

The **South Carolina Association of Farmers Markets** of Columbia, SC, received **\$62,568** to conduct educational workshops that enhanced marketing and social networking skills of market managers and farmers; to operate promotional campaigns for farmers markets across South Carolina; and implement EBT at markets in 3 under-served areas which resulted in increased profitability for farmers and better access to fresh, locally grown produce for customers.

[Final Report FY10](#)



**South Carolina  
Association of Farmers Markets**

*... the voice of South Carolina's farmers markets*

*December 27, 2012*

*Ms. Carmen Humphrey  
Farmers Market promotion Program, USDA  
Agriculture Marketing Service  
1400 Independence Avenue, SW  
Room 4509 South Building  
Washington, D. C. 20250*

*Ms. Humphrey:*

*I am submitting the final report for Grant Number: 12-25-G1193  
S. C. Association of Farmers Markets.  
If there are any questions, do not hesitate to contact me.  
Sincerely,*

**Fred Broughton**  
*Executive Director*

**Project Title:** *Building capacity at community-based farmers markets through professional development and new EBT projects to enhance the consumption of locally grown food by low-income families*

**Project Director:** *Fred Broughton, South Carolina Association of Farmers Markets*

## **Project Summary**

Pervasive poverty is an enduring problem in South Carolina that makes many residents nutritionally at-risk; 15.7% of the population lives in poverty, with rates for children exceeding 30% for the majority of counties. Consequently, one in six South Carolinians qualifies for support through the Supplemental Nutrition Assistance Program (SNAP). However, only a small fraction of the \$100 million made available to almost 800,000 people in 2009 was expended at the state's farmers markets to purchase high quality fresh food. This pattern is consistent with national trends, where only .009% of the \$50 billion SNAP dollars were spent at farmers markets. Thus, increasing the number of EBT-qualified clients who shop at farmers markets would constitute a win-win, with increased sales and profitability for the market and substantially improved nutrition for EBT clients.

## **Project Approach**

The aims of the project were two-fold. The first was to build capacity at the community-based farmers markets in South Carolina through professional development for market managers and vendor/producers, with a focus on marketing so as to enhance the consumption of locally grown food by low-income families. The second sought to extend the ability to accept payments by EBT to three markets serving low-income communities that had previously been unable to do so. Both aims would increase farmers markets share of consumer spending across South Carolina, leading to long-term sustainability of the local agricultural market and better nutrition for low-income families.

The professional development component of the project utilized a number of strategies: (a) establishment of an EBT Think Tank, harnessing the knowledge and expertise of a number of state agencies who deal with clients eligible for nutritional assistance, and a newsletter to share those insights with market managers; (b) sharing marketing ideas and strategies that farmers markets have found to be effective in practice; (c) marketing conferences to share effective ideas with market managers and help foster communication among them; (d) effective use of social media to enhance market viability, generate traffic, and improve communication with both those who frequent a farmers market and those not yet aware of their potential; and (e) focusing on churches and civic organizations as avenues for bringing EBT clients to area farmers markets. The component aimed at expanding access to EBT by three additional markets involved a competitive selection process as well as providing support to those markets throughout implementation.

# **Goals, Outputs, and Outcomes Achieved**

## **Outputs**

Outputs – The number of jobs created, classes taught, meetings held, materials produced, program/customer participation rates and demography, or hours of each type of service provided.

## **Outputs - The EBT Think Tank and newsletter**

Representatives of USDA regional for EBT, and the state's departments of Health and Environmental Control (DHEC), Social Services (DSS), and Agriculture (SCDA), (the major departments that work with EBT clients directly and in conjunction with farmers markets) met with the project director every four to six weeks. They provided feedback on strategies that proved effective in other states and in other parts of South Carolina, insights into issues relevant to EBT users, and ways to facilitate EBT clients' on-going engagement with the markets. A newsletter shared this information with market managers and vendor/producers after each session, thereby providing practical professional development aimed at building customer sensitivity, identifying opportunities to meet customer needs, and shaping behaviors that turn EBT clients into long-term customers of the markets. A total of 9 newsletters were produced, a sample of which has been included in the attachments to this report.

