

**Main Street Farmers Market Project of Downtown Statesboro Development Authority  
Implementation of Outreach to Farmers and Consumers, Including EBT**

The **Main Street Statesboro/Downtown Statesboro Development Authority** of Statesboro, Georgia received \$19,077 to improve their market and aid consumers through vendor training, consumer education and marketing promotion.

[Final Report FY09](#)



# *Main Street Farmers Market*

## *Statesboro, Georgia*

### Cover page:

December 22, 2011

Mr. Allen Muldrew

Mainstreet Farmers Market

12-25-G-0926

Statesboro, GA

Allen Muldrew/912-764-7227

Final Performance Report

### **Project Summary:**

#### **- Outline the issues, problems, interest, and/or need for the project**

The goal of the Statesboro Main Street Farmers Market for the use of these grant funds is/was in order to improve the sustainability of our community's physical health and our local farmers financial well being, by increasing the amount of customers and farmers at the market.

### **Project Approach:**

#### **- Describe how the issue or problem was addressed**

By educating our local farmers as to how to market/present themselves to the direct customer at the market increased the number of farmers selling at the market and increased the income of the current farmers at the market. By educating the community about the market, and on how to use the seasonal products offered at the market increased the number of customers and the amount of product the customers purchase from our market. We have also started educating future farmers (high school seniors) on how important it is as a local farmer to diversify in who they are selling to.

### **Goals and Outcomes Achieved:**

#### **- Describe accomplishments, results and conclusions**

In order to grow our market and to make it and our community sustainable we provided a workshop where local farmers learned how to market/present their products in a more customer friendly manner. Since their attendance at the workshop they have seen a significant increase in their sales at the market.

To reach the community as a whole we used mass emails, newspaper, radio, and TV public service announcements, along with educational and sustainability exhibits (at the market). By doing so we have helped customers learn about the market, grow our customer base and increase the number of repeat customers. As we continued advertising and added the ability to transact with EBT recipients the market has reached out to an additional market customer base. As a part of sustaining our community's physical health our market reached out to local restaurant chefs to have a different chef at each market to use that weeks' seasonal produce/products to provide breakfast and lunch on that Saturday for market customers. We call this our Garden Table Café.

# *Main Street Farmers Market*

## *Statesboro, Georgia*

### **Beneficiaries:**

- Describe the people, organizations, marketing entities and/or communities that have benefited from the project's accomplishments, and a quantitative measure of the current or future benefits to be derived from the project

Besides our local farmers increasing their sales to an average of over \$8000 a week; they are learning to set aside a portion of their produce to bring to our market.

EBT recipients are learning about our market and how to buy produce seasonally. Educational exhibits such as canning have also encouraged increased sales.

Our community is learning to eat healthier by knowing where and who grew the produce they are eating. As a part of being healthier our local community college nursing program volunteers to give simple medical checks (e.g. blood pressure). They also provide educational health exhibits to encourage healthier living/eating.

We also have various yoga, health clubs and other exercise related organizations attend our market to provide wellness information.

The local public library sets up a story time corner once a month in order to help entertain the little shoppers as their parents continue to shop.

For a small stipend local entertainment is provided at our market. This assists in creating a more relaxed shopping experience, and brings in that group's fans (which may not know about our market).

The average weekly customer attendance at our market has grown to over 1000 customers.

Many customers have asked about a way in which to continue receiving local fresh produce between November and April. Several of our farmers have agreed to continue to provide produce during these months and the Market2Go was born <http://statesboromarket2go.locallygrown.net>. This is a weekly online pre-order program. This online market has grown to 35 vendors (most of which sell at the market), 40 paying customers, and 110 site visitors. Market2Go sales are averaging \$1000 a month.

### **Lessons Learned:**

- Describe in reasonable detail the lessons that were learned and benefits that were gained from the project. Identify and share the lessons learned to help expedite problem solving for other who will read your final report

Sustaining a market manager has been a large challenge. Most of the persons we have had serve in this roll have all been very capable of doing the job. It is unfortunate that for various reasons, beyond our control, many factors have caused a great turn over in this roll. The county now provides the salary for this market manager position, per 20 hours week.

We have to public service announcements vs "advertising", which help keep our advertising costs to a minimum.

*10 Siebald St., Statesboro, GA 30458 (912)764-7227 phone (912)764-7273 fax  
www.mainstreetfarmersmarket.com*

*Main Street Farmers Market*  
*Statesboro, Georgia*

**Additional Information:**

- Include and describe the specific contributions of project partners, and include any relevant information that would help in understanding the accomplishments of your project (e.g. publications, web sites, and photographs)

Ogeechee Tech College	education/training
Lowe's	½ price café tables & chairs
Public Library	story time
Children's Health Improvement & Lifestyle Dev. Coalition	games for exercise

We continue to promote - "Know your neighbor, know your food."

We hope you enjoy the included pictures as much as our customers enjoy shopping at our market? Please be sure to check out our website at [www.mainstreetfarmersmarket.com](http://www.mainstreetfarmersmarket.com)!

**Contact Person:**

Allen Muldrew	912-764-7227	<a href="mailto:amuldrew@statesboroga.net">amuldrew@statesboroga.net</a>
Debra Chester	912-764-7227	<a href="mailto:schester@bulloch.net">schester@bulloch.net</a>
Anita Hall	912-678-6966	<a href="mailto:alchall59@gmail.com">alchall59@gmail.com</a>

































Please Put a Pin  
in the Region  
Where you Live!







