Strengthening Rural Farmers Markets in the Columbia River Gorge

The **Gorge Grown Food Network** of Hood River, Oregon received $73,321to build a regional market network that strengthened market managers' management skills; strengthen farmer-vendors' direct marketing, farming and business skills; increased low-income access options at every market; increased regional resource-sharing, marketing, and networking through a community of practice; and developed and improved the Gorge Grown Mobile Market as a model for launching and anchoring emerging markets in very small communities.

Final Report FY09

FMPP Final Performance Report - Cover Page

Date: December 10, 2011

Recipient Name: Gorge Grown Food Network

Title of Project: Strengthening Farmers Markets in the Columbia River Gorge

Award number: 12-25-G-0970

Location – Hood River, OR

FMPP Final Performance Report

Gorge Grown Food Network's Project:
Strengthening Farmers Markets in the Columbia River Gorge

<u>Project Summary:</u>

The *Strengthening Rural Farmers' Markets in the Columbia River Gorge* project successfully supported a regional market network that strengthened small and emerging farmers' markets in a rural 5-county bi-state region by giving farmer-vendors and market staff the training and support they needed to succeed. Gorge Grown Food Network identified and met these regional market needs in a coordinated fashion that enabled regional markets and vendors to capitalize on shared resource solutions that fulfill the needs of our rural region. This project is a key component of our mission, which is to ***build an economically and environmentally sound regional food system that engages, educates, and improves the health and well being of our community.***

The goals for this project provided the guiding force and foundation for our work in supporting all of the farmers' markets in the region. These goals are (1) to develop and support a regional network of self-sustaining, successful Gorge farmers' markets; and in doing so, (2) to ensure that consumers and farmers in all rural Gorge communities, including low-income or disadvantaged residents, have access to local produce markets for the sale and purchase of fresh, healthy food. In order to meet these goals, the following objectives were crafted to allow us to measure the success of our efforts in building a regional market network.

Objective 1:
To strengthen market managers' management skills

Objective 2:
To strengthen farmer-vendors' direct marketing, farming and business skills

Objective 3:
To increase low-income access options at every market

Objective 4:
To increase regional resource sharing, marketing and networking through a community of practice

Objective 5:
To develop and improve the Gorge Grown Mobile Market as a model for launching and anchoring emerging markets in very small communities

Project Approach:

The convening and facilitation of the Gorge Market Managers' Community of Practice served as the main driver for this project and provided clear avenues for feedback directly to the markets and to the regional community of vendors. The well attended quarterly meetings made it easy to respond to the critical issues for the regional markets and to identify training needs for both managers and vendors. This group of managers also served us as a built in network of support for the overall operations of the project and market support. For example, if a new market wanted to see examples of market guidelines from other rural markets, we had immediate access to a wide selection of examples to share with them from the region.

Managers were directly responsible for identifying and prioritizing all training needs, with the input of their vendor base for vendor trainings. Project partners were utilized for training support, resource development, and in identifying regional trainers in various fields. Publicity ideas were solicited directly from the group as well. Regional coordination of publicity was one objective for this project and it was at a brainstorming session with all managers that the Market Punchcard concept was formed. This demonstrates the sense of community that these regional markets share and the support they feel for one another.

The operations of the Gorge Grown Mobile Farmers' Market project served as another key component to the success of this project. This program has Gorge Grown staff directly involved as a vendor in 4 of these communities and provided us with continual input, data and feedback about the development of these small and rural markets. The presence of the Mobile Market truck serves as an anchor vendor and publicity outreach platform for these new markets. We help to get them established and develop a strong organizational structure upon which to build a sustained market for that community.

