al. (2023) found that Nevada farmers market consumers believe that shopping at farmers markets provides consumer benefits (e.g., superior food, contact with food producers, money savings and fun), producer benefits (e.g., fair selling prices), and community benefits (e.g., local economy). In the same study, educating the public about where food is grown and the benefits of eating fresh fruits and vegetables was identified as a fruitful avenue for Nevada farmers markets and farmers to explore (Park et al., 2023).

To provide messages compelling to the majority of farmers market shoppers, then, it is important for farmers market managers to craft and share messages that showcase these advantages of shopping at farmers markets:

- **Variety of produce available** at the market
- **Superiority of food available** at the market, specifically the food's
 - Freshness
 - Tastiness
 - Origin
- **Positive impacts of shopping at the market**, specifically those related to:
 - Saving money
 - Improving diet and health
 - Getting food producers fair prices
 - Supporting local farming and agriculture
 - Growing strong communities and economies
 - Supplementing homegrown produce
- **Unique experience** of shopping at the market, including that:
 - Consumers can meet and ask questions to producers
 - It can be fun, including for women, home gardeners and couples

Educational messages

Park et al. (2023) found that, overall, Nevada farmers market consumers have a positive outlook on farmers markets. However, that same study also found that consumers did *not* believe:

- that food sold at farmers markets is safer or clearly priced
- farmers market consumers can save money on produce
- it's possible to do all of one's weekly grocery shopping at the farmers market

- farmers market locations are convenient for consumers and farmers
- shopping at farmers markets allows farmers to receive fair prices and helps reduce environmental pollution.

Gumirakiza et al. (2014) found Nevada and Utah farmers market consumers were not sure that they had enough time to prepare home-cooked meals. Because people were busy with their work, school and other activities, they were less likely to purchase produce at farmers markets. Instead, farmers markets become an opportunity for social interaction (Gumirakiza et al., 2014).

Considering these factors, farmers market managers should provide educational messages on the following topics, to dispel consumers' ambivalent or negative beliefs related to farmers markets.

- **Benefits** of shopping at the market
 - Provides social interaction
 - Allows farmers to receive fair prices
 - Strengthens the community and local economy
 - Helps reduce pollution
- **Convenience** of shopping at the market
 - Clear prices
 - One-stop shopping
 - SNAP-friendly
 - Locations
- **Safety of foods** sold at the market
- **Tips for**
 - **Preparing foods** sold at the market
 - **Paying with SNAP/Double-Up Food Bucks** at the market

Developing content for vendors

Adding information, instructions, online forms, etc. to a market's website makes it easier for prospective market vendors to join the market, and for existing market vendors to continue selling there for years to come.

Developing, organizing and implementing this information and functionality is a time investment for farmers market managers. But, it does pay off, particularly when market managers craft the information and functionality to address barriers for vendors which, in turn, become market manager pain points. Addressing these potential barriers can reduce market manager and vendor stress and burnout (Iowa Farmers Market Handbook).

The handbook advises market managers that, “if [they] feel stressed or burned out, [they should] figure out what it is that [they’re] burned out on and focus on fixing that.” The handbook also mentions vendor issues as a possible source of manager stress and burnout, and advises managers to “[t]ake another look at the [market’s] rules, guidelines and procedures.” The handbook advises market managers to “[d]ecide what [they] need that will help [them] be a better market manager” and add it to the market’s website.

This section focuses on developing content for vendors. [Adding functionality for vendors](#) is discussed in [Step 3](#).

Market selling points

To attract new market vendors, market managers should include selling points for vendors, such as market facts and figures, on the market’s website (Iowa Farmers Market Handbook). Managers should gather and share stats that hold sway, such as the average number of customers per market, the convenience of the market’s location for local vendors, the number of vendors selling specific types of products at the market, and market achievements and successes (Iowa Farmers Market Handbook).

Other farmers market selling points for farmers include:

- **Have less debt** (Key, 2016)
- **Require less land and equipment** (Key, 2016)
- **Have less risk in their farm income** (Key, 2016)
- **Are more likely to remain in business** (Key, 2016)
- **Are more satisfied with their quality of life** (Silva et. al 2014)

Montri, Chung, and Behe (2020) found that farmers who joined farmers markets in lower-income urban areas to explore new business opportunities were less likely to drop out, while those motivated by recreation or a social mission showed the highest loyalty and remained involved consistently. So, markets in these areas seeking long-term vendors should include selling points for vendors related to business opportunities, fun and social impact.

Milford, Lien & Reed (2021) found that farms “smaller, closer to urban areas and more diversified in their production” were “less motivated to produce fruits and vegetables for income and more motivated to produce organically to achieve better quality and sustainability.” So, markets in urban areas should include selling points for vendors related to the market being a good fit for organic and sustainable vendors.

Schoolman et al. (2021) found that farmers who prioritize civic engagement and community institutions were more likely to market food through farm-to-table or food hubs. So, markets should include the civic benefits of selling at the market to get the attention of farmers.

Another selling point to vendors is what the market will do to support and celebrate them. Illustrate how the market's policies support their success. Show that the market helps get the word out about vendors. Post news coverage or success stories about or from the market's vendors and "shout outs" to vendors for their support (West Virginia Farmers Market Association).

Market policies

The information for vendors should include market rules, bylaws and policies (Donovan & Kinney, 2016; Wilson et al., 2017). "Farmers market policies and rules serve to ensure the market is complying with its by-laws and legal requirements, fulfilling its mission and establishing clear practices for everyone involved: board members, the market manager and staff, vendors, volunteers, and even shoppers" (Washington State Farmers Market Management Toolkit). Markets that are smaller or newer may have rules, bylaws and policies that are simpler (Washington State Farmers Market Management Toolkit). However, "older, larger markets need to address more topics and spell out [their] rules in more detail. As a rule, the larger the market, the more sophisticated its policies (and management structures) need to be" (Washington State Farmers Market Management Toolkit).

If a market doesn't yet have rules in place, resources are available online, such as the *Sample Rules for Farmers Markets* in the [Farmers Market Federation of New York's Guide to Developing a Community Farmers Market](#)² (2019), as well as in the [Iowa Farmers Market Handbook](#)³. The handbook also includes information on communicating and enforcing the policies and resolving conflict.

"[M]arket rules of operation can interfere with farmers' willingness to sell at the market," as such, market managers "should consult broadly and directly with the farmers they serve to implement policies that will encourage farmer participation rather than inhibit it" (Andreatta & Wickliffe, 2002). Research suggests this can be more important to vendor satisfaction than "the food preferences or spending habits of consumers" (Andreatta & Wickliffe, 2002). When market policies do not support small, local farmers, many decide to sell their products elsewhere instead (Andreatta & Wickliffe, 2002). Markets "can devise policies that would support small, local farmers, and this would be a valuable goal, both economically and culturally," and would align with consumer priorities for shopping at the market (Andreatta & Wickliffe, 2002).

Market managers should ensure that their market rules, bylaws and policies: are placed on the website in a location that is easy for vendors to find are linked on the website in all of the places that vendors may go to look for it; are labeled in those places in ways that not only make

² <https://agriculture.ny.gov/system/files/documents/2019/10/communityfarmersmarketguide.pdf>

³ <https://iowavalleyrcd.org/toolkit/farmers-market-manager-handbook/>

sense for vendors, but prompt them to click through to the information; and include an effective call to action that links to the vendor application forms (Donovan & Kinney, 2016).

Vendor resources

In addition to market rules, policies and bylaws, other information farmers market managers should work towards adding to their site to attract, develop and retain high-quality vendors includes information that helps vendors evaluate whether their business is ready to vend in a market, decide whether their business is a good fit for this particular market, get answers to the questions vendors at this market frequently ask, and improve their customer service and displays at the market.

It's important for vendor satisfaction and sales performance, as well as for market success and sustainability, to provide vendors strong support in strengthening their entrepreneurship and marketing skills, such as by providing training for new vendors, connecting new and established vendors for mentoring, and offering vendors resources to improve their product displays and customer service (Schmit & Gómez, 2011).

An example of this is the [Iowa Farmers Market Vendor Handouts](#)⁴. The 12 handouts cover topics such as business opportunities at farmers markets, vending at a farmers market for the first time, licensing and insurance, setting product prices and mix, selling baked goods, recording sales, improving vendor displays and stall layouts, the power of branding, and more. The handbook states that managers can share links to these online versions or provide hard copies directly to vendors. This can grow potential vendors from initial interest and application to returning to sell at the market, year after year, for years to come.

In addition, information on market branding and marketing is important to share with vendors. Market managers need help from their vendors to promote markets and vendors need market managers to promote their business at the market (Farmers Market Research – Best Practices).

Another important piece of information to share are examples of successful, high-quality vendor applications. Giving new vendors resources and inspiration, alongside market rules, bylaws and policies, increases the quantity and quality of vendor applications, and saves vendors time in developing and submitting those applications. High-quality applications save time for market managers as well.

Not all of the resources discussed above need to be original content authored by the market. Links can be provided to existing content from credible organizations that help vendors and farmers to grow their businesses, and, by extension, the market, such as the ones linked in this document.

⁴ <https://eatlocal.org/for-vendors/promotions-toolkit>

Original or linked, market managers should ensure that resources: are placed on the website in a location that is easy to find for vendors; are linked on the website in all of the places that vendors may go to look; are labeled in those places in ways that not only make sense for vendors, but prompt them to click through to the information; and include an effective call to action that links to the vendor application forms (Donovan & Kinney, 2016).

Step 3 — Use long-form content to engage stakeholders more deeply

As discussed in [Step 1](#), it is important to include basic details about the market in the market's digital marketing efforts. Whether beginning, restarting or refreshing a market, a farmers market manager's online marketing efforts should start there. However, it is also important to include long-form, storytelling content in the market's digital marketing efforts. Once content covering the basics is created and continues to be shared on a schedule, this is the next type of content to create and share. Indeed, such "[c]ontent is the most valuable asset of an organization" (Vasiliu, 2020).

Market managers should craft engaging stories about the market and share them out. The stories should promote the market's transparency and authenticity, educate consumers, and remind them to attend the market. The content should also engage the senses because embedding sensory triggers in a story makes it more powerful and memorable (Vasiliu, 2020). These stories tend to be long form in nature: descriptive storytelling through photo essays, documentary videos and video profiles, written profile pieces, interactive timelines, and even recipes.

Craft the market's story

It's important to craft an engaging story about the market because "[m]arketing is as much about telling a compelling story that customers can connect with as it is about the products being sold. This strategy can help farmers build understanding, appreciation and customer loyalty" (Best Business Practices in Marketing for Farmers' Market Farmers). Research shows telling this story pays off. Consumers are 5% more likely to purchase a product if the packaging includes the maker's story and are willing to pay 6% more for it (Kelley & Canziani, 2023).

To craft the market's story, market managers should think about their market and ask these questions from the Marketing and Branding Toolkit:

- **Who are you, and what do you want to be?** What is special about your company, and why should your consumers or community care?
- **What is your vision?** This is why you do what you do. It's how you see the world and what you think is important about your purpose and role in it.

- **What is your mission?** This is what you do, how you do it and who you do it for.
- **What are your values?** This is what defines what you will do and what you won't do as a business, and what you decide to promote.
- **What is your tagline?** This is a description of the market "in one short sentence or less." For example, Arethusa Farm's tagline is "Milk Like it Used to Taste" (Vermont Agency of Agriculture).

An example of a producer getting started with answering the first question is Gemma McNeill and Doug Zaklan of Zaklan Heritage Farm. McNeill said, "We are young farmers, growing on family land and doing something unique in the suburbs... So that's the story we tell" (Best Business Practices in Marketing for Farmers' Market Farmers).

An example from the Vermont Agency of Agriculture of a vendor further along in the process, working on the second, third and fourth questions, is:

- **Vision:** "We are a small family dairy with a goal of preserving our beautiful countryside for future generations."
- **Mission:** "We make pure, delicious milk and ice cream for families in our community by using only the finest ingredients and the most skilled cheese artisans."
- **Values:** "We believe that if we keep our animals happy and fiercely protect the land they graze on, your culinary experience with our products will be more satisfying."

Engage in storytelling

From there, Kelley and Canziani (2023) advise that market managers should share that story in a way that is "compelling to consumers, [such that] they want to build [the market] into their lives." In their storytelling, market managers should include "facts, feelings, and interpretation" that makes the market stand out from all other markets and places people can find and shop for local products. They explain that "Storytelling is based on 'interpretation.' Interpretation is a skill that connects [the] audience with information in ways that create emotional ties between the speaker and the listener." It is sharing facts about the market in an entertaining way, with personal recognition and warmth. They state that a good story will lead to conversation and customer action.

The Vermont Agency of Agriculture also offers guidance in storytelling, saying it should be ongoing and woven "as naturally and authentically as possible" into every direct contact with market shoppers, such as in person or online interactions between the market and a customer. It should also be woven into every indirect contact, such as when a customer is preparing or enjoying foods purchased from the market at home. The agency says this will draw customers in and form relationships with them "in a way that inspires them not only to enjoy your product experience, but to promote your brand to others."

Develop trust with consumers

In addition to continuing to tell the market's story, the agency says market managers should also engage in another key dimension of consumer interaction: developing trust with them. According to the agency consumers trust brands that are honest, transparent, proactive, humble and equitable.

It is important to promote transparency and authenticity because "Building a brand and a reputation as direct-to-consumer farmers requires honest communication and a commitment to sharing with customers your heartfelt values. Customers are interested in and react positively to hearing about the everyday happenings of a farmer's life" (Best Business Practices in Marketing for Farmers' Market Farmers).

An example is Pat Swan of Stonefield Farms. She "integrates photos and information about how and why she farms into her farmers' market display" (Best Business Practices in Marketing for Farmers' Market Farmers). This invites shoppers to engage with her and her booth. Swan said, "People come to the farmers market because they want to be able to ask those questions directly to the farmer, and that is a part of the job that we really love" (Best Business Practices in Marketing for Farmers' Market Farmers).

The British Columbia Association of Farmers Markets and KPU Institute of Sustainable Food Systems ask farmers to consider whether they have "an easy-to-find online presence that clearly communicates" who a farmer is, where they are located, how they can be contacted, how they grow their produce and what certifications they have (e.g. organic). Consumers appreciate that farmers are approachable and willing to share what they know with their customers (Best Business Practices in Marketing for Farmers' Market Farmers).

Build understanding of and trust in agriculture

Another aspect of long-form communication market managers should engage in is content that helps consumers not only understand the market's story and that it can be trusted, but also helps them to trust agriculture in general; they need to know where their food comes from; that it is safe; and how to select, prepare and store it. This is because "[a]s Americans continue to move away from rural areas, their understanding of agriculture will continue to decrease" (White et. al, 2014). Yet, they want to know more about where their food comes from, how it's grown and how it gets to their plate (White et al., 2014).

In White et. al (2014), one farmer said, "People are hungry for that kind of information; they want to see the person behind the scene. I think people are just hungry for something real that

they can put their fingers on. I think [food producers and consumers] are so disconnected, and [digital marketing] gives us a forum to fix that.”

In the same study, another farmer shared, “It’s really important for us to show that what we do is important and we’re proud of it. We need everyone to understand that there’s a real science to all of this.” Content is how market managers and vendors can meet consumers’ needs and communicate the science behind their work.

Offer digital souvenirs

Content also provides consumers of the market’s digital marketing efforts with souvenirs that function as reminders to support and attend the market. “Experiences stick in our memory if we have a physical reminder... [D]igital collectibles are examples of memorabilia” (Vasiliu, 2020). Ideas include digital cards and stickers or other downloads, such as recipes. These may be accompanied by a special message from the market manager, a featured vendor or a local celebrity supporter of the market (Vasiliu, 2020).

Ongoing — Distribute your digital content in multiple ways

Module B: Web Functionality Marketing

Search engine optimizing content

It is important that the content is easy for consumers to find. Research is available to guide farmers market managers in optimizing their content to improve its findability. This process is called search engine optimization (SEO).

SEO is a “technique that helps a website or other content rank higher in search results on Google, providing a greater reach to a larger audience” (Henningan, 2023). It has a strong positive relationship with organizational performance (Khan & Mahmood, 2018; Yang et al., 2015).

SEO is effective because consumers rely heavily on search engines to find information and websites, and “93% of internet traffic is managed by search engines” (Khan & Mahmood, 2018).

SEO is important because consumers tend to only visit links, such as those to market websites and social media accounts, that appear on the front page of search results. Because so much online content exists, only businesses with stellar SEO will stand out enough to earn that high of a search result ranking (Khan & Mahmood, 2018; Hennigan, 2023).

There are two branches of SEO activities. The first branch, on-site optimization, encompasses SEO work that is conducted on the business' website itself. The second branch, off-site optimization, is SEO work that is done elsewhere online.

On-site search engine optimization

To get started with on-site activities to optimize the search engine results of an existing website and its content, farmers market managers should conduct an audit of their site, taking stock of how it measures up in content quality, findability, organization, site quality, and keywords selection and use. Then, market managers should use the findings to guide their SEO work.

To maximize SEO for a new website and its content from the ground up, market managers should first select the site's domain name carefully. Ideally, the URL for the market's website is the market's name, as this makes it easier for consumers to find the market online (Cornelisse, 2023). If a market has a long name or one that is commonly misspelled, a shortened version of the market's name may be a good choice instead (Cornelisse, 2023). Then, market managers should [identify keywords and craft site content based on them](#), keeping the information below in mind. Lastly, market managers should organize that content, using the information below as a guide.

Content quality

Is the website's content useful for market shoppers?

Many of the things a business does to a site to help its customers also help its SEO. For example, using the words customers use on the site improves the site's SEO (Google for Small Business, SEO Basics). See the [keywords selection and use](#) to learn more.

Including information useful for consumers (e.g., "about us" and contact information; a description of the business and its products and services and the company's location, address and hours) also helps to improve the website's SEO (Google for Small Business, SEO Basics). See [Step 1 of the plan](#) to learn more.

Is the site's content fresh and high in quality?

If there is a lack of interesting, relevant, original, easy-to-read and regularly updated content on the website, web surfers will not take an interest in the site, and it will not perform well in search rankings (Khan & Mahmood, 2018). See the [developing content](#) to learn more.

Is the site's content original?

If multiple pages have nearly or completely similar content, the website owner should indicate which page is the “main” version by tagging it for search engines as canonical (The URL page you want search engines to direct people to when searching up the webpage). Google Search Central provides [information for website owners on how to do this](#)⁵. Additionally, website software, such as WordPress, can be used to help market managers with this; they do not need to learn how to code to address canonical URL issues.

However, in most cases, it is of no benefit to have pages that are not original. The website should be streamlined to avoid duplicate content. Streamlining content is included in the [Meet Me at #NVFarmersMarkets Step 1 Worksheet for Farmers Market Managers](#).

Is the website's content embedded in the site from somewhere else?

The Inline Frame element, better known as iframes, are snippets of code that pull information from one website onto another. For example, advertisements or YouTube videos implemented into your website are considered iframes. Whenever possible, farmers market managers should include information directly on their websites rather than in an iframe (Southern, 2023). Content displayed in iframes can be more challenging for search engines to index and include in search results (Southern, 2023; Khan & Mahmood, 2018).

If iframes are used on the site, market managers should test that they're being indexed by Google. This is done through the “mobile-friendly test” in Google Search Console (Southern, 2023).

Pairing iframes with text-based, descriptive links to the embedded content helps the iframes to be indexed (Southern, 2023). A descriptive link hyperlinks words that describe the link's destination, rather than hyperlinking a vague phrase such as click here. An example of a text-based descriptive link text that could accompany a video is: “Follow along with this [video to learn how you can create homemade tomato soup using fresh, local produce](#) from the market.”

⁵ <https://developers.google.com/search/docs/crawling-indexing/consolidate-duplicate-urls>

It also helps to include title, description and lazy loading tags in the HTML for the iframe. Text-based links and title and description tags help search engines to find the iframe's content. Lazy loading tags help the iframe to load on the page without slowing the page down too much. Here is an example of what it looks like to use these tags:

```
<iframe src="https://example.com/" title="How to make homemade tomato soup"
description="Follow along as Ashley from Ashley's Farmers Market creates a healthy, flavorful
soup using local, Nevada-grown organic roma tomatoes purchased fresh from the
market "loading="lazy" width="500" height="400"></iframe>
```

Content findability

It is important that “[e]ach web page and piece of content on the website are associated with information that allows web search engines to index them and make them findable by the users” (Vasiliu, 2020). Examples of this information include keywords as well as HTML tags such as page title and meta description, image alternate text, and caption and heading tags (Vasiliu, 2020).

HTML can be intimidating. However, it's not required that farmers market managers learn how to code to address HTML tag issues. Instead, they can use website software, such as WordPress, for their websites. The software will help them with the tags.

HTML tags are discussed below. Keywords are discussed in the [keywords section of the plan](#).

Do pages have title tags?

Each page should have a title. Page titles should explain briefly and clearly what a customer will find on the page (Google for Small Business, SEO Basics). Google uses page title tags in search results, for the text of the link to the page. Social media platforms also use page title tags for post link previews.

Website software, such as WordPress, can be used to help market managers set their page title tags, no coding necessary.

Page titles should be contained in the HTML tag for titles, not in tags for other types of content, such as paragraph tags. The title tag should be located in the webpage's head element, with the page's other metadata tags. An example of what that looks like is:

```
<head>
```

```
<title>Homemade Tomato Soup Recipe | Ashley's Farmers Market</title>
</body>
```

Do pages have description tags?

Each page should have a meta description tag. This tag and other metadata tags are important for search engines because they make it possible for “content to be retrieved, tracked and assembled automatically” (Halvorson, 2009). The text inside the tag should be brief but compelling and use the market’s keywords.

Search engines sometimes pull this text for display below the link to the page in search results. This text is also used by social media platforms to create post link previews.

Website software, such as WordPress, can be used to help market managers with this; they do not need to learn how to code to address description tag issues. However, here’s an example of what that code looks like:

```
<head>
<meta name="description" content="Create a quick, healthy and delicious meal using fresh,
Nevada-grown produce from your local farmers market.">
</head>
```

Do photos have alternate text?

Each photo on the website should have an alternate text tag. The contents of the tag should describe what is going on in the picture, without repeating the photo’s caption. This information, although not visible on the page, will be read by search engines, as well as by people who use screen readers. The alternate text will also be shown to site visitors instead of the picture if the picture cannot be displayed because it was deleted or because the visitor is on a slow internet connection.

A photo of tomatoes on a market webpage for a tomato soup recipe might have the alternate text of, “A pound of bright red roma tomatoes still connected to one another by the dark green vine from which they grew sit atop a wooden cutting board in a cozy home kitchen.”

Website software, such as WordPress, can be used to help market managers with this; they do not need to learn how to code to address alternate text issues. However, here is an example of what that code looks like:

```

```

Do photos have captions?

Photos should have captions. Captions are different from alternate text because their purpose is not to describe the image. Instead, their purpose is to convey to viewers the relationship of the image to the content around it.

