

Grangeville Farmers' Market Establishment

Grangeville Farmers Market of Grangeville, ID, received \$27,971 to establish and promote a new farmers market in Grangeville. Funds were used to provide annual vendor training, to start promotional and educational campaigns; and purchase equipment and supplies for the market.

Final Report

Highlights of the 2009 Grangeville Farmers' Market

Made Possible by FMPP Grant Funds

- We partnered with the Department of Labor to sponsor a Summer Youth Employment individual. This partnership assisted us in saving money for the market from salary costs as well as providing valuable professional experience for a young person.
- We partnered with the Human Needs Council to promote awareness of community programs.
- We hold weekly family-friendly activities to promote the market and to make families an integral part of the market.
- We partnered with Rural Roots to provide information to the public on sustainable farming and noxious weeds.
- We partnered with the University of Idaho to provide a class on sustainable farming and to conduct a Rapid Market Assessment.
- We encourage local art by providing a venue for performance.
- We are invigorating the downtown area. The results of the Rapid Market Assessment indicate that customers are spending about a total of \$2,000 per weekend at local downtown businesses after attending the market.
- We are promoting alternate transportation, thereby decreasing the environmental impact of the market. We provide a free shuttle bus and give incentives to bicycle riders.
- By providing a shaded area with market-designated tables and free coffee we are promoting sociability and community connections.

Growing Farmers

Establish, promote, and manage the new Grangeville Farmers' Market

This year has seen a significant increase in our promotional activities. We are advertising the Farmers' Market heavily in various media.

Budget items

| Budget Line Item | Funds Spent |
|--------------------------------|---|
| Banners | No |
| Signs/flyers | Yes, for the market and special promotions and activities |
| Billboards | Yes, two for the season |
| Newspaper ads | Yes, every week, detailing activities and events |
| Radio ads | Yes, every week, detailing activities and events |
| Collapsible board street signs | Yes, used to point to the shuttle bus, in the Rapid Market Assessment survey, and as community-events' boards |
| Promotional shopping bags | Yes, given away to customers as an incentive to complete the market survey, and sold as a fund-raising item |
| Cell phone and service | Yes, costing more than anticipated |
| Computer and accessories | Yes, purchased and in use |

Provide annual training to vendors

We have held three classes for vendors and prospective vendors: a one-day workshop on gardening with greenhouses or cold frames; a four-day workshop on sustainable gardening and farming techniques; and a one-day vendor orientation.

Budget items

| Budget Line Item | Funds Spent |
|-------------------------|--------------------|
| Materials | Spent |
| Instructor fees | Spent some |
| Classroom rental | Spent some |

Innovative partnerships and networking

Establish an on-site consumer-based educational program

Our information booth is a popular destination at the market; as well as greeting customers and answering questions, we provide educational literature, information on community events, and materials for various activities.

We have been able to lend out our booth equipment to the Hort survey team, the Horizons Harvest Party, Three Rs Tutoring, the Horizons Recreation Committee, the Idaho County Food Bank, Saints Peter and Paul School bake sale, the American Cancer Society Relay for Life, and to new vendors, allowing them to try the market without having to invest in equipment.

Budget items

| Budget Line Item | Funds Spent |
|---|--------------------|
| Two booth signs | Yes |
| Table and canopy | Yes |
| Materials (i.e. hand washing station, power strips, etc.) | Yes |
| Promotion | Yes |

Conduct research/surveys

Despite not being funded for this line item, we partnered with the University of Idaho to conduct a Rapid Market Assessment and "dot survey", providing valuable information to vendors to help increase sales.

Provide recycling opportunities

Budget items

| Budget Line Item | Funds Spent |
|-------------------------|--------------------|
| Four recycling bins | Not yet spent |

Provide transportation

Every week we provide a free shuttle bus to transport customers to and from the market. The shuttle is not being used as much as we'd like despite increased advertising.

Budget items

| Budget Line Item | Funds Spent |
|---------------------------|-------------|
| Transportation - 17 weeks | Yes |

Provide temporary restroom facilities

The portable restroom and handwashing station are a thorough success; a hit with customers and vendors alike.

Budget items

| Budget Line Item | Funds Spent |
|--------------------------------------|-------------|
| Five months portable restroom rental | Yes |

Professional Development

Our Department of Labor intern has visited other area farmers' markets to observe their workings and to solicit new vendors.

Provide training and salary for market management

| Budget Line Item | Funds Spent |
|------------------|---|
| Salary | [(7 hours per week off-season x 35 weeks) + (20 hours per week during the market season x 17 weeks)] at \$35 per hour |