

Warren County Farmers Market Promotion and Vendor Education

Warren County of Warrenton, North Carolina received \$12,495 to increase local small farmers' income by developing promotional materials for the Warren County Farmers Market, and building vendor skills by training farmers and supplying appropriate software tools to them.

[Final Report FY09](#)

Final Performance Report

December 28, 2011

Recipient: Warren County

Title of Project:

Warren County

Farmers Market Promotion
and Vendor Education

Grant Number: 12-25-G-0967

Location: Warrenton, North Carolina

Project Summary:

This project originated when a group of local small-scale farmers approached Warren County Cooperative Extension in 2008 seeking new ways to sell their products. Cooperative Extension then began hosting meetings to help the farmers develop a plan of action. They decided to form a tailgate farmers market, opening in late spring 2009 in downtown Warrenton. Cooperative Extension, in an effort to support the growth of the market, applied to the USDA Farmers Market Promotion Program for a grant to promote the market and hold educational seminars for the farmer vendors. It was hoped that marketing efforts would increase community awareness and customer numbers (and therefore income for vendors). The educational seminars were designed to help farmer vendors produce and market their products more effectively, and to diversify their offerings with new products. The final budget for the project was approximately \$10,500.

Project Approach:

Several materials were developed to promote the market, including signs, posters, banners, and flyers. In addition, the grant provided funding for weekly newspaper ads that ran throughout the 2009 and 2010 seasons.

For the vendor education component of the project, seminars were held on the following topics: marketing techniques, mushroom production, tree fruit production, small fruit production, vegetable production, and beekeeping. The seminars were presented by successful local growers and university experts.

Goals and Outcomes Achieved:

The Warren County Farmers Market is a small open-air market held in a bank parking lot in historic downtown Warrenton. Warrenton has a population of approximately 800 people, while the county population is close to 20,000. Agriculture plays a significant role in the local economy of this very rural county. The market is open each Saturday morning starting in early April and running through mid-October. There are 15 participating vendors, with an average of about 6 setting up each sale day. In addition to fresh produce, customers can find handmade crafts, baked goods, canned goods, plants, and fresh cut flowers.

The marketing materials and newspaper ads were extremely beneficial. Vendors report that from the 2010 to 2011 season, the average number of customers per day increased two-fold. The vendors also reported that the marketing efforts had a positive impact on community awareness and support for the market. BB&T Bank, which allows the market to set up in its parking lot, also permits us to leave signs and banners on site throughout the selling season. This provides high visibility and free advertising, and helped us to establish our presence at the site. Additionally, on market day temporary directional signs are placed on the main thoroughfare to direct traffic to the market. Finally, many of the marketing materials developed for the project are durable enough to serve the market for years to come.

The vendor education component of the project also had a positive outcome, although not as great as anticipated. While attendance at the seminars was good (average of about 25 each time), participation from actual vendors was low. Nor was I able to correlate new products coming to market with attendance at the seminars. However, Warren County as a whole is experiencing growing interest in the concept of a local food economy. There are several organizations conducting projects to support this concept, including youth/community gardens at local churches, community building projects from nearby universities, seminars and conferences conducted by Cooperative Extension, and more. It is hoped that the many non-vendor participants in the seminars will consider developing agricultural enterprises, and perhaps join the market in the future. The seminars also served those who have an interest in producing more of their own food for self-sufficiency reasons.

Beneficiaries:

The beneficiaries of this project are as follows:

- 15 vendors gained a new source of income.
- The residents of Warrenton and the surrounding area were provided a reliable and convenient source of fresh and healthy produce.
- Given the 100 percent increase in customer numbers from 2010 to 2011, vendors increased their sales significantly.
- Projected future benefits include continued increase in customer numbers, vendor participation, and vendor income.

Lessons Learned:

One of the primary lessons was the power of effective marketing efforts. The grant allowed us to purchase high quality signs and printed materials that were extremely beneficial. We were also able to run weekly newspaper ads that greatly enhance community awareness of the market. The market would not have been able to otherwise afford these items, and therefore growth would have occurred much more slowly. There is no question that the marketing materials and ads accounted for most of the two-fold growth in customers from 2010 to 2011.

