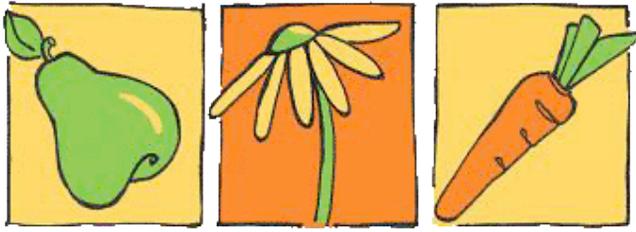


Lexington Farmers' Market.

Market Promotions at the Lexington Farmers' Market

Sonia DeMarta
Janet Kern

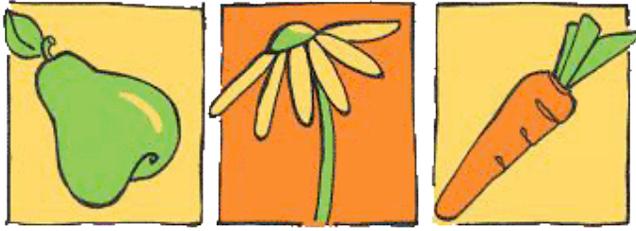


General Market Promotions

Lexington Farmers' Market

- Making the Most of your Logo

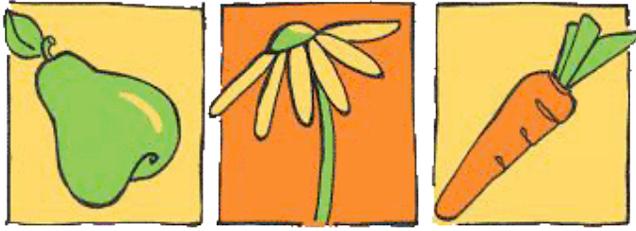




Lexington Farmers' Market.

General Market Promotions

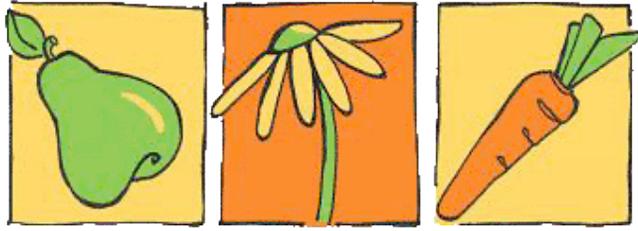
- T-shirts
- Posters/Flyers 1 month before Opening Day
- 6 Sandwich Boards around Town
- Weekly email newsletter
- Regular, Local Newspaper Articles
- Gift Certificate/Coupon Books
- Website...



Lexington Farmers' Market.

Website as a Promotion Tool

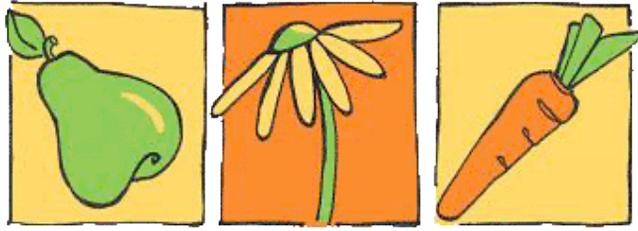
- Size and Complexity isn't most important
- Dynamic
 - Changes Periodically
- Consistent
 - Reliable Source of information
- Attractive
 - Logo and Photos



Lexington Farmers' Market.

Website: What Matters?

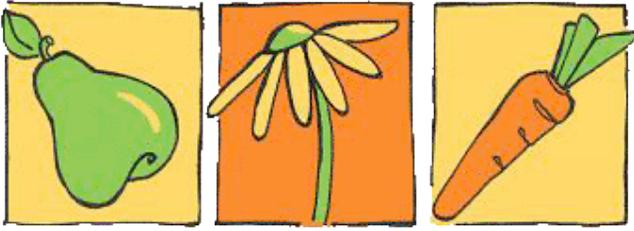
- **START SMALL** with site that:
 - Builds Recognition
 - Features your logo
 - Features “faces” of the market
 - Has some Dynamic aspect
 - New picture each week
 - What’s happening this week?
 - Always has accurate information
 - Updated regularly (best: day after market day)



Lexington Farmers' Market.