## **Outputs - Sharing Marketing Ideas**

The original idea for sharing marketing ideas proposed by the project called for conducting interviews and collecting examples of marketing ideas that members had found to be effective, so that they could be shared with managers in other areas of the state. As part of the process of laying the groundwork for this undertaking, market managers were shown an example of a collection of ideas compiled for use by markets in New York. Their response was immediate and strongly positive, as they found ideas and strategies that they could readily adapt to address needs in their respective situations. Consequently, at their request, copies of the 220-page manual were made available to each of the conference attendees. Attendees at subsequent regional workshops for market managers were also informed how they could obtain a copy without charge.

## **Outputs - Marketing Conferences**

The South Carolina Association of Farmers Markets convened a workshop in February, 2011 to provide ideas to market managers about closing down the market for the year and to recognize farmers who improved retail display at the markets. At that time, the objectives of the grant initiative were announced, so that managers would have an opportunity to decide how they would like to participate in this endeavor.

In mid-November, 2011 a two-day workshop was attended by 49 market managers, which covered many practical aspects of operating a successful community-based farmers market. The sessions presented ideas with examples regarding how other markets had been successful in getting more shoppers to purchase fruits and vegetables at community farmers markets, as well as ideas to help market managers identify and access local resources in their respective communities. The first of two major presenters, Darlene Wolnik of Market share/Crescent City Farmers Market, shared strategies that they had been successful in increasing the number shoppers using SNAP/EBT Card at the market. The second presenter, Dr. Jane Madden, conducted workshop sessions on how market managers can incorporate social media, such as Facebook, into their marketing plans and use it as a marketing tool.

In addition, four regional workshops for market managers were conducted in different areas of the state. Recognizing the value of the collaborative perspectives that had emerged in the Think Tank meetings, employees in the local departments of Social Service and Health and Environmental Control who interact with low-income families were also invited to attend the workshops, since those families are also nutritionally at-risk.

### **Outputs - Using Social Media to Increase Market “Visibility”**

An initial presentation by Dr. Jane Madden at the first market managers’ conference in November introduced the idea of using social media resources like Facebook to heighten awareness, generate traffic, and strengthen connections between the markets and the communities they served. She spoke from experience, having used Facebook to move a community-oriented art gallery with no budget for promotion from a fledgling enterprise to a viable entity that served as a lynchpin for ongoing economic development in an economically depressed downtown business district. Forty-nine participants from 31 farmers markets responded enthusiastically to the session, and their written comments indicated that they saw its potential for their situations, and that it could be done within the constraints of their limited budgets. Subsequently, a class of university students working under the supervision of a professor of marketing at Francis Marion University produced a detailed manual. It consisted of more than 58 pages of information to assist the farmers markets in developing and maintaining their Facebook sites aimed at attracting and communicating with customers in their respective communities. The manual was made available to all markets at no charge. A copy is attached as a separate PDF file to this report.

### **Outputs - Focusing on Churches and Civic Groups to Reach EBT clients**

The effort to incorporate churches and civic groups in reaching SNAP and EBT clients involved a range of approaches. The Think Tank meetings took place in a facility owned by Christ Central Ministries, who have staff in 25 communities across the state, and one member of the Think Tank team served as a liaison to faith-based communities in South Carolina. The President of their Field Mission was also a member of the team. As an example of the kinds of collaborative relationships the team sought to foster, a letter was written on behalf of the South Carolina Association of Farmers Markets to the United Methodist Women, asking them to help the association communicate the message of healthy eating habits and wellness to low-income families in their churches and communities. In another approach, SCDA personnel assisted in the development and production of a “Faith and Farming” flyer, copies of which were sent to the managers at each market, who were asked to share them with church leaders in their communities. (A copy of the flyer has been included in the attachments to this report). The project director also met with church leaders and members of their congregations in Orangeburg and Spartanburg Counties to talk about Faith and Farming, and how churches can help to educate low-income individuals and families about the benefits of shopping at farmers markets.