During the 2-year time frame for this project, the farmers' markets have grown in terms of their operational capacity, size and in sheer numbers. The Gorge only has a population of around 75,000 and it is spread out over a vast 5 county area. Many of the Gorge communities lack reliable fresh produce sources and so the development of a viable farmers market, even in a community of 400, can have great impacts. In 2009 there were 8 farmers markets and in 2011 there were 13. This demonstrates the growing level of support these communities are tapping into from Gorge Grown as well as a sustained demand for local foods – even in rural communities. As one example of the financial growth from these 2 years, the gross sales for the season increased from $82,200 to $174,672 for the Gorge Grown Farmers' Market. Regional sales for all markets this year are estimated at $300,000, which has been a great economic benefit to our region, especially in an area hard hit by the national recession.

Goals and Outcomes Achieved:

Each of the five objectives was a guiding force that focused our energy towards specific goals and outcomes for our work in supporting the regional markets. Although there was much overlap in the implementation of this project, each objective will be addressed individually for the purposes of clarity for this report.

Objective 1:
To strengthen market managers' management skills

Community of Practice:

The managers' group met quarterly for the entire period of the project and will continue to meet due to continued interest and the witnessed success of the markets in the region. This COP will serve as a model for other markets within distinct region's to follow. Oregon Farmers' Market Association continues to follow this group as a great example of what groups such as this can accomplish.

Markets represented in the Community of Practice meetings:
WA communities – Stevenson, Trout Lake, Husum, Lyle White Salmon, Goldendale
OR communities – Maupin, Mosier, The Dalles, Hood River

Annual trainings for the managers were a key area of success for this project. There was turn-over in management positions for some markets, but the group had a consistent base of core representatives that helped to build trust and a cohesive group for the duration of this project. They definitely want to continue meeting, and thanks to the continued support of FMPP, Gorge Grown will continue to have the capacity to support this group well. They are the backbone of our regional food system as local farmers' markets are often the first place that community members encounter the local food movement and can be informed of the broader mission of Gorge Grown to build and support a regional food system. There were 2 main trainings, but

every quarter we shared resources, learned from each other's experiences (both good and bad) and gained the courage and support to implement new events or strategies at our markets.

Manager Trainings:
2010 Training – 18 participants

Trainers - Eliza Davenport, Lents International Farmers' Market
Laura Wendel, Moreland Farmers' Market
Jeff Dearborn, The Dalles Farmers' Market
Todd Dierker, Gorge Grown Food Network

FMPP Grant Progress Update
Manager Recruitment and Management
Vendor Recruitment and Management
Guidelines Review
Low Income Access
Guidelines Discussion / Google Docs Demonstration
SET DATES for Working Group Quarterly Meeting, Regional Publicity Planning Session, Food Safety Session, County-based Vendor Workshops

2011 training – 14 participants

Trainers – Karen Wagner, Oregon Farmers' Market Association
Todd Dierker, Gorge Grown Farmers' Market

Visioning for markets (Product / Community / Atmosphere)
Growing with your Market
- Management – volunteer vs paid
- Volunteer Team – roles and managing
- Vendors – Recruitment, reinforcing guidelines

Components for success this year
- Event Planning
- Consignment / Community Booth operations
- Low Income access

Marketing – for region and individual markets
- Innovative strategies
- Regional Publicity planning
- Regional market maps and passport program
- Coordinated events (National Farmers' Market Week, August and others)

Regional Market Data Sample	**2010**	**2011**
# of Gorge markets with a manager for the season	6	10
# of Gorge markets with a board or committee for planning and oversight	6	9
# of Gorge markets with community booths	2	7
# of Gorge markets tracking sales /attendance data	3	7

NOTE: A full set of market data for 2009 – 2011 can be found in the appendix.

Objective 2:
To strengthen farmer-vendors' direct marketing, farming and business skills

Farmers' market vendor trainings were conducted both years throughout the Columbia River Gorge in order to strengthen farmer-vendors' direct marketing and business skills, to support stronger vendors at farmers' markets in the region, and to improve the quality and variety of products and direct marketing skills. Key topics covered at the trainings included market display strategies, produce/product standards, customer service tips, networking opportunities, rules and regulations. Follow-up visits to markets were conducted in order to check-in with vendors and find out if any strategies or changes were implemented based on the trainings. At follow-up visits, it was found that adjustments had been made to displays and plans for future changes to booths were in the works.

