

It's More than Just a Market Campaign

City of Greenville of Greenville, South Carolina received \$22,852 to implement an educational and marketing campaign designed to increase utilization of the Carolina First Saturday Market. The campaign stressed the important role farmers markets play in promoting local products, increasing farmer profits, and eating nutritionally sound foods. Funds were used for education, marketing, promotion, and outreach activities.

[Final Report FY09](#)

Final Performance Report

Date: December 20, 2011

Recipient Name: City of Greenville, SC

Title of Project: "It's More Than Just a Market" Campaign

Grant Number: 12-25-G-0977

Location: Greenville, SC



2009 Farmers Market Promotion Program (FMPP) Final Performance Report – December, 2011

*City of Greenville, SC
Saturday Market
“It’s More Than Just a Market” Campaign
Agreement #12-25-G-0977
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Project Summary:

To increase market utilization, the City of Greenville launched the “It’s More Than Just a Market” Campaign for the Carolina First Saturday Market.¹ Planning for the campaign began in October 2009. The campaign was launched during the 2010 market season and carried over to the 2011 market season. By educating market visitors about: healthy eating; preparation of fresh fruit and vegetables and other products sold at the Market; the City found new and exciting ways to engage Market customers as well as attract new customers. The campaign also offered monthly educational days designed for children and adults throughout the season on topics ranging from healthy eating to cooking demonstrations of in-season produce. This campaign benefited Market vendors by increasing their customer base and, simultaneously, benefited customers by providing them with access to nutritional information and encouraging them to consume more fresh, local produce.

Project Approach:

Many farmers’ markets serve primarily as shopping venues—customers arrive, purchase items, and quickly depart. In addition to providing access to fresh local produce and other products, farmers’ markets also have the unique opportunity to provide the backdrop for educating people about nutrition and the importance of eating local products. Wanting to capitalize on this opportunity, the City designed and launched an extensive marketing and educational campaign entitled “It’s More Than Just a Market”.

The campaign included the graphic design and printing of bus shelter signage, posters, and rack cards. In addition, the campaign was prominently featured on the City’s television channel, GTV, as well as through promotional relationships with WYFF Channel 4, a local news station. The City also used social media such as

¹ In June 2011, Carolina First Bank officially transitioned to TD Bank. Since TD Bank is now the title sponsor of the Market, the Market’s new name is the TD Saturday Market.

Facebook and Twitter to conduct outreach. Examples of several promotional materials are included within the “Additional Information” section of this report.

During the 2010 season, a total of six (6) different educational days, one for each month that the Market was in operation, were held. These educational events focused on the benefits of eating locally grown fresh produce as well as creating innovative ways to engage younger citizens, such as the “Zucchini 500” which encouraged children to learn about the nutritional value of the vegetable while building and racing their own zucchini car.

Due to the popularity of the educational days during the 2010 season, the City decided to partner with the Children’s Museum of the Upstate to offer six (6) different educational days once again during the 2011 season. These events featured topics such as planting tomato or sweet pepper seeds in recycled containers and composting with worms. The full schedule of educational days that were offered during the 2010 and 2011 seasons is included in the “Additional Information” section of this report.

Goals and Outcomes Achieved:

As a result of the “It’s More Than Just a Market” campaign, several of the City’s identified goals were achieved. The primary goal of the campaign was to increase the utilization of the Market by promoting an educational component for Market visitors of all ages. In 2010, the Market drew approximately 2,000 people per week or a total of 50,000 people throughout the season as compared to 2009 when the Market drew 40,000 people.

The City also designed and administered a Saturday Market Visitor Survey at the conclusion of the 2010 Market season in an effort to gauge the effectiveness of the educational day demonstrations as well as to evaluate visitors’ utilization of the market. A total of 501 complete responses were received. The responses are summarized below.