The low participation of vendors in the educational seminars was frustrating, and it is not clear how this could have been addressed. I suspect this approach could be more effective in communities with larger markets and greater numbers of vendors. It might also be more effective to combine efforts with markets in surrounding counties and offer the seminars on a regional basis.

Additional Information:

Key project partners include:

BB&T bank – Allows use of their parking lot for the market

Warren County Economic Development Commission – Provided graphic design services

Town of Warrenton – Helped to facilitate establishment of the market

The pictures below show samples of various materials that were produced through this project, including a county fair exhibit that made extensive use of the materials (and won a second place prize!). Samples of additional materials are attached.



Contact Person:

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NC Cooperative Extension, Warren County Center
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252-257-3640
paul_mckenzie@ncsu.edu

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8:00 AM to 12:00 PM



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Enjoy a wide variety of locally grown and prepared food, arts, and crafts. All of our vendors are within or adjacent to Warren County, NC. All items must be grown or produced by the market seller, guaranteeing high quality for the consumer.



Warren County Farmers Market offers fresh vegetables, fruits, baked goods, meats, eggs, fresh cut flowers, honey, jewelry and crafts, art and photography. We have a wide range of produce that varies with the season. New items and vendors are regularly added.

- Abbott Farm - Produce
- Chrysalis Farm - Produce and Cut Flowers
- Josephine A Baker - Baked Goods
- Kings Produce - Produce
- MaeB Farm - Produce
- Marmaduke Farm - Cut Flowers and Bouquets
- Matthew Hight Farms - Locally Raised Pork
- Five Crows - Jewelry, Wreaths and more
- Lakeview Graphics - Photography

FRUIT PRODUCTION WORKSHOPS

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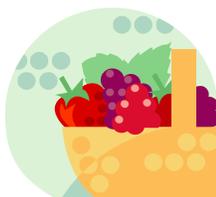


Tree Fruit Production

(Apples, Peaches, Pears, etc.)

October 25, 2010, 6:30 pm

Presented by Mike Parker, NCSU Extension Specialist



Grapes and Blackberries

November 16, 6:30 pm

Presented by NCSU Experts including

Gina Fernandez, Connie Fisk, and Carl Cantaluppi

Both workshops to be held at the
Warren County Extension Center
158 Rafters Lane, Warrenton

Both workshops are FREE and open to the public. No registration required.

For more information, e-mail paul_mckenzie@ncsu.edu or call 252-257-3640.

North Carolina State University and North Carolina A&T State University commit themselves to positive action to secure equal opportunity regardless of race, color, creed, national origin, religion, sex, age, veteran status or disability. In addition, the two Universities welcome all persons without regard to sexual orientation. For accommodations for persons with disabilities, call Paul McKenzie at 252-257-3640 no later than five business days before the event.



COMMUNITY

community Calendar

Thursday, Aug. 5

SUMMER MUSIC FESTIVAL AND CAMP, sponsored by Cherry Hill Concert Series, Cherry Hill, Hwy. 58, Inez; 8:45 a.m. registration; for children (must play instrument) through adults; "Chopin Day"; for more information, visit: www.cherryhillconcerts.com or call Mary Raiford at (252)257-5259.

WARREN COUNTY GANG ASSESSMENT Steering Committee focus group, 7 p.m., Warrenton Volunteer Fire Department; hot dog dinner served

Friday, Aug. 6

YARD SALE, proceeds to benefit Loaves and Fishes, 8 a.m.-12 noon; 538 W. Ridgeway St., Warrenton; many items; \$1 for hot dog and drink.

Saturday, Aug. 7

FLEA MARKET, sponsored by the Warren County Training School/North Warren High School Alumni Association, 430 Paschall Station Rd., Wise; 8 a.m.-1 p.m.; rental space \$10 with your own table, \$15 to have table provided; funds to support youth educational programs.

YARD SALE, benefits Norlina Christian School athletic program; 7 a.m.-12 noon; 301 Walker Ave., Norlina.

FASHION AND TALENT SHOWCASE, sponsored by Queen of Sheba Chapter 653A Order of the Eastern Star; 3 p.m., Spring Green Missionary Baptist Church, Powell Mill Rd., Warrenton; proceeds to support District #20 Student Aid Program Scholarships; to participate or get information, call (252) 213-6478 or (252) 456-2639.