Trainings:

9 total vendor trainings were conducted with a total of 179 attendees
Trainings in WA - Stevenson, Lyle, Goldendale
Trainings in OR – Hood River, The Dalles, Mosier, Maupin

Future trainings will continue to benefit new vendors to the farmers' markets in the area. Many experienced vendors have valuable tips that could be shared with less experienced vendors. In the future, it may also be beneficial to offer separate training opportunities for experienced vendors that explore topics that are brought forward by attendees. Based on the feedback we have received at the end of this project, we will focus on value added food production and season extension techniques for trainings with experienced vendors.

For farmers ready to move beyond a one-day training, we had contracted time with Wy'East Resource Conservation and Development's Microenterprise Facilitator to work one-on-one with producers looking to grow or diversify their operations. Our grant partner Wy'East was not utilized as we had intended for this program. Their business support was not tapped into during the first year by any of our vendors and then the program closed down due to a lack of funding. We encouraged vendors to use the resources of their local Small Business Development Centers, especially the one supported by the Columbia Gorge Community College. We also funneled farmer vendors into our Cultivating Success classes we offered with WSU extension and encouraged participation in our Producer Working Groups, a program funded through BFRDP grant support.

Although these outlets served vendors well, we still saw the need to bring together a panel discussion focused on specific areas of need. We selected panelists that could address the specific needs identified through discussions with the vendors, including pricing, starting a CSA, selling to restaurants and institutions and value added food production using products not suitable for direct sales. It was attended by 25 vendors and was very well received. We will host more of these events in the future due to the incredible feedback. The panelists included:

1. Pricing (for various markets and seasons) - Randy Kiyokawa, Kiyokawa Orchards
2. CSA operations (starting one / finding the right size) - Laurel Bourret, Wildwood Farms
3. Value-added food production – Renee Kreinbring and Mary Wilson from Little Farms
4. Restaurants (how to build relationships, set expectations, etc.) - Ben Stenn from Celilo

Objective 3:
To increase low-income access options at every market

With increasing demand for locally grown foods, there is an increased need for broader access to these goods. Approximately 10% of the population in the Gorge region uses food stamps, and demand at local food pantries is consistently high. Oregon and Washington have contributed funds to WIC and senior farmers' market coupon programs, however, only one Gorge-area Oregon market accepted these coupons in 2008, and none of the Gorge-area Washington farmers' markets did. Markets want to participate, but need technical assistance and support in navigating the paperwork and requirements, including reaching a minimum number of fruit and vegetable vendors. This remains an area of needed support, but we made progress with the low-income access needs with both the Mobile Market project and through vendor and manager trainings.

Low-income shoppers were supported by the Gorge Grown Mobile Market which provided the first opportunity for many to purchase fresh locally grown foods with their SNAP cards in their community. We experienced an increase in both the number of shoppers using WIC and SNAP dollars in 2010. We also serve as the outreach platform for getting new vendors signed up to accept WIC vouchers. This is a great resource we offer the markets we serve with the Mobile Market truck.

The Gorge Grown Farmers' Market continues to experience an increase in EBT transactions. We have an average of $150 in SNAP transactions at this market and through market sponsors funding, we also are able to offer an Incentive Program which provides a match up to $5 per SNAP transaction. We will work with the other markets to help them develop the organizational capacity and financial systems to grow towards such programs. And for WA markets, we are helping them to grow their market size so they can register with the state and allow produce vendors to accept WIC coupons also. But overall, we are pleased with the increase in vendors accepting WIC coupons due to vendor trainings and support.

Markets with vendors accepting WIC vouchers: Hood River, The Dalles, Maupin, Mosier, Goldendale, White Salmon

Markets that accept EBT: Hood River, The Dalles, and through the Mobile Market Truck at all 4 communities served (Stevenson, Lyle, Maupin and Mosier).

