

MARKET OUTREACH AND PROMOTION

There are many ways for farmers' markets to conduct outreach and promotion. Included in this document are some of the creative approaches that have been shared with us by market managers across Massachusetts.

1 Lawn signs – Develop lawn signs (similar to those used in political campaigns) with the market logo, date, time and location. Ask market supporters to post these signs on their front lawn for passersby to see.



2 Hang a banner in the town square – If you can receive approval, hanging a banner in the town square throughout the full market season is a great way to gain visibility.

3 Use sandwich boards on market days – Place sandwich boards in the area surrounding your market on market day. This can help remind shoppers about the market and can also provide directions if your market is in a hidden location.

4 Partner with social support organizations – Partnering with social service organizations can help your market reach a new constituency. Staff at *Elder Affairs*, *WIC offices* and the *Department of Transitional Assistance* work with low-income community members on a regular basis to help clients access healthy foods. Developing a relationship with these agencies can be beneficial to all involved.

5 Advertise in local newspapers – Neighborhood papers aim to keep community members informed about events taking place in the immediate region. They can be great for raising awareness about your market or publicizing special events.

6 Door hangers – Create inviting door hangers with information about your market day, time and location. Recruit volunteers to distribute the hangers throughout the neighborhood surrounding your market. If your neighborhood consists primarily of apartment buildings you can place flyers under the door instead of using door hangers.

7 Post flyers at central locations in town – Create eye-catching flyers with information about your market. Post these flyers in visible areas around your town such as health centers, coffee shops, libraries, and other stores in central locations.

8 Outreach through area schools – Contact your area elementary school to receive permission to send letters about your market home with the students. Know the population of your community and be sure to make letters bi-lingual if necessary.

9 Technology and social media – The popularity of Facebook, Twitter and other social media make them a great tool for market promotion. Use these tools to update shoppers on the products that will be available on a given week or a special event that may be coming up. You can also create an email list from current shoppers and send them weekly or monthly newsletters to keep them interested in shopping at the market.

10 Events and festivals – Highlighting seasonal elements of your market through special events or festivals can be a great way to raise awareness about your market and reinvigorate market shoppers. Events can be as simple as a cooking demonstration or having music.

11 Word of mouth – Word of mouth is still the most effective way of promoting your market. So encourage supports to talk about the market whenever they can. This can be encouraged by hosting a “bring a friend to the market” day or creating contests for your board members.