For example, the photo from the alternate text example above might have a caption reading, "Roma tomatoes, such as these grown by market vendor Ashley's Aquaponics in Las Vegas, are perfect for making homemade tomato soup. They bring to the dish an incredible, sweet flavor and rich texture."

Photo captions shouldn't just be near the image, they should be associated with it using the figure and figure caption HTML tags. Captions shouldn't be displayed in another type of tag, such as a paragraph tag. Here is an example of what the HTML for photo captions looks like:

```
<figure> <figcaption>Roma tomatoes, such as these grown by market vendor Ashley's Aquaponics in Las Vegas, are perfect for making homemade tomato soup. They bring to the dish an incredible, sweet flavor and rich texture.</figcaption></figure>
```

Website software, such as WordPress, can be used to help market managers with this, and no coding is necessary.

Content organization

Are the website's pages strategically named and organized?

How a site is organized is called information architecture. When done well, it allows users and search engines alike to find and easily make sense of a website's information (Vasiliu, 2020; Garrett, 2010). Market managers do not need to learn how to code to have good information architecture. This is because website software, such as WordPress, can be used to help market managers with the HTML aspects of information architecture.

However, information architecture includes carefully and intentionally selecting the location of each and every webpage in relation to the homepage, as well as in relation to each other page on the site. Market managers will have to make these selections for the website software. These selections will impact the site's URLs, which are important for search engine optimization.

Ideally, the URL for the market's website is the market's name, as this makes it easier for consumers to find the market online (Cornelisse, 2023). If a market has a long name or one that is commonly misspelled, a shortened version of the market's name may be a good choice instead (Cornelisse, 2023). An example of a market website URL could be AshleysFarmersMarket.com.

Market webpages should be organized under the market's homepage in groups of related content, known as subdirectories. Those subdirectories show up in the URLs of the site. An example could be AshleysFarmersMarket.com/recipes. Within the subdirectories are specific pieces of content, including webpages, the names of which should be descriptive and also show up in the site's URLs. An example could be AshleysFarmersMarket.com/recipes/tomato-soup-recipe.

The names of files uploaded to the site are also organized into subdirectories of related items, also show up in the site's URLs and should be named descriptively. For example, if a market manager takes photos of vendor stalls and produce for sale to use on the site, the manager should rename those photos from the default names the camera assigned them, such as "IMG11111.jpg," to describe what is in the image, such as "vegas-grown-roma-tomatoes.jpg." This way, the URL to the image will be descriptive: AshleysFarmersMarket.com/recipes/tomato-soup-recipe/vegas-grown-roma-tomatoes.jpg.

In the same way, market managers should also rename documents to be descriptive of their contents. An example is "market-bylaws.pdf." If uploaded to the "For vendors" subdirectory of the site, the file's URL would be AshleysFarmersMarket.com/for-vendors/market-bylaws.pdf.

Do all of the website's pages have heading tags, and use them correctly?

Information architecture also includes carefully and intentionally organizing the content that's on each of the site's pages. Heading tags are an important tool for this. Each page should have headings. The headings should clearly and briefly explain what a customer will find on the page, and within each section of the page (Google for Small Business, SEO Basics).

Headings should be contained in heading tags and not in a tag for another type of content, such as a paragraph tag. Heading tags should only be used for headings. They should not be used to change the appearance of other types of content such as paragraph content.

There are six levels of heading tags, H1 - H6. The heading levels should be used in order, without skipping around, starting from H1. The page's title should be displayed in an H1 tag. The titles for each of the page's sections should be displayed in an H2 tag. The titles for each topic in those sections should be displayed in an H3 tag, etc.

Heading tags also show up in a website's URLs. For example, the ingredients section of a webpage on a tomato soup recipe in a recipe section of a farmers market website might have this URL: AshleysFarmersMarket.com/recipes/tomato-soup-recipe#ingredients. URLs are important to search engine optimization.

Website software, such as WordPress, can be used to help market managers with this; they do not need to learn how to code to address heading tag issues. However, here is an example of what the HTML for headings looks like:

```
<h1>Homemade Tomato Soup Recipe</h1>
```

```
<h2>Ingredients</h2>
```

Is it easy to get from one part of the website to another?

Internal links should be intentionally and consistently used to guide visitors around the site.

All links on the website should work. When a website links to internal or external webpages that no longer exist, the site's SEO will suffer, as will its credibility with consumers. Market managers should frequently check for and fix or remove any broken links.

Website software, such as WordPress, can be used to help market managers with this; they do not need to learn how to code to address internal navigation or broken link issues.

Site quality

Does the website load quickly?

Search engines consider how quickly a page loads and how high a page ranks in search results. This is also an important metric for earning traffic from rural web surfers, as internet speeds can be slower in rural parts of the country, and most web users will not wait for a slow webpage to load. They will return to the search results to choose a different site to visit instead.

Farmers market managers should enter their site's URL into [Google's Page Speed Insights](#)⁶ to test their page load speed.

If the page load speed is too slow, market managers will need to revisit the site's design and content, looking for and addressing any large image files and includes files, such as CSS files, that are decreasing their page load time (Khan & Mahmood, 2018).

Going forward, all new web design and content work should be done with performance in mind, to ensure site content is provided quickly and conveniently (Vasiliu, 2020).

Does the website have a site map?

Websites should have a site map. Site maps inform search engines about the thematic dependency of a website and help visitors to navigate it successfully (Khan & Mahmood, 2018). The information contained in a site map is strategically developed as part of the site's information architecture work. That information then needs to be compiled into one file, called a site map, for search engines to use.

That file should list the "URLs for a site along with additional metadata about each URL so that search engines can intelligently crawl the site" (Khan & Mahmood, 2018). Metadata is important to include because it "enables content to be retrieved, tracked and assembled automatically" (Halvorson, 2009).

Website software, such as WordPress, can be used to help market managers with this; they do not need to learn how to create a site map.

Does the site have any search-related JavaScript problems?

Farmers market managers can use the "[mobile-friendly test](#)" in Google Search Console to identify any search-related JavaScript problems on a website (Google Search Central).

Keywords selection and use

⁶ <https://pagespeed.web.dev/>

The next step in farmers market website SEO is identifying keywords. “Using the right keywords as part of [the market’s] SEO strategy boosts more leads, helps build credibility and makes it easier for buyers to find [the market]” (Hennigan, 2023).

“The best keywords are those which have high probability of searches and low competition” (Khan & Mahmood, 2018). Tools, such as Google Search Console, Google Analytics, Google Ads Keyword Planner, Whitespark and Birdeye, are available through which farmers market managers can view the competition for specific keywords and check for other website issues that would impact their SEO (Khan & Mahmood, 2018; Hennigan, 2023).

Farmers market managers should use industry-specific keywords appropriate for their businesses such as farmers market as well as keyword modifiers (e.g., local/nearby/closest, organic, sustainable, open-air, Sunday and year-round) (Hennigan, 2023; Google Ads Keyword Planner, 2023).

Research shows that “[c]onsumers now put more emphasis on wanting food that is convenient, ethically raised and healthy; they want to know where their food is coming from, how it was raised and how it got to their plates” (White et al., 2014). So, keywords related to these topics are also important to consider.

Additionally, the following terms are important to use in the SEO of Nevada farmers markets websites, as Park et al. (2023) found that they are important to Nevada farmers market consumers:

- **Grown in Nevada**
- **Grown locally**, including in nearby regions of other states
- **Certified by the Department of Agriculture**
- **Grown organically**

Market managers should feature their selected keywords in their website’s page titles, URLs, image and document file names and content. However, keywords should not be overused, as that comes off as spammy and will negatively affect consumer trust as well as search engine rankings. Some experts suggest that the ideal frequency of a keyword (ratio of a keyword as opposed to all other words on a webpage) is 5% to 8%” (Khan & Mahmood, 2018).

Off-site search engine optimization

“Off-site optimization relates to the practices through which the website and its content are propagated over the internet” to increase the site’s traffic, which enhances the site’s rating. It is important because “[u]sually, the way Google finds a new website is by following links from one website to another” (Google, 2023).

Farmers market managers can engage in link building by employing the following off-site optimization tactics. Farmers market managers should never pay for other websites to link to their website (i.e., “backlinks”) (Khan & Mahmood, 2018). This will backfire, as search engines are aware of and actively take steps to ensure this strategy is not successful (Khan & Mahmood, 2018).

Website, social media and subscriber marketing

Market managers should link to their social media channels from their websites, share links to their websites and their web pages on social media, and engage in email marketing (Khan & Mahmood, 2018).

Market managers can also comment as themselves or as the market, as appropriate, on recent, relevant social media, forums or blog posts from credible entities (Khan & Mahmood, 2018). The comments should be high-quality, engaging responses that advance the conversation. They should not be self-centered or spammy. Where appropriate, the comments may include a link to the market’s website or tag the market on social media (Khan & Mahmood, 2018). These links may also be included in the forum profile or signature (Khan & Mahmood, 2018).

These tactics help consumers to visit the market’s social media profiles and website (Khan & Mahmood, 2018). See the [social media marketing](#) and [website marketing](#) sections.

Google business listing

Market managers should create a free Google My Business Profile for their markets. If a business profile already exists for their market, claim and update it (Hannigan, 2023; Hennessey, 2022). [Google has a free suite of resources available to business owners](#)⁷ who are looking to set up or improve their business listing.

It is essential to fill out the profile listing as completely as possible. Market managers should be detailed and avoid leaving anything to be guessed or assumed (Hollingsworth, 2022). In filling in this information, market managers should use the market’s SEO keywords. See the [keywords section](#).

Market managers should also complete any verification steps required (Hennessey, 2022; Hollingsworth, 2022). Edits to an unverified business listing are not always visible to the public,

⁷ www.google.com/business/resources

and unverified business listings do not provide business owners with complete access to the platform’s many features, including access to analytics and to reviews (Hollingsworth, 2022).

“After [market managers] get [their market’s] business profile set up, it’s important to continue updating it regularly” (Hennessey, 2022). A quality Google My Business profile makes it possible for a Google Map Pack, also known as a Google Local Map Pack, for the market to show up as part of relevant search results for the market. “These Google Maps results will usually display above the traditional organic search results,” which is “an important placement for businesses, as the [number one] spot gets the highest click-through rate of all listings” (Hennessey, 2022). The profile will also collect reviews from consumers for the market, and 94% of consumers say, “positive reviews make them more likely to use a business” (Hennessey, 2022).

Continuing to add photos and gather new reviews increases your authenticity and helps keep [the market’s website] closer to the top of the rankings (Hannigan, 2023). According to Google, “Businesses with photos on their profiles receive 42% more requests for driving directions on Google Maps and 35% more click-throughs to their websites than businesses without photos” (Hollingsworth, 2022).

Market managers should keep market hours accurate, including for holidays, indicate whether the business is Black- or woman-owned, and showcase its products (Hollingsworth, 2022). Market managers can publish offers, events, products and services directly to Google Search and Maps through posts on Google Business Profiles (Hollingsworth, 2022).

It also helps to embed a Google Map of the market’s location on the market’s website (Hennessey, 2022).

Market directory listings

Farmers market managers should submit their market for inclusion in relevant directories actively maintained by credible entities (Khan & Mahmood, 2018). Examples include:

- [AARP’s farmers market lists](https://local.aarp.org/elko-nv/farmers-markets)⁸
- [Edible Reno-Tahoe’s farmers market list](https://ediblerenotahoe.com/guides/farmers-market)⁹
- [Grown in Nevada’s farmers market list](https://madeinnevada.org/events/category/farmers-markets)¹⁰
- [U.S. Department of Agriculture’s farmers market directory](https://www.usdalocalfoodportal.com/fe/fdirectory_farmersmarket)¹¹

⁸ <https://local.aarp.org/elko-nv/farmers-markets>

⁹ <https://ediblerenotahoe.com/guides/farmers-market>

¹⁰ <https://madeinnevada.org/events/category/farmers-markets>

¹¹ https://www.usdalocalfoodportal.com/fe/fdirectory_farmersmarket

Guest writing

Farmers market managers can partner with related organizations to submit guest articles and blogs for publishing on their website (Khan & Mahmood, 2018). In the submitted articles, farmers market managers should link to their market's website. Ways to do this without appearing spammy include linking to the market's website in the article byline or bio. They can also cite information or resources available in their article on the market's website.

The impact of guest writing is magnified when a market manager guest writes for websites that are hosted on .gov or .edu domains. Ways for farmers market managers to get listed on .gov or .edu domains include reaching out to their alma mater to be featured as an alum; taking a community education class for business owners from their local government or college, and then sharing resulting successes with them for their promotion; and volunteering to collaborate on projects with their local city or county government or college, including their state's Extension or Experiment Station.

Farmers market managers can submit guest content to local media outlets as well. Possible formats include public briefs, suggested stories, letters to the editor or op-eds. See the [media relations](#) section and [Appendix F: Media outlets and calendars](#).

Provide functionality important to consumers and vendors

Increase functionality for consumers

Connecters

Farmers market managers should connect website visitors with the market's social media accounts. A common way of accomplishing this is to include icons for each social media platform the market is on in the header and footer of the market's website and to hyperlink each of those icons to the market's account on that platform. More information on this is in the [social media marketing](#) section.

Farmers market managers should also connect site visitors with their subscriber marketing efforts. More information on subscriber marketing, such as via email and text messages, is included in the [subscriber marketing](#) section.

Many services for subscriber marketing, such as Constant Contact, MailChimp or My Emma, provide embeddable sign-up forms. That is, prewritten HTML code that farmers market managers can copy and paste into their websites to collect interested site visitors' email

addresses and cell phone numbers and automatically subscribe them to the markets' lists. Farmers market managers using these services should take advantage of this feature. Farmers market managers not yet using a subscriber marketing service or market managers unhappy with their current service should keep this feature in mind when selecting a new subscriber marketing service to use.

Market managers should also connect site visitors with ways to get involved in and support the market. Examples include adding a donation button, as well as a donation or sponsorship page, to the website. The page should "explain how funds will be used and recognize past and current sponsors with their logos" (Iowa Farmers Market Handbook). This gives "a 'shout out' to funders or partners for their support" (West Virginia Farmers Market Association).

Calendars and reminders

"The purpose of a website is to inform, engage and to compel the user to take a certain action" (Vasiliu, 2020).

Research by Park et al. (2023) shows that a majority of Nevada consumers are thinking about shopping at a farmers market. Yet, they don't have a plan to go. Additionally, that same research showed that existing farmers market consumers in Nevada go once during the season (22.58%), or once every month (13.15%) or once in a few months (27.79%). Only 4.96% and 8.93% go weekly or every other week, respectively (Park et al., 2023).

Features on a farmers market website can equip potential consumers with the information they need to make that plan and keep to it. They can also engage and compel existing customers to shop in the market more frequently.

For example, adding a calendar of regularly scheduled markets and special events that lets consumers add the events to their smartphone or desktop calendars, with notifications and reminders, can engage consumers in planning a trip to the market and compel them to follow through. The functionality prompts consumers to start a new habit of shopping at farmers markets and increases the frequency of shopping among existing market customers.

Market managers don't need to know how to code in order to add such features to their websites. Instead, website software, such as WordPress, can be used to do so.

Attention directors

"Attention, in and of itself, can influence consideration and subsequent choice" (Khan, 2017). One key aspect that directs consumers' attention to a particular website feature among all of

the sites' other features is the salience of that particular feature. That is, how much that feature stands out.

Design elements that make a feature “pop out” on the site include brightness, color, color-blocking and size. Market managers can use such elements to create “eye-catching regions’ of an online (or offline) display that include items that people are likely to want”. If these items match shopper preferences, consumers are more likely to think highly of the market.

Market managers can also use design elements to create eye-catching regions with “highly esthetic or desirable products,” such as “beautiful produce or sweet-smelling bakery items” to “create a positive store image similar to a high-end grocery store”. In these regions, market managers should include call-to-action functionality that engages and compels the site visitor to take action, such as shop the market or like, share, subscribe, etc.

Additionally, farmers market managers can use other attention directors, such as horizontal and vertical positioning, to guide consumers to consider and choose options such as shopping at the market. For farmers market managers who operate multiple markets, it can be shopping a particular market among several. “[B]rands located near the center of the scene of online displays were the first to be fixated on and were noted (and re-examined) more often”. So, farmers market managers operating a singular website to represent multiple markets can arrange their list of markets strategically in alignment with their goals. They can feature a struggling market in the salient spot to drive traffic to it. Or they can feature a successful market in that spot to keep that market’s momentum up.

On multimarket websites, farmers market managers can also choose to arrange the markets’ information vertically or horizontally, depending on their goals. Consumers believe that expensive, high-quality brands hold higher billing vertically, “but hav[e] no preconceived beliefs about horizontal positioning”. If market managers want to showcase that a particular market is in an up-and-coming neighborhood, they can feature the markets vertically, with that one in the top spot. But, since research shows that a barrier to farmers market shopping is the belief that markets are an unwelcoming space, it may be a better strategy to arrange the market locations horizontally.

Sense makers

It is not enough to add attention-directing functionality to a website. Market managers must also ensure the information they’re guiding attention to is easily understood and acted upon.

How easy it is for a consumer to “make sense” of the site’s content is called processing fluency. Processing fluency can “affect preference for an option independently of benefits the option confers” (Khan, 2017). This means that shoppers will decide to like and then act to shop at an inferior market, even if another market is superior, if the inferior market’s information was

conveyed to them in a more understandable way. This happens because “higher fluency increases positive affect and decreases choice deferral”.

To make it easy for consumers to make sense of their sites, farmers market managers should: “(1) reduce the size of the assortment, (2) reduce information intensity and increase familiarity, (3) reduce the friction between the item and the background”.

For farmers market managers using one site to feature multiple markets, this poses a challenge, because as the number of markets they manage grows, the more the size of the assortment will reduce processing fluency. Key to overcoming this will be differentiating each market from the others and highlighting their uniqueness in a way that is not cluttered or busy. This “make[s] the processing of each item easier”.

Lists, categories and filters

Another way farmers market managers can increase processing fluency among website visitors is by adding the ability for visitors to sort any large lists of information on the site, such as lists of market locations, vendors, products, events, etc., through the use of categories and filters.

The terms used for the categories and filters should be terms consumers use. “[R]etailers should first determine how consumers themselves categorize the items within these large assortments and then organize [the items] accordingly”. For example, while farmers market managers know tomatoes are botanically categorized as fruits, many consumers think of them as a vegetable. So, if there is a category or filter for vendors selling vegetables at the market, tomato vendors should be included in it. Another example is that if there are categories and filters to narrow down recipes for using produce purchased from the market, tomatoes should be listed as a vegetable ingredient instead of as a fruit ingredient.

It is important to note if farmers market managers have a category of products that are unfamiliar for consumers, market managers can instead organize the products in alignment with the consumers’ shopping goals. For example, instead of categorizing mushrooms or microgreens as a specialty crop, farmers market managers might categorize them as a healthy choice. This causes consumers to “experience positive affect and shopping enjoyment,” which increases the likelihood of purchase.

e-Commerce

Park et al. (2023) found that many Nevada farmers featured “an online shopping and/or subscription function, suggesting that a significant percentage of Nevada farms are involved in direct-to-consumer marketing and sales.” If a market or market vendor has not yet added this functionality to their website, it is one they should consider incorporating.

Increase functionality for vendors

Fillable online forms

Market size is one of the top five reasons markets fail (Cowee, Curtis & Gatzke, 2009). Growing a market's size requires vendors. So, it is important to include forms for producers and businesses looking to become market vendors on market websites (Wilson et al., 2017). Vendor forms also help markets abide by legal requirements and plan their vendor and product mix throughout the season (Washington State Farmers Market Management Toolkit).

If a market does not yet have applications in place, resources are available online, such as the *Sample Market Application* in the [Farmers Market Federation of New York's Guide to Developing a Community Farmers Market](#)¹² (2019). The [Washington State Farmers Market Management Toolkit's Market Forms Bank](#)¹³ provides a “‘best of’ collection of forms for [managers] to replicate or improve.”.

Vendors should be able to complete the forms online from anywhere at any time on any device, without needing to download, print, mail or email them in, or call the market. Best practices to follow in developing online forms are discussed below.

- **Include instructions and feedback** — Include with the form instructions that help submitters understand how to successfully complete the form and use the form's controls. “Notify users about successful task completion, any errors and provide instructions to help them correct mistakes” (Web Accessibility Initiative).
- **Be simple and short** — Form submitters prefer simple and short forms (Web Accessibility Initiative). “Every field [form designers] ask users to fill out increases friction. The best thing [designers] can do to improve form completions is to get rid of as many fields as possible.” (Birkett, 2022). To this end, market managers should “[o]nly ask users to enter what is required to complete the transaction or process” (Web Accessibility Initiative). Requesting submitters to provide “irrelevant or excessive data” will increase the likelihood that users will abandon the form (Web Accessibility Initiative).
- **Ask easy questions first** — “Robert Cialdini's principle of ‘commitment and consistency’ states that when someone takes a small action or step toward something, they feel compelled to finish. For this reason, it's a form design best practice to put the easiest stuff first” (Birkett, 2022). Ask questions that introduce friction (e.g., billing information, anything too personal) towards the end of the form (Birkett, 2022).
- **Use formatting that submitters prefer** — Forms and form questions should be displayed in a single column on the page and not in a two-column layout. Form

¹² <https://agriculture.ny.gov/system/files/documents/2019/10/communityfarmersmarketguide.pdf>

¹³ <https://www.wafarmersmarkettoolkit.org/chapter-10/forms-bank/>

questions should be asked in a way that limits the amount of typing necessary to answer them. Additionally, market managers should “[a]llow people to complete shipping information before billing,” and not ask people using the same address for both to enter it twice. Radio button questions should be used instead of dropdown box questions for speedy completion. Additionally, form designers should automate as much as possible with features such as autofill.

- **Segment the form into smaller forms** — If using a long form, divide it into multiple smaller forms that constitute a series of logical steps or stages and inform users about their progress (Web Accessibility Initiative).
- **Collect stories** — “Market managers can’t promote markets by themselves — they need help from their vendors” (Farmers Market Research – Best Practices). Online forms can make it easier for vendors to provide this assistance to market managers. The forms can collect and organize vendor stories, which are powerful ingredients for successful marketing. “Market managers can encourage [vendors] to share more stories from their farms and how they got started farming. These stories are often the most powerful selling point for market managers when they are posting on social media or profiling farmers on their website” (Farmers Market Research – Best Practices).
- **Ask for feedback from returning vendors** — Farmers market managers can use online forms to make it easy to collect and organize vendor information (Washington State Farmers Market Management Toolkit). This could include vendor feedback for expectations and concerns as well as an opportunity to make suggestions on improving the market (Cowee, Curtis & Gatzke, 2009).
- **Do not put a time limit for completion** — Where possible, forms should not have a time limit on them (Web Accessibility Initiative). This will enable form submitters to work through the forms’ questions at their own pace (Web Accessibility Initiative). “If a time limit needs to be in place, for example, for security reasons, the user should have the option to turn it off or extend it” (Web Accessibility Initiative).
- **Experiment** – While following good design principles, be open to trying new ideas and test them yourself. (Birkett, 2022).