Objective 4:
To increase regional resource sharing, marketing and networking through a community of practice

The Community of Practice has been a huge success and resulted in numerous regionally focused outcomes. Not only have the markets formed a sense of trust and cooperative spirit, but it served as the source of many shared resources and the guiding force behind the development of pieces the group identified as areas of need. Marketing plans, the Gorge Markets Punchcard Program, the development of a Managers Resource Page on the Gorge Grown website, and a wide variety of other shared resources all came from this grant and the formation of this Community of Practice.

<u>Marketing</u>
We had funds specified for regional publicity and yet after discussions with the group about which outlets would serve all markets equally, it became apparent that the marketing needs differed drastically from one community to the next. So, we developed a mini grant application for the markets to seek funding to serve their specific needs. This enabled them to market themselves in a manner that worked for them and in some cases also served as the catalyst for some financial accounting systems to be put into place before they could handle the funds appropriately. The application we created can be found in the Appendix.

Gorge markets that filed an application for marketing funds from this grant:
Maupin Farmers' Market, Goldendale Saturday Market, Trout Lake Saturday Market, Stevenson Farmers' Market, The Dalles Farmers' Market, Gorge Grown Farmers' Market (Hood River), Mosier Farmers' Market

<u>Gorge Farmers' Markets Punchcard</u>
As a means of promoting all of the markets in the region, we developed and piloted a Gorge Markets Punchcard program this year. It was an idea that came from the Managers group and we worked together to design, promote and manage the project this market season. It was a great success. We had 8 complete cards punched and a great package of prizes for those dedicated enough to have visited all 10 markets in the card (see appendix for a list of the prizes). We published regional maps both years for all markets to distribute and added the punchcard this year as an additional means of marketing and celebrating the diversity and the bounty of the Gorge markets. We will further develop this idea with improvements and feedback from the managers group for 2012.

The quote below from one of the winning cardholders demonstrates the type of experience we were trying to create for those people that can make the time to visit a wide variety of markets.
"My wife and I immensely enjoyed the experience of seeing all of the markets in the Gorge. We appreciate that the markets are so community centered and they are a great place to connect with people, meet new people and talk about gardening and lots of other ideas. I can't wait until the market season starts again next year!!"

Image of the 2011 punchcard:

<u>Gorge market managers' resource page</u>
The Gorge market managers' resource page was created to serve the needs of those managing and supporting markets throughout the Gorge. It will continue to evolve and be updated as the managers identify new areas of need or seek to share other resources with each other. We are satisfied with the materials present now and have heard from several markets that have

utilized it already. Below is the outline from the page and for more details, this webpage can be found at the following link: http://www.gorgegrown.com/market-managers.cfm

Gorge Market Manager Resources
Welcome to the Gorge Market Manager Resource Page! This page contains links to helpful tools and information for new and experienced market managers running or starting markets in the Columbia Gorge Region. Information ranges from forms for rapid market assessment to short articles on conflict management to free advertising ideas. Below is a table of contents that with links that will bring you to the different sections. This page was made possible through funding from the Farmers Market Promotion Project grant and with help from Todd Murray at Washington State University Extension.

Section 1: Starting A Farmer's Market
-Mission Statements, Bylaws, Market Rules, etc...: Establishing Governing Documents
-Finding Help: Recruiting Board Members, Market Managers, Volunteers & Project Partners
-Finding the Food: Vendors & Vendor Recruiting
-Covering Your Bases: Facilities, Regulations, & Food Safety
Section 2: Managing and Operating the Market
-Market Day: Check-lists, Managing Market Space, Set-Up & Take-down
-Life is Not a Bowl of Cherries: Managing Conflict and Navigating Local Politics
-Marketing Your Market: Regional Press, Low Budget Marketing Options, & Social media
-Creating an Inclusive Market: Building Cross-Cultural Skills, Using State and Federal Food Programs
Section 3: Evaluating the Market for Improvement
-Measuring Success for Rural Markets: Expectations, Evaluation Tools, & Doing Good Work
-Dream Big: Goal Setting and Planning for Future Market Seasons
Section 4: Other Resource Pages and Comprehensive Guides