Website: What Matters?

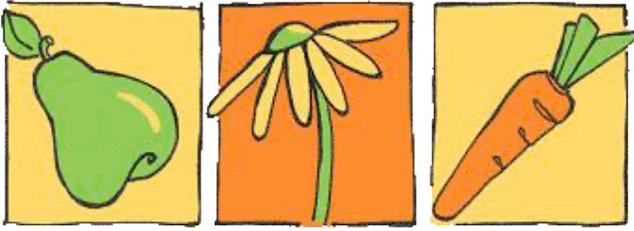
- **EXTEND GRADUALLY** towards one that:
 - Acts as a website for vendors who don't have their own
 - Answers any question about the market
 - Acts as an online community meeting spot (blogs, etc.)
 - Has links to other sites of interest (and those sites link back...)
 - Provides something new and different on every visit.



Lexington Farmers' Market

Specific Market Events and Promotions

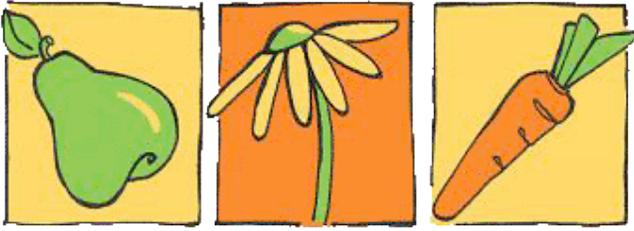
- Pre-season
 - Earth Day (included raffle prizes: visit farm, t-shirts, organic plants, coupon book)
 - Discovery Day (local business promotional event)
- Special Market Days (handout available)
 - Bike to the Market Day
 - Tomato Festival
 - Gardening Day
 - “What’s for Dinner?”
 - “Eat in / Act Out” sponsored by The Food Project
 - *“Dinner Party Project” with “Spoons Across America”*



Lexington Farmers' Market.

What Worked?

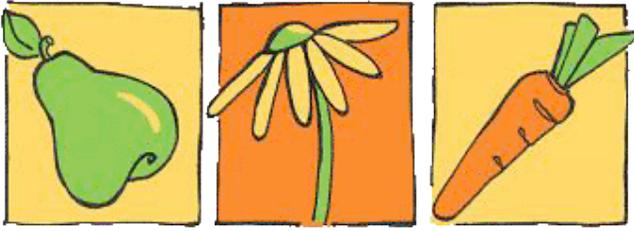
- Offering \$2 market coupon as incentive (Bike Day)
- Involving other Community Organizations
 - Town Selectmen (Tomato Fest)
 - Town Bike Committee (Bike Day)
 - Local Elementary School (Dinner Party Project)
- Events with more Spontaneous Feel
- Chefs or other Speakers who know how to “perform”
- Good Weather - not too hot...no rain!
- Samples!!



Lexington Farmers' Market.

What Didn't Work?

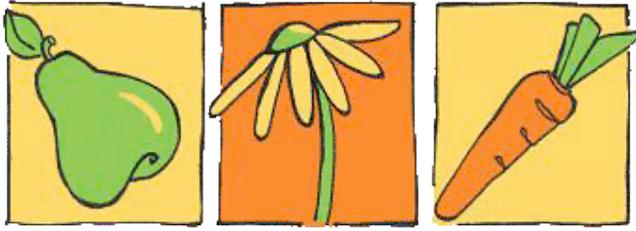
- “Scheduled Timeslots” - specific location at specific time
- Vendors speaking to crowd on various topics
- Scheduling Tomato Fest when tomatoes weren't ready...!



Lexington Farmers' Market

New Ideas...

- “Children’s Day”
- Inviting Elementary School Principals
- Involving other Community Organizations to participate: Garden Club, Historical Society, Conservation Commission.
- Extending Website to include Community Discussion Page.
- Sending Flyers and information to Real Estate Agents, pre-schools, schools & Houses of Worship



Lexington Farmers' Market.

Summary

- Brand Recognition (Logo)
- Simple but Dynamic Website
- Fun, educational events that involve people in a variety of ways.