Market managers should ensure that their forms are placed on the website in a location that is easy to find for vendors, are linked on the website in all of the places that vendors may go to look for them, and are labeled in those places in ways that not only make sense for vendors but prompt them to click through to the forms (Donovan & Kinney, 2016).

Online fee payments

Farmers market managers should not require market vendors to pay market fees in cash or by check or money order. Instead, they should permit vendors who would like to do so to pay their market fees online through the market’s website. Other ways to accept electronic payment for vendor fees include via payment apps such as Zelle and Venmo. Market managers should ensure all online payment collection methods are set up appropriately for the business and are not connected to personal apps or bank accounts.

Troubleshooting

If a farmers market manager notices that their website does not show up in Google search results despite work to improve the site's SEO, the market manager should check whether the market's website has been blocklisted by Google by visiting the [Google Transparency Report](#)¹⁴ and entering their site's URL into the "Check site status" search bar. If the report indicates a blocklist is in place, the market manager should follow these [instructions from Google](#)¹⁵.

¹⁴ <https://transparencyreport.google.com/safe-browsing/search>

¹⁵ <https://web.dev/articles/request-a-review>

Module C: Social Media Marketing

Farmers market websites and social media complement one another (Wilson et al., 2017). Once a farmers market, food grower or vendor has one of these tools up and running, they should also set up and begin using the other. Nevada farmers market managers pointed out effective use of social media and content creation for social media as major gaps in their consumer marketing (Park et al., 2023).

Impact

Social media marketing can be effective in getting consumers to purchase and consume more local produce from farmers markets (Sneed et al. 2018). It is also a powerful tool for food producers. A farmer in White et al. (2014) shared that social media provides producers with “better insight into what consumers want and expect out of us... and more self-assessment.”

Cheng and Tan (2018) found that social media helped to spread the word about the farm, enhanced customer service, promoted mutual understanding, and fostered a better relationship between food growers and their community-supported agriculture program members. Such positive interactions via social media increased membership renewal rates and were critical to the success of the community-supported agriculture farm (Cheng & Tan, 2018).

This recommendation is echoed by a farmer in White et al. (2014), who shared, “I think [social media marketing] has had tremendous value because in our community, people know who we are, in our community and also in the agricultural community. I think that helps everybody work together.” Another farmer in the same study said, “To me, if you’re in agriculture today, [social media marketing has] got to be someone’s responsibility at your farm or in your family. You’ve got to be out there doing it. So, whether it’s your children, grandchildren, nieces or nephews, you’ve got to figure out how you can incorporate it into what you do.”

Platform selection

The first step to incorporating social media into a market’s marketing efforts is platform selection. However, social media is ever evolving. So, platform selection is a moving target that must be revisited over time. As of August 2023, Facebook, Instagram, Pinterest and X/Twitter were the leading social media platforms in the U.S. as measured in user visits (Dixon, 2023). Other top platforms include YouTube, Reddit and LinkedIn (Dixon, 2023). Despite strong brand recognition, TikTok is not a top-visited social media platform in the U.S. at this time (Dixon,

2023). However, this shouldn't discourage managers from utilizing TikTok, as the site's audience and user activity have grown massively.

At initial selection and later reevaluation, what determines whether to become active or continue engaging on a specific platform is whether doing so will advance the market's goals. In order for that to be possible, the platform's users must include the market's target audience. Many platforms publish their user demographics online. Hence, after determining the demographics of their own target audiences, market managers can examine the platform's demographics to determine fit. Market managers can also ask their target audience where they spend their time online, where they go to find information and where they go to have fun.

For markets that are just getting started on social media, the Iowa Farmers Market Handbook recommends focusing on Facebook first. "With its wide range of users (Baby Boomers, Gen X'ers, and Millennials), event functionality, and pages, it's a great way to get the word out about [the] market."

Among Nevada farmers markets and farmers, Park et al. (2023) found the most actively used online marketing tool was Facebook, with 87% of markets and 57% of farmers having a Facebook presence. Some were represented on Facebook through the manager's or owner's personal Profile, and not as a Page for the business, which is not best practice. Additionally, many of the farmers market Facebook pages represented multiple markets (Park et al., 2023). Markets and farmers should set up Pages for their businesses. Managers of multiple markets should use Facebook's Location Pages functionality to do so. This enables the market manager to create separate Pages for each of their markets, housed under the Page for the markets' parent brand. This retains and communicates the parent brand and brand hierarchy, while differentiating the child brands. Posts to the parent brand Page are automatically cross-posted to all of the child market brand Location Pages. So, only posts applicable to all of the child brands, such as recipe posts, should be posted there. Market managers should post the posts specific to a market directly to the Location Page for that market, complementing the posts from the parent brand Page with posts showcasing the unique information, stories and personality of the child market brand. The parent brand Page's automatic cross-posting is a timesaver for market managers over creating completely separate Pages for the child market brands. But, the separate child market brand Location Pages allow customers to interact with their local market and tag its location in their posts. This builds the market's brand and expands its reach into the neighborhoods it serves.

Once a market is established on Facebook, the Iowa Farmers Market Handbook recommends that it expands to Instagram. Market managers are also advised that, where there is not sufficient bandwidth to implement the best practice of developing unique content for each platform, markets can "link [their] accounts to automatically publish Instagram posts directly to Facebook."

Nearly 60% of Nevada farmers markets and nearly 40% of Nevada food growers are on Instagram (Park et al., 2023). One farmers market did not have an official Instagram account for the business, but its market manager posted to their personal Instagram account about the market (Park et al., 2023). Furthermore, several of the existing market Instagram accounts represent multiple markets (Park et al., 2023). This means that nearly 40% of markets and 60% of farmers have this platform available to expand onto (Park et al., 2023). Market managers should set up business accounts there for their markets, instead of representing the market on their own personal account. Market managers responsible for multiple markets should consider setting up separate accounts for them, as Instagram does not have a tool similar to Facebook's Location Pages.

The Iowa Farmers Market Handbook suggests markets also consider creating a private Facebook Group administered by and linked to the market's Facebook Page. The market manager can "answer questions, gather feedback and share important updates (weather, parking, rule reminders, changes, etc.)" in the Group.

In Nevada, Park et al. (2023) found that farms with a Twitter account were a small minority (n = 18, 6%). Further, one-third of markets had a Twitter (rebranded to the social media platform "X") account (n = 10, 33%) and all but one market—Carson farmers market—had been set up by the managers of multiple markets, and thus one account represented two to five different markets. Moreover, none of the existing Twitter accounts were active, and they had been dormant for several years (Park et al., 2023). These markets should revisit platform selection, and, depending on their goals and target audiences, either revitalize or close these dormant accounts.

General best practices

Be consistent, reliable and accurate

"When providing social media content, it is important to be consistent, reliable, and accurate" (White et al., 2014).

Account names and handles should be consistent with the business name and across platforms. Park et al. (2023) found that some Nevada farmers market Facebook Pages did not use the market's name. Also, some market managers posted about their markets to their personal social media channels or their other events or businesses, instead of maintaining separate accounts for the markets, with names and handles matching the market's name. The study also found that Nevada farmers markets' posting frequency varied widely, with posts in a 30-day window ranging from zero to 55 on Facebook and zero to 19 on Instagram.

Posting consistently is important because social media is designed to be “interactive and alive” (Washington State Farmers Market Management Toolkit). The toolkit recommends market managers “designate someone to be the point person for actively managing [the]market’s social media,” while also “shar[ing] this responsibility and recruit[ing] others to post, gather content and share photos”. For more information on posting consistency, see [the Commit to a calendar and develop checklists section of the Meet Me at #NVFarmersMarkets Marketing plan](#).

Be engaging

It is also important to be visual. Social media posts containing photos are more likely to catch the eye and get engagement than text-only posts (Iowa Farmers Market Handbook). Ensure the photos you use are high-quality, attract customers’ attention and help potential shoppers to imagine themselves at the market (Danao, 2023). Artistic and close-up shots of colorful, fresh produce; attractively plated prepared foods; and kids and families perform well (West Virginia Farmers Market Association). Although there is no expectation of privacy in public spaces, market managers should still ask parents’ permission before taking and posting close-ups of their children (West Virginia Farmers Market Association). Graphics, such as memes, quotes or cartoons, can also perform well on social media (West Virginia Farmers Market Association). Include an alternate text or image description with each photo or graphic, as well as accurate captions for each video (Danao, 2023).

In addition, it is important to accompany each visual post with text information, and to craft that text content strategically. “Even though images and videos quickly grab people’s attention, the accompanying text can make or break engagement with your content. Generally, shorter is better. Experiment until you find a winning combination” (Iowa Farmers Market Handbook). To conduct this experiment, farmers market managers should use their social media analytics. The analytics track engagements, i.e., the number of times someone likes, shares, comments on, or reacts to one’s post (Iowa Farmers Market Handbook). Market managers can use analytics to identify which content elicits more user engagement and then can post more of that type of content (Iowa Farmers Market Handbook).

To encourage post engagements, farmers market managers can host photo and swag giveaway contests (Urban Greens Toolkit). Another tactic is asking a question (Donovan & Kinney, 2016). The West Virginia Farmers Market Association recommends doing this once per week asking open-ended questions such as these as a tool for soliciting feedback; it gives market supporters a voice:

- “If you could invite a farmer for lunch and use their products for the meal, who would it be?” (Donovan & Kinney, 2016).

- “What do you love most about your farmers market?” (West Virginia Farmers Market Association).
- “What is your favorite stand at the market?” (West Virginia Farmers Market Association).
- “Do you have a favorite story about your local farmers market?” (West Virginia Farmers Market Association).

When responding to engagements, farmers market managers should try to be positive and helpful (Iowa Farmers Market Handbook). It is not necessary to respond to every comment. However, market managers can show that they are paying attention by acknowledging when someone makes a thoughtful post or shares something unique (Donovan & Kinney, 2016). Additionally, market managers should watch engagement notifications to discover user-generated content about their markets (Iowa Farmers Market Handbook). If a market manager receives a notification that someone made a post about the market to their own social media account, the market manager should ask for permission first and then share that content as appropriate (Iowa Farmers Market Handbook).

Be strategic

Social media content developed and shared should have purpose behind it (White et al., 2014). That is, those posting to social media for the market should not create posts just for the sake of posting. Instead, the posts should be strategically crafted to move the market closer to its goals. Additionally, “[p]ractitioners must decide the types of information their audience members want or need and strive to provide it in a way they would understand and even be willing to share” (White et al., 2014). While social media messaging should be mindfully crafted, it doesn’t have to be serious. Market managers should post content that more resembles “cocktail party banter” than a “board meeting presentation” (Donovan & Kinney, 2016).

The messages farmers market managers, food growers and vendors can share on social media can include market announcements and business updates, as well as relational messages (Cheng & Tan, 2018). Business updates can include posts live from the market. In White et al. (2014), one farmer shared, “When we’re at the farmer’s market, I’ll post a picture and invite people to come see us. It’s really easy that way and it’s in real time.” Business updates can also include posts about types of items consumers can expect to find at the market such as tomatoes rather than particular vendor’s tomatoes. Posts about generic products aim to enhance overall consumer demand by enhancing awareness and perception of common attributes, such as the products’ nutritional value and health benefits (Chen et al., 2021). Those posts have been shown to increase the price consumers are willing to pay for produce that was grown locally (Chen et al., 2021).

Examples of relational messages include the philosophy of the business, how the business works, any challenges the business is experiencing, as well as “sharing experiences and connecting emotionally” (Cheng & Tan, 2018). “Content can be generated from a variety of sources, whether it is providing details of one’s daily life, offering personal perspective on a current agricultural issue, or responding to readers’ questions and concerns” (White et al., 2014). Markets can post personal spotlight posts about market vendors. Markets can also share behind-the-scenes looks into what all market staff do, including attending meetings or conferences or building partnerships to make the market a success (West Virginia Farmers Market Association). No matter the inspiration for these messages, they come highly recommended. White et al. (2014) summarized farmers’ advice on social media marketing: Be authentic and start small. One farmer said, “Be genuine, let a little bit of your personality show through. Be honest about what you do.” Another said, “Have fun with it. Telling your story should be a wonderful experience” (White et al., 2014).

Using messages that target both “pragmatic product purchase and need satisfaction” characteristics and “social and emotional” characteristics is important because “marketing communications focused solely on product qualities would not successfully address the customer segment that is emotionally oriented” (Pilař et al., 2018). Nearly 40% of messages users share on Instagram using the hashtag #FarmersMarkets “match social and emotional segments” (Pilař et al., 2018). Using the message “locally grown” meets both needs, as does adding “come and buy healthy organic products and support local farmers” onto a product-focused message (Pilař et al., 2018).

For more information on messaging, see [Step 2](#) and [Step 4](#).

Markets can not only share their own messaging, but also share messages by others that are relevant to their market and audience. This can help market managers to keep their social media accounts active, particularly during busy periods, without having to create all of the content themselves. It also inspires the creators of that shared content to share the market’s messages on their channels as well, expanding the market’s reach. Always include a brief bit of text explaining how the shared content ties to the market. Examples of content by others that market managers can share include:

- Recipes featuring ingredients sold at the market.
- News coverage or success stories about or from the market’s vendors.
- Credible resources that help your vendors and farmers to grow their businesses.
- Articles about local food, including how it’s grown and how it benefits people and communities
- Information on programs that help the market’s community members, such as food banks and pantries; Extension classes on topics such as health and nutrition, gardening and canning; and events by partner organizations.

Be personal and professional

Social media is “[n]ot as formal as a newsletter or other forms of communications” (West Virginia Farmers Market Association). Farmers market managers should craft social media content that is personalized and written in the first-person, using “we/us/our”. The content should be “[i]nclusive—open to people of broad political and philosophical persuasion”.

Yet, people representing the market on social media need to remember that they are engaging there professionally. They should “[n]ever post anything inflammatory or offensive, or expressing a strong opinion that isn’t the official position of the organization”. They should also “[a]void preachy/political postings that are not an integral part of your mission”.

Be timely

It is important to give sufficient time for customers to plan for market activities, including dates and times, a compelling appeal, striking images and a link to learn more (Donovan & Kinney, 2016). Farmers market managers should use Instagram reminder posts and “[c]reate Facebook events (or a series of events) for [their] market dates and any special events throughout the season (such as a farm-to-table fundraiser or a kids day at the market)” (Iowa Farmers Market Handbook).

Be connected

Market managers should tag vendors’ accounts in posts, as well as share vendors’ posts on the market’s accounts (Iowa Farmers Market Handbook).

Market managers should also use relevant hashtags in their posts. The hashtags Instagram users use most commonly with the “#FarmersMarket” hashtag are the hashtags “#Organic,” “#Fresh,” “#Local,” “#Vegan” and “#Healthy.” (Pilař et al., 2018). Market managers should “[i]dentify any local hashtags used in [their] city/area that relate to community, events, etc.” (Iowa Farmers Market Handbook). Local hashtags for Nevada include: #NVFarmersMarkets, #GrownInNevada, #Nevada, city names such as #Fallon or #Reno, and #EatLocal. If the business is family-owned, that could be a hashtag as well: #FamilyOwned. Farmers are commonly seen using the hashtags #AGDaily, #FarmLife and #StillFarming.

Lastly, market managers should invite their professional and personal connections on a platform to engage with the market’s accounts there (West Virginia Farmers Market Association). They should ask that, if employees and vendors feel comfortable doing so, they

like, follow and engage on the accounts, as well as share them with their professional and personal connections.

Design best practices

When creating graphics for social media posts, market managers should ensure they convey the market's personality, a.k.a. the brand.

Market managers should use visual hierarchy to strategically guide viewers' eyes to the image and through the content within it (Danao, 2023). Graphics should use text headings and calls to actions, and both should be compelling to the target audience (Danao, 2023). However, this text must also be very concise. A rule of thumb is that graphics should contain only about seven words or less, plus a URL or QR code.

Market managers should ensure brand fonts and "colors are implemented, consistently used" and easy to read, even for shoppers with disabilities, such as those with colorblindness or who use glasses (Danao, 2023). Brand fonts and colors should lead. That is, they should be featured first and most prominently in the graphics. Accent fonts and colors may be used sparingly and strategically, as a complement to the brand colors. A rule of thumb is that designs should not exceed three fonts, three colors, and three tints or shades of those colors, and are often more effective with less.

Where possible, market managers should include the market's logo in the graphic. When a photo is used in a graphic, the logo can be in the photo, such as on market signage, employee branded apparel, product packaging, etc.

Graphics should be uncluttered and feature areas free from design elements, such as text, illustrations, icons or photos, which is known as white space (Danao, 2023). For readability, the use of all caps, fancy fonts and small font sizes should be avoided. Additionally, the URLs and hashtags should be camel cased (capitalizing the first letter of each word in a string) not sentence cased. The text in the graphic should be simple, free from jargons, acronyms and abbreviations.

Market managers should have licenses or written permission from the creator to use all design elements featured in a graphic, such as fonts, illustrations, icons or photos.

Subscriber marketing: Email and SMS

"It is recommended that all markets consider online advertising and e-mail advertising" (Cowee, Curtis & Gatzke, 2009). "Offering [subscriber marketing] to [market] customers keeps

them in the loop and offers [markets] opportunities to reach out to them on a regular basis” (Vermont Agency of Agriculture). It is “a cost-effective way of reaching many customers at once” and “to keep [market] customers engaged throughout the year (Cowee, Curtis & Gatzke, 2009; Sustainable Connections). Farmers market managers who report sending email newsletters “believe it is one of the most effective ways to reach repeat customers” (Wilson et al., 2017).

Markets can offer their subscribers updates and announcements via email or text message as well as email newsletters. Updates and announcements to share might include teasers, calls to action and links for the content the markets develop as they implement this marketing plan. See the [content development](#) section. Other ideas include:

- Reminders to attend the market
- Coupons (Vermont Agency of Agriculture)
- Special events news (Vermont Agency of Agriculture)
- Photos of the markets and produce (Urban Greens Toolkit)
- Answers to frequently asked questions (Urban Greens Toolkit)
- Seasonal messages, such as market opening reminders and closing thank-you’s
- Upcoming changes to market events, dates, times, locations or payment methods
- Testimonials from residents who benefit from the markets (Urban Greens Toolkit)
- Vendor spotlights and profiles (Iowa Farmers Market Handbook; Urban Greens Toolkit)
- What is for sale and what is in season at the market (Iowa Farmers Market Handbook)
- Parking reminders or traffic and construction updates (Iowa Farmers Market Handbook)
- Simple recipes with the produce/ingredients sold at the markets (Urban Greens Toolkit)

To get started with subscriber messaging, market managers and vendors should decide whether they’re going to deliver the content manually or with help from a service. If a market or vendor has 50 or fewer people who would potentially be interested in receiving email updates from the market, they may decide to create emails manually using their email provider, such as Gmail or Outlook. They would enter their own market email address in the TO field, and put recipients in the BCC field, not in the TO field. However, if a market or vendor has more than 50 people who’d like to receive updates, they should use an email service instead. Otherwise, their emails are likely to be blocked by the recipients’ email providers as spam. Examples of email service providers include Constant Contact, MailChimp or My Emma. These services make “creating a good-looking newsletter simple with pre-made templates” (Vermont Agency of Agriculture). The Iowa Farmers Market Handbook recommends that markets use such a service to design, write and schedule messages for their subscribers. Email design best practices are similar to social media and website design best practices, discussed elsewhere in this document. Design best practices for text messages include that the messages are brief and link to additional information. For both email and text messages, it provides an easy way for people to unsubscribe at any time.

Once a market manager decides whether they will distribute the messages manually or automatically, they will need subscribers. To begin their subscriber list, market managers and vendors should compile all of the contact information they have already, such as on vendor/sponsor/volunteer application forms or supplier/shopper order forms. Remember to also include employees and board members. “Compile separate email lists for vendors, volunteers, committee/board members, and/or community partners and sponsors. This way, you can email a specific group all at once to make an announcement, share volunteer or vendor recruitment needs, or give a friendly reminder about upcoming meetings or changes” (Iowa Farmers Market Handbook).

Next, market managers should begin actively soliciting additional sign-ups via all of their other marketing efforts, such as on their website and social channels; on their flyers, signs and other printed materials; and by extending a personal, verbal invitation to the shoppers they engage with at the market. “Make sure people can sign up for your mailing list via a button on your website, Facebook or Instagram page, and even on a paper sheet at the farmers’ market.” (Vermont Agency of Agriculture). Many services for subscriber marketing, such as Constant Contact, MailChimp or My Emma, provide embeddable sign-up forms. These are prewritten HTML code farmers market managers can copy and paste into their sites to collect visitors’ email addresses and cell phone numbers and automatically subscribe them to the markets’ lists to receive email and text message updates.

Offer incentives to people to join. E-newsletters can be used to introduce vendors, one or two each week, to customers and build relationships between them. The featured vendors could also offer some sort of discount or promotion exclusively to the subscribers. Restricting promotions to people on the newsletter’s mailing list will provide incentives for customers to join the mailing list, thus incentivizing the e-newsletter subscription, and will prompt current subscribers to forward the e-newsletter to other interested parties. Another option is to do a drawing for a market-related prize each week, such as a discount that can be used at any vendor. The drawing should be restricted to e-newsletter subscribers to incentivize joining the list (Cowee, Curtis & Gatzke, 2009).

Lastly, market managers will follow their marketing schedule and checklists to deliver their subscriber marketing content. Managers should determine the frequency of their e-newsletters based on the size of their business and its customer base. E-newsletters can be weekly, bi-weekly, monthly or quarterly, and the frequency can vary seasonally (Vermont Agency of Agriculture).

Module D: Community and Media Relations Marketing

“Farmers markets are a community affair; they bring people from the community together to socialize and enjoy food and other items grown and created within the community” (Cowee, Curtis & Gatzke, 2009). Park et al. (2023) identified “shoring up more support from local governments and the community” and “partnering with health programs and other organizations” as fruitful avenues for Nevada farmers markets to explore.

Submit the market to community calendars

Community calendars are often maintained by local media, businesses and associations (e.g., newspapers, magazines, TV/radio stations, banks and Chambers of Commerce) and accept entries at no cost (Iowa Farmers Market Handbook). Market managers should submit their market days and events for inclusion in those calendars (Urban Greens Toolkit). A list of [community calendars to post events to in Nevada is organized by counties in Appendix D](#). For a list of [media calendars to post events in Nevada organized by counties, see Appendix F](#).

Partner with organizations to invite their clients to the market

Farmers market managers can ask local organizations, businesses and government agencies operating in related spheres, such as in food, agriculture, public health and more, to help them get the word out about their markets. Market managers are recommended to become a member of their local Chamber of Commerce, Tourist Board or other business group to raise their markets’ visibility in the community and connect with local media and other businesses whom they could partner with. Networking activities such as these are linked with higher sales (Sánchez & Butzler, 2023). An example of a possible partnership between local businesses and a farmers market is found in College Hill Farmers Market (Iowa Farmers Market Handbook). Local businesses provide farmers market customers with free punch cards, and vendors punch the cards for purchases made at their booths. When the card is full, farmers market customers can redeem it at participating local businesses for a reward such as 50% off one dozen donuts, a free appetizer or a \$1 beverage discount (Iowa Farmers Market Handbook).