Educational Kits for Markets development
The brand new Mosier Farmers' Market has become a real fresh presence in the Gorge market community and has much to contribute to all markets in the area. The Mobile Market truck and a very active community steering committee support this market. The team leaders for this market put together weekly themes for the market (such as Fast Food Smackdown, Old McDonald Had a 2nd Job, Bees & Bugs, Compost Happens, etc.). These themes included lots of educational activities for those at the market and became a great draw fro the community and helped to create a very festive atmosphere. In a town of 430 people, they would regularly get 150 people at the market! The Mosier group would like to work with Gorge Grown to create market activities in a box that other markets could check out and utilize at other markets in the Gorge. This is another great example of the sense of cooperation and collaboration between the markets in our region. For more details and photos, please visit their webpage: http://mosierfarmersmarket.com

Objective 5:
To develop and improve the Gorge Grown Mobile Market as a model for launching and anchoring emerging markets in very small communities

The Gorge Grown Mobile Farmers' Market truck has been in operation for 4 years now and is a proven model for serving as the catalyst for forming and supporting new farmers' markets in small rural communities. We purchase a wide variety of local foods from farmers and value-

added food producers and then set up as an anchor vendor for burgeoning markets. It provides an additional sales outlet for local farmers and allows us to be on site support for these new markets. In the past 2 years, this project has matured and developed into a nearly financially independent project. We have witnessed an increase in total sales, EBT usage and attendance. The increase in sales and the # of shoppers returning each week results in stronger overall markets for those supported by the Mobile Market project.

Markets served by the Mobile Market: Stevenson and Lyle in WA, and Mosier and Maupin in OR

Summary Table of Mobile Market Data

	Total # shoppers	Total cost of goods purchased	Total gross Mobile sales	Total annual profits	# of other vendors selling at Mobile market sites
2010	1,330	$5,748.24	$7,331.08	$1,582.84	12
2011	2,005	$9,749.38	$15,417.42	$6,172.04	25

Project Beneficiaries:

This project elevated the level of awareness of the importance of farmers markets and their integration and influence in the region. The following groups benefit from this project:

Gorge-area farmers and ranchers benefit through better access to an expanded and diversified set of local markets and through more direct linkages to consumers. These new markets provide more revenue and greater market reliability and generally improve the viability of farming in the Columbia River Gorge. Increased community awareness of the benefits of fresh, local foods will make it easier for farmers and ranchers to sell direct.

All Gorge market managers benefited from training designed to help them succeed at their jobs and build more sustainable farmers' markets. For some, this translated into more paid hours for their work and a greater set of professional skills.

The **residents of the Gorge** benefit through better access to fresh, local, healthy food choices, even in very small communities typically lacking in quality fresh products. Low-income residents of the region in particular benefit from better access to food at farmers markets.

The **Cities of Hood River, The Dalles, Maupin, Mosier, Goldendale, Stevenson, White Salmon, Husum, Lyle, and Trout Lake** will benefit from an increased awareness of the farmers markets, direct markets for locally grown foods, and better access for all residents to fresh, healthy, local products, in addition to the economic development benefits of increased small farm enterprises in the region. The entire region benefited from the estimated $300,000 spent at markets in the region for the 2011 season.

Oregon Farmers' Markets Association benefits from having us serve as a model of a regional community of practice that can be implemented in other regions.

Lessons Learned:

Although we look back at our programs supported by the FMPP funding for the last two years with great pride, we definitely experienced some challenges along the way also. Learning from these experiences will help us to better serve the regional market community in the future. Below is a collection of the major areas that we will work on as we move forward supporting the markets here in the Gorge region.