### **Outputs - New EBT Initiative**

Criteria were developed to identify markets in areas that had a large population eligible for SNAP which were also ready to establish EBT services. While many groups might want EBT capabilities, criteria were identified based on past experience that pointed to those groups who had the internal organization and support, as well as the appropriate population, to be successful and meet the goal of serving SNAP clients. These details were distributed across the state to the markets with details provided at a market managers’ workshop previously. Eight proposals were received. Seven came from existing markets and one from a community-based farmers market. One proposal was also received from a community that had been working to organize a market with support of a small town and they proposed to organize the market as part of their garden project that were operating to teach people how to grow vegetables. In the end, three markets were selected to receive support to establish EBT services at their location. These markets did establish EBT services for SNAP clients.

## **Outcomes**

Outcomes – The changes in attitudes, behaviors, knowledge, skills, status, level of functioning expected to result from program activities and which are most often expressed at an individual level.

### **Outcomes - The EBT Think Tank and newsletter**

The discussions generated by the Think Tank proved to be a worthwhile collaborative effort among a group of stakeholders with differing and complementary perspectives. They leveraged existing resources, without any additional costs, so as to provide more effective services to the common target group with which each department worked in their respective areas of concern. It is anticipated that this forum for communication will continue in a modified form even after the grant period. Among the notable insights generated by the group was the recognition that perspectives of EBT clients needed to be elicited as part of any effort to increase their level of participation. Feedback from market managers also indicated that sharing the ideas from the group contributed to their sense that they were not so alone in the process of trying to expand the reach and viability of their markets.

### **Outcomes - Sharing Marketing Ideas**

Many farmers markets have tended to operate on the basis of a “build it and they will come” approach. The grant helped to significantly augment efforts at the level of the State Agricultural Department to educate market managers and participants that they need to compete for the attention of community members as do other businesses. Since engaging market managers in the grant initiatives, there has been greater awareness of the need for marketing. This has been demonstrated by other aspects of this grant, such as the adoption of social media for marketing and the demand for marketing resource material.

### **Outcomes - Marketing Conferences**

An increasing number of market managers are reporting that they are starting to utilize some of the ideas and information presented at the marketing conferences. For example, more are collecting e-mail addresses from visitors to their markets and using them to communicate with their customers, while a number have also begun to send out newsletters. Some have joined one or more web-based discussion boards that address issues related to farmers markets.

One idea that Darlene Wolnik of Marketshare/Crescent City Farmers Market shared was the importance of eliciting the views of customers in ways that could be used to improve decision-making at the market which, in turn, would serve to attract more customers. As the project progressed, a number of market managers began to explore ways of collecting such information in ways that would be workable in their settings. Two tools for doing so emerged as viable candidates, one for markets where computer access is commonplace and one for markets where it is not. Both methods focused on asking market visitors a small number of focused questions. For markets in the latter group, responses could be made by placing a marker, such as a “smiley face,” on a flip chart. Markets in the former group could make use of online resources available through MarketUmbrella.org. Large numbers of the markets ventured into social media via Facebook to reach individuals in their communities. That is discussed in the next section.

## **Outcomes - Using Social Media to Increase Market “Visibility”**

Prior to the grant, only three farmers markets in the state had established a “presence” on Facebook. At its completion, 27 markets were using Facebook to let their communities know what they had to offer. Between them, the 27 markets have garnered 31,699 “Likes” across their combined pages. Facebook statistics that are available to individual page owners provide insights into the potential market reach of this group. For example, a Facebook group with 315 “likes” actually reaches 127,752 unique individuals. Extrapolating from the combined number of “likes” of these markets suggests that, together, a conservative estimate of their reach would be a little over one million people. Though early in their deployment of social media as a marketing strategy, it does indicate that this strategy was both successful in expanding the use of this free tool and, at the same time, indicates an area for continued growth. As such, it is likely that the handbook to facilitate the use of Facebook by farmers markets, developed by the undergraduate marketing class at Francis Marion University, will be of continued utility. Though, with the continued changes and developments in the social media environments, even a simple tool such as the handbook would have to be updated to keep abreast of new developments.

The widespread adoption of social media during the life of this grant suggests the markets are willing to try new approaches to reach their customers. As so many individuals use sites like Facebook for personal use, it was highly likely to be adopted as a tool because it had such low technology barriers to its use. Continued efforts will be necessary to help markets maximize the use of the evolving social media platform.