Monday, Aug. 9

WARRENTON TOWN BOARD, public hearing 6:30 p.m. on parking issues; meeting, 7 p.m., Warrenton Rural Vol. Fire Department, S. Main St.

AMERICAN LEGION LADIES AUXILIARY, POST 308; member meeting, 7 p.m., American Legion Bldg., Mitchell St., Littleton.

VFW POST 4096, monthly meeting, 7:30 p.m., VFW Hall, Norlina.

WARREN CO. BOARD OF EDUCATION, monthly meeting, 7 p.m., school system's central administrative office, Warrenton.

Tuesday, Aug. 10

FIVE COUNTY MENTAL HEALTH AUTHORITY CONSUMER AND FAMILY ADVISORY COMMITTEE meeting, 6 p.m., Vance Granville Community College-Warren Campus, 210 W. Ridgeway St., Bldg. 4, Room W432, Warrenton; for information call (252) 430-1330 x3035 or x3050

Saturday, Aug. 14

MEET & GREET the Warren County High School football coaching staff, 4-6 p.m., school cafeteria, refreshments will be served; hosted by Warren County Youth Services Bureau.

Sunday, Aug. 15

BOBBITT FAMILY REUNION for the descendants of Walter, Norman and Betty Bobbitt; 1 p.m. at 169 Bobbitt Rd., Littleton; bring a dessert and bread, stew and pig provided; for information call Bryan and Pattie Rodwell at (252) 586-0291.

Miscellaneous

WARREN CO. HIGH SCHOOL Class of 1990 reunion Oct. 16, Ridgeway Community Club; organizers trying to contact all classmates; for information contact Dawn Robinson at (252) 432-5907 or Ben Copeland at (252) 213-3641

EMOTIONS ANONYMOUS meets every Thursday at 10 a.m. at Lake Gaston Lutheran Church, 2427 Eaton Ferry Rd./Hwy. 903, Littleton. For information, call Ray at 586-6899.

ALCOHOLICS ANONYMOUS meets every Tuesday and Friday at 8 p.m. at Wesley Memorial United Methodist Church, 210 N. Main St., Warrenton.

AL-ANON FAMILY GROUP meets every Friday at 8 p.m. at Wesley Memorial United Methodist Church, 210 N. Main St., Warrenton.

NAR-ANON and NA meetings, 7 p.m. each Friday, Macon United Methodist Church, friends and family of anyone suffering from addiction problems is welcome; call 257-5780 for more information.

NORLINA MUSEUM, open upon request; to make an appointment call Jimmy Overby at 213-0437, Bill Harris at 425-7715, or town hall at 456-3325.

LOAVES & FISHES FOOD PANTRY in need of fresh vegetables; If you have more in your garden than you need, please call our office at (252)257-1160 and speak to Mrs. Barbara Jett; we can make arrangements to pick up vegetables; located at 538 Ridgeway St., Warrenton.

FARMERS MARKET, sponsored by Haliwa-Saponi Tribe, every Friday, 7 a.m.-2 p.m., Hwy. 561, Hollister in front of Haliwa-Saponi Tribal Administration Office; no set-up fee; bring your own tables; interested farmers/canners should contact Karen Lynch Harley, (252) 586-4017 ext. 234 or (252) 257-9195.



JANIE MILLER/The Warren Record

SUMMER FUN—Three of the Labra sisters enjoy the playground equipment at the Warren County Recreation Complex recently. Pictured are Heidi, 7, top left, with Kristen, 3, and Sarah, 5, at right. Not pictured: 9-year-old Kimberly.



ADVISORY COUNCIL MEETS—Attending the first meeting of the Warren County Senior Center Advisory Council last month are, from the left, seated: Mary Justice and Florine Davis; standing: Arnetta M. Yancey, Center director; Charles Jefferson, Vonceil Perry, County Manager Linda Worth, County Commissioner Ernie Fleming, Dickie Williams, Hilda Baskerville. Not pictured: Judith Forrest. The Council's purpose is to provide leadership and direction for the Warren County Senior Center.