Low-income access:
In order for vendors to accept WIC coupons in WA, it is required that their market have official Farmers Market status from WSFMA, which states that 5 produce vendors must sell regularly at that market. The Mobile Market can count as one, but these smaller markets will need a bit more growth before being able to qualify. This is a very serious challenge for WA markets in small communities, but we will work with them to find more produce vendors to help them qualify. Markets must have the organizational structure in place to support an EBT program before they can fully serve the low-income members of their community.

Organizational Structure and Fiscal Management:
Fiscal operations for smaller markets can be quite burdensome. They are not likely to be granted 501 c(3) status, and often struggle to find umbrella organizations that can offer financial support. This makes it nearly impossible for them to apply for grants, hire market managers, operate an EBT program, etc. Gorge Grown Food Network is exploring the option of serving as that umbrella fiscal sponsor for markets needing it in the Gorge. We want to find the balance of providing necessary support for young markets without stifling their potential for growth if we provide too much support.

Manager turnover is tough on the sustainability of a farmers' market. OSU found it to be one of the main reasons for market failure. If a market is too small to pay a manager much, and relies on vendor-managers it seems doubtful a market in these small rural communities can be sustained. We are working with each community to find the means to either pay someone or to create a market team that is NOT made up primarily of vendors. Once the season is under way, the farmers are too busy to follow through with market tasks.

Access to Community Food Leaders training serves to create a cohesive market team and sets a new market up for success from the start. This is the lesson learned from the Mosier group. They brought a new market to the region with an incredible amount of dedication and ran it incredibly well due to the delegation of tasks and the support of a large team. We will utilize them as speakers to help support and encourage other small communities in our region.

Project Flexibility:
Grant partners may experience budget cuts during a grant period, which may lessen their ability to provide services they committed. Such was the lesson with our Wy'East RC and D partner this last year. It is important to have clear and regular communication with all of these partners so that alternative resources can be utilized should they be unable to participate. It was late into the project that we were notified of the changes they had undergone and it forced us to find other means to replace their services in another fashion. This is why we developed the panel discussion about Growing your Farm to address some targeted business development

ideas. However, the incredible responses of support we received after our Growing your Farm panel discussion gave us insights into how well that sort of event can function to share resources and build a sense of community among the vendors.

Additional Information:

Gorge Grown Food Network is very thankful for the FMPP funding we have been able to use to support the market community here in the Gorge. It is rewarding to see what we have accomplished and yet we appreciate the work that lies ahead to get all of these markets established and serving an integral role in their community. If there are any further questions please contact us and for other supporting files, please see the Appendix.

Contact Person:

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See additional pages for Appendix, which includes the following:

- **FMPP Planning Table**
- **FMPP Vendor Training Outline -- The Elements of Success**
- **List of Raffle PRIZES for Gorge Markets Punchcards**
- **Gorge Market Map 2010**
- **FMPP Market Publicity Application 2011**
- **Regional Farmers' Market Survey Results 2009 - 2011**

Appendix:

Community	Manager Needs	Vendor Needs
Stevenson	• Identify needs for one • Payment options • Event Planning	• Presentation • Pricing • Value Added regulations
Maupin	• Chamber taking over • Need on-site manager	• Best Practices • Value Added
The Dalles	• Accounting basics	• Presentation

FMPP Planning Table

Goldendale	• Volunteer management • Consign / Comm booth • Find produce vendors • Low Income access	• Display / Selling skills • Rotation of stock • Gross Profit figuring
Trout Lake	• Marketing options • Finance/ quickbooks • Recruit / coordinate vendors	• Biz Licenses how to • How to get started • Best Practices • Taking criticisms
Sat Mkt	• Need consistency with management and board	• Value added regs
Gorge Grown Market	• Volunteer Coordination • Increase EBT use • Streamline INFO forms • Improve accounting syst.	• Value added regs • Presentation -for newbies