Farmers market managers can also leverage community partners and their networks to help distribute flyers, present information at a meeting, amplify the reach of their subscriber marketing or post on social media (Urban Greens Toolkit). Market managers can ask if it would be possible to post a market flyer at their partner organizations’ locations (Cowee, Curtis & Gatzke, 2009). Market managers can also ask local groups for speaking time at their next meeting to make those groups aware of the market and its impact and how they can shop, get

involved and help promote it. The Urban Greens Toolkit recommends community, council and parent-teacher association meetings. It would also make sense to connect with property management companies and realtors so that they can provide market information to new renters and homeowners in the area. Market managers can offer fresh, local produce to secure this type of publicity for free and to show their gratitude for the support (Cowee, Curtis & Gatzke, 2009). This has the additional benefit of encouraging the market's contact person at those organizations to "sample products and attend the market" and "describe their positive experience to customers of their own" (Cowee, Curtis & Gatzke, 2009).

Farmers market managers can work with local organizations to increase market attendees. For example, it is common for universities, senior communities and care homes to offer shuttles that transport their residents to the grocery store. These organizations may be interested in and willing to shuttle their residents to the market on market days. Additionally, farmers market managers can invite schools, home-school families, after-school programs and youth groups such as 4-H to the market. A market visit is an experiential learning opportunity for youth, educating them on topics such as agriculture, where food comes from, health, economics, math, small business development, community and economic development, and more (Urban Greens Toolkit).

Host and leverage community events to draw market attendees

Providing an "activity or offering... in conjunction with the existing market schedule and activities to drive increased customer traffic" is known as in-bound marketing (West Virginia Farmers Market Association). Doing this or making "your market feel more like a community event are both great ways to attract new visitors and keep existing customers coming back" (Iowa Farmers Market Handbook). They are effective because they make the market experience more fun and interesting (Iowa Farmers Market Handbook. This pleases existing customers and entices new ones, which can lead to larger-than-usual sales days (Iowa Farmers Market Handbook).

Markets can host events to further attract the community to the market. Events are "stand-alone occurrences, outside of the regular market functions, hours or activities. Because they're scheduled outside of market hours, vendors can participate in them. The events can be fundraisers for the market or can promote market values.

In either events or inbound marketing, the market itself does not have to provide the event activity; It can partner with community members and organizations to do that. Examples include:

- **Customers and vendors** — Collect recipes, partner with a local print shop to print them as cookbooks and sell the book at the market (West Virginia Farmers Market Association).
- **Food truck owners** — Feed crowds during market special events (Vermont Agency of Agriculture).
- **Children-focused organizations** — Offer a Kids Day at the Market with a bounce house, face painting, balloon artist and other kid-friendly businesses, as well as local nonprofits focusing on children’s issues (Iowa Farmers Market Handbook). In Nevada, youth organizations to consider include but are not limited to: [Arts for All Nevada](#), [Girls on the Run](#), [Immunize Nevada](#), Great [Basin Outdoor School](#) and [Elko Family Resource Center](#).
- **Waste management agencies** — Offer educational activities “on what can and cannot be recycled in their area, with an emphasis on the environmental and community benefits of recycling” (Curtis, Cowee & Gatzke, 2009). Highlight how the market recycles. Local compost companies can be good partners as well.
- **Gyms, personal trainers and fitness groups** — Offer classes such as yoga and begin and end activities, such as group rides or runs, at the market (Iowa Farmers Market Handbook).
- **Local chefs or restaurant owners** — Prepare a dish (or a meal) using ingredients from the market, offer free tasting samples and distribute copies of the recipe (Iowa Farmers Market Handbook; Sneed & Burney, n.d.).
- **Water management agencies** — Provide educational talks on where water comes from, how it is allocated for food production, and water conservation at the individual and food producer levels. Highlight ways the market is careful with its water use.
- **Performers** — Host a local author for a reading, bring in musicians or DJs to provide entertainment or invite a local performance group (e.g., community theater, dance troupe, etc.) to perform a teaser (Iowa Farmers Market Handbook).
- **Wineries, breweries and distilleries** — Host tastings paired with food from the market, perhaps in conjunction with the local chef’s cooking demonstration (Curtis, Cowee & Gatzke, 2009).
- **Growers** —
 - Share their experiences, as well as tasty samples for customers to enjoy as they listen and learn. Food growers can provide education on growing methods (Curtis, Cowee & Gatzke, 2009) as well as a behind-the-scenes look into life as a Nevada farmer or rancher, such as by sharing what they go through to still produce food for the community during drought, with samples provided of the producers’ wares.
 - Host a “‘crop mob’ of interested community members [who] show up at a vendor’s farm to work together for the day,” promoting a sense of community togetherness (West Virginia Farmers Market Association).
 - Make food from local farmers market vendors for a farm-to-table fundraiser feast (West Virginia Farmers Market Association).

- **Artisans** —
 - Offer craft activities (West Virginia Farmers Market Association).
 - Hold contests, such as a hot salsa contest (Iowa Farmers Market Handbook).
 - Sell tickets to raffle off a basket of products sold at the market. This raises funds for the market, while introducing consumers to the variety of vendors and items they can enjoy there (Iowa Farmers Market Handbook).
- **Schools and youth groups** — Engage the community youth/schools to design an art object (e.g., poster, logo, etc.) for the market in a youth poster competition (West Virginia Farmers Market Association).
- **Nonprofit agencies** — Host an on-site fundraiser for other community organizations, increasing the market’s foot traffic while connecting it to other area projects (West Virginia Farmers Market Association).
- **Extension offices** — Provide hands-on, educational events for people, businesses and communities on topics such as agriculture, horticulture, rangeland science; children, youth and families; community and economic development; health and nutrition; and natural resources and environmental science.

University of Nevada, Reno Extension is a unit of the University of Nevada, Reno’s College of Agriculture, Biotechnology & Natural Resources and is engaged in Nevada communities, presenting research-based knowledge to address critical community needs. It is a county-state-federal partnership providing practical education to people, businesses and communities (University of Nevada, Reno Extension). Examples of partnerships that may be possible between a market and its local Extension office include:

- **Extension nutrition specialists** — Offer educational demonstrations or informational displays on canning, freezing and drying foods.
- **Extension horticulture specialists** —
 - Host an “Ask a Master Gardener” booth staffed by Master Gardener volunteers.
 - Have a seed packet giveaway or seed swap (West Virginia Farmers Market Association).
 - Provide educational talks, such as on
 - “[W]hat grows well in home gardens in the area, what time of year gardeners should plant different items and what can be done to encourage growth in the arid climate of Nevada” (Curtis, Cowee & Gatzke, 2009).
 - Home garden and landscaping tactics to conserve water (Curtis, Cowee & Gatzke, 2009).
 - “[T]he composting process, how it can be made feasible for people with limited space and how it reduces the amount of trash sent to landfills,” as well as “how local foods purchased at the market can be composted and used for home gardening” (Curtis, Cowee & Gatzke, 2009).
- **Extension children, youth & family specialists** —

- Host events for 4-H youth similar to those found at state and county fairs at the market. Events could include judging of produce or livestock, cooking/baking demonstrations or other educational demonstrations (Sneed & Burney, n.d.).
- Implement programs to introduce children, the drivers behind many family purchases and future market shoppers themselves, to fresh produce and the market. Iowa Extension’s Power of Produce Program “has had phenomenal response with the kids, parents and vendors” (Iowa Farmers Market Handbook). The [program’s curriculum is available at no cost](#)¹⁶. Examples of Nevada Extension programs that seem promising for similar market partnerships are: Produce Pick of the Month; Pick a Better Snack; Veggies for Kids; Veggies for Seniors; Little Books, Little Cooks (Baptista et al. n.d.; Emm, n.d.; Kim, Petermeier & Bivins, n.d.).

This takes some of the burden of event planning off of market managers. It also exposes the partner organization’s clients and supporters to the market. However, successful events in farmers markets require a well-established organizational structure, a market manager and/or extremely dedicated volunteers willing to donate their time (West Virginia Farmers Market Association).

Markets can also participate in community events, such as home and garden shows and health fairs (Cowee, Curtis & Gatzke, 2009). Markets’ participation in local events can increase awareness of and drive additional traffic to the market. For example, farmers markets in northern Nevada can feature an art vendor or performer, or host an art activity for attendees during Artown, so their markets are included in Artown’s programs and other promotional materials.

For examples of [relevant community events by region, see Appendix E](#).

Engage in media relations

Benefits of media relations

Per the University of Nevada, Reno’s Media Training, media relations:

- Incorporates the market’s key messages and unique selling points into every media interaction
- Positions the market as the go-to expert in the industry for media questions or interviews
- Leverages and maximizes positive media relationships and media coverage

¹⁶ <https://extension.umn.edu/local-foods/power-produce-pop-club>

- Drives market attendance and contributes to overall market growth
- Increases understanding and awareness of the market
- Generates goodwill and enhances reputation
- Reinforces the market's brand

It is an opportunity for market managers to have their story and the story of their market told in a public forum the way they want it to be told. Josie Rozum of Dan & Debbie's Creamery said, "The media and consumers love local businesses. It seems like a lot of work to throw together a press release, but it's worth it. For us, the newspaper reach is fantastic. It's one of our best sources for free marketing" (Iowa Farmers Market Handbook).

The term for this kind of free marketing is "earned media." This marketing strategy allows markets to reach a wide audience within their community and builds a reputation at no cost for media buying (West Virginia Farmers Market Association). Earned media coverage is many times as valuable as paid coverage such as advertising (Cowee, Curtis & Gatzke, 2009). Set a plan each year to seek earned media during the market season, such as for the market's opening day or to announce anything new or innovative, such as events, programs, vendors or offerings happening at the market (West Virginia Farmers Market Association).

For an example of a successful media release for a market opening, see the Journal-News article, "[Fairfield's farmers' market aims to be a destination event](#)¹⁷."

What the media wants

To take advantage of this tool in a way that is frustration-free and time preserving for both market managers and reporters alike, market managers should know what reporters want from them. "The media need [market managers] as a source of news as much as [market managers] need them to report [their] information and clarify [their] point of view." The relationship must be a two-way street that helps the media to meet their goals while helping the markets reach wider audiences. Media want to "get a good story," "report the story well," and report it quickly.

Below are factors from the University of Nevada, Reno Media Training material that interest the media. Market managers who tie market happenings to factors relevant to the media when engaging with them are more likely to gain media coverage.

- Feature something **new, unknown or unusual**
- Involve **change, competition, conflict or controversy**

¹⁷ <https://www.journal-news.com/news/local/fairfield-farmers-market-aims-destination-event/b47FnqHkR4R1GSNYTQI7PL>

- **Bring to light or show progress or success in addressing an issue** the community is experiencing
- **Showcase human interest** by featuring people the community knows and can identify with, tugging at the heartstrings, and/or involving humor
- **Respond promptly to media inquiries**, within one business day, and “clarify and respect reporters’ deadlines”

All that is to say, “[r]eporters prefer sources who can give them understandable, accurate information in an interesting and colorful, yet brief, way, while respecting deadlines”. When market managers can deliver their messages to media “in an exciting, bite-sized package that will fit nicely into [the media’s] 30-, 60- or 90-second format,” market managers will be more successful in receiving media coverage. It is imperative then that when the media reach out to market managers, managers are ready with key messages.

Interviewing with media

Key messages help the farmers market manager to “tell [their] story, remain focused during the interview and increase the chances of a fair/accurate story.” Before an interview, market managers should prepare a few key messages that are relevant to the news topic at hand to ensure that the interview meets the goals of both the market and the reporter. If a market manager engages the media without having prepared key messages in advance, the result can be an inefficient interview for the market manager and the reporter alike. This is a missed opportunity for the market at that moment and it may also lead to missed opportunities in the future, as it may discourage the reporter off from using the market manager as a source on future stories.

Managers should “[s]trive to be proactive, authentic, responsive, accessible and appropriately transparent” in their messages. Their messages should be “simple, straightforward and concise”; consist of “sound bites and quotable quotes”; include “emotion and analysis”; be “packed in a brief and colorful way”; and be “clear, correct, complete, credible, conversational, captivating, concise and constructive”. In crafting the key messages, market managers should be mindful that how they talk about it is as important as what they talk about.

See the [key messages section of this document](#).

Media releases

A media release tells journalists key information about why a story about the market is newsworthy (Norton, n.d.). The Iowa Farmers Market Handbook advises market managers to

send out a media release to promote major events such as opening day or other exciting news. The Urban Greens Toolkit echoes this recommendation: “Host a media kick-off event and send out a media advisory to a targeted list of local print, television and radio stations.” A list of [media outlets relevant to Nevada farmers markets is included in Appendix E](#).

“A publication may print [the] press release verbatim if it’s well written and they are crunched for time, so make sure it reads as a stand-alone article, written in the third person” (Norton, n.d.). It should be “fair, balanced and objective,” and require little to no editing by the reporter (Norton, n.d.).

Market managers should use a template for their media releases. This will ensure it is provided to the media outlet in a format that they recognize and can use, and that it includes all of the information needed to meet the goals of both the market and the media outlet. For an example of a media release template, market managers can refer to the National Sustainable Agriculture Coalition’s [“Farm Media and Public Relations Tool Kit for Farmers.”](#)

When a media release or pitch (discussed below) results in an interview with a reporter, market managers remember “[a] little warm hospitality goes a long way... send them home with some of what [the market sells], or offer a meal during their visit featuring the products” sold at the market (Norton, n.d.). Additionally, be sure to thank the media for their coverage. “After an article or story has run or aired, send a thank you note with ideas for future story ideas” (Norton, n.d.).

Writing tips

- **Frame the story “in a newsworthy way to elicit interest.”** For example, show how the market addresses a broader, national issue such as human health, food sovereignty and security or “concerns related to how food is grown”; or tie into “events about which the media are already searching for stories” (Norton n.d.). Examples include National Farmers Market Week and National Organic Month. Tell the story in less than one page (Norton, n.d.).
- **Pull the reader in with a succinct headline, a powerful first sentence, short paragraphs and familiar words.** Headlines should “have a catchy appeal, share emotions, solve problems, and/or offer solutions that are big on benefits” (Norton, n.d.). Headlines should also include the community’s name (West Virginia Farmers Market Association). This is because media receive a lot of media releases and may not open or read one that does not seem at first glance as if it is relevant to their coverage area (West Virginia Farmers Market Association). The best leads (the first sentence of a story or press release) are “clever, colorful, and succinct without being precious and cute” (Norton, n.d.). Avoid jargon, acronyms or abbreviations; and use plain language that people who are not familiar with markets or where food comes from will understand.

- **Provide important and engaging information.** Answer “who, what, where, why and when,” using action-oriented verbs to describe the market and highlighting what makes the market unique (Norton, n.d.). Showcase and quantify the market’s contributions, such as to people, businesses, communities, economies, industries or the environment (Norton, n.d.). Mention the market’s successes, such as its awards, accomplishments or expansions (Norton, n.d.; Vermont Agency of Agriculture). Market managers should seize fun and natural occurrences such as their markets’ 10th anniversaries and serving their 1,000th customer as opportunities to write about their markets (Vermont Agency of Agriculture).
- **Highlight local voices.** Include quotes and testimonials from one to two local people (Norton, n.d.). Market managers can ask people to send them quotes. Or, if the local voice is someone they know well or who is very busy, market managers can also write a quote for the person as long as they have a chance to approve or edit their quote before media release is distributed (West Virginia Farmers Market Association).
- **Showcase partnerships.** Farmers market managers should give credit to their community partners (e.g., funders, sponsors, co-hosts) by mentioning them (West Virginia Farmers Market Association).
- **Include a boilerplate.** A media release boilerplate is a short blurb of general information about the sender of the release. It is provided at the end of the document and includes who the media should contact for information or interviews, key messages about the market and a link to the market’s website (Norton, n.d.). Including the contact information “for interesting people they can contact to interview... greatly increases [the] chances of coverage” (West Virginia Farmers Market Association). The interview contacts should be versed in the market’s key messages, the content of the media release and the goals behind why it was sent.
- **Proofread.** All media releases should be proofread by someone other than the writer themselves (Norton, n.d.).

Submission tips

In larger news outlets, reporters may specialize in different areas, which are called “beats” (University of Nevada, Reno Media Training). Market managers submit the media release directly to the journalist at the media outlet responsible for producing coverage on the topic in the story. But it is also okay to submit it to the outlet in general. At smaller news outlets, there may only be one reporter to send releases regardless of the topic.

When emailing in a media release, market managers should use the headline of the media release as the email’s subject line. In the body of the email, include what the market manager would like the reporter to do, such as covering or attending the event. When requesting reporters to attend the market or an event, market managers should provide the information a

reporter would need in order to attend, such as directions and parking information (West Virginia Farmers Market Association).

Include the full media release in the body of the email. This will ensure that it gets to the recipient, even if their computer uses a different operating system or word processor than yours, or if their spam filter blocks attachments. Also include the release as an attachment. The attachment should be a Word document instead of a PDF, as it can be easier to copy and paste from Word documents. Include “one or two high-resolution photos” related to the story as well as suggested captions for them (West Virginia Farmers Market Association).

The best time to send a media release tends to be Monday through Thursday, after 9 a.m. but before lunch, or between 1:30 and 3 p.m. (University of Nevada, Reno Media Training). Managers should avoid sending media releases on Fridays (University of Nevada, Reno Media Training).

Most television and newspapers look for stories about one to two weeks in advance; Radio programs consider stories two to five weeks in advance of their air date (Norton, n.d.). Market managers targeting weekly papers should schedule their releases for Monday, as that “will allow the greatest number of weekly newspapers to meet their deadlines” (University of Nevada, Reno Media Training). Market managers targeting magazines should connect them to the themes of the magazine’s upcoming issues and submit them far in advance because most magazines work ahead from three to six months (or more). If it is a priority to have a magazine article published about their market, managers could request an editorial calendar that lists upcoming article topics and try to tie their story into an appropriate topic (Norton, n.d.).

Media pitching

Media pitching is reaching out to a reporter to request coverage. The Iowa Farmers Market Handbook encourages market managers to “[r]each out about free on-air interviews.” In contrast, the Urban Greens Toolkit recommends farmers market managers “pitch a specific story to a reporter, perhaps an inside look at the volunteers who harvest and sell the produce, or a profile of a market patron who has been positively impacted by increased access to fresh, affordable and convenient produce” (Urban Greens Toolkit). The pitch can be a follow-up on a media release that the market recently submitted to the outlet.

In larger news outlets, reporters may specialize in different areas, which are called “beats” (University of Nevada, Reno Media Training). Market managers should pitch stories to reporters working beats relevant to the market. In contrast, at smaller news outlets, there may only be one reporter to pitch, no matter the topic. Pitches can be delivered in many ways, such as through a tweet or direct message on Twitter, via email or over the phone. Market managers should use the communication method preferred by the journalist being contacted. Managers

should also contact the reporter when they are the least busy. It is best to avoid calling journalists during three hours before the deadline (West Virginia Farmers Market Association). [Here](#) are some guidelines about the deadlines of different media outlets.

The market manager should start the pitch by introducing themselves. If the pitch is to follow up on a media release, they should mention this. They should also be at their computer, ready to resend the media release to the reporter while on the phone with them (West Virginia Farmers Market Association). The market manager should “[b]riefly summarize the story angle and why it’s timely and newsworthy, and mention [they] have contacts available for the story” (Norton, n.d.). The market manager should make their ask of the reporter, requesting specifically what they want the reporter to do as a result of their pitch (West Virginia Farmers Market Association). Lastly, the market manager should thank the reporter “for their time and invite them to follow up... if they have any further questions” (West Virginia Farmers Market Association).

As mentioned above, when your media pitch results in an interview with a reporter, “send them home with some of what [the market sells] or offer a meal during their visit featuring the products” sold at the market (Norton, n.d.). Additionally, be sure to send the reporter a thank you after the story airs (Norton, n.d.).

For a list of [media outlets to pitch, see Appendix F](#).

Media partnerships

Where it makes sense for both the news outlet and the farmers market, a deeper partnership is possible. For example, the Iowa Farmers Market Handbook recommends market managers “[o]ffer to contribute a weekly/monthly article.” Cowee, Curtis & Gatzke (2009) also suggests market managers contact media outlets to ask if it would be of their readers’ interest to feature a recipe of the week based on available products. The market manager can become a regular contributor to the media outlet, and the media outlet a regular facet at the market.

Washington Farmers Market Manager Bob Shepherd said, “The newspaper would come to each market at no charge and give out 50 papers. In exchange, they allowed me to write a column. I did that every week for 15-20 years. When we first got started, those newspapers were crucial. The columns were informative but also hit on the social side. My closing line every single time was ‘See you down there’” (Iowa Farmers Market Handbook).

Op-eds and letters to the editor

Editorials, letters to the editor and op-eds, short for opposite the editorial page, are opinion pieces. Editorials are written by people on the newspaper's staff and represent the outlet's opinion. Letters to the editors are written by readers and share brief opinions or reactions, such as disagreements or different perspectives, to something that was recently published in the paper (Norton, n.d). Op-eds "introduce new perspectives and viewpoints to a topic that editors feel are important to their readers" and are typically written by someone affiliated with the paper, but some are written by readers as well (Cornell College of Agriculture and Life Sciences). There is a huge reward to having a submitted opinion piece published. In many newspapers, whether in print or online, op-ed pages are among the most widely read sections (Cornell College of Agriculture and Life Sciences).

Farmers market managers can write letters to the editors and op-eds and can submit them to the paper for publishing. Market managers can also recruit trusted market vendors and shoppers to do the same. Those recruited should have expertise in the issue at hand, as well as a keen understanding of the market's key message and position on the issue. Market managers can also partner with the managers of other markets across the state to write op-eds on issues that impact the group. "There is evidence that bringing market managers together is beneficial for individual markets and the system as a whole... They can work together to support (or oppose) government actions that could be beneficial (or detrimental) to markets or local agriculture" (Curtis, Cowee & Gatzke, 2009).

Not all submitted articles will be published. This is because most outlets receive more submissions than it is possible for them to publish (Cornell College of Agriculture and Life Sciences). As a result, some outlets set time, quantity and location limits on submissions.

Writing tips

- **Be yourself.** Market advocates should write the article in the first person, from their perspective and in their personal voice, giving it "a personal touch" (National Sustainable Agriculture Coalition). They should submit with the article their name, contact information, a high-resolution photo of themselves and a sentence on their expertise on the subject (National Sustainable Agriculture Coalition).
- **Write impactfully and direct readers to act** (Reno Gazette-Journal). Article authors should "[a]void passive style like the plague" and instead "[s]tate [their] thesis right away" (Cornell College of Agriculture & Life Sciences). They should take a strong viewpoint that tries "to persuade readers rather than simply educate" or "raise awareness about an issue or the activities of an organization" (Reno Gazette-Journal). Authors should "consider whether [their submission] is something [they] would share if [they] came across it... and whether it contains an action that readers can take away" (Reno Gazette-Journal).

