

Whats Been Successful

Summer Food service site Greenfield filled a void

Melrose 2 identified days per month

Connect chefs and farms, chef demos and point to farm

BOH has to vegetarian in Melrose

Greenfield can use meat

CALL your local BOH

Iron Chef Competition IN Firehouses

Pop up shopping tour, Lawrence collaboration with cooking matters

Lexington success

Kids sell something they create at the market, soap pots jewelry

Farmers market coalition week, found a fun fact and did a scavenger hunt

Tastings and votes ex squash 4 different ways

Kids vend day outreach website newsletter moms group FB PTA

Getting the word out:

Massvacations.com, also has a culinary website

Farm tours

Pop up markets, (charge regular rate)

Go where the people are,(ex YMCA)

Umass extension comes

Opening day or any day

Bubble to kids

Paint pots and plant with kids

Integrate nearby activities,(ex Zoo)

Small pumpkin decorating

Ymca does a craft table

FB Ads

Leverage Mayor, (Blog etc.) Advertise

Cooking demos with a good fragrances

Fundraising:

Bring in business to do activities

Pin \$5 friend of the market

Farmers market bag = donation to food pantry

“rachaels table” ask people to buy something extra & donate to pantry

Food pantry give out bucks to shop at farmers market

Master gardeners can come and do soil testing

Expand reach

Farmers market mascot at different locations

Pop up markets

Leverage partners

Go where people are

Make sure you are in an opportunistic location

Identify good collaborators:

Library stories at the market, scavenger hunt, taste the book, libraries rock

Advertise as FREE

Shop Franklin Movement and FB

Get everyone together on FB to promote each other

“Dog Days of Summer” theme, pet show, register dog, etc.

Private FB Groups Share info and join them

HS Community service at the FMkt

Highlight your farmers(pics and Stories)

Creative Thinking Large Scale Marketing

How can we collaboratively market

Change Culture

Billboards, TV ads

Promote shopping at Farmers Markets