DEVELOPING AND BUILDING PARTNERS AND PROGRAMS That Maximize Your Farmer Market

Farmers Market Managers

Lora L. Friest
Executive Director
Northeast Iowa RC&D
563-864-7112
Lora.Friest@NortheastIowaRCD.org
FOR YOUR CONSIDERATION

- **Strategic Engagement and Planning**
  - Developing a Strong Farmers Market Team
  - Understanding Partner Interests
    - Vendors
    - Economic Development Partners
    - Enrichment Partners
    - Maximizers

- **Functional Strategies and Partnerships**
  - Expenses & Income
  - Grant Basics – Things to Consider
  - Good Strategies
  - Great Partnerships
STRATEGIC ENGAGEMENT —
DEVELOPING A STRONG FARMERS MARKET TEAM

- Local Food FM Producers
- Value Added FM Producers
- Other FM Vendors
- City Council and Personnel
- Downtown Businesses
- Chamber of Commerce
- City and/or County Economic Development
- Tourism
- Local Musicians
- Local Chef, Restaurants and/or Food Vendors
- Private/Public State Certified Kitchens
- Local Nonprofits
- Artist & Art Collaborative
- Historical Society
- Retired Senior Volunteer Program
- Downtown Betterment Association

- 4-H, Eagle Scouts, & other Youth Partners
- Schools
- Park and Recreation Departments
- Local Food Pantry
- Grocery Stores
- Main Street Organizations
- Volunteers
- ISU Extension
- Local, State and Federal Programs
- Grantors
- City Event Planners and Organizers
- Buy Fresh Buy Local
- Regional Farmer Market Collaborative
- Other Farmers Markets
- State and Federal Producer and Farm Organizations
Understand what your FM, your community and each potential Partner has to gain from involvement in your market

Be able to dialog about the value of each Partner’s involvement – for the Vendors, the FM, the Partner and your community

Present the information to your Vendors and/or FM Board

Work with your Vendors/FM Board to determine which partners best align with your overall vision

Meet with and Recruit Potential Partners

Involve Partners in decision making – Board, Advisory Board or “Market Friend”, which ever is comfortable for them
STRATEGIC ENGAGEMENT — UNDERSTANDING PARTNER INTERESTS

**FM Vendors:** Business Owners who Partner with other Businesses in a Public Setting

- Local Food Producers
  - Vegetables, Fruit, Herbs, Meat, Eggs
- Value Added Producers
  - Maple Syrup, Canned Food, Baked Goods, Cheese, Yogurt, Wine, Tea, Soup Mix, Jams/Jellies, Dehydrated Foods
- Other “Local” FM Vendors
  - Photographer, Jeweler, Knitter, Writer, Purveyor of Wool and/or Yarn, Basket Maker, Wood Worker, Potter, Prepared Food Vendor, Florist
STRATEGIC ENGAGEMENT — UNDERSTANDING PARTNER INTERESTS

- **Vendor Considerations**
  - Provide Opportunities for Small Business Owners to Introduce Themselves and Their Product to the Public in Highly Visible Locations
  - Provide Opportunities for Vendors (and Consumers) to “Test” Products
  - Provide an Opportunity for New Businesses to Reduce Overhead
  - Foster “Idea Exchange” and are a Natural Learning Environment
  - Provide Joint Advertising and Marketing
  - Build Loyal Customers
  - Help Small Businesses Become Big Businesses
STRATEGIC ENGAGEMENT — UNDERSTANDING PARTNER INTERESTS

Economic Development Partners

- City Council and City Personnel
- Downtown Businesses
- Chamber of Commerce
- Downtown Betterment Association
- Main Street Organizations
- City and/or County Economic Development
- City and/or County Tourism
- City Event Planners/Organizers
- State and Federal Producer and Farm Org
STRATEGIC ENGAGEMENT —
UNDERSTANDING PARTNER INTERESTS