- **Write for the paper’s readers, not for the market.** “Many well-intended op-eds never see the light of day because issues that are important to the author may not be important to the targeted publication’s readers” (Cornell College of Agriculture & Life Sciences). Market advocates should choose the topic for the paper, not for the market. Additionally, they should address that topic in a way that shares information novel for that audience and issue (Cornell College of Agriculture & Life Sciences). “If [a submitter] can get an editor to say, ‘Gee, I never thought of that’... they “will have a good chance of being published” (Cornell College of Agriculture & Life Sciences).
- **Focus on one specific topic.** Illustrate why the issue is important, how prevalent it is, who is impacted and how, and pose possible solutions – all within about 500 words for op-eds or about 300 words for letters to the editor (National Sustainable Agriculture Coalition). If the market manager is responding to an article or opinion piece previously published by the paper, they should include the name of the article, author and date in the first paragraph of their letter (Norton, n.d.). For all pieces, the manager should be sure to keep track of the sources they used during the writing process because the opinion editor will request them if the submission is accepted (Cornell College of Agriculture & Life Sciences).
- **Follow the paper’s writer’s guidelines and submission instructions.** Market advocates wanting to submit an opinion piece should refer to the paper’s guidelines and instructions before putting pen to paper, reference that information throughout the writing process, and edit the piece to meet guidelines before submitting it to the paper as directed. Additionally, writers should not submit their writing to several publications simultaneously because virtually all news outlets require exclusivity (Cornell College of Agriculture & Life Sciences).
- **Use strategic timing.** Submit op-eds during breaking local news, a technique called newsjacking, legislative action, special events or anniversaries (National Sustainable Agriculture Coalition).

To ensure an op-ed is effective, the National Sustainable Agriculture Coalition recommends farmers market managers consider the following questions before beginning the writing process:

- What is the market’s story and key messages?
- What policy or idea is the market owner or market taking a stand for or against? Who in the community agrees and disagrees with this stance and why?
- What problem is the market manager or market trying to solve by writing this letter? What is the market manager or market doing to help? What is the solution, and how much does it cost?
- Who is affected by the problem? How urgent is it to solve? What language, details or stories should be included to clearly and effectively “paint a picture” of the issue in readers’ minds?

- How did it get to this point? Is there a villain, cliffhanger or suspenseful event? What is the history?

In recent years, there has been an uptick questioning Nevada agriculture. Why are we even trying to grow our own food here? The climate is not well suited for it with drought, etc. There has also been an uptick in residents opposing agricultural operations in their own backyards, such as opposing meat processing and packaging plants, for fear of property value and enjoyment impacts. Market managers' op-eds could address these topics, showing support for agriculture in general, as such support directly impacts their markets' vendors.

Examples and resources

- [The Op-Ed Project](#)¹⁸,
- "[Meet me at the farmers' market](#)¹⁹" editorial by Gold Country Media Managing Editor Carol Feineman.
- "[Strong Support for the Malibu Farmers Market](#)²⁰" letter to the editor by Suzanne and Sham Kingston.
- "[Please Don't Scale Back Farmers Market](#)²¹" letter to the editor by Kathy Reed.

Advertisements and public service announcements

Paid advertisements and public service announcements are another way farmers market managers can use the media to get the word out about their markets. The Iowa Farmers Market toolkit recommends market managers inquire with local media about discounted advertising rates. The Urban Greens Toolkit suggests that market managers draft and record a short 30-second public service announcement to submit to local radio stations. Because some stations prefer a script and others prefer a recording, it helps to have both and offer them accordingly (Urban Greens Toolkit).

¹⁸ <https://www.theopedproject.org/resources>

¹⁹ <https://goldcountrymedia.com/news/293942/meet-me-at-the-farmers-market>

²⁰ <https://malibutimes.com/letter-to-the-editor-strong-support-for-the-malibu-farmers-market>

²¹ <https://sfrichmondreview.com/2022/07/25/letter-to-the-editor-please-dont-scale-back-farmers-market>

Module E: On-Site Marketing

Space, signage and branding

Market managers should ensure the grounds where their markets are held are clean, in good repair, well organized and comfortable. For example, “[n]o matter how clean [a] market may be, it won't appear so to [market] customers if they are seeing dull or cracked and peeling paint. A fresh coat of paint is associated with ‘clean’ and ‘high quality’” (Moyer, 2023). Also, market managers should pay attention to the layout of their market, proximity of restrooms and trash/recycle bins, and location of the information booth (Iowa Farmers Market Handbook). Sun protection is also important, especially for Nevada farmers markets. It is highly recommended that vendor stalls provide some shade for customers (Cowee, Curtis & Gatzke, 2009).

Park et al. (2023) identified signage for farmers markets and vendors as a fruitful avenue for Nevada markets and vendors to explore and enhance the current practices. Farmers market managers and vendors should evaluate whether their markets have good signage and branding (Moyer, 2023). “Creating signage and environmental graphics on your market's site that are consistent with your branding will enhance brand awareness, increases visual exposure of the market, and enhances consumer experience while at the market” (West Virginia Farmers Market Association). Markets and vendors should have a logo, and the logo should be included on everything, “from the signs outside of the market, to the product pricing signs, to the hats and/or t-shirts worn by the staff” (Moyer, 2023).

When possible, markets should have a market sign outside along the road where the market is located (Moyer, 2023). The sign should be large and clear enough and displayed at the appropriate angle so that “it can be seen 1,200 feet away by someone driving along the road” (Moyer, 2023). Information on the sign should include that there is a farmers market, it is open, and its days and times (West Virginia Farmers Market Association). Moyer (2023) estimates that such signs can increase the chances of a passerby stopping at the market by up to 50%.

Additionally, it is helpful to have signage at the market's entry, as well as throughout the market. “Signage at the entrance welcoming people, with your market's name is important to set the tone of the market – inviting and friendly. Hours and days open are also very helpful on this sign. This signage could even include some facts about the market, harvests, season, or any other relevant fun fact that relates to the market and shares information with your customer” (. Signage within the market helps customers navigate the market, find the products and vendors they're looking for, and feel comfortable in and familiar with the space. Bigger markets need more signage for different vendors throughout the premises.

In addition to the markets, vendors should use a large, easy-to-read, and easily recognizable sign featuring their farm or business name to help customers find them (Iowa Farmers Market

Vendor Handouts). Vendor signs should also include “features and benefits” signage (Moyer, 2023). “For example, the feature could be Granny Smith apples, and the benefits would be ‘good for baking’” (Moyer, 2023). Park et al. (2023) found that, at Nevada farmers markets, organic signs were not highly visible. Yet, the study found organic produce is important to potential Nevada farmers market shoppers. If applicable, vendors should include that information in their signs as well.

Farmers market managers and vendors should ensure that the price for each item sold at the market is clearly displayed (Moyer, 2023). When the price is not clearly displayed, customers may pass by the vendor rather than asking about it, even if they are interested in the product (Iowa Farmers Market Vendor Handouts). Additionally, it is important “to communicate to customers and to the community that farmers’ markets are a place where people can purchase high-quality products whose value exceeds prices” and that such purchases keep local money local (Cowee, Curtis & Gatzke, 2009). However, Park et al. (2023) found that, at about two-thirds of Nevada farmers markets, vendor prices were not always there or clearly displayed.

There are several ways vendors can address this in a way that is cost-effective, reusable and long-lasting (Iowa Farmers Market Vendor Handouts). For example, vendors can use a chalkboard. Alternatively, they can laminate a simple sheet for every item they sell regularly and use a dry-erase marker to update the price each week (Iowa Farmers Market Vendor Handouts).

Farmers market managers and vendors can incorporate QR codes into their signage. QR codes can lead visitors to the market or vendor's website where they can find far more information about the market or vendor (Cornelisse & Miller, 2023). If lines at their booth can be long at times, such as lines at a market’s sole ice creamery stall on a hot summer day, vendors can place a sign near the line with a QR code to educational content, such as to a video on “how ice cream is made, from cow to cone.” Customers can watch the videos to more happily pass the wait time while forming a stronger and more positive connection to the vendor (Cornelisse & Miller, 2023). Besides these functions, QR codes can connect customers to social media channels and email newsletters and to inquire about customers’ satisfaction (Cornelisse & Miller, 2023).

Markets can also use market signage to attract future vendors, inviting them to picture their business selling here at the market and providing a QR code or URLs to the market’s website to learn more and apply.

Product merchandising

In addition to signage, also important to vendor success is the quality of their product displays. “[C]lean, well-lit displays with clean packaging will be much more enticing” (Moyer, 2023).

When stands are more attractive, customers are more likely to stop and visit them (Iowa Farmers Market Vendor Handouts). The items vendors sell should be organized in a way that “makes customers want to reach out and grab them” (Iowa Farmers Market Vendor Handouts).

Tips include:

- **Use angles and colors to attract customers**, such as by arranging products by color order to create a rainbow (Iowa Farmers Market Vendor Handouts). “If [a vendor’s] products are all of a similar color... add props or purchase a bouquet from another vendor to add some color” (Cowee, Curtis & Gatzke, 2009).
- **Display items in baskets**, using padding such as a burlap bag to raise the height of the items in the baskets (Iowa Farmers Market Vendor Handouts). This makes the products in the baskets more visible to passersby and gives the impression of abundance.
- **Provide a sense of abundance** by keeping booths looking full (Iowa Farmers Market Vendor Handouts).
- **Entice customers** with produce displays that have been rotated so as to always be fresh (Moyer, 2023).
- **“Get creative with vertical space.** Stack wooden crates on top of each other, create multiple levels on [the] table, and make a stand that rises up at an angle” (Iowa Farmers Market Vendor Handouts).
- **Use under-table space deliberately.** If a vendor uses their under-table space as a display, it should be kept “neat and organized” (Iowa Farmers Market Vendor Handouts). Otherwise, vendors should use “a tablecloth to hide it from the customer’s view” (Iowa Farmers Market Vendor Handouts).
- **“Put together bundles of items for sale.** For example, if [the vendor] make[s] cheese, [they] could put together a bundle with crackers, jam or local honey” in collaboration with other market vendors (Vermont Agency of Agriculture). Market vendors can use each other’s “products as ingredients in/on the foods they sell” (Vermont Agency of Agriculture).

To support a well-signed, attractive market, market managers can include sign requirements in their market policies, as well as tips for vendors, such as on display, packaging and produce rotation, on their website.

Shopping experience and service

Effective market and vendor branding, good vendor displays, interesting market and vendor layout, and the overall appearance of the market contribute to what makes the market unique (Moyer, 2023). But also contributing to that are the personality, knowledge and attentiveness of market and vendor staff (Moyer, 2023). Park et al. (2023) identified “training and technical assistance on how to interact with customers” as a fruitful avenue for Nevada markets and

vendors to explore. Together and “[i]f done well, the overall appearance of the market and the knowledge and attentiveness of the staff can and will project a unique shopping experience that will keep [the] customers coming back” (Moyer, 2023). So, it’s important for Nevada farmers market managers and vendors to not only invest in their branding, signage, displays and facilities, but also their staff.

Tips:

- **Invest in staff** — Markets with full-time managers have improved vendor performance (Schmit & Gómez, 2011). When staff morale and knowledge is high, staff are able and happy to draw passing customers to the booth with friendly greetings and provide customers with the information they need in order to make a purchase. In contrast, low salaries and high turnover rates are linked to market closure (Cowee, Curtis & Gatzke, 2009).
- **Pitch in and set an example** — “It takes everyone at the market to make customer service work (Iowa Farmers Market Handbook). Market managers should set the strongest example in customer service (Iowa Farmers Market Toolkit).
- **Be proactive, personable and engaging** (Vermont Agriculture Agency) — “It goes a long way when the market manager has positive energy and is proactive in helping vendors and customers - not just sitting at the information booth and waiting for problems to come to them” (Iowa Farmers Market Handbook). The vendors’ “products might be high-quality enough to sell themselves, but they will certainly sell better with [their] help (Cowee, Curtis & Gatzke, 2009). “It is important to remember that when [vendor staff] is at a market, [they] are no longer a producer; [they] are a salesperson” (Cowee, Curtis & Gatzke, 2009). Competent service from staff who are friendly and helpful is an important determinant of customer satisfaction, and when provided with an outstanding shopping atmosphere, “customers are willing to spend more money for agricultural goods” (Spiller, Zühlsdorf & Mellin, 2007).
- **Share information, recipes and food pairings** — Staff should be “friendly and knowledgeable, provide information about [how] their products were grown or made (this is a good opportunity to offer a recipe card or brochure) and use the opportunity to tell customers about upcoming product availability or market events” (Cowee, Curtis & Gatzke, 2009). It’s helpful if vendor staff has and shares 10-second pitches for the product they sell. An example is, “I love _____ because it’s tasty and it’s easy to cook. Here’s what I do with it...” (Sustainable Connections). Customers value vendors’ ideas; they keep customers coming back for more (Sustainable Connections).
- **Offer connection** — Staff should “have a newsletter sign-up sheet available” (Vermont Agency of Agriculture) and prompt booth visitors to follow the business on social media, sign up for their newsletter or visit their website.

It is important to note that some of the hallmarks of excellent customer service described above make a positive impact on customers who are extroverted or neurotypical but could have a negative impact on customers who are introverted or neurodivergent. Staff should respect the shopping preferences of individual customers.

Supervisors should also be aware that some aspects of quality customer service, such as effective use of eye contact, small talk, tone of voice and body language, are challenging for neurodivergent employees to implement. Forcing them to do so is contrary to the Americans With Disabilities Act. It can lead to employee mental health issues, burnout and turnover, in addition to legal trouble. To help ensure employee health and happiness, stability in staffing levels, and positive customer experience, managers should look for the strengths in each of their employees and distribute tasks so that everyone is performing at their best.

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Appendix A. Sample benefits messages

For inspiration, below are some sample benefits messages on the topics identified above.

- **Superiority of food available at the market**
 - **Tastiness**
 - Taste what fresh really means. Shop local produce from [Region's] only [unique feature] farmers market, [Day of the week] from [Open time] to [Close time] at [Address]. (Inspired by: ACEnet.)
 - **Origin**
 - Everybody eats. Yet 72% of people are unfamiliar with farming and ranching. Farmers markets such as ours are a place where shoppers can connect with food producers and learn more about where our food comes from. (Source: Farmers Market Coalition.)
- **Positive impacts of shopping at the market**
 - **Improving diet and health**
 - Did you know? One factor in determining a community's health is its ratio of farmers markets to residents. We're glad to be here, helping [Region] be a healthier place to live. (Source: Farmers Market Coalition.)
 - Great news! Farmers markets increase community health by providing community members with access to fresh fruits and veggies. Get your health on! Shop our market, [Day of the week] from [Open time] to [Close time] at [Address]. (Source: Farmers Market Coalition.)
 - Research shows families eat healthier when they buy locally grown fresh fruits and veggies from farmers markets. We're here to help your family eat healthier, [Day of the week] from [Open time] to [Close time] at [Address]. (Source: Farmers Market Coalition.)
 - Access to healthy food helps keep health care costs low. We're glad to help keep medical expenses down for [Region] by offering residents fresh, healthy foods, [Day of the week] from [Open time] to [Close time] at [Address]. (Source: Farmers Market Coalition.)
 - Health tip: Reduce your risk for chronic diseases, such as diabetes and heart disease, by incorporating enough fruits and veggies into your food choices. We can help! Our market features roughly [XX] varieties of fruits and veggies, available [Day of the week] from [Open time] to [Close time] at [Address].
 - Wow! Eating at least five servings of fruits and veggies per day can cut your risk of cancer by 20%. We can help! Our market features roughly [XX] varieties of fruits and veggies, available [Day of the week] from [Open time] to [Close time] at [Address]. (Source: American Institute for Cancer Research.)
 - **Supporting local growers and agriculture**
 - Farmers markets are one of the few ways new farmers, ranchers and food producers can get started with their business. Our market is proud to provide a place for [Region's] entrepreneurs to start small and learn what works.

- To learn more about becoming a vendor with us, visit [link to page on becoming a vendor]. (Source: Farmers Market Coalition.)
 - To meet our vendors, visit [link to vendors profiles page]. (Source: Farmers Market Coalition.)
- Did you know? There are 3.5 times as many U.S. farmers over the age of 65 as there are under the age of 35. That’s one reason why farmers markets are so important. We’re one of the few places where new food producers can start small and grow their business.
 - To learn more about becoming a vendor with us, visit [link to page on becoming a vendor]. (Source: Farmers Market Coalition.)
 - To meet our vendors, visit [link to vendors profiles page]. (Source: Farmers Market Coalition.)
- Good news, everyone! Farmers who sell directly to consumers, such as at our market, are less likely to experience business failure or bankruptcy. We’re glad to help local food producers stay in business. (Source: Farmers Market Coalition.)
 - To learn more about becoming a vendor with us, visit [link to page on becoming a vendor]. (Source: Farmers Market Coalition.)
 - To meet our vendors, visit [link to vendors profiles page]. (Source: Farmers Market Coalition.)
- Farmers who sell directly to consumers, such as at our market, are more likely to continue farming than those who don’t. We’re glad to help local food producers continue to feed our community. (Source: Farmers Market Coalition.)
 - To learn more about becoming a vendor with us, visit [link to page on becoming a vendor]. (Source: Farmers Market Coalition.)
 - To meet our vendors, visit [link to vendors profiles page]. (Source: Farmers Market Coalition.)
- **Growing strong communities and economies**
 - “Farmers markets provide an opportunity for local farmers to earn income while giving others access to fresh and healthy food. This exchange strengthens the culture of community, building a sense of trust, support and friendship.” (Source: ACEnet.)
 - Our farmers market nourishes [Region] communities by:
 - Increasing residents’ access to affordable, healthy food
 - Providing support for small-scale farmers and food producers
 - (Source: Farmers Market Coalition.)
 - Did you know? Farmers markets foster connected communities. In 2020, over 5,000 U.S. farmers markets provided nearly 32,000 volunteers with a place to serve their communities. (Source: Farmers Market Coalition.)
 - Fun fact: Growers who sell locally create more jobs than those who don’t. We’re glad to provide a place for area growers to feed [Region] and create local jobs. (Source: Farmers Market Coalition.)
 - Farmers markets bring communities together with nutritious food, support the livelihoods of local farmers, contribute to the wellbeing of our planet, and so

much more. Explore how our market is making a difference right here in [Region]. (Source: Farmers Market Coalition.)

- Did you know? Farmers markets are hubs for connection and community resilience.

Farmers market managers can also ask customers for testimonials, such as these below, adapted from Buman et al. (2014). For maximum impact, the testimonials can be paired with a photo of the customer and/or the aspect of the market the customer is highlighting.

- **Variety and superiority of food available at the market**
 - “We come to the farmers’ market each week and we get our vegetables at [vendor]. They are the yummiest, and the cheapest, and the best selection. We don’t buy produce anywhere else because we are partial to the market and the people, and it is such a better experience than the grocery store.”
 - “I like seeing the variety of greens and veggies, many of which I have never seen before.”
 - “The main reason we came today was for the fresh produce... it’s fresh and reasonably priced.”
- **Saving money by shopping at the market**
 - “The main reason we came today was for the fresh produce... it’s fresh and reasonably priced.”
 - “This [vendor] is one of my favorite parts of the farmer’s market because of their prepackaged salad and flowers for a reasonable price.”
- **Unique experience of shopping at the market**
 - “This is the most exciting place in town... this is the place you can meet people like you who you can’t meet any place else.”
 - “The great thing about this place is handcrafted yarns next to homegrown vegetables next to musical artists playing... so there is something for everyone.”
 - Overheard at the market: “I would like to know how you treat your chickens... Are they open feeders or caged up?... Did you give them special food or graze them? Do they get hormones and stuff?”

Appendix B. Sample educational messages

For inspiration, below are some sample educational messages on the topics identified above.

- **Benefits of shopping at the market**
 - Saves money
 - Provides social interaction
 - Customer testimonial and photo: What’s your favorite part about shopping at our market? “We definitely love the music [listening to the live music] ... look at my daughter, she has a big smile, that’s all that matters” (Buman et al., 2014).
 - Allows farmers to receive fair prices
 - Farmers play a vital role in our nation’s food system. To show your support, buy local produce directly from area farmers at [Name of market], [Day of the week] from [Open time] to [Close time] at [Address].
 - [Name of market] is a place where local farmers and shoppers can connect, get to know one another and support each other. Creating direct relationships among food producers and consumers helps grow a more fair and sustainable food system for [Neighborhood, City or County]. We’re proud to do our part. Come join us [Day of the week] from [Open time] to [Close time] at [Address]. (Adapted from Farmers Market Coalition.)
 - Helps reduce pollution
 - Our farmers market benefits the environment by reducing average “food miles” traveled and valuing local production and sustainable farming. (Adapted from Farmers Market Coalition.)
 - Research shows that farmers and consumers adopt more sustainable habits as a result of their interactions with one another at farmers markets. (Adapted from Farmers Market Coalition.)
 - Why shop at farmers markets? It gets your food home with a smaller carbon footprint. (ACEnet).
- **Convenience of shopping at the market**
 - Clear prices
 - One-stop-shopping
 - SNAP-friendly
 - Locations
- **Safety of foods sold at the market**
- **Tips for**
 - Preparing foods sold at the market
 - Paying with SNAP at the market

Appendix C. Sample storytelling messages

- We believe farmers markets are for everyone, so we're actively working to make our market safe, inviting and accessible for all. For example, we [insert specific policies and actions your market has taken to support diversity at the market]. (Adapted from Farmers Market Coalition.)
- Did you know? In [year], we changed our market's policies for vendors, making it easier for new and beginning farmers and businesses to sell with us. Farmers markets are essential for local economic growth, and we're proud of this change! (Adapted from Farmers Market Coalition.)
- "[When you support a small business, you are supporting a dream](#)²²..." (Source: EatLoco Farmers Markets.)