Memorial golf tournament successful

By LUCI WELDON
Assistant Editor

The Warren County Jaycees report that the Third Annual Joseph "Little Man" Reese Memorial Golf Tournament, held June 18 and 19 at the Warrenton Golf Tournament, was a huge success, raising thousands of dollars for Duke Children's Hospital and The Families of Spinal Muscular Atrophy.

The tournament was named for Joseph Reese, son of Blaine Reese, chairman of the Jaycees Board of Directors, and Joanne Reese, also a Jaycee. Joseph died in July 2006 of spinal muscular atrophy at the age of 5 months.

Blaine Reese said that an

especially meaningful aspect of the 2010 tournament was participation by Dr. Jeremy Baker, Joseph's doctor at Duke Children's Hospital and Health Center, who traveled from Texas to play.

Baker was one of 96 golfers who participated.

"The morning and afternoon flights were full," Reese said.

Winners of the first flight were members of Little Man's Dream Team: Carl Qualls, Jay Andrews, Jimmy Vaughan and Blaine Reese. Second flight winners were members of Carolina Commonwealth: Joey Ross, Nick Bolton, Tripp Watkins and Levi Coleman.

The event drew a total of 92 sponsors, including indi-

vidual and business sponsors, corporate, event and hole sponsorship, raising approximately \$16,000.

A live auction on June 18 raised \$6,000, and a silent auction on June 19 raised \$2,500.

A closest to the pin competition sponsored by the Nationwide Insurance office in Warrenton raised \$500. Reese reported that the local office also donated drink koozies and golf towels to the players.

Friday's activities included a prime rib dinner prepared by Warrenton businessman Karl Hehl, and the two-day event concluded on Saturday with a performance by Tranzition Band.

Fall sports registration slated for next week

Warren County Parks and Recreation will hold registration for soccer (ages 4-12), girls' volleyball (ages 9-12), flag football (ages 6-9) and tackle football (ages 10-12) Monday, Aug. 9 through Saturday, Aug.

14 8:30 a.m.-5 p.m. Monday-Friday and 9 a.m. to 12 noon on Saturday.

Also, a softball clinic ages 7-12 will be held. For more information on the clinic, call the recreation department at (252) 257-2272.

Yellow Jackets plan reunion

The John Graham High School Class of 1981 and the 47/48 Club will hold a reunion on Saturday, Sept. 4 at the Soul City Volunteer Fire Department beginning at 5 p.m.

The cost is \$15 for class

members only, and monies are due no later than Aug. 21.

Contact Carol Henderson at (252) 767-3535 or Angela Somerville at (252) 257-5330 for more information.

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August 14 from 9:00 am - 12:00 noon
August 18 from 6:00 pm - 8:30 pm
August 21 from 9:00 am - 12:00 noon

Kids must be present for registration in order to be evaluated for play.
For more information, call 432-4909 or 257-5712.

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February 14, 2011, 6:30 pm

Warren County Extension Center

ABOUT TIM MACALLER: Four Leaf Farm was started by Tim and his wife Helga in 1979. They sell their native perennials, bedding plants, vegetables and cut flowers at the Durham Farmers' Market. Four Leaf Farm has under an acre in production, which the MacAllers cultivate with an eye toward sustainability. They feed their soil with compost and manure, control weeds through a combination of hand weeding, flame weeding and mulching, and control pests with limited use of organically accepted pesticides. Tim may be contacted at fourleaffarm@gmail.com

This program made possible by the Farmers' Market Promotion Program (FMPP) Grant Program, Agricultural Marketing Service, USDA, under Award No. 12-25-G-0967. Any opinions, findings, conclusions, or recommendations expressed in this program are those of the presenter and do not necessarily reflect the view of the U.S. Department of Agriculture.

OTHER UPCOMING EVENTS

Tree & Shrub Pruning Demonstration, 2/26. 10 am at the Vance County Extension Center, or 1 pm at the Warren County Extension Center.

Blueberry Pruning Demonstration, 2/28, 2 pm, Vollmer Farm, Bunn, NC. Registration required, call 919-496-3344.

Fruit Tree Pruning Demonstration, 3/1, 10 am, at an orchard in Vance County, Featuring Mike Parker, NCSU Tree Fruit Specialist. For directions and to register, call 252-438-8188.

Tax Update for Forest Landowners, 3/10, 6:30 pm, Warren County Extension Center.