## **Outcomes - Focusing on Churches and Civic Groups to Reach EBT clients**

Markets exist within a broad community context. There is not necessarily a direct connection between markets and those most in need of access to fresh food, such as the SNAP clientele. Enlisting representatives of the offices that serve these individuals from a civic perspective and those who are involved through the churches provided a fresh look for all involved. The Think Tank that was established was critical to this effort to link markets and clientele. Think Tank members included the South Carolina State EBT Administration and Senior Farmers Market Nutrition Manager, USDA – FNS and SNAP Regional Coordinator, as well as the head of the South Carolina State Farmers Market efforts. Each of these members was asked to engage people in their circle to increase understanding of the challenges faced by low-income populations. Newsletters were therefore sent to community leaders and made available to people who visited the local SC-DSS Offices. Additionally, one of the Think Tank members acted as a liaison to faith-based communities in South Carolina. The Think Tank met in a facility owned by Christ Central Ministries who have staff in 25 communities across South Carolina and the President of their Field mission is also a member of the Think Tank.

As a result of the Think Tank approach, for the first time, members of federal, state, and faith-based groups communicated on a regular basis about the needs of their common clientele and how to best serve them.

## **Beneficiaries**

Beneficiaries - Description of 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.

Direct beneficiaries of the grant’s efforts include the managers of markets that are members of the South Carolina Association of Farmers Markets (SCAFM), as well as other

market managers who also had access to resources. While 49 managers attended the statewide conferences presented by the project, all 118 markets operating in the state received marketing suggestions and ideas distributed by e-mail on an almost weekly basis. All markets also had the opportunity to participate in the four additional regional conferences. It was notable that most of the workshop participants were women, as they have been the leaders in organizing the community-based farmers markets in the state. The fact that 24 more of those markets are now making use of Facebook means that they can increase their “reach” in connecting with consumers in their areas at little or no cost. This represents an excellent beginning, with substantial opportunities for continued growth.

The project’s focus on linking recipients of SNAP funds with farmers markets throughout the state has the potential for substantial widespread positive impact, as this population currently comprises almost 850,000 individuals in almost 400,000 South Carolina households. It represents a win-win for all. Farmers and local markets have the potential to gain customers, few of whom had frequented farmers markets previously, while low-income families throughout the state have improved access to fresh and nutritious local produce. The project’s efforts to work collaboratively with churches and with civic groups to more effectively meet the needs of low-income families also showed considerable promise, providing a firm foundation for future improvement.

Extending the ability to process EBT payments to three markets that had not previously been able to do so also serves to improve the nutritional options available to low-income families. One of the three sites proved to be particularly effective in its efforts. Through a collaborative effort with the staff members of the local Health Department and several other organizations, they secured some additional funding to make a broad-based assessment of the community’s need as it relates to healthy lifestyle and nutrition. The group then organized one market with two satellite markets in neighboring communities in the county, providing an outlet for six minority farmers to sell fruits and vegetables, as well as improved access to locally grown food by more low-income families. That effort serves one of the poorest counties in the state, Williamsburg, where almost 11,000 individuals in 5,400 households receive SNAP funds.

## **Lessons Learned**

Lessons Learned. Lessons learned for each project. If outcome measures were not achieved, identify and share the lessons learned to help expedite problem-solving. Identify impact, i.e., organizational, community, and/or system level changes, that result from the project implemented. These may include improved conditions, increased capacity, and/or changes in the current policy.

## **Leverage Existing Resources Effectively**

The original proposal called for sharing marketing ideas by conducting interviews and collecting examples of marketing ideas that members had found to be effective, so that they could be shared with others in the group. As part of the process of laying the groundwork for this undertaking, market managers were shown an example of a collection of ideas compiled for use by markets in New York. Their response was immediate and strongly positive, as they found ideas and strategies that they could readily adapt to address needs in their respective situations. Thus, the intent of the original proposal was fulfilled, but not in the manner that had been planned initially. Having visited each of the markets operating in the state, it is evident that there is much that managers and producers can learn from their counterparts across the state. However, the practical utility of the information provided appeared to address a strongly felt need. Those materials may also serve as a springboard for a similar collection that reflects local experiences and conditions as the association matures and grows.