²² <https://www.instagram.com/p/COEXjXkrgy9/>

Appendix D. Community calendars

Carson City

County	Organization name	Organization website	Outlet calendar
Carson City	Visit Carson City	https://visitcarsoncity.com/	https://visitcarsoncity.com/events/
Carson City	Visit Carson Valley — Carson Valley Visitors Authority	https://visitcarsonvalley.org/	https://visitcarsonvalley.org/events-news/calendar-events/
Carson City	Carson Valley Chamber of Commerce	https://www.carsonvalleynv.org/	https://business.carsonvalleynv.org/events/calendar
Carson City	Carson City Chamber	https://www.carsoncitychamber.com/	https://carsoncitychamber.com/events/members
Douglas, Carson City, Lyon, Churchill, Lander, Eureka, White Pine	Loneliest Road in America, Nevada Highway 50	https://loneliestroad.us/	https://loneliestroad.us/calendar/

Churchill County

County	Organization name	Organization website	Outlet calendar
Churchill	Fallon Chamber of Commerce	https://www.fallonchamber.com/	https://www.fallonchamber.com/news/calendar/
Churchill	Churchill County, Nevada	https://www.churchillcountynv.gov/	https://www.churchillcountynv.gov/176/Events
Churchill	Visit Fallon	https://visitfallonnevada.com/	https://visitfallonnevada.com/events/

Douglas, Carson City, Lyon, Churchill, Lander, Eureka, White Pine	Loneliest Road in America, Nevada Highway 50	https://loneliestroad.us /	https://loneliestroad.us /calendar/
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Clark County

County	Organization name	Organization website	Outlet calendar
Clark	Sun City Link	https://www.suncitylink.com/	https://www.suncitylink.com/community.html
Clark	Latin Chamber of Commerce – Southern Nevada	https://www.lvcc.com/	beatriz@lvcc.com
Clark	Henderson Chamber of Commerce	https://www.hendersonchamber.com/	https://www.hendersonchamber.com/events-calendar
Clark	Southern Nevada Veterans Chamber of Commerce	https://www.snvcc.org /	https://www.snvcc.org /events
Clark	Women’s Chamber of Nevada	https://www.womenschamberofnevada.com/	https://www.womenschamberofnevada.com/ events
Clark	Vegas Chamber of Commerce	https://www.vegaschamber.com/	https://web.vegaschamber.com/events?oe=true
Clark	Laughlin Chamber of Commerce	https://laughlinchamber.com/	http://business.laughlinchamber.com/events/
Clark	Mesquite Chamber of Commerce	https://www.mesquitenvchamber.com/	https://www.mesquitenvchamber.com/calendar-of-events.html

Clark	Boulder City Chamber of Commerce	https://www.bouldercitychamber.com/	https://www.bouldercitychamber.com/events
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Douglas County

County	Organization name	Organization website	Outlet calendar
Douglas	Greater Minden Chamber of Commerce	https://greatermindenchamber.com/	https://greatermindenchamber.com/events/
Douglas	Main Street Gardnerville	https://www.mainstreetgardnerville.org/	https://www.mainstreetgardnerville.org/annual-events/
Douglas, Carson City, Lyon, Churchill, Lander, Eureka, White Pine	Loneliest Road in America, Nevada Highway 50	https://loneliestroad.us/	https://loneliestroad.us/calendar/

Elko County

County	Organization name	Organization website	Outlet calendar
Elko	Elko Area Chamber of Commerce	https://www.elkonevada.com/	https://www.elkonevada.com/events
Elko	Explore Elko	https://exploreelko.com/	https://exploreelko.com/events/category/community-events/
Elko	City of Elko	https://www.elkocity.com/index.php	https://www.elkocity.com/visitors/events_in_elko/index.php
Elko	Jarbidge Community Association	https://visitjarbidge.org/	https://visitjarbidge.org/events/

Esmeralda County

County	Organization name	Organization website	Outlet calendar
Esmeralda	Goldfield Nevada Chamber of Commerce	http://www.goldfieldnevada.org/	http://www.goldfieldnevada.org/events/

Eureka County

County	Organization name	Organization website	Outlet calendar
Eureka	Visit Eureka Nevada	https://www.visiteurekanevada.net/	https://www.visiteurekanevada.net/calendar-of-events
Eureka	Eureka County		https://events.eurekacountynv.gov/

Humboldt County

County	Organization name	Organization website	Outlet calendar
Humboldt	Humboldt County Chamber	https://www.humboldtcountychamber.org/	https://www.humboldtcountychamber.org/news---events.html
Humboldt	Humboldt County, Nevada	https://www.humboldtcountynv.gov/	https://www.humboldtcountynv.gov/Calendar.aspx
Humboldt	What in the Mucc: Winnemucca Events Hub	https://whatinthemucc.com/	https://whatinthemucc.com/
Humboldt	City of Winnemucca	http://www.winnemucca.com/	http://www.winnemucca.com/calendar-events/community-calendar

Lander County

County	Organization name	Organization website	Outlet calendar
Lander	Austin Nevada Chamber	https://austinnevada.com/chamber-information	https://austinnevada.com/events/
Lander	Battle Mountain Chamber of Commerce	https://www.battlemountainchamber.com/	https://www.battlemountainchamber.com/calendar
Lander	Lander County, Nevada Convention & Tourism	https://landercountytourism.com/	https://landercountytourism.com/events
Lander	Lander County, Nevada	https://www.landercountynv.org/	https://www.landercountynv.org/calendar.php
Douglas, Carson City, Lyon, Churchill, Lander, Eureka, White Pine	Loneliest Road in America, Nevada Highway 50	https://loneliestroad.us/	https://loneliestroad.us/calendar/

Lincoln County

County	Organization name	Organization website	Outlet calendar
Lincoln	Lincoln County, Nevada Authority of Tourism	https://lincolncountynevada.com/	https://lincolncountynevada.com/events/event-s-calendar/ https://lincolncountynevada.com/events/

Lyon County

County	Organization name	Organization website	Outlet calendar
Lyon	City of Fernley	https://www.cityoffernley.org/	https://www.cityoffernley.org/Calendar.aspx
Lyon	Fernley Chamber of Commerce	https://www.fernleychamber.org/	https://www.fernleychamber.org/events

Lyon	Yerington, Nevada County	https://www.yeringtonchamber.org/	https://www.yeringtonchamber.org/calendar#!calendar
Lyon	Dayton Area Chamber of Commerce & Visitors Center	https://daytonnvchamber.com/	https://daytonnvchamber.com/calendar/
Douglas, Carson City, Lyon, Churchill, Lander, Eureka, White Pine	Loneliest Road in America, Nevada Highway 50	https://loneliestroad.us/	https://loneliestroad.us/calendar/
Lyon	Silver Springs Chamber of Commerce	https://silverspringschamberofcommerce.wildapricot.org/	https://silverspringschamberofcommerce.wildapricot.org/events

Mineral County

County	Organization name	Organization website	Outlet calendar
Mineral	Mineral County Chamber of Commerce	https://chambermineralcountynv.org/	https://chambermineralcountynv.org/events
Mineral	Mineral County Visitors & Convention Center	https://www.visitmineralcounty.com/	https://www.visitmineralcounty.com/events

Nye County

County	Organization name	Organization website	Outlet calendar
Nye	Pahrump Valley Chamber of Commerce	https://pahrumppchamber.com/	https://pahrumppchamber.com/chamber-calendar
Nye	Visit Pahrump	https://visitpahrumpp.com/	https://visitpahrumpp.com/events/

Pershing County

County	Organization name	Organization website	Outlet calendar
Pershing	Pershing County, Nevada	https://www.pershingcountynv.gov/index.php https://www.pershingcounty.net/index.php	https://www.pershingcountynv.gov/calendar.php https://www.pershingcountynv.gov/calendar_app/index.html https://www.pershingcounty.net/calendar.php?

Storey County

County	Organization name	Organization website	Outlet calendar
Storey	Virginia City	https://visitvirginiacitynv.com/	https://visitvirginiacitynv.com/event-directory-2/

Washoe County

County	Organization name	Organization website	Outlet calendar
Washoe	Visit Reno-Tahoe	https://www.visitrenotahoe.com/	https://www.visitrenotahoe.com/featured-events/submit-your-event/
Washoe	City of Sparks	https://www.cityofsparks.us/	https://www.cityofsparks.us/explore_sparks/events_and_meeting_calendar.php
Washoe	Reno-Sparks Chamber of Commerce	https://www.thechambernv.org/	https://web.thechambernv.org/events?ce=true

White Pine County

County	Organization name	Organization website	Outlet calendar
White Pine	White Pine Chamber of Commerce	https://www.whitepinechamber.com/	https://www.whitepinechamber.com/event-calendar-white-pine-chamber-of-commerce/
Douglas, Carson City, Lyon, Churchill, Lander, Eureka, White Pine	Loneliest Road in America, Nevada Highway 50	https://loneliestroad.us/	https://loneliestroad.us/calendar/ https://loneliestroad.us/venue/white-pine-county/
White Pine	White Pine Main Street	https://www.whitepinemainstreet.com/#hometop	https://www.whitepinemainstreet.com/events-white-pine-main-county-and-ely-nevada/
White Pine	Visit White Pine County	https://elynevada.net/	https://elynevada.net/events/ https://elynevada.net/featured-events/

Regional

County	Organization name	Organization website	Outlet calendar
	Tahoe Chamber	https://tahoechamber.org/	https://business.tahoechamber.org/events

Appendix E. Community events

Carson City

County	Event name	Event website
Carson City	Taste of Downtown	https://www.tasteofdowntowncarson.com/
Carson City	Capital City Brewfest	https://capitalcitybrewfest.com/
Carson City	Jazz & Beyond Festival	http://milehighjazz.com/
Carson City	Nevada Gourd Society Silver State Art Festival	https://www.nevadagourdsociety.org/
Carson City	Nevada Day Celebration	https://nevadaday.com/

Churchill County

County	Event name	Event website
Churchill	Fallon Cantaloupe Festival & County Fair	https://www.falloncantaloupefestival.com/
Churchill	Lattin Farms Fall Festival	https://www.lattinfarms.com/activities
Churchill, White Pine, Elko, Humboldt	University of Nevada, Reno's Cattlemen's Update	https://naes.unr.edu/cattlemens/

Clark County

County	Event name	Event website
Clark	Clark County Fair & Rodeo	https://ccfair.com/
Clark	Gilcrease Orchard Pumpkin Patch	https://thegilcreaseorchard.org/
Clark	Las Vegas Farm Fall Harvest Festival	https://thelasvegasfarm.com/farm-fall-harvest-festival/

Clark	Boulder City Spring Jamboree	https://www.springjamboree.com/
Clark	Healthy Kids Festival	https://extension.unr.edu/program.aspx?ID=61
Clark	Kickoff to Kindergarten	

Douglas County

County	Event name	Event website
Douglas	Corley Ranch Harvest Festival	https://corleyranch.com/
Douglas	Nevada Agricultural Fair	https://www.nvagfair.com/home
Douglas	Carson Valley Hot Air Balloon for Hope Festival	https://www.hotairforhope.com/
Douglas	Genoa Candy Dance Arts & Crafts Faire	https://www.genoanevada.org/visitors/candy_dance/candy_dance_faire.php
Douglas	Eagles & Agriculture	https://visitcarsonvalley.org/events/eagles-ag/

Elko County

County	Event name	Event website
Elko	Elko County Fair	https://elkocountyfair.com/
Churchill, White Pine, Elko, Humboldt	University of Nevada, Reno's Cattlemen's Update	https://naes.unr.edu/cattlemens/
Elko	Genoa Western Heritage Days	https://www.genoanevada.org/visitors/genoa_western_heritage_days.php
Elko	Jarbidge Wine Walk	https://visitjarbidge.org/ https://travelnevada.com/event/jarbidge-wine-walk/

Esmeralda County

County	Event name	Event website
Esmeralda	Goldfield Days	http://www.goldfieldnevada.org/goldfield-days/

Eureka County

County	Event name	Event website
Eureka	Eureka County Fair	http://www.co.eureka.nv.us/fair.htm
Eureka	Eureka Gold Rush Games	https://eurekagoldrushgames.com/
Eureka	Eureka Art, Wine & Music Festival	http://www.eureka restoration.org/art-and-wine-festival.html

Humboldt County

County	Event name	Event website
Humboldt	Lazy P Farm Fall Fun	https://lazypfarm.com/
Humboldt	Tri-County Fair	https://www.labordayfair.com/
Churchill, White Pine, Elko, Humboldt	University of Nevada, Reno's Cattlemen's Update	https://naes.unr.edu/cattlemens/

Lander County

County	Event name	Event website
Lander	Prospector's Dream Wine Walk	https://landercountytourism.com/events

Lincoln County

County	Event name	Event website
Lincoln	Lincoln County Fair & Rodeo	https://lcnvfair.org/
Lincoln	Dutch Oven Cookoff	https://lincolncountynevada.com/events/summer-events/dutch-oven-cookoff-2/

Lyon County

County	Event name	Event website
Lyon	Lyon County Fair, Rodeo & Silver State Livestock Show	https://www.lyon-county.org/957/Lyon-County-Fair-Rodeo
Lyon	Renner Farm Corn Maze & Pumpkin Patch	https://www.rennerfarms.co/

Mineral County

County	Event name	Event website
Mineral	Armed Forces Day Car Show, Cookoff, Carnival and Parade	https://armedforcesdaynv.com/

Nye County

County	Event name	Event website
Nye	Silver State Chili Cookoff	https://www.chilicookoff.com/cookoffs
Nye	Pahrump Fall Festival	https://visitpahrump.com/events/fall-festival/ https://travelnevada.com/event/pahrump-fall-festival/

Nye	Jim Butler Days & Nevada State Mining Championships	http://jimbutlerdays.com/
Nye	Tonopah Arts Festival	https://travelnevada.com/event/tonopah-arts-festival-2/
Nye	Beatty Days Festival	https://www.beattynevada.org/BeattyDays2023.html

Pershing County

County	Event name	Event website
Lovelock	Lovers Lock	https://travelnevada.com/cultural-activities/lovers-lock-plaza/

Storey County

County	Event name	Event website
Storey	Chili on the Comstock	https://visitvirginiacitynv.com/events/chili-on-the-comstock-virginia-city/
Storey	Virginia City Rocky Mountain Oyster Fry	https://visitvirginiacitynv.com/events/rocky-mountain-oyster-fry/

Washoe County

County	Event name	Event website
Washoe	Reno Rodeo	https://renorodeo.com/
Washoe	Sierra Nevada Lavender & Honey Festival	https://www.lavenderandhoneyfest.com/
Washoe	Reno Local Food Fair	https://www.renofoodfaire.com/
Washoe	Reno Rib Cook-off	https://nuggettribcookoff.com/

Washoe	Andelin Family Farm Harvest Festival	https://andelinfamilyfarm.com/harvest-festival/
Washoe	Ferrari Farms Harvest Festival	https://www.ferrarifarms.org/
Washoe	University of Nevada, Reno Field Day	https://naes.unr.edu/fieldday/default.aspx
Washoe	Artown	https://artown.org/

White Pine County

County	Event name	Event website
Churchill, White Pine, Elko, Humboldt	University of Nevada, Reno's Cattlemen's Update	https://naes.unr.edu/cattlemens/
White Pine	White Pine County Fair and Horse Races	https://wphr.joshnicholes.com/
White Pine	Bristlecone Arts in the Park	https://elynevada.net/art-in-the-park/

Regional

County	Event name	Event website
	Sample the Sierra	https://travelnevada.com/event/sample-the-sierra/
	Made in Tahoe Festival	https://www.palisadestahoe.com/events-and-activities/events-calendar/made-in-tahoe

Appendix F. Media outlets and calendars

Carson City

County	Name	Website	Email	Phone	Fax
Carson City	Carson Now	https://carsonnow.org/ https://carsonnow.org/node/add/reader-content	jeff@carsonnow.org	775- 339-1165	
Carson City	Nevada Appeal	http://www.nevadaappeal.com	editor@nevadaappeal.com	775- 882-2111	775-887-2420
Carson City	Nevada Magazine	http://www.nevadamagazine.com	editor@nevadamagazine.com	775- 687-0610	775-687-6159

Churchill County

County	Name	Website	Email	Phone	Fax
Churchill	Fallon Post, The	https://www.thefallonpost.org/ https://www.thefallonpost.org/events	admin@thefallonpost.org	775- 423-4545	
Churchill	Lahontan Valley News and Fallon Eagle Standard	https://www.nevadaappeal.com/news/lahontan-valley	news@lahontanvalleynews.com	775- 423-6041	775-423-0474
Churchill	Progressive Rancher, The	https://progressiverancher.com	progressiverancher@gmail.com	208- 358-2487	

Clark County

County	Name	Website	Email	Phone	Fax
Clark	Associated Press — Las Vegas Bureau	https://apnews.com	aplasvegas@ap.org	702- 382- 7440	
Clark	BLVDS Las Vegas	http://blvdslv.com	editor@blvdslv.com	702- 386- 6065	702- 386- 6065
Clark	Boulder City Review	http://bouldercityreview.com	news@bouldercityreview.com	702- 586- 9565	702- 823- 1457
Clark	Eater Las Vegas	https://vegas.eater.com	https://www.eater.com/contact		
Clark	El Exito	http://www.elexitolasvegas.com	info@elexitolasvegas.com	702- 431- 1904	702- 431- 3339
Clark	El Mundo	http://www.elmundo.net	editorial@elmundo.net	702- 649- 8553	702- 649- 7429
Clark	Green Valley/Henderson View	http://www.reviewjournal.com/view/henderson	news@reviewjournal.com	702- 383- 0400	
Clark	KANN-AM	http://www.sosradio.net	info@sosradio.net	702- 731- 5452	702- 731- 1992
Clark	KBLR-TV	http://www.telemundolasvegas.com	TelemundoLVnews@telemundo.com	702- 258- 0039	702- 258- 0556

Clark	KINC-TV	https://noticiasya.com/n-evada	KINCHR@entravision.com	702- 434-0015	702-434-0527
Clark	KLAS-TV	https://www.8newsnow.com	KLASweb@8newsnow.com	702- 792-8870	702-669-6506
Clark	KLBC-TV-2	https://www.chrisediting.com	media@chrisediting.com	702- 298-2222	702-298-0011
Clark	KLNR-FM	http://www.knpr.org	info@knpr.org	-702-258-9895	702-258-5646
Clark	KNPR-FM	http://www.knpr.org	ask@knpr.org	702- 258-9895	702-258-5646
Clark	KNPR-FM Online	http://www.knpr.org	info@knpr.org	702- 258-9895	702-258-5646
Clark	KSNV-TV	http://www.news3lv.com		702- 642-3333	702-657-3152
Clark	KTNV-TV	https://www.ktnv.com	desk@ktnv.com	702- 876-1313	702-876-2237
Clark	KVVU-TV	http://www.fox5vegas.com	desk@fox5vegas.com	702- 435-5555	702-451-4220
Clark	Las Vegas City Life				
Clark	Las Vegas Business Press	http://businesspress.vegas	news@businesspress.vegas	702-383-0211	

Clark	Las Vegas Magazine	https://lasvegasmagazine.com/			
Clark	Las Vegas Review-Journal	https://www.reviewjournal.com	newstips@reviewjournal.com	702- 383-0211	
Clark	Las Vegas Review - Journal en español	https://espanol.reviewjournal.com			
Clark	Las Vegas Sun	http://www.lasvegassun.com	letters@lasvegassun.com metroeditors@lasvegassun.com	702-385-3111	702-383-7264
Clark	Las Vegas Tribune	http://lasvegastribune.net	newsdesk@lasvegastribune.com	702- 699-8100	
Clark	Las Vegas Weekly	https://lasvegasweekly.com/ https://lasvegasweekly.com/events/submit https://lasvegasweekly.com/events			
Clark	Mesquite Local News	http://www.mesquitelocalnews.com	mesquitemonthly@gmail.com	775- 316-2335	
Clark	Moapa Valley Progress	http://www.mvprogress.com https://mvprogress.com/calendar	progress@mvdsl.com	702- 397-6246	702-397-6247
Clark	Nevada Independent, The	https://thenevadaindependent.com	contact@thenevindy.com		

Clark	Noticias Nevada - Univision	https://www.univision.com/temas/nevada	noticiasnevada@entravision.com	775- 333-1017	775-333-9047
Clark	State of Nevada - KNPR-FM	https://knpr.org/show/knprs-state-of-nevada	son@knpr.org	702- 258-9895	
Clark	Sun City Link Magazine	https://www.suncitylink.com https://www.suncitylink.com/community.html			
Clark	KLAS-TV		newsdesk@8newsnow.com		

Douglas County

County	Name	Website	Email	Phone	Fax
Douglas	Record-Courier, The	http://www.recordcourier.com https://www.recordcourier.com/contribute	editor@recordcourier.com	775- 782-5121	775-782-6152
Douglas	Carson Valley Times	https://carsonvalleytimes.wordpress.com/ https://carsonvalleytimes.wordpress.com/calendar/	editor@carsonvalleytimes.com		

Elko County

County	Name	Website	Email	Phone	Fax
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Elko	Elko Daily Free Press	http://elkodaily.com https://elkodaily.com/events	news@elkodaily.com	775- 738-3118	775-738-2215
Elko	Elko Live KELK-AM	http://www.elkoradio.com	traffic@elkoradio.com	775- 738-1240	775-738-5556
Elko	Elko Independent	http://www.elkoindependent.com	elkoindependent@gmail.com	775- 461-1515	
Elko	High Desert Advocate	https://www.coyote-tv.com			
Elko	Wells Progress	http://www.wellsprogress.com/index.shtml	news@wellsprogress.com	775- 738-2334	
Elko	Everything Elko	https://everythingelko.com/ https://everythingelko.com/events/	katie@everythingelko.com	208- 867-6512	

Esmeralda County

County	Name	Website	Email	Phone	Fax

Eureka County

County	Name	Website	Email	Phone	Fax
Eureka	Eureka Sentinel	https://eurekasentinel.com			

Humboldt County

County	Name	Website	Email	Phone	Fax
Humboldt, Pershing and Lander	Great Basin Sun		editorial@winnemuccapublishing.net	775- 623- 5011	
Humboldt	Humboldt Sun, The				

Lander County

County	Name	Website	Email	Phone	Fax
Lander	Battle Mountain Bugle				
Humboldt, Pershing and Lander	Great Basin Sun		editorial@winnemuccapublishing.net	775- 623- 5011	

Lincoln County

County	Name	Website	Email	Phone	Fax
Lincoln	Lincoln County Record	http://www.lccentral.com	Contact.lcrecord@gmail.com	775- 725- 3232	

Lyon County

County	Name	Website	Email	Phone	Fax
Lyon	Lyon County News Leader				
Lyon	Mason Valley News	https://www.rgj.com/news/mason-valley-news			
Lyon	Pizen Switch Times	https://pizenswitchtimes.com			
Lyon	Lyon County Magazine	https://www.lyoncountymagazine.com/ https://www.lyoncountymagazine.com/?page_id=52		775- 583-8176	

Mineral County

County	Name	Website	Email	Phone	Fax
Mineral	Mineral County Independent-News	http://www.mcindependentnews.com	hbunchmcin@gmail.com	775- 945-2414	775-945-1270

Nye County

County	Name	Website	Email	Phone	Fax
Nye	KPVM-TV	http://www.kpvm.tv	admin@kpvm.tv	775- 727-9400	775-727-8750

Nye	Pahrump Valley Times	https://pvtimes.com https://pvtimes.com/contact-us/	pvtads@pvtimes.com	775- 727-5102	775-727-5309
Nye	Tonopah Times-Bonanza and Goldfield News				

Pershing County

County	Name	Website	Email	Phone	Fax
Humboldt, Pershing and Lander	Great Basin Sun		editorial@winnemuccapublishing.net	775- 623-5011	

Storey County

County	Name	Website	Email	Phone	Fax
Storey	Comstock Chronicle and Virginia City News		comstockchronicle@gmail.com	775- 847-0765	
Storey	Storeyteller Online, The	https://thestoreyteller.online https://thestoreyteller.online/event			