Warren County Farmers Market Open House for Prospective Vendors, 3/17, 5:30 pm, Warren County Extension Center. Come and learn about becoming a vendor and enjoy light refreshments.

Homegrown: From Seed to Market (a course for beginning farmers and market gardeners), Monday evenings, 6:30 pm, 3/14 to 4/4, Warren County Extension Center.

Pond Management for Recreational Fishing, 4/14, 6:30 pm, Aycock Recreation Center, Henderson, featuring Dr. Jim Rice, NCSU Fisheries Specialist.

COMMUNITY

community Calendar

Wednesday, September 7

REHABILITATION SERVICES CLASS 3:30-4:30 p.m., classroom of Maria Parham Medical Center, Henderson; class designed for those who have elected to have joint replacement surgery and should be taken before the surgery is performed; for more information, call Ben Soydan at 252-436-1235.

Friday, September 9

FAMILY MOVIE EVENT, 4 p.m., South Warren Elementary School; admission \$1; hot dogs, pizza, candy and drinks on concession.

7TH ANNUAL SOUTH HILL (Va.) ENTERPRISE CATFISH TOURNAMENT, old picnic shelter on Kerr Lake; registration 5 p.m.; adult and children's categories; fishing from the shore only, no boats; adults \$15 for one rod, \$25 for two; children \$10 for one rod, \$20 for two; for more information contact Baretta Taylor at 434-447-3178 or btaylor@southhillerenterprise.com.

Saturday, September 10

FUN FEST, 11 a.m.-5 p.m.; Full Gospel Faith Ministries, 104 College St., Warrenton; activities: health fair, cake walk, face painting, funnel cakes, hot dogs and fries, live performances, and much more; for more information call 252-213-6787.

AFTON-ELBERON VFD BBQ PLATE SALE, 4-7 p.m.; \$7/plate; includes pork BBQ and trimmings.

ANNUAL RECEPTION HONORING PARNERS IN PRESERVATION hosted by The Board of Directors for Preservation Warrenton, Inc.; 5 p.m.; Shady Grove Plantation; music: Vance-Granville Ensemble; presentation of architectural styles in Warren County.

Sunday, September 11

REID REUNION, 1 p.m.; Warren County Rescue Squad; bring covered dish.

Monday, September 12

WARREN COUNTY BOARD OF EDUCATION, meeting rescheduled to Sept. 20.

BOOK CLUB MEETING, 5:30-6:30 p.m., Friends of Warren County Memorial Library at the library community room; discussion: "The Lacuna, A Novel" by Barbara Kingsolver; for information, call Linda Browne at 257-5889 or the library at 257-4990.

VANCE COUNTY CHAPTER 97 meeting, 6 p.m., Vance County Office of Aging and Senior Center, 126 S. Garnett St., Henderson.

FREE BREASTFEEDING CLASS, 6:30 p.m., Maria Parham Medical Center, Henderson; to register, call 252-436-1881.

WARRENTON TOWN BOARD meeting, 7 p.m., Warrenton Rural fire department, S. Main St., Warrenton.

HORACE PALMER, JR. POST 308 AMERICAN LEGION LADIES AUXILIARY meeting, 7 p.m., American Legion Building on Mitchell Street, Littleton.

VFW POST NO. 4096, NORLINA meeting, 7:30 p.m., VFW Hall, Norlina.

Tuesday, September 13

FIVE COUNTY MENTAL HEALTH AUTHORITY'S CONSUMER AND FAMILY ADVISORY COMMITTEE meeting, 6 p.m., Vance-Granville Community College Warren Campus, 210 W. Ridgeway St., Building 4, Room W432, Warrenton; Consumers sign up to discuss issues 6:15-6:30 p.m.; for more information, call 252-430-1330 ext. 3035 or 3050.

Wednesday, September 14

FREE PROSTATE CANCER SCREENING, 5-7 p.m., Maria Parham Medical Center, Henderson; participants are asked to enter the main entrance of the hospital.

WARRENTON REVITALIZATION COMMITTEE meeting, 5:30 p.m., Town Hall, 115 E. Market St., Warrenton.

WARREN COUNTY FAIR, county fairgrounds, Ridgeway St., Warrenton; through Sept. 18.