- 83% of respondents attended the Saturday Market more often in 2010 than in 2009.
- 86% of respondents reported spending more money at the Saturday Market in 2010 as compared to 2009.
- When asked to estimate the amount of money spent in 2010 during a typical weekly visit to the Saturday Market, respondents reported the following:
 - 12% spent less than \$10;
 - 50% spent between \$10 and \$25;
 - 30% spent between \$25 and \$50; and
 - 8% spent more than \$50.
- When asked how often they visited the market in 2010, respondents answered as follows:
 - 27% attended the market 0-3 times;
 - 33% attended the market 4-6 times;
 - 19% attended the market 7-10 times; and

- 21% attended the market more than 10 times.
- 23% of respondents cited the educational demonstrations days as the reason they attended the market.
- 66% of respondents reported that the demonstrations were useful.
- 68% of respondents reported that they learned something new by attending an educational day demonstration.
- 53% of respondents reported that the demonstration increased the likelihood that they would purchase the featured produce.
- 41% of respondents reported that the demonstration days increased the likelihood that they would return to the market.
- 50% of respondents reported that the demonstration days increased the likelihood that they would consume more fruit and vegetables.
- 84% of respondents reported that they eat healthier and make healthier eating decisions in part because they shopped at the Saturday Market.

Overall, the results of the survey indicate that the “It’s More Than Just a Market” campaign met the City’s desired outcomes—it helped to: attract new visitors to the market each week, encourage repeat visits to the market, provide a larger customer-base to the Market’s farmers, and provide Market visitors with increased access to nutritional information.

Beneficiaries:

Local and regional farmers, Market visitors, community artisans and downtown businesses all benefited from the ‘It’s More Than Just a Market’ campaign.

As reported in the survey results, farmers and vendors of the Saturday Market had access to a larger customer base and therefore more access to increased profits. With an increase in Market shoppers, many farmers sold out of product well before the close of the weekly event. Since completing the campaign, the City is also better aware of factors that may directly help farmers and vendors increase profits. For instance, the demonstration days seem to increase the likelihood that Market customers will purchase the featured product (53% of survey respondents reported as such). The demonstration days also increase the likelihood that customers will return to the market (41% of survey respondents reported that the demonstration days increased the likelihood that they would return to the Market). Now that the City is aware of how effective the demonstration days are, it can employ those days on a regular basis throughout each season to directly benefit the Market’s farmers and vendors.

Market visitors benefited from the campaign’s educational component. It not only provided new information (68% of survey respondents reported that they learned something new) but it encouraged market visitors to lead a healthier lifestyle by increasing the likelihood that they would consume more fresh fruits and vegetables (50% of respondents reported that attending a demonstration day increased the likelihood they would eat more fruits and vegetables).

As previously reported, a 2010 seasonal attendance of 50,000 people is not only beneficial to the Market's farmers and vendors but is beneficial to the many restaurants and shops that line Greenville's Main Street, the street that houses the Saturday Market. Since many Market visitors stay in Greenville's downtown area after shopping at the Market to patronize local businesses, an increased market audience is a boon to Greenville's downtown businesses.

Lessons Learned:

The City realized several benefits throughout the implementation of this grant. First and foremost, the promotional materials developed as part of the comprehensive marketing campaign will be used by the City for several years to help draw larger crowds to the Saturday Market. Second, as a result of the Saturday Market Visitor Survey, the City also knows that the educational demonstration days are effective at not only encouraging visitors to attend the market but to purchase and consume the featured produce. The survey also contained an open-ended question that asked respondents to share ideas for improving the Saturday Market. Many great suggestions were shared such as reserving a place to park bicycles or offering the market once a month during the evening. Due to the number of responses, staff was able to look for trends among the responses and is considering implementing some of the easier and lower-cost suggestions.

Staff was also extremely pleased with the survey response—501 individuals completed the survey. The high response rate is most likely attributable to the incentive that was offered. The first 100 individuals to complete the survey were eligible to receive an insulated, reusable Saturday Market bag. Had this incentive not been offered, staff suspects that the response rate would have been much lower.