FMPP Vendor Training Outline -- The Elements of Success

I. Display
- A. The Basics
  1. Canopy and weights
  2. Tables
  3. Display Items (baskets, signs, etc.)
  4. Scale (certified by the Dept. of Ag.)
- B. Strategies
  1. Create an inviting space
  2. Use all of your potential space
  3. Stimulate the senses
  4. Observe others and experiment
  5. Evaluate repeatedly
- C. How to use your space
  1. Keep it simple (packable, durable, functional)
  2. Create the illusion (vertical space, colors, levels, inviting)
  3. Make it you (Who? What? Why?)
  4. Evaluate and readjust
- D. What attracts attention
  1. Outstanding product
  2. You! (build a relationship)
  3. Colors (mix to catch the eye)
  4. Abundance (show bounty, restock, adjust)
  5. Signage (Info, design, placement)
- E. What else can you offer?
  1. Samples

2. Recipes
3. Pre-orders
4. Flyers, email list, website
5. Food preservation techniques
6. What is coming next week

II. Product

A. Freshness

1. First rate quality
2. Market ready (washed, bunched, etc.)
3. Visible and accessible
4. Display certifications

B. Display Height

1. Not on the ground
2. Easily reached

C. Offer a variety

1. Sizes
2. Specialties
3. Value-added

D. Pricing

1. Do not undersell/undercut
2. Use multiple pricing strategies to encourage sales
3. Offer deals to repeat customers
4. Experiment for each product

III. Customer Service

A. Sales Tips

1. Be approachable
2. When busy, acknowledge those waiting
3. When not busy, work on display
4. Do not eat/smoke at your booth
5. Be neat and clean

B. Know your customers

1. Learn their names
2. Greet them
3. Learn their shopping habits

Raffle PRIZES for Gorge Markets Punchcards!!

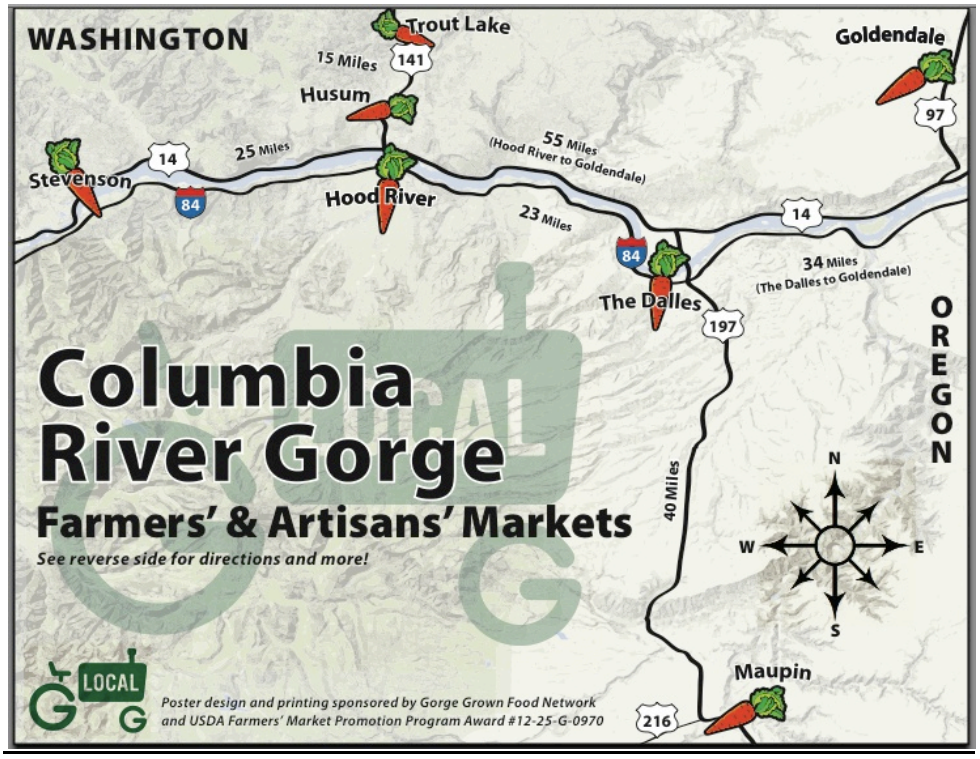
Get your punchcard filled out and be included in this drawing for fabulous prizes. The drawing will be held Thursday, November 17th at the final Gorge Grown market of the season at 5:30 pm at the Hood River Middle School. You do NOT have to be present to win…