MISCELLANEOUS

GARDEN CLUB, Sept. 16 is last day to order pansies; order forms available from Christy at Warrenton Supply, 123 N. Main St., or call 252-257-3158; cost: \$12 per flat; payment due at time of order.

Help others make plans to attend your event. Send your Community Calendar items to news@warrenrecord.com, bring them by our office or call us at 252-257-3341. Calendar items for the coming week are included in each Wednesday's print edition. Events are added to our online calendar at www.warrenrecord.com as soon as possible after we receive the information.



LUCI WELDON/The Warren Record

CELEBRATE 50TH REUNION—As the John R. Hawkins Alumni and Friends, Inc. held its annual reunion over Labor Day weekend, members of the Class of 1961 gathered for their 50-year celebration. Pictured, from the left, are, front row: Evelyn Pinkney, Ann Boyd, Ruth Drayton, Nyoka Jones, Dorothy Townes, Freda Williams, Louise Hicks, Lois Richardson, Clara Rodwell, Lisbert Williams, Clark Scales and Walter Thornton; back row: Jessie Williams, Marmaduke Plummer, Florine Williams, Willie M. Jones, Cleora Jones, Joyce Bland, Mamie Simes, Joyce Wilson and James Ransom.

Cancer survivors, volunteers plan rally in support of sustained federal funding of cancer research

On Thursday, Sept. 22, Warren County cancer survivors and volunteers will join others to rally at Maria Parham Cancer Resource Center and Auditorium to call on Congress to protect funding for cancer research. This event, which will be from 4 to 6 p.m., will be one of hundreds of events in all 50 states that week, as volunteers from across the country prepare to travel to Washington D.C. to deliver messages of hope for a future with no cancer to their members of Congress on Sept. 27.

The rallies are being organized by local volunteers of the American Cancer Society Cancer Action Network, the advocacy affiliate of the American Cancer Society, to celebrate the organization's 10 years of saving lives from cancer through public policy. Cancer survivors and supporters from Warren, Vance, Franklin and Granville counties are invited to attend and show their support.

There will be speakers from Maria Parham Medical Center, includ-

ing Bob Singletary, president and chief executive officer; Dr. David Mack from the Oncology Department, and representatives from the American Cancer Society. In addition, attendees will be invited to tour the new Cancer Resource Center and enjoy local entertainment.

At this event, and each event across the country, volunteers will be collecting stories of moments people have reached in their lives thanks to breakthroughs in cancer research that will be

delivered to Congress the following week.

Cancer incidence and mortality rates have been declining since 1991. Much of this progress can be attributed to federal funding for research that reaches community cancer centers, such as Maria Parham Medical Center. Despite this progress, cancer continues to kill 1,500 Americans every day – more than 570,000 each year.

Tickets on sale now for Women of Warren

Tickets are now available for the Women of Warren luncheon sponsored by the Chamber of Commerce of Warren County. The second annual event, which celebrates achievements of women across Warren County, will be held on Saturday, Oct. 8 at the Warren County Armory Civic Center from noon until 2 p.m.

Sandra Dubose-Gibson, reigning Mrs. Black North Carolina, will be the keynote speaker. The event will

also serve as a mentoring opportunity for local high school senior girls.

Tickets are \$20 each and are available at the following Warrenton locations: the Chamber office, 130 N. Main Street; First Citizens Bank, the Senior Center, Citizens for Domestic Violence, Lydia's Place and Nationwide Insurance.

Tickets must be purchased by Sept. 28 and will not be available at the door. For more information, call the Chamber at 252-257-2657.

Forest management workshop scheduled

On Thursday, Sept. 8, Warren County Cooperative Extension will hold a workshop for forest landowners on how to obtain a forest management plan. Landowners with at least 20 acres of timber can apply for property tax benefits if they obtain and follow a plan.

Paul McKenzie, Agriculture Extension agent, will explain the

advantages and components of a management plan, as well as various options for obtaining one. This workshop is free of charge, but registration is requested by calling 257-3640 or email paul_mckenzie@ncsu.edu.

The workshop will be held at the Warren County Extension Center, 158 Rafters Lane, starting at 6:30 p.m.

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2010 Season Opening April 17th

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(Corner of Macon & Bragg Streets)

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