Washoe County

County	Name	Website	Email	Phone	Fax
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Washoe	Associated Press Reno Bureau	https://apnews.com	aplasvegas@ap.org	775- 322- 3639	
Washoe	Edible Reno-Tahoe	http://www.ediblecommunities.com/renotahoe/			
Washoe	El Sol de Nevada	http://www.elsolreno.com	elsoldenevada@yahoo.com	775- 331- 211	775- 331- 2111
Washoe	Face The State KTVN-TV	https://www.2news.com		775- 858- 2222	775- 861- 4298
Washoe	KKOH	http://www.kkoh.com https://www.kkoh.com/kkoh-live-broadcasts-events-concerts	info@kkoh.com news@kkoh.com	775- 789- 6700	775- 789- 6767
Washoe	KNPB-TV	https://www.pbsreno.org/watch/wildnevada	info@knpb.org	775-600- 0555	725- 209- 2086
Washoe	KOLO-TV	https://www.kolotv.com	news@kolotv.com	775-858- 8888	775- 858- 8855
Washoe	KRNV-TV	http://www.mynews4.com https://mynews4.com/features/community-calendar	news@mynews4.com	775-322- 4444	775- 324- 3404
Washoe	KRXI-TV	http://www.foxreno.com	reno-krnv-feedback@sbgvtv.com	775-322- 4444	775- 324- 3404

Washoe	KTVN-TV	https://www.2news.com https://www.2news.com/local-events/#/		775- 858-2222	775-861-4298
Washoe	KNPR-FM — State of Nevada	https://knpr.org/show/knprs-state-of-nevada	son@knpr.org	702-258-9895	
Washoe	KUNR-FM	http://www.kunr.org https://www.kunr.org/community-calendar	news@kunr.org	775-327-5867	775-327-5386
Washoe	Mason Valley News	http://www.rgj.com/news/mason-valley-news		800-970-7366	775-463-5547
Washoe	Nevada Sagebrush, The	http://www.nevadasagebrush.com	adnevasales@gmail.com	775-784-4033	775-784-1952
Washoe	Northern Nevada Business Weekly	https://www.nnbw.com	editor@nnbw.com	775-770-1173	775-770-1171
Washoe	Reno Gazette-Journal	https://www.rgj.com https://www.rgj.com/things-to-do/events	news@rgj.com business@rgj.com	775-788-6200	775-788-6458
Washoe	Reno News & Review	https://renonr.com https://renonr.com/calendar/#/			
Washoe	Sparks Tribune, The	http://sparkstrib.com	sparks.tribune@outlook.com	775-358-8062	775-359-3837
Washoe	This is Reno	http://thisisreno.com https://thisisreno.com/calendar	news@thisisreno.com	775-230-7139	

	Wolf Pack Radio	http://www.wolfpackradio.org	wolfpackradiomanager@gmail.com wolfpackradiomanager@unr.edu	775-784-7073	
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White Pine County

County	Name	Website	Email	Phone	Fax
White Pine	Ely Times & Eureka Sentinel Newspapers	http://www.elynews.com	elytimes@gmail.com	775-289-4491	775-289-4566
White Pine	Ely Times, The	https://elynews.com	elytimesnews@gmail.com	775-289-4491	
White Pine	Eureka Sentinel	https://eurekasentinel.com	elytimes@gmail.com	775-289-4491	775-289-4566
White Pine	Nevada Talk Network	https://www.kely1230.com	nevadatalynet@gmail.com	775-293-7220	

Statewide

County	Name	Website	Email	Phone	Fax
	Nevada Current	https://www.nevadacurrent.com			
	The Nevada Independent	https://thenevadaindependent.com			

		https://thenevadaindependent.com/contact			
	Nevada Magazine	https://nevadamagazine.com			
	Nevada Rancher Magazine				

Regional/national

County	Name	Website	Email	Phone	Fax
	North Lake Tahoe Bonanza				
Western U.S., Nevada and Idaho	Progressive Rancher Magazine	https://progressiverancher.com			
Western U.S.	Range Magazine	https://rangemagazine.com			
Nevada County, California	Sierra Sun	https://www.sierrasun.com	editor@sierrasun.com	530-587-6061	
Truckee, Tahoe City, Kings Beach and Incline Village, California	Sierra Sun	https://www.sierrasun.com https://www.sierrasun.com/entertainment/calendar			
El Dorado County, California	Tahoe Daily Tribune	http://www.tahoedailytribune.com		530-541-3880	

	Tahoe Weekly				
	Truckee Tahoe Community Television				
	South Tahoe Now				
	Tahoe Quarterly				
National	Successful Farming	https://www.agriculture.com/			
National	Progressive Farmer	https://www.dtnpf.com/agriculture/web/ag/home			

Appendix G. Checklists and worksheets

On the following pages are checklists, worksheets and informational handouts for farmers markets to use as they implement the Meet Me at #NVFarmersMarkets Project's Strategic Marketing Plan. Greater detail about each of the topics covered in the checklists, worksheets and handouts are available in the marketing plan.

Appendix G.1. Checklist: Website marketing (Step 1)

- You have a website.
- The site's URL and homepage title are the name of your market or farm and are consistent with your social media accounts' names and handles (if you have them).

Your market's basic details are prominently displayed on your website, in a way that's easy *for your audience* to find and understand. Include:

- Market name and tagline / value proposition (if you have it)
 - Market season, dates, days and times
 - Market address, city, state and ZIP
 - Market parking, transportation and payment information
 - Market visitor and vendor contact name, email and phone
 - Market vendor list
- Your market locations are embedded on your website as an interactive map.
 - You have added your market's key messages to your website.
 - You have added this campaign's key messages to your website.
 - You have analytics for your site, and you use them to guide site content creation and organization.

Appendix G.2. Checklist: Social media marketing

- You have social media channels.
- The channels are appropriate for your audience and bandwidth.
- The account names and handles are the same across all platforms, and are consistent with your market's name and website's URL.
- You included links to them on your website.

Your market's basic details are prominently displayed on your social media, in ways that are easy *for your audience* to find and understand, such as in the about sections and in pinned posts. Include:

- Market name and tagline / value proposition (if you have it)
 - Market season, dates, days and times
 - Market address, city, state and zip
 - Market parking, transportation and payment information
 - Market visitor and vendor contact name, email and phone
 - A link to your website and its list of market vendors
-
- You've added your market's key messages to your social media accounts.
 - You've added campaign key messages to your social media accounts.

Appendix G.3. Checklist: Marketing schedule and to-dos

You have created a marketing to-do list for your digital marketing tasks.

You set a digital marketing schedule for the year. It includes:

- The dates for when you will backup your website
- The dates for everything that is going on and coming up
- When you plan to start promoting each event
- When you would need to start working on those promotions in order to launch them on time
- Who is responsible for each of those tasks
- The resources, references, to-do/checklists, notes, templates, URLs, accounts, usernames/passwords, etc., needed to complete those tasks

You update your website according to that schedule.

You update your social media accounts according to that schedule.

Appendix G.4. Worksheet: Website marketing

Below is a list of basic information about your market, as well as key messages about farmers markets in general. They are important to publish online in order to attract and retain shoppers and vendors.

1. **Fill in the blanks** to compile a complete list of basic information about your market.
2. **Use the basic information checkboxes to either:**
 - a. **Conduct an audit** of your website and social media accounts. Check off each piece of information that you can easily find on your website and social media. Improve your website and social media to make it easier to find the items that are unchecked.
 - b. **Set up your website and social media.** Check off each piece of information as you add it to your new website and/or new social media accounts.
3. **Use the key messages checkboxes to add the messages** to your website and social media channels.
4. **Set a schedule for digital marketing,** to ensure your website and social media are well maintained, and that the content is also shared out through email marketing.

Market basic information

- Market name:

- Market tagline / value proposition (if you have it):

- Market season:

- Market dates, days, times:

- Market address (including city, state, and ZIP) and map:

- Market parking and transportation information:
 - Where can market visitors park?

 - What kinds of parking is available? Garage, street, paid. If paid, what forms of payment are accepted (cash, card, app – if app, which app?)

 - Is parking limited? Do you have to get there early?

- Payments the market accepts:
 - Cash?
 - Card?
 - Checks?
 - Apps, such as Zelle, Venmo, Paypal, etc.?
 - SNAP? If so, what's the process to pay with SNAP?

 - Double-up food bucks? If so, what's the process to pay with Double-up food bucks?

- Is it a bike-friendly market?
 - Easy to get there on a bike? How so?

 - Places to lock your bike up safely? Where?

 - Bike valet? If so, what's the process to use the bike valet?

- Does public transportation come to the market?
 - Which bus lines?

 - When?

 - Where's the bus stop?

- Who's the contact for market visitors?
 - Name

 - Email

 - Phone number – Is texting okay?

- Who's the contact for market vendors?
 - Name

 - Email

Key messages

Meet Me at #NVFarmers Market Marketing Plan key messages:

- Meet me at [#NVFarmersMarkets / name of a particular market]
 - You belong here.
 - It's a start to a healthier, happier you.
 - You're an important part of our farmers market community!
 - It's good food; good fun; and good for our local community, farmers and artisans.
 - It's where you can grow your business. Become a vendor with us! Visit [website].

Your market's key messages:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Appendix G.5. Worksheet: Social media marketing — platform selection

Once your basic details are up on your website and social media channels, begin pushing out your website’s content through your social media.

Which platforms to use depend on your bandwidth and where your customers are most active. If you don’t know where your customers are most active, ask them or Google it.

From there, if you are not on social media already, you will next select the platforms you can maintain over time, starting small. It is better to expand over time than to start too big and burn out.

If you are on social media already, you will evaluate whether the platforms you are using are the best fit for reaching your audience and for your bandwidth.

1. Where are your customers most active?

2. What format do these channels require? Text, photo, video, word count, etc. How much experience does your team have with creating content in these formats? Is it a quick and enjoyable task for you? This will help you to gauge the time commitment for being active on those channels.

3. How much bandwidth does your team have for social media? How many posts can you create per week, how many platforms can you post those to, how many platforms can you check and respond to comments/messages on?

4. Is there a mismatch between the number of social media channels your audience is active on and your bandwidth to social media? If so, which platforms will you choose to be active on now? And which platforms will you revisit for becoming active on in the future? When will you revisit them? Set a date.

Appendix G.6. Handout: Social media marketing tips

Tips for all platforms

- **Follow your branding.** Use the same name and handle on all accounts: your brand's name. Use the same profile picture on all accounts: your logo. Include your logo in your accounts' header images. Also use your logo, as well as your brand fonts and colors, in your post content.
- **Be your professional self.** Be authentically you, while limiting your posts to topics that are relevant and appropriate to your market and relatable and appealing to your audience. Share only accurate information from credible sources and proofread your posts before sharing them. Avoid inappropriate jokes, language and behavior, such as profanity, racism, sexism, ableism, etc.
- **Think of posts as small pieces of your overall story.** Be brief, knowing that you don't have to pack all of your brand's story into any one post and, if you did, it would not perform as well.
- **Post consistently and frequently,** so that your accounts have value to your followers and consistently appear in their feeds. Use organic, or free, as well as paid posts and campaigns.
- **Share photos and videos.** They're more engaging than other types of content. Photos and videos perform best when they include people in them, and they don't have to be highly polished to be effective. When taking photos and videos, try to include your market's logo in the shot, such as on market signage, product packaging, employee-branded apparel, etc.
- **Be accessible.** Add alternate text to your images and captions to your videos. It makes your content more accessible to shoppers with disabilities and search engines, increasing your reach.
- **Incorporate tags and hashtags.** They help others to find and share your content. Tag your market vendors, partners and, with permission, employees, as well as your local government. Use relevant and local hashtags, capitalizing the first letter of each word for readability.
- **Link intentionally.** For your website and social channels to be valued, people have to know about them. So, link to your social media from your website, and to your website from your social media. Include both in directory listings, email newsletters and signatures, ads and signs, flyers and product packages, media releases and community calendar postings, etc.
- **Feature user-generated content.** When people post about your market on social media, share the post to the market's social media. As appropriate, ask permission first. Consider making employees or volunteers who post about the market to their personal

accounts administrators on the market’s accounts and having them post there instead. Incentivize and reward user-generated content. Even small rewards, such as stickers, are effective.

- **Seek out inspiration and resources.** Check out what other markets and vendors are doing. What are they doing well that you could do too? What mistakes are they making that you could avoid? Look for social media cheat sheets and toolkits from relevant organizations, such as departments of agriculture, Nevada Grown, National Farmers Market Week, etc.
- **Create connections.** This will increase support for your market and expand your reach. Follow, like, comment on and share content from other relevant, appropriate accounts, such as accounts by other markets, vendors, farmers, governments and organizations.
- **Leverage brand ambassadors.** Develop and implement a plan to share your social media messages internally, so market employees and volunteers know your brand story, key messages, current announcements and upcoming events, and share them with market visitors. Share links to important social media posts with them, and ask them, if they feel comfortable, to share the posts to their networks. Invite them to submit social media content and do social media takeovers. Incentivize and reward their participation on social media. Additional branded apparel, beyond the basics they need to do their job, is a reward that helps you both.

Tips for specific platforms

Platform	Tips
Facebook	<ul style="list-style-type: none"> ● Post about once a day during your audience’s peak hours. ● Post visual content; it performs best. Text content also performs well, if it’s engaging and concise. ● Add a location to your posts. The people, businesses, communities and governments who own the locations pages you tag will receive a notification of your post and can share it with their pages’ followers. People wanting to know more about the location will see your post about it. ● Create Facebook events for your regularly scheduled markets as well as for any market special events.
Instagram	<ul style="list-style-type: none"> ● Post four to six times per week. During events, post more frequently. ● Post photos that are relevant to your audience and that tell a story. The images should showcase active participation, use good lighting and be in focus. ● The accompanying post copy should be engaging and concise.

	<ul style="list-style-type: none"> ● Create reminder posts for your regularly scheduled markets as well as for any market special events.
TikTok	<ul style="list-style-type: none"> ● Use a business account. ● Post short videos (less than one minute) one to four times per day. ● Some ideas include: live videos; videos showcasing the market in action, having fun and behind-the-scenes; and short tutorial videos. ● Incorporate popular hashtags, sounds, trends and duets into your posts.
Twitter/X	<ul style="list-style-type: none"> ● Post Tweets frequently, even several times per day is okay. ● Tweet facts, statistics and news using text, links, images and videos. ● Be extra concise to leave room for others to Retweet (RT) and modify and retweet (MT) your content. ● Use only a couple of hashtags. ● Use short, clickable links at the end of your tweet.
LinkedIn	<ul style="list-style-type: none"> ● Post two to three times per week. ● Post professional content ONLY. ● Join, engage and network with relevant groups.
Pinterest	<ul style="list-style-type: none"> ● Plan content about nine months in advance to grab planners. ● Share friendly, positive content, ads and shopping opportunities. ● Craft engaging pins: Vertical, branded text overlay with a call to action and website link. ● Search Engine Optimization (SEO) your pin titles, descriptions and board names. ● Follow relevant trends.
YouTube	<ul style="list-style-type: none"> ● Set a schedule, focusing on quality over quantity, working ahead and improving over time. ● Craft engaging video thumbnails to draw viewers in. ● Make your videos easy to find: SEO your video titles, content and descriptions. Use engaging (but not clickbait) titles, as well as captions, chapters, categories and tags. ● Watch your analytics and experiment, including with YouTube shorts.

Appendix G.7. Worksheet: Marketing schedule

Market’s yearly calendar

1. **Pencil in the market’s happenings:** Include when vendor applications open and close, when the market opens and closes for the season, its regular market days, market special events and activities, etc.
2. **Add in any observances** for which you’d like to share content (market anniversary days, Thanksgiving, National Farmers Market Week, etc.).
3. **Incorporate reminders:** What do you need customers and vendors to know/do? Would announcements and reminders help? If so, when to announce? How often to remind?
4. **Create a plan:** For each item you add, decide:
 - a. **How you should promote it:** website update, newsletter or text message, social media post, media release, etc.
 - b. **How much time it will take to do that well:** How much lead time does the public need to receive the information you’ll share and act on it? How long before that does the media need to receive your information and publish it? How long before that would you need to start creating the media release? Give everyone, including yourself, enough lead time so that no one feels rushed or stressed.
 - c. **Add your plan dates to the calendar.**
5. **Refine the plan:** Look at the yearly calendar you’ve created. It’s ambitious, right? But is it too ambitious? If it’s not humanly possible to achieve with the resources you have, and you can’t add any resources to help you with that, then you’ll need to triage. What absolutely needs to happen for the market to be successful? Keep it. What can you live without? Erase it. Prune the calendar down to what’s possible.

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

--	--	--	--	--	--	--

May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

June

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

October

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

On this schedule, you will revisit the Step 1-4 content described in the plan and distribute that content to your target audience via your website, social media channels and email newsletter.

You will also:

- Unpublish outdated webpages
- Consolidate duplicate webpages
- Update the website's copyright year

Setting and sticking to this schedule will ensure your website and social media channels stay current. Doing this will make your online marketing efforts their most impactful. So, it's important to put in place the support you'll need to implement this schedule. For example, you might:

- Add the schedule into your desktop or smartphone calendar, enabling notifications and reminders.
- Ask a fellow team member or small business owner to be your accountability buddy and check in with you on that schedule.
- Delegate tasks to tech-savvy members of your team.

Market weekly to-do lists

1. Choose a day each week to sit down with your yearly calendar and develop the week’s marketing to-do list.
2. Which marketing tasks are most important to achieve this week?
 - a. Updating the market’s website
 - b. Creating upcoming subscriber messages (email newsletters, etc.)
 - c. Posting to social media, including creating Facebook events or Instagram reminder posts for upcoming market happenings
 - d. Writing media releases and pitching the media
3. Look ahead to next week and ask, what would I need to do this week to make next week easier?
4. Triage the tasks. Delegate where possible and set a specific time to work on the rest.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Appendix G.8. Checklist: Website marketing (Step 2)

- You have created a bank of messages that you can reuse year after year, season after season.

On evergreen topics, such as:

- Positive attributes of the market's food (variety, freshness, tastiness, origin, safety)
- Positive impacts of buying local (improve health, save money, support local)
- Unique, convenient shopping experience (know your farmer, engage in community, have fun, one-stop shop)
- Tips for selecting, preparing and storing foods purchased
- Tips for paying with SNAP at the market

On seasonal topics, such as:

- Market opening, peak season, closing
- What's in season now?
- Holidays

- Use the words that your audience uses and will search for to find your market.
- Use effective formats, such as listicles, tips, how-tos, checklists, buying guides, frequently asked questions, glossaries, success stories and common mistakes.

Appendix G.9. Checklist: Web functionality marketing

You've gone through your website to:

- Remove or consolidate any duplicate pages.
- Update or delete any outdated content, including broken links.
- Ensure that the pages all have metadata associated with them. (If you use WordPress for your website, there are plugins that can help you with this step.)
- Ensure that you have a site map. (If you use Wordpress for your website, that will help.)
- Check that the site's pages load quickly.
- Add alternative text and captions to images.
- Add captions to videos.
- As much as possible, include content directly on the site instead of embedding it.
- Incorporate keywords into the site's page titles (make them short and meaningful); URLs, image and document file names (make them descriptive); and existing content.

You have a Google My Business listing for the market.

- You've claimed and verified it.

It includes:

- Market details, including market hours that are kept updated for holidays
- Links to your website and social media channels
- Photos

You've listed your market's information, including its hours, website and social media links, and photos, on reputable, no-cost farmers market listing sites:

- Grown In Nevada Farmers Market list
- The USDA's Local Food Directory for Farmers Market
- AARP Farmers Market lists
- Edible Reno-Tahoe Farmers Market list
- You've begun posting relevant, high-quality, engaging responses to recent, relevant posts on forums hosted by credible entities, including a link to the market's website in your forum profile or signature and/or in the reply itself, as appropriate.
- You've partnered with credible, related organizations to submit guest articles or blogs for publishing on their websites, linking to your website in the article byline, bio or content, as appropriate.

Appendix G.10. Checklist: Online marketing schedule

You expanded your digital marketing schedule to include:

- Updating your Google My Business Profile
- Updating your directory listings
- Posting to forums
- Submitting guest articles and posts
- Using your content bank to refresh your website

You update your Google My Business and directory listings according to that schedule.

You post to forums and submit guest articles and posts according to that schedule.

You refresh the messages on your website according to that schedule.

Appendix G.11. Worksheet: Developing educational and benefits messages for consumers

In creating the farmers market-related content that consumers need to know to shop your market, it’s also helpful to write them not only in a way that is Search Engine Optimized, but also in a way that is either timeless or seasonal. This way, the messages will be effective and useful long after they’re created.

Seasonal messages

1. What seasonal announcements or reminders can you share with your market shoppers year after year? Use the prompts in the table below to craft your own seasonal messages and create a schedule for posting them.

Message prompt	Your message to share	When you’ll share it
Get ready for the new season: Remind shoppers about market; build anticipation	<hr/> <hr/> <hr/>	Before the market opens on <hr/>
New season is here: Remind/retrain shoppers to come; build excitement	<hr/> <hr/> <hr/>	When market opens on <hr/>
Come enjoy our [variety, quality, vendors, products]: Maintain momentum when people are distracted by vacations, gardening, etc.	<hr/> <hr/> <hr/>	Peak season, which is <hr/>
Market closing soon – enjoy/celebrate harvest: Draw a good crowd in fall	<hr/> <hr/> <hr/>	Before the market closes on <hr/>
Thank you for a great season: Signal that market season is over and express appreciation	<hr/> <hr/> <hr/>	When the market closes on <hr/>

See you in [the month your market opens]: Plant a seed in shoppers' minds for coming to market when it opens	_____	New calendar/growing year _____

(Table adapted from Washington State Farmers Market Management Toolkit.)

2. What general “produce is in season” information can you share with your market’s shoppers year after year?

Month	Produce in season in northern Nevada	Produce in season in southern Nevada
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

3. What holiday messages can you share with shoppers year after year? Some examples are included for inspiration. Feel free to adapt and use them, as well as create your own.

Holiday	Message
New Year’s Day (Jan. 1)	•
Groundhog Day (Feb. 2)	•

Valentine's Day (Feb. 14)	•
April Fool's Day (April 1)	•
National Agriculture Day/Week (Held in March)	•
National Women in Agriculture Day (March 8)	•
Earth Day (~April 22)	•
Arbor Day (Friday between April 24 and 30)	•
National Small Business Week (First week of May)	•
Mother's Day (Sunday between May 9 and 14)	•
National Fruit and Vegetable Day (May 24)	•
Memorial Day (A Monday between May 25 and 31)	•
Father's Day (Sunday between June 15 and 21)	•
Independence Day (July 4)	•
National Farmers Market Week (Aug. 6-12)	•
Labor Day (A Monday between Sept. 1 and 7)	•

National Farmers Day (Oct. 12)	•
Nevada Day (Last Friday in October)	•
Halloween (Oct. 31)	•
National Rural Health Day (Third Thursday in November)	•
Thanksgiving (A Thursday between Nov. 22 and 28)	•
Small Business Saturday (Saturday after Thanksgiving)	•
Make A Gift Day (Dec. 3)	<ul style="list-style-type: none"> • It's Make a Gift Day! Did you know? Our market features vendors who sell handmade gifts perfect for giving during the upcoming holiday season. Shop us on [date], [time] to get the perfect handmade gift, such as [product 1 from vendor 1] or [product 2 from vendor 2, for that special someone in your life.
World Soil Day (Dec. 5)	•
Christmas (Dec. 25)	•
School breaks (winter, spring, summer)	•
Other local observances	•

Timeless messages

Timeless messages are short bits of marketing information that continue to be relevant long after they're posted online. They can be used year-round and year after year. They grow in search engine traffic over time. Evergreen content will help you to improve your search engine ranking by boosting your Google Expertise, Authoritativeness and Trustworthiness scores. These are the guidelines that Google uses to determine if the site's content is worth ranking it

higher. When you rank better in search results for topics related to your market, you have a better chance of attracting people to your website and to your market.