## **Focus on Developing Necessary Supports**

The session introducing the social media component that was presented at the initial market managers' conference in November was well received. Participants' comments indicated that they were excited about using resources like Facebook to enhance their market's visibility, all at little or no cost. The project offered to develop Facebook pages for markets wanting to use them to reach customers and potential customers in their area, as well as training for volunteers from each market to enable them to maintain the page and to continue to make effective use of its features after the grant had been completed. As it turned out, due to the level of familiarity people already had with Facebook, markets initiated the process on their own. However, at the same time, the project learned an important lesson when it came to resource personnel. Individuals may be strong with the use of technology but to be effective in the deployment of tools such as social media, they need to be equally strong in marketing and technology. It is important that the ultimate use of a tool be the primary focus of the skillset.

## **Challenges for New Markets**

Farmers Markets are complex social entities, as well as being a marketing tool. If markets focus on a small group of supporters rather than building a broad base of support, any disruption within that small group can have significant impacts on the market. In some cases, the project could not provide sufficient guidance for market groups. In one case, the primary market manager moved away, leaving the group adrift until a replacement could be found. Markets need to have a plan of succession established which needs to be revisited annually. Market managers are usually feeling the pressure of time constraints so that getting them to attend marketing meetings and learn new approaches is challenging.

The preplanning phase for markets is important so that they understand their strengths and weaknesses and how their location may impact the people they wish to attract. For example, the Eastmart Move More market received additional support in the preplanning stages and was more successful in fulfilling its goals.

## **EBT Clientele**

Holding monthly meetings in different communities where locals can discuss strategies to attract families shopping with SNAP cards might make the results more meaningful.

## **Simplify to Increase the Rate of Adoption**

Through the grant activities, it became apparent that if an idea was to be successfully implemented, it had to be simplified dramatically. The grant originally had planned the use of coupons to act as an attractor for market purchases. Market managers felt that was too cumbersome. Instead, they preferred to provide bonuses on site at the time of purchase.

Gathering feedback from the market visitors was to involve some interviews and survey instruments. Again, though, the market managers preferred simplified tools such as using a large sheet of paper where people could post stickies to indicate likes and dislikes.

## **Additional Information**

Additional information - Include specific contributions of project partners and any relevant information available (e.g. publications, web sites, photographs).

Please see the attachments to this report for:

1. An example of one of the newsletters that were regularly distributed
2. A copy of the Facebook marketing manual prepared by the students and distributed to the markets
3. *Faith and Farming* Flyer
4. *Think Healthy* Brochure

## **Contact person**

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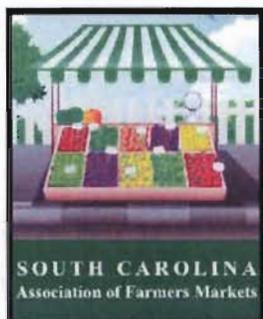
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# South Carolina Association of Farmers Markets

## *News and Information*

### May 2011



### ***Think Tank***

On April 27, 2011, Fred Broughton convened the South Carolina Association of Farmers Markets monthly *Think Tank* meeting at Hope Plaza on Main Street in Columbia, S.C. The meeting was called to order at 2:10 p.m. followed by an introduction from each participant in attendance. Soon after the minutes from the last *Think Tank* meeting was read by the student intern, Walter J. Pollard. Once the minutes were reviewed, Fred Broughton talked about the objective of the meeting, which was to try to gather ideas in an effort to bring assistance to market managers and farmers markets, in an effort to bring more people to the farmers markets. The ideas and information from the meeting would then be compiled into a newsletter that would be distributed to all the market managers statewide.

In attendance for the meeting were Wallace Brown Sr., Larry Young, Donneith Beaufort, Barbara Franklin, Michelle Moody, Fred Broughton, and Walter J. Pollard (student intern). At the start of the meeting, Fred Broughton opened discussion with the idea of going out in between each *Think Tank* meeting and speaking with EBT/SNAP card holders. This will be done in an effort to find out how they are using their cards, and also see how to get them to consider to start using their cards at their local farmers markets. From there the question was asked "How can we better market these local farmers markets and get people with SNAP/EBT cards to shop there?"