- **Economic Development Considerations**
  - FM Vendors Increase the Number of Businesses in a Downtown but Rarely Duplicate Existing Services
  - Increase Services and/or Fill in Service Gaps
  - FM in Grocery Store Parking Lots Increase Sales for that Grocery Store
  - FM Are A Scheduled Event That Draw People to Specific Areas of a Community at a Specific Time
  - FM Create/add a Destination “Gathering Place” for Community Members and Visitors
  - FM Vendors are the “Front Line Employees” for Downtown Businesses
  - FM Provide “Local” Experiences for Visitors
  - Provide Opportunities for Existing Businesses to Improve Their Inventory and/or expand “Local” merchandise
  - Can help downtown businesses extend hours
  - Are charged with and interested in helping you/your local producers
STRATEGIC ENGAGEMENT — UNDERSTANDING PARTNER INTERESTS

**Enrichment Partners**

- Local Chefs and/or Restaurants
- Local Musicians
- Artist & Art Collaborative
- Historical Society
- 4-H, Eagle Scouts & other Youth Partners/Orgs
- Schools and/or Youth Programs
- Park and Recreation Departments
- Retired Senior Volunteer Program
- Event Planners/Organizers
STRATEGIC ENGAGEMENT — UNDERSTANDING PARTNER INTERESTS

- **Considerations for Enrichment Partners**
  - Increase opportunities for Musicians to introduce themselves and their music in a nonthreatening way
  - Increase opportunities for Artists to introduce themselves to potential clients and gauge interest
  - Create interest in Historic Structures and Downtowns
  - Provide a Great Learning Environment for Youth Business Entrepreneurs
  - Provide Volunteers with *Meaningful Experiences*
  - Provide an introduction point for local chefs to the public
  - Provide opportunities for restaurants to engage local producers, see and test product
  - Maximize Synergy at “Local” Events
Maximizers

- Local Nonprofits
- Private/Public State Certified Kitchens
- Food Pantries
- Grocery Stores
- Volunteers
- Local, State and Federal Programs
- ISU Extension
- Grantors
- Public Health
- Fair Board or Community Center
- Regional FM Collaborative
- Other FM Markets
- Tourism and Economic Development
STRATEGIC ENGAGEMENT — UNDERSTANDING PARTNER INTERESTS

**Considerations**
- Can allow you access to private spaces/locations that will maximize FM benefits
- Can extend the FM season by providing indoor space
- Can help producers minimize waste
- Will advertise/market and inform for you or increase collective advertising
- Help you understand and reach new and existing customers through surveys, vendor and entertainment recruitment, etc.
- Can help you implement more complex programs like SNAP etc.
- Can write and apply for grants for which you don’t qualify – be a fiscal agent or apply as a partner
- Coordinate times to avoid conflict
- Qualify you for programs and grants for which you otherwise would not be able to access
FUNCTIONAL STRATEGIES & PARTNERSHIPS

Expenses:

Primary: Market Manager, Advertising, Rental Fees, Insurance, Facilities

Secondary: Music, Demonstration Food and Equipment, Signage, Photography

Income Opportunities

- Vendor Fee or Booth Rental
- Sponsorship – Partner Contributions
  - Banks, Chamber of Commerce, Grocery Stores, Community Minded Corporate Sponsors, Local Publishers, City, Nonprofits
- FM Product Sales
- In-Kind and Cash Donations
- Grants
FUNCTIONAL STRATEGIES & PARTNERSHIPS

Grant Basics – Things to Consider

- Are you an Eligible Applicant?
- Do you have the capacity to write, manage and report?
- Can you or should you partner with a Fiscal Agent?
- Can a partnering organization or the city apply as a project partner?
- Are you looking for Ongoing Expenses or One Time Expenditures?
- Do you want to implement a New Programs or Activity?
- Are you Aligning Your Ideas with what the funder wants?
- Can you/do you want to implement a pilot project?
FUNCTIONAL STRATEGIES & PARTNERSHIPS

Grant Basics – Good Strategies

- Read and Follow all instructions
- Create a checklist of required items
- Create an artificial deadline for yourself
- Done wait for the next announcement
- Think like a funder/grantor
- Answer the grantors questions
- Make it easy for the funder to find the answers
- Don’t over embellish
- Try to find out why you didn’t get the grant
- Thank the funder
FUNCTIONAL STRATEGIES & PARTNERSHIPS

Grant Basics - Great Partnership

- Community Foundation
- Small Local Non Profits
- Local and State Corporations and Interests Groups
- State Grants
  - Informed Local and Regional Partners
  - State Announcements
  - State and Departmental Websites
- Federal Grants
  - Local Offices
  - Regional Offices
  - National Announcements and Websites