- 1 **whitewater-rafting trip** on the lower Deschutes River near Maupin for 4 people. Can be redeemed M-Thurs for this 13-mile adventure float w/pizza lunch provided by Deschutes Pizza Company!
- Seed to Table **Farm Gift Basket** – includes locally made soaps and other locally made products.
- Seed to Table **Farm Food Basket** – includes a wide variety of farm fresh foods.
- Two 1-hour **massages** offered by Judy Shinn.

- **Cooking Lesson for 4** people at the home of Suzi Conklin, of Wildflower Chef Services.
- A **Garlic Planting Pack** with a dozen different varieties from Locavore Garlic
- **Brunch for 2** at the Lyle Hotel
- Beautiful **Gorge Highlights blanket**
- Gorge Grown Food Network **T-shirt** and two bottles of **Gorge wine**
- **Vineyard Tour and half case of wine** from Garnier Vineyards

Visit www.gorgegrown.org for more details…

Gorge Market Map 2010



GORGE GROWN FOOD NETWORK
FMPP Market Publicity Application 2011

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Publicity Plan *(Use a separate page if necessary!)*

What do you propose to do to promote your market?

Why will this help your market?

How much will it cost? ($100 maximum is available from GGFN)
Be specific and include prices for each part of the plan if more than one expense will be included.

Will the market be able to cover costs up front and be reimbursed by Gorge Grown Food Network once receipts are filed with us (preferred) or do you need us to pay in advance?

Evaluation Plan

Can you work with us to conduct a shopper "dot" survey to determine how shoppers found out about your market and how else we can do regional publicity? *(we can provide dot survey training)*

How else will you determine the success of your market publicity this season? *(additional surveys, attendance tracking, etc)*

Deadline: June 1

Regional Farmers' Market Survey Results 2009 - 2011

All data reported as a percentage of markets responding to survey.

Does the market have a manager?	**2009**	**2010**	**2011**
Answer Options			
Yes	**67%**	**100%**	**71%**
No	**33%**	**0%**	**29%**
Is this market manager position:			
Answer Options			
Paid	**25%**	**25%**	**43%**

Volunteer	**75%**	**63%**	**57%**
Other (please specify)		**25%**	**14%**

Does the market have a Board for oversight?

Answer Options			
Yes	**50%**	**63%**	**86%**
No	**50%**	**38%**	**14%**

Does the market use a market vendor application?

Answer Options			
Yes	**80%**	**75%**	**86%**
No	**20%**	**25%**	**14%**

Does the market have a set of market rules/regulations/policies handbook?

Answer Options			
Yes	**83%**	**63%**	**86%**
No	**17%**	**38%**	**14%**

Does the market hold a Vendor Orientation meeting prior to the opening of the season?

Answer Options			
Yes	**60%**	**63%**	**100%**
No	**40%**	**38%**	**0%**

Does your market accept WIC and Senior FMNP Vouchers?

Answer Options			
Yes	**50%**	**63%**	**43%**
No	**50%**	**38%**	**57%**

Does your market offer EBT?

Answer Options			
Yes	**50%**	**50%**	**43%**
No	**50%**	**50%**	**57%**

Does your market charge vendors to participate in the market?

Answer Options			
Yes	**67%**	**57%**	**86%**
No	**33%**	**43%**	**14%**

If YES, please indicate how your market charges vendors:

Answer Options			
Annual Membership Fee: $	**50%**	**75%**	**100%**
Daily Booth Fee: $	**75%**	**75%**	**83%**
Percentage of sales: %	**25%**	**25%**	**50%**