Message prompt	Your message to share
<p>Variety of produce available at the market</p>	
<p>Superiority of food available at the market, specifically the food’s freshness, tastiness and origin</p>	
<p>Positive impacts of shopping at the market, specifically those related to:</p> <ul style="list-style-type: none"> ● Saving money ● Improving diet and health ● Enjoying social interaction ● Helping to reduce pollution ● Providing fair prices for farmers ● Supporting local growers and agriculture ● Growing strong communities and economies ● Supplementing homegrown produce ● “Are there specific data points that you can share to demonstrate the market’s economic impact?” (Farmers Market Coalition). 	
<p>Unique experience of shopping at the market, including that:</p> <ul style="list-style-type: none"> ● Consumers can meet and ask the producers. ● It can be fun, including for women, home gardeners, and couples. 	
<p>Convenience of shopping at the market:</p> <ul style="list-style-type: none"> ● Locations ● Clear prices ● One-stop shopping 	

<ul style="list-style-type: none"> ● SNAP friendliness 	
<p>Tips for paying with SNAP at the market:</p> <p>How does your market make fresh food more affordable and available to people in your community, particularly people on a budget or with low incomes? (Farmers Market Coalition).</p>	
<p>Safety of foods sold at the market:</p> <p>“What policies and protocols have you put in place to reassure your customers, vendors, and staff that the market is safe?” (Farmers Market Coalition).</p>	
<p>Tips for preparing foods sold at the market</p>	
<p>Facts and figures, such as from Farmers Market Facts & Figures²³</p>	
<p>Your favorite ag or food-related quotes, such as:</p> <ul style="list-style-type: none"> ● Bobby Collier: “I’m just a farmer, plain and simple. Not of royal birth but rather, a worker of the earth.” ● Doe Zantamata: “What you see depends on how you view the world. To most people, this is just dirt. To a farmer, it’s potential.” ● George Washington: “I’d rather be on my farm, than be emperor of the world.” ● Laura Ingalls Wilder: “Some old-fashioned things like fresh air and sunshine are hard to beat.” ● The FFA creed, “I believe in the future of agriculture with a faith born not of words but of deeds.” 	

²³ <https://farmersmarketcoalition.org/wp-content/uploads/2022/06/Farmers-Market-Facts-Figures-2022.pdf>

- Theodore Roosevelt: “I do not believe there was ever a life more attractive than life on a cattle farm.”
- Will Rogers: “A farmer has to be an optimist, or he won’t still be a farmer.”

For ideas, see [Georgia Fruit & Vegetable Growers Association’s “Great quotes for social media”²⁴](#).

²⁴ https://cdn.ymaws.com/www.gfvga.org/resource/resmgr/great_quotes_for_social_medi.pdf

Appendix G.12. Handout: Consumer messaging tips

Message tips

- **Set a schedule** for sharing these through your website, social media and email newsletter. Use notifications and reminders, and enlist the support of employees, volunteers and fellow business owners to help you stick to the posting schedule.
- **Use formats that work**, such as listicles, tips, how-tos, checklists, buying guides, frequently asked questions, glossaries, success stories and common mistakes.
- **Write for people who don't know much about where food comes from or farmers markets**, using clear language without acronyms, abbreviations or jargon.
- **Avoid specific events and dates**; current trends, news articles, and pop culture happenings or references; and statistics or reports that'll go quickly out of date.

Appendix G.13. Worksheet: Market selling points, policies and resources for vendors

Adding information, instructions, online forms, etc. to a market’s website makes it easier for prospective market vendors to join the market, and for existing market vendors to continue selling there for years to come.

Developing, organizing and implementing this information and functionality is a time investment for farmers market managers. But, it does pay off, particularly when market managers craft the information and functionality to address vendor pain points which, in turn, become market manager pain points.

Addressing market manager pain points

1. Are you feeling stressed or burned out? If so, about what?

2. Do you find yourself answering the same questions for or running into the same issues with vendors, over and over again? What are they?

3. Which market rules, guidelines and procedures could be updated, added or removed to help address these issues?

Addressing vendor pain points

“[M]arket rules of operation can interfere with farmers’ willingness to sell at the market,” as such, market managers “should consult broadly and directly with the farmers they serve to implement policies that will encourage farmer participation rather than inhibit it” (Andreatta & Wickliffe, 2002).

1. Are market vendors feeling stressed or burned out? If so, about what?

2. Which market rules, guidelines and procedures could be updated, added or removed to help address these issues?

Sharing selling points

To attract new market vendors, market managers should include selling points for vendors, such as market facts and figures, on the market’s website (Iowa Farmers Market Handbook).

1. On average, how many customers does the market attract each market day?

2. What are the market’s achievements and successes?

3. How does the market support and celebrate its vendors?

4. How does the market make selling at the market convenient for vendors?

5. How many vendors does the market have in each product category?

Product category	Number of vendors
Fresh fruits, vegetables and herbs	
Fresh dairy, poultry and meats	
Prepared foods to eat on site	
Prepared foods to bring home, such as desserts, preserves and pickles	
Honey and other bee products	
Handmade items such as jewelry, pottery, woodworking, etc.	
Other:	

6. What specific types of vendors am I looking to recruit for the market? What's important to them?

7. What resources can you create or recommend to vendors to grow their businesses?

Examples include resources (information, training, mentoring) that helps vendors evaluate whether their business is ready to vend in a market, decide whether their business is a good fit for your particular market, get answers to questions vendors at your market frequently ask, advertise that their business is a part of your market, and improve their customer service and displays at your market.

Appendix G.14. Worksheet: On-site search engine optimization (SEO)

How do customers talk about my market?

Consumers need to know more about your market than basic details, and they will search not only for the basic information about your market but also additional information about it using search engines. It's important to use the words they'll use to find you on your website, in your market's basic and additional information. Otherwise, you won't appear in their list of search results. That's a website marketing best practice known as Search Engine Optimization or SEO.

The words shoppers and vendors use when looking for or talking about your market can be different from the internal jargon, acronyms and abbreviations that people familiar with farming, ranching, agriculture, food production and farmers markets use. Be sure to use these lay terms in your online content.

1. You know the people attending your market. What keywords do they use when they're talking about your market?

2. What words do they use when they look up information online related to farmers markets, the types of vendors you have and products they sell, and the city/county/neighborhood your market is in?

3. What words do prospective or current vendors use to talk about your market?

4. What words do you, your staff and your volunteers use to talk about your market? What differences do you notice between how you, your employees and your volunteers talk about your market, and how shoppers and vendors talk about your market?

What keywords could be used to describe my market?

It's also important for search engine optimization to identify keywords for the market. "The best keywords are those which have high probability of searches and low competition" (Khan & Mahmood, 2018).

1. Farmers market managers should use industry-specific keywords appropriate for their business, such as farmers market, as well as keyword modifiers, such as local/nearby/closest, organic, sustainable, open-air, Sunday and year-round (Hennigan, 2023; Google Ads Keyword Planner, 2023). Which industry-specific keywords make sense for your particular market?

2. Research shows that "[c]onsumers now put more emphasis on wanting food that is convenient, ethically raised and healthy; they want to know where their food is coming from, how it was raised and how it got to their plates" (White et al. 2014). Are there keywords related to these topics that would make sense for your particular market to use?

3. Additionally, the following terms are important to use in the search engine optimization of Nevada farmers markets websites, as Park et al. (2023) found that they are important to Nevada farmers market consumers. Which would make sense for your market to use?

- Grown in Nevada
- Grown locally, including in nearby regions of other states
- Certified by the Department of Agriculture
- Grown organically

Bringing it all together

1. Are the target customer and keywords included in your website's ...?

- Domain name / URL
- Subdirectory names / URLs
- Page names / URLs
- Titles
- Descriptions
- Headings
- Links/anchor tags
- Image alternate text and captions, as appropriate

Appendix G.15. Checklist: Website marketing (Step 3)

The site loads quickly and displays and performs well on mobile.

The site includes information and functionality designed for current and potential shoppers. Color, size and placement guide shoppers to them. They're easy to understand and use.

- Simple, easy, short, online subscriber sign-up forms
- Interactive calendar with reminder notifications for market days and special events
- Visitor contact information that includes a photo and bio
- A secure way to shop the market online

The site includes information and functionality for current and prospective volunteers. Color and placement guide volunteers to them. They're easy to understand and use.

- Information on volunteer perks
- Whether you're accepting new volunteers, and if so, for which roles
- The process/steps of becoming a volunteer with you
- When volunteer applications open and close, and when application acceptance/rejection notices are sent
- Simple, easy, short, online volunteer application forms

The site includes information and functionality for current and prospective vendors. Color and placement guide vendors to them. They're easy to understand and use.

- Vendor contact information that includes a photo and bio.
- Market selling points and key messages for vendors
- Whether you're accepting new vendors, and if so, in which product categories
- The process/steps of becoming a vendor
- When vendor applications open and close
- When application acceptance/rejection notices are sent
- The market's rules, bylaws and policies
- Simple, easy, short, online vendor application forms, with instructions
- A way to securely pay vendor fees online
- Vendor resources, such as hallmarks of successful, market-ready businesses; signs a business is a good fit for selling with your market; tips for successful applicants; and links to credible resources that help vendors and farmers to grow their businesses

Your website includes information and functionality for supporters and sponsors. Color and placement guide vendors to them. They're easy to understand and use.

- Ways to donate, and recognition for current donors
- Whether you're accepting new sponsors, and if so, which tiers of sponsorship
- The process/steps of becoming a sponsor

- The perks of sponsoring your market
- When sponsor applications open and close, and when application acceptance/rejection notices are sent
- Online sponsorship forms

Appendix G.16. Checklist: Subscriber marketing

- You compiled the email addresses and/or cell phone numbers you had on hand for vendors, volunteers, employees, shoppers, sponsors, etc., and subscribed them to your lists.

You're now actively collecting email addresses and/or cell phone numbers for new subscribers, such as vendors, volunteers, employees, shoppers, sponsors, etc.

- You added a newsletter sign-up form to your website.
 - You added a newsletter sign-up link to your social media, such as in your accounts' about information and pinned posts.
 - You have paper sign-up sheets at your market stall and invite customers and passersby to sign up.
-
- You're sending to your lists updates, announcements, reminders and/or newsletters.

Appendix G.17. Checklist: Marketing schedule

- You expanded your digital marketing schedule to include sending subscriber marketing.
- You send messages to your subscriber lists according to that schedule.

Appendix G.18. Checklist: Social media marketing

If you manage multiple markets:

- You use Facebook Location Pages to maintain the parent market brand, while allowing shoppers to interact with their local child brand market.
- You maintain separate Instagram accounts for each market, as that platform doesn't yet have location functionality.

Your social media posts:

- Are consistent, reliable, accurate, engaging, professional and strategic.

Are a mix of:

- Message types (business and relational)
- Post types (text; links, photos, graphics, memes and cartoons; and pre-recorded and live video)

Include:

- An engaging opening
- A compelling call to action
- A link back to your website
- Relevant hashtags and mentions
- Alternate text or image descriptions
- Accurate captions

Your social media graphics:

- Convey the market's brand and personality
- Use brand fonts, accent fonts are okay used sparingly to complement brand fonts
- Use brand colors, accent colors are OK used sparingly to complement brand colors
- Are concise (fewer than about seven words plus a URL or QR code)

Are easy to read:

- Avoid all caps, fancy fonts or small font sizes
- Use excellent color contrast
- Use camel case hashtags and URLs

- Use visual hierarchy to guide viewers' eyes to the image and its content

- You share relevant posts from related, credible organizations, as appropriate.

- You share user-generated content, as appropriate.
- Your regularly scheduled markets and market special events are posted to your social media as interactive events/posts with reminder notifications.

Appendix G.19. Checklist: Social media posts

If it's text

It's ours / about us and makes us look good, and we have permission to post it.

It's first-person, friendly and easy to read.

Avoids acronyms, jargons, abbreviations and emojis

Uses we, us and our; contractions; simple words and sentences

Any mentions, hashtags and URLs are at the end of the post.

Hashtags

Include the market's hashtags

Are camel cased (#UNRExtension, not #unrextension)

Aren't made up of abbreviations, jargons or acronyms

If it's a photo

It's a plain image with no text on it.

It's ours / about us and makes us look good.

We have permission to post it.

Photo releases

Photographer permission

Copyright

Alternate text has been added for the image. Or, an image description is at the end of the post.

If it's a video

It's ours / about us and makes us look good.

We have permission to post it.

Photo releases

Photographer/designer/videographer/musician permission

Copyright

Has branded, accessible opening and closing slides, and lower thirds

Anything important going on the screen has been talked about out loud.

Has accurate captions

If it's a graphic (not recommended)

It's ours / about us, and makes us look good.

We have permission to post it.

- Photo releases
- Photographer/designer permission
- Copyright

It has only a few words on it.

- The text is large and easy to read.
- No all caps
- No fancy fonts
- No small fonts
- Great color contrast

- Brand colors have the focus in the design.
- Accent colors are used strategically and sparingly or not at all.
- Brand fonts have the focus in the design.
- Accent fonts are used strategically/sparingly or not at all.

Logos

- Farmers market logos lead. That is, they come first / are most prominent.
- Approved vendor or partner logos may follow, if relevant (optional).
- Logos are unaltered (colors, proportions).
- Logos stand out (are good sized, have no clutter around them).

Checklist adapted with permission from a checklist by Ashley Andrews, University of Nevada, Reno.

Appendix G.20. Checklist: Subscriber marketing

Your subscriber marketing messages follow design best practices.

- Email newsletters follow website and social media marketing best practices.
 - Text messages are short, well-timed, actionable and link back to your website.
-
- You make it easy for subscribers to update their subscription preferences or unsubscribe.

Appendix G.21. Worksheet: Set your pace

This part is a marathon, not a sprint.

Slowly, over time, at a sustainable pace, you'll **continually** work on the following.

But first, what's a sustainable pace to you? Think it through. Define it. Don't get caught up in a shiny new thing and take off at a pace that won't last. Be honest. It's okay if your pace is slow, or if it stops and starts. Your pace doesn't even have to be a set pace; it can vary based on the growing season and other things going on in your life.

1. My sustainable pace is:

Also, for this part, repurposing your existing content is not only okay but is encouraged!

2. These are things I can repurpose, and where to find them :

Appendix G.22. Worksheet: Showcase your vendors and customers

Showcase your vendors

You can ask businesses to submit this information to you as part of their vendor application.

- Business names, logos and stories
- Owner/manager names, photos, bios, fun facts
- What does each business sell? What makes those products unique, the best?
- Why should people get those products at your market versus other places they're sold?
- "How does your market support and promote their business?" (Farmers Market Coalition).

Showcase your customers

1. "Who are the familiar faces at your market?" (Farmers Market Coalition).

2. "Do you have market shoppers willing to share why food access is important to them?" (Farmers Market Coalition).

Appendix G.23. Worksheet: Showcase the face of your market

Research shows people do business with people, not brands. Help people do business with you!

- **Identify the face of your market.** It’s likely the person identified above as the contact for market visitors or vendors, but it could be someone else. Maybe it’s the market manager, owner or founder?

- Whoever they are, **get an authentic, fun photo of them.** Capture it with a quality camera, using good lighting. The photo doesn’t have to be amazingly perfect. Authentic photos are more effective than highly produced and edited photos. The face of the market doesn’t have to be a pretty face. Photos with people in them, even “ugly” people, are more effective than photos without people in them.
- **Get their story!** Interview them, recording the interview on your phone or with a tape recorder. If you video record the interview, you can edit and use the video on your website and social media channels.

- **Use the interview** to create:

- **A short bio** for the person. Add it to your website, such as on the contact us or about us page on the website’s footer. Use the bio as a social media post.

- **Social media posts:**

- Meet _____ . [Insert their short bio here.]
- A fun fact about _____ is _____ .
- Did you know? _____ [does/likes/is/has _____
- It’s _____’s [birthday, work anniversary, etc.]. Wish them well in the comments!
- Two truths and a lie about _____. Guess which is the lie in the comments!

- _____
- _____
- _____

- **A short article** on them (for the website blog, pitching to local media as “someone to know”)

Appendix G.24. Worksheet: Showcase your market's history

1. What's the story behind how your market got started and how it got where it is today? What challenges and successes have you experienced? What are your future plans? (Farmers Market Coalition).

2. Who have been your key players? Sources of inspiration and support? Hardest workers? Profile them.

3. What's the funniest thing that's ever happened at your market? Most memorable thing?

4. Who's your oldest and youngest customer/employee/vendor? Profile them.

Appendix G.25. Worksheet: Showcase what makes your market unique

“It’s important to promote unique aspects of your market to set it apart from other food retail options (and other markets too!)” (Farmers Market Coalition).

What makes your market unique?

- Share it as stories on your website and in your social media.
- Express it in a value proposition; add it to your website and social media.
- Capture it in photos, video; add them to your website and social media.

1. “How is your market working to ensure everyone feels welcome?” (Farmers Market Coalition).

2. “Are there key partnerships that add to the market experience?” (Farmers Market Coalition).

3. “Does your market operate educational and/or sustainability (for example, composting) programs/events/initiatives? Give a little background on how they came to be and any ideas or expansions for the future” (Farmers Market Coalition).

4. “Behind the scenes: 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 important it is to you” (Farmers Market Coalition).

What’s your unique expertise?

Write short articles sharing that expertise.

The articles can be for consumers, vendors, decision-makers, etc., depending on what expertise you have available and what your goals are: Attract new customers? Recruit new vendors? Educate existing customers? Develop existing vendors? Grow community awareness of the market? Enhance community support for the market?

“You” can be you personally, someone on your market team, a vendor at your market, or even a longstanding customer or volunteer! Ask for guest bloggers/writers from related businesses/operations/organizations in your community.

1. Who can write for you? Make a list and reach out to them.

2. What can you write about?

Identifying produce

- Selecting produce
- Washing, storing produce
- What’s in season when
- Tips for shopping the market
- 10 things to do at your market

- Five vendors to meet at your market
- Three fun market date ideas
- Fun facts about farmers markets
- Top farmers markets near XXX county, city, neighborhood
- Best places to buy produce near XXX county, city, neighborhood
- Biggest/smallest/newest/oldest farms near XXX county, city, neighborhood
- Recipes
- Tips for creating attractive booths
- Tips for fast booth set-up and tear-down
- 10 things market managers wish vendors knew
- Five things experienced market vendors wish they knew when they were first getting started
- Signs your new/small business is ready to become a vendor in our market
- Three things to do before becoming a farmers market vendor
- Three reasons HOAs love farmers markets
- Ways farmers markets benefit neighborhoods
- Ways farmers markets benefit counties, states
- Other ideas:

Appendix G.26. Checklist: Community and media relations marketing

- Offer special, stand-alone events to drive traffic to the market (events marketing).
- Host an activity or offering at the market to drive traffic to the market (in-bound marketing).

Identify potential community partners, forge relationships with them and help each other.

- Submit the market to community and media outlet calendars.
- Identify and get the market involved in relevant / key community events.

Partner with local organizations to invite their clients to the market:

- The Chamber of Commerce
- Your fellow small business owners
- Property management companies and realtors
- Area universities, senior communities and care homes
- Community, council and parent-teacher association meetings
- News outlets

- Work with vendors / partners to provide an activity at the market or host a special event.

- Develop market key messages for the media.
- Develop a media release template for the market.
- Familiarize yourself with the media outlets in your area, the reporters working for them and the topics the outlets/journalists tend to cover.
- Write, distribute and pitch media releases for key market happenings, incorporating key market messages and using the market's media release template.
- Write and submit media op-eds and letters to the editor.
- Supplement organic (free) media coverage with paid ads.

Appendix G.27. Checklist: On-site marketing – market managers

- Keep the premises tidy and litter-free.** Ensure the market grounds and vendor space is clean, in good repair, well organized and comfortable for market goers.

Ensure market signage:

- Is large and clear, and consistent in appearance
- Features the market's logo/name and brand fonts and colors

Is strategically placed, such as:

- Near busy intersections / high-traffic roads close to the market; indicating there's a farmers market, its name, it's open, and its days and times
 - At the market's entry, welcoming visitors, setting the tone of the market; and sharing its name, days and times
 - Throughout the market's space, sharing information, helping customers with navigation and making them feel comfortable at the market
-
- Invites future vendors to join the market

- Know the vendors and their products** and recommend them to customers.
- Offer amenities** (e.g., seating areas, music, etc.) for customers to enjoy the market experience.
- Raffle market gift baskets** to collect customer contact information.

Appendix G.28. Checklist: On-site marketing - market vendors

Hang a banner clearly showing your farm name. Use the farm's name and brand colors and fonts on the banner.

Post eye-catching signs that:

- Are large and clear, and consistent in appearance
- Feature the farm's logo/name and brand fonts and colors
- List all payment methods accepted
- List items available, with any sold-out items crossed out
- Ensure all prices are clearly displayed for each item

Inform customers that your produce was grown:

- At a farm certified by the state agriculture department
- Organically (if so)
- Locally (city, state)
- In Nevada (if so)

Tell customers how

- Wonderful your produce is
- The produce can be consumed, stored or preserved

- Highlight products in season.
- Connect people with your website, social media and subscriber marketing efforts, using QR codes as appropriate.

Use a tablecloth(s) to keep storage under the table out of sight.

Use product merchandising techniques to attract customers:

- Create a natural flow.**
- Draw attention** with angles, colors and baskets.
- Keep your display containers full** to convey abundance and options.
- Rotate or water-spray perishable products** for freshness.
- Get creative** with vertical and under-table space.
- Offer product specials** (e.g., bulk pricing, bundling different items, etc.).
- Offer samples** (but not from packages already weighed to sell).
- Raffle produce gift baskets** to collect customer contact information.
- Make farm and produce information available** to customers (e.g., business card, QR code, etc.).

Appendix G.29. Checklist: On-site marketing – market and vendor staff

- Be easily identifiable** from other people at the market (e.g., branded t-shirts, accessories, etc. that use the market's/farm's logo/name and its brand fonts and colors).

Provide a shopping experience.

- Pitch in and set an example** with customer service.

Be proactive, personal and engaging.

- Stand up to be visible to passing customers.
- Greet customers, make eye contact with them and be friendly.
- Share information, recipes and food pairings.
- Offer ways to keep in touch, such as through the business' website, social media channels and subscriber lists.
- Make a note** of customers' comments and suggestions.

Be knowledgeable about your farm and produce, including:

- How your produce was grown
- How to cook/enjoy them

- Know other vendors** at the market to help customers find what they need.