The survey also revealed an issue that continues to challenge the Saturday Market—harnessing the ability to attract a more diverse audience. Over 93% of the survey respondents were Caucasian and less than 10% had an annual household income of \$30,000 or less. These numbers reveal that even though the market has experienced a great increase in its overall attendee numbers, it has not seen a proportional increase in low-income attendees. During the 2011 season, the City launched another Farmers' Market Promotion Program funded project to establish electronic benefits transfer (EBT) at the Market in order to allow individuals on the Supplemental Nutrition Assistance Program (SNAP) to purchase produce and other approved EBT items at the Saturday Market. The City is hopeful that the establishment of EBT at the Saturday Market along with concentrated outreach efforts will make the Market more accessible to low-income individuals and increase the utilization of the Market among this population.

Additional Information:

Even though the City undertook the sole responsibility of creating and launching the "It's More Than Just a Market" campaign, it did rely on some community partners to assist with outreach efforts. For instance, WYFF 4, a local news station, promoted the Market through interviews and promotional segments. Also, since the educational demonstration days were so well-received during the 2010 season, the

Children's Museum of the Upstate approached the City and offered to partner with the City to continue the educational days during the 2011 season. These events were very popular and really helped to engage some of the Market's youngest visitors in learning about and eating local produce. Photographs of some of the demonstration days as well as a complete schedule of the 2010 and 2011 educational days are included below. Examples of some of the materials, such as the bus shelter sign, poster, rack cards, and newsletters that were developed for the "It's More Than Just a Market" campaign are also included below. The Saturday Market's website is also available at: <http://www.saturdaymarketlive.com/>.

2010 and 2011 Educational Activities Schedules- "It's More Than Just a Market"

2010 Educational Activities Schedule

- **May** – Strawberry Fest, Activity: Strawberry people
- **June** – A Peachy Day at the Market, Activity: Homemade peach ice cream
- **July** – The Market Goes Green featuring the Zucchini 500, Activities: Zucchini racing, recycling, Betty Bottle
- **August** – Watermelon Wackiness, Activities: How many seeds-Guessing Game, Plant a watermelon
- **September** – Apple Pickin', Activities: Apple tasting, Bushel basket relay race
- **October** – Autumn Harvest, Activity: Pumpkin carving

2011 Educational Activities Schedule

- **May** – Plant tomato or sweet pepper seeds in recycled containers.
- **June** – Kids can bring in old tank tops and we will help them upcycle the tops into reusable farmers market shopping bags. They will also be able to decorate their new shopping bag.
- **July** – We will bring our worm compost bin and the kids can explore a worm bin. They will also get to do a worm art project.
- **August** – The science of making bubbles. Kids can measure and mix ingredients to make a bubble blowing liquid and then test out their creation with bubble wands. We will also have a seed spitting contest.
- **September** – Painting with root vegetables. Take pieces of root vegetables like carrots, potatoes, winter squash, pumpkin, parsnips, etc and cut the food into slices and have the kids dip them into paint. The kids would be able to see the different patterns of the vegetables. We will also do a root vegetable tasting game where they sample a small piece of a root vegetable cut up and then try and match it with the correct name.
- **October** – Ghost Buddies: Children will be given a white helium balloon and invited to decorate with a face. We will then tie to a string so they can have their Ghost Buddy with them as they shop the market.

Photographs from Educational Activities- "It's More Than Just a Market"









Nutrition Facts

Serving Size 1 cup, halves 152g (152 g)

Amount Per Serving

Calories 49 Calories from Fat 4

% Daily Value*

Total Fat	0g	1%
Saturated Fat	0g	0%
Trans Fat		
Cholesterol	0mg	0%
Sodium	2mg	0%
Total Carbohydrate	12g	4%
Dietary Fiber	3g	12%
Sugars	7g	
Protein	1g	

Vitamin A	0%	Vitamin C	149%
Calcium	2%	Iron	3%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Fiber		25g	30g

Calories per gram:				
Fat	9	Carbohydrate	4	
			Protein	4

www.NutritionData.com





CAROLINA FIRST

SATURDAY MARKET



Join us next Saturday

May 22, 2010

for

STRAWBERRY FEST

in the

“It’s More than Just a
Market Area”

Make your own strawberry person,

nutritional information,

cooking demos and more!

Enewsletter – “It’s More Than Just a Market”

Tara Eaker

From: Tara Eaker
Sent: Wednesday, April 13, 2011 11:27 AM
To: Tara Eaker
Subject: Carolina First Saturday Market - Season Opening eNewsletter (forwarded to you by taraheaker@gmail.com)

This message was forwarded to you by taraheaker@gmail.com:

Take a look at this email!



WHY BUY LOCAL?

Promotes wholesome eating habits. Locally grown food tastes better, and is better for you. The produce is vine-ripened and has been picked within the past couple of days. Fresh produce loses nutrients quickly, so the longer it sits the less you, the consumer, get out of it. The shorter storage and/or transportation time also helps avoid post-harvest contamination.

Provides access to locally grown, farm-fresh produce. Shoppers have the opportunity to personally interact with the farmer who grows the produce at the Saturday Market. You can put a face with the name of the farm that grows what you eat, as well as ask them about their growing practices and cooking tips.

Builds community. The Saturday Market brings people together in a social atmosphere where the mixing of diverse demographic groups is enabled. The

The Carolina First Saturday Market kicks off its new season this Saturday, providing the finest in-season produce, gourmet foods and fresh-cut flowers to Main Street in downtown Greenville each week. With a record number of 53 new and returning vendors, the market has already sold out of available spaces.

A new addition to the market is the "It's More than Just a Market" activities area which will feature monthly educational activities. The area will provide adults and children with the opportunity to learn first-hand about items found at the market through a variety of how-to classes including cooking, gardening, preserving and going green. The market will also feature live acoustic music from 8:30 a.m. to Noon and cooking demonstrations at 10:30 a.m.

Come out to the market this season, and experience the country without leaving the city!



market also enhances sense of place for Greenville because it fills citizens with a feeling of pride in their community.

Preserves open space and supports a clean environment. Contributing to local farms means that they do not have to sell their property. Not selling property means that the agricultural landscape, or "country," will be protected from commercial development - not to mention provides a home for many forms of wildlife. Crops keep the soil fertile, help prevent erosion, and fight global warming. Buying local also helps reduce energy consumption because locally produced food does not require significant transportation or storage.

Supports the local economy. The market gives farmers an additional outlet to sell their merchandise at a fair price. In addition, the downtown businesses also benefit because many market customers patronize another nearby business. Bottom line: buying local keeps money within the community.

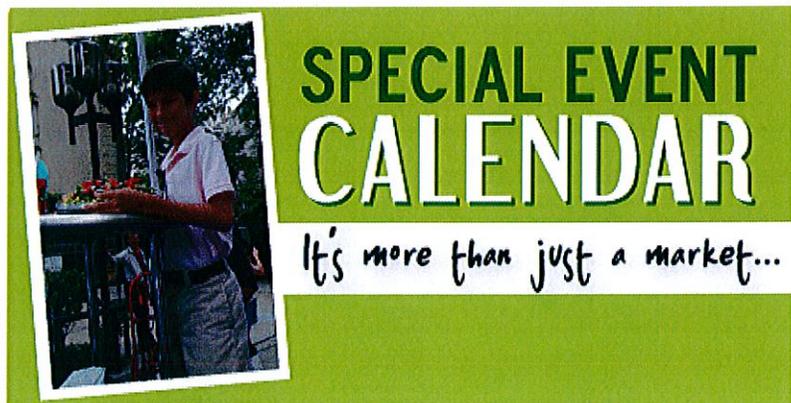


Iszy's Slightly Wilted Bibb Lettuce with Bacon, Shallots, & Garlic
 Submitted by Jeff Isbell
 Iszy's Heirlooms

- 2 small heads of Bibb Lettuce (or use any green or lettuce in season)
- 2 cloves of Garlic, crushed
- 4-5 slices of Bacon, crumbled
- 1 teaspoon of honey
- 3 Shallots, sliced

Directions:

Fry your bacon in a large skillet. Pull out the bacon, let cool and crumble. Carmelize the shallots in the bacon grease at a low temperature. Add your honey, stir and add the garlic. **DO NOT LET THE GARLIC BURN.** Add your washed lettuce leaves to the mixture and stir to incorporate the ingredients. When it barely begins to wilt, spoon it out and serve.



- Arugula
- Asparagus
- Beets
- Broccoli
- Cabbage
- Herbs
- Honey
- Onions, Spring
- Peaches
- Spinach
- Squash
- Strawberries
- Sweet Corn

Acoustic musicians/performers - 8:30 a.m. -10:30 a.m.

- May 1 - Don Axsom (Original Acoustic Christian)
- May 8 - Square Root (Contemporary and traditional folk music)
- May 15 - Henstix (Americana and Street Music)
- May 22 - Travis Smith

Cooking Demonstration at 10:30 a.m.

- May 1 - Shaun Garcia - Soby's
- May 22 - Teryi Youngblood - Soby's on the Side
- May 29 - Spencer Thompson - Deveraux's



[For specific vendor product availability, click here.](#)

New Market Sponsors:

The Greenville Journal
Oobe

New Market Vendors:

Limestone Farms
Screamin' Good Bakery
Sea Eagle Market
Spinning Spider Creamery



Did you know that the Carolina First Saturday Market is now on Facebook and Twitter? You can receive updated information about the market's vendors, special events and much more! **To become a fan on Facebook, [click here](#). To join us on Twitter, [click here](#).**

The Carolina First Saturday Market recently added Booth with a Cause, a way for local, community-minded organizations to bring public awareness to their mission. The booth will feature organizations that focus on health, environmental concerns, youth and/or leisure.

Upcoming participants include:

- May 1** - Greenville Evening Rotary Club
- May 8** - Greenville Lions Club
- May 15** - Bikeville
- May 22** - Pawsitive Effects
- May 29** - Open Arms Hospice

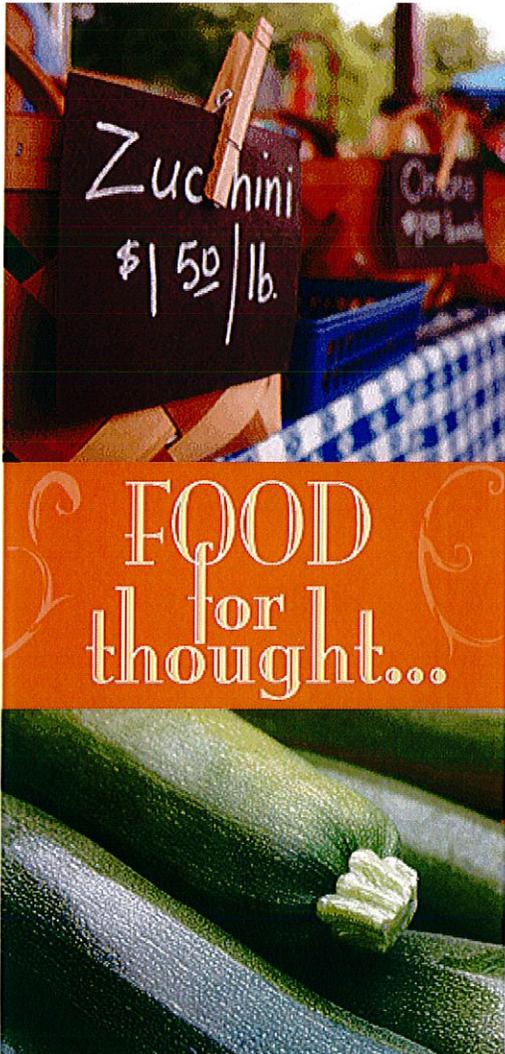
To sign up for Booth with a Cause, please email mcox@greenville.gov



TO VISIT THE SATURDAY MARKET WEBSITE, [CLICK HERE](#)

Tara Eaker

From: Tara Eaker
 Sent: Wednesday, April 13, 2011 11:19 AM
 To: Tara Eaker
 Subject: Carolina First Saturday Market - July 2010 eNewsletter



Join us Saturday, July 17, 2010 for the Zucchini 500 at the Carolina First Saturday Market! Children are invited to design, build and race their very own zucchini race car! Design your own racer at home or make one in the "It's More than Just a Market" area. The Zucchini 500 will take place from 9 a.m. - 11 a.m. with races throughout the morning. Also, join us for other children activities and recycling tips as the "Market Goes Green" on July 17.

Zucchini

Market Season

June - August

The zucchini is a small summer squash. Along with some other squashes, it belongs to the species *Cucurbita pepo*. Zucchini can be yellow, green or light green, and generally have a similar shape to a ridged cucumber, though a few cultivars are available that

produce round or bottle-shaped fruit.

In a culinary context, zucchini is treated as a vegetable, which means it is usually cooked and presented as a savory dish or accompaniment.

When used for food, zucchini are usually picked when under 20 cm (8 in.) in length and the seeds are soft and immature. Mature zucchini can be as much as three feet long, but are often fibrous and not appetizing to eat. Zucchini with the flowers attached are a sign of a truly fresh and immature fruit, and are especially sought by many people.

Unlike cucumber, zucchini are usually served cooked. It can be prepared using a variety of cooking techniques, including steamed, boiled, grilled, stuffed and baked, barbecued, fried, or incorporated in other recipes. It also can be baked into bread, or incorporated into a cake mix. Its flowers can be eaten stuffed and are a delicacy when deep fried, as *tempura*.

Zucchini should be stored not longer than three days. They are prone to chilling damage which shows as sunken pits in the surface of the fruit, especially when brought up to room temperature after cool storage.

The zucchini fruit is low in calories (approximately 15 food calories per 100 g fresh zucchini) and contains useful amounts of folate, potassium and vitamin A. 1/2 cup of zucchini also contains 19% of the recommended amount of manganese.



Zucchini Carrot Muffins

Submitted by

Deb Potter, Merciful Hearts Farm

2 cups all-purpose flour	1 tsp ground cinnamon
1/3 cup brown sugar, firmly packed	1/2 tsp ground nutmeg
1 cup shredded carrots	1/4 teaspoon salt
1/8 teaspoon ground cloves	1 cup shredded zucchini
1 teaspoon vanilla extract	2 eggs
1/3 cup vegetable oil	1/3 cup orange juice
1 cup milk	1/2 teaspoon ground ginger
2 teaspoons baking powder	

(If available: I like to dice about a tablespoon of candied ginger into small slivers & mix it in with the carrots & zucchini. I often buy candied ginger on sale in the baking section after Christmas!)

Preparation:

Grease 2 muffin tins or use muffin papers. Preheat oven to 375 degrees F.

In a large mixing bowl, combine flour, brown sugar, baking powder, cinnamon, nutmeg, ginger, cloves and salt. In a small bowl, beat together milk, juice, oil, eggs and vanilla.

Stir wet mixture into flour mixture until flour is just moistened. Batter will be lumpy. Do not over mix. Stir the zucchini and carrots into the batter. Do not over stir or muffins will split when baked. Fill each muffin cup no more than 2/3 full. Sprinkle tops lightly with sugar (I prefer to use turbinado sugar) before baking, if desired.

Contact Person:

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