Mr. Donneith Beaufort spoke to the group about how the Department of Social Services receives countless numbers of phone calls each day, and he said that there could be a possibility of putting a message on the DSS phone line, so that when people are waiting on the phone they may hear the new developments of how they can use SNAP/EBT at their local farmers markets. Discussion ensued about how we could make this possible. Fred Broughton would give another idea to the effect of providing printed information and also putting this information on the Internet also. The group continued the discussion about making these ideas possible, and then Larry Young suggested that we start sending the literature out to the people. He explained to the group that his Department sends out a lot of letters and notices to their people, so it would make sense that we put some small flyers or notices explaining that they can now use their SNAP/EBT cards at their local farmers market.

These are some of the ideas that the group was able to come up with:

1. **Donneith Beaufort:** "There are about 102/103 farmers markets in South Carolina. A list of farmers markets and where they are located would be very helpful".
2. **Larry Young:** "Also list websites on mailed notices that would lead people to farmers markets".

3. **Michelle Moody** “More people are using this than you think”. Ms. Moody Spoke on behalf of The Department of Health and Diabetes Prevention program. She showed the group pictures and documentation of other people and social groups who started their own gardens and is helping people with fruits and vegetables.
4. **Barbara Franklin**: “If we can start to educate the children then the children will go and tell there parents about what they have just learned”.
5. **Larry Young**: “Try to educate people because some people still do not know about using there cards at the market”.
6. **Donneith Beaufort Spoke** on the fact that only 30% of the farmers markets use SNAP/EBT. He would then ask the question; “How can we work with the other 70%”.
7. **Larry Young** “What are we doing to help that 70%? If we can come up with a successful model then other farmers markets will see and follow suit.
8. **Donneith Beaufort** “Ask the SNAP/EBT users what is their benefits of using their cards at a farmers market, then try to broadcast to other people in the same situation”. He would later say “Build the value of being a sustainable farmer and get people to buy his produce.”
9. **Fred Broughton** “Let’s give incentive and gifts for shopping at farmers markets with SNAP/EBT cards.”
10. **Michelle Moody** “Some churches host farmer’s markets right after church.”
11. **Wallace Brown Sr.** Spoke about Turner Memorial Baptist Church and how their pastor spoke one Sunday about the importance of eating healthy and after the service he held a market for the congregation.
12. **Larry Young** “It still comes down to education of the people.”
13. **Wallace Brown Sr.** “To what Extent dose DSS work with street vendors”
14. **Michelle Moody** Ms. Moody spoke about how some farmers in Marion County would go to the local grocery stores and sell their produce to the stores. She also spoke about the farmers in Marion County that would put all of their produce in the bed of their trucks, and would ride around selling produce out of the truck.
15. **Larry Young** “The county offices are packed with people each day, If we can just put some type of literature in the office the word would spread”
16. **Fred Broughton** “The farmers market should not be perceived as in competition with grocery stores through its advertising program. One of the reasons is because the grocery stores have enough money to outlast all of the farmers markets
17. **Wallace Brown** Began talking about pushing the issue about eating healthy, use the same initiative that the DHEC Diabetes Prevention Promotion. “We need to center Ms. Moody’s program on the initiative to get people to eat healthy.”
18. **Fred Broughton** “How do we get more low-income families to eat healthy? SNAP/EBT is one of the initiatives that can make that happen.
19. **Barbara Franklin** “Let’s find out who is shopping at farmers markets and why. Take those stories and report it to the people.”
20. **Doneith Beaufort** “Get the children to know about eating smart. Also start reaching out to the Hispanic community. What percentage of the Hispanic population uses SNAP/EBT?”
21. **Larry Young** “Let’s also put program material in the doctor’s office. Get people to see them while in the doctor’s office so they will be able to read and find ways to improve their health.”
22. **Doneith Beaufort** “What are the market managers saying?”
23. **Fred Broughton** “The markets are just now starting to open, so we have yet to find out about the issues that they face.”
24. **Barbara Franklin** “If the market is soon to open, try and have some type of activities for the family at the opening day. Something like a big splash event to open the farmers market.”
25. **Barbara Franklin** “Who are the market managers that have the most influence? Work with them and get them to draw other markets in and follow suit.
26. **Michelle Moody** “Reach is a concept that is being used at MUSC”, use church bulletins also.

27. **Larry Young** “Get and compile all the information and ideas from the last 3 months, bring it together and get it out to all the members of the *Think Tank* so they can choose the ideas that they think will be the best to work with.” The members will then select five of the ideas and return them to Fred Broughton who would then compile them and report back to the *Think Tank* Committee at the next meeting on May 25, 2011.

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# Farmers' Markets: Use of Facebook

**Buy South Carolina  
Nothing's Fresher.  
Nothing's Finer.**



South Carolina Department of Agriculture

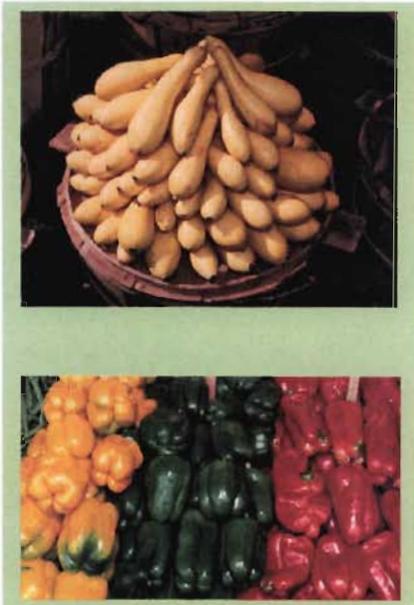
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Spring 2011

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## South Carolina Department of Agriculture

The mission of the South Carolina Department of Agriculture is to promote and nurture the growth and development of South Carolina's agriculture industry and its related businesses while assuring the safety and security of the buying public.

Our shared vision is for the state economy to grow and prosper providing everyone, producers and consumers, opportunities to enjoy the fruits of agriculture.

**Hugh Weathers**  
Commissioner



*The fastest growing social network with 600+ million users*

50% of our active users log on to Facebook in any given day

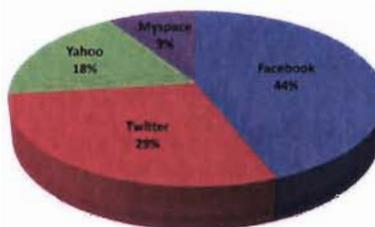
Average user has 130 friends

Average user is connected to 80 community pages, groups and events

Average user creates 90 pieces of content each month

## Connect and Share

Facebook is a social networking site created in 2004 by Mark Zuckerberg. Facebook is the largest component of social networking on the Internet.



At first, people used Facebook as a way to connect with old or current friends and to meet new and interesting people.



## Who Uses Facebook? *Large corporations*

From Coca-Cola to local businesses, many are benefiting from having their Pages on Facebook.



Coca-Cola is a global empire, and therefore they currently have over 24 million “fans”. They have an interactive site with videos and applications that are in several different languages. This is a complex, yet well done, Facebook page. Some things that make the Coca-Cola Page successful are:

- frequent updates
- interactive applications
- numerous photos that display their fans enjoying Coca-Cola
- their Wall is available so their “fans” can post comments
- the formatting is different than the typical Page, which makes it stand out

### Who uses Facebook?

- Individuals
- Community Groups
- Corporations
- **SMALL BUSINESSES!**



## Who Uses Facebook? *Small businesses!*

Top Hat Special Teas is a local business in Florence, SC. This is a simpler version of a Facebook Page, compared to Coca-Cola. However there is sufficient information as to what the business is, the address (you can click on it and it gives you directions), and miscellaneous information such as their price range and phone number. They currently have over 770 "fans". Some things that make this Page successful are:

- 
 the information about the company lets you know exactly what the business is without you having to "hunt" for information
- 
 it is simple to navigate the page
- 
 their Wall is available for their "fans" to post comments
- 
 the administrator updates the status frequently

## Businesses Use Facebook

According to a news report from merchant circle, a network of U.S. local business owners,

**70%**

of local/small businesses use Facebook as a marketing tool.



## Who Uses Facebook? *Farmers Markets*

An example of an existing Facebook Page is a farmers' market in Illinois. This Page has added more applications, such as Deals and an E-mail Newsletter in which their "fans" can sign-up. This Page gives a map, the website, and basic information about the business. It doesn't, however, provide a lot of information about the actual farmers' market. (Notice how much information is on the Top Hat Tea Page compared to this one.) Some things about this Page that makes it successful are:

- the Deals application which lets "fans" see what's on sale
- the E-mail Newsletter which lets "fans" sign-up for the market's newsletter
- a map that shows where the market is located

There are more than 6000 local Farmers Markets in the US.

There are only 4100 Walmarts

## Who Uses Facebook? *Farmers Markets*

*note: 3015 people like*

The image displays two screenshots of the Facebook page for Belleville Farmers Market. The top screenshot shows the 'Deals' section, featuring a promotion: 'An Apple a Day! Get a FREE Apple!'. The bottom screenshot shows the 'Storefront' section, which includes a 'Welcome to our store on Facebook.' message and a grid of featured items with their prices.

Item	Price (USD)
Small Yellow Onions	\$2.00
Ready-to-Eat Cantaloupe Cups	\$4.00
Italian Wheat Bread	\$2.50
Limes	\$0.35
Cantaloupes	\$2.50
Sugar Snap Peas	\$2.90

## Who Uses Facebook? *Farmers Markets*



# Belleville Farmers Market Promotions [Like](#)

Local Business · Belleville, Illinois

[Find Promotions](#) | [Start your own promotion now!](#)

- Wall
- Info
- Friend Activity
- Deals
- Storefront

**Promotions**

- Photos (30)
- Email Newsletter
- More -

About  
 Practically an institution in Belleville, IL. Providing onl...see more

5 check-ins  
 3,015 people like this

- Create a Page
- Report Page
- Share

## Promotions

No Promotion is published.



[Like us](#) | [Follow us](#) | [Terms](#) | [Privacy](#)

# Who Uses Facebook? *Farmers Markets* Examples: Farmers Markets Facebook

---

## South Carolina State Farmers Market Like

Local Business · [West Columbia, South Carolina](#)



## Town of Lexington, SC Farmers Market

Like

Community/Government · [Lexington, South Carolina](#)



## Mount Pleasant Farmers Market Like

Local Business · [Mount Pleasant, South Carolina](#)



## North Carolina Farmers Markets Like

Media/News/Publishing



## Clemmons NC Farmers' market Like

Farming/Agriculture · [Clemmons, North Carolina](#)



**The Fayetteville Farmers Market  
(Fayetteville, NC)**

Like

Farming/Agriculture



**North Hills Farmers Market** Like

Local Business · [Raleigh, North Carolina](#)



**Georgia Farmers Market Association**

Like

Local Business



**Snellville Farmers' Market**

Like

Local Business · [Snellville, Georgia](#)



**North Georgia Farmers' market**

Like

Local Business · [Dalton, Georgia](#)



The Whistle Stop Farmers' market  
of Historic Norcross, GA



**Robertson County (TN) Farmers'  
Market**

---

Like

Local Business · Springfield, Tennessee



## Why use Facebook? *The benefits are numerous*

### **Getting the Community Together**

This helps the “locals” come together and discuss similar interests by utilizing your Page. Your “fans” can post Wall comments, pictures, and even recipes on your Page, which can be viewed by everyone who views your Page, whether they are a “fan” or not. This will allow people who are not “fans” to see what is happening at your farmers’ market and they may become interested.

### **Search Engine Status**

Once your Page is published on Facebook, it will then be available to search engines. Someone who types in the name of your farmers’ market into Google, for instance, your Facebook Page will show up in the search results. Even if that person does not have a personal Facebook account, they would still be able to view your Page and even become a fan.

### **The Access to Applications**

You will have the ability to use a variety of applications for your Page, such as Events, Notes, and Photos. These applications are additional areas that people can use to see what your farmers’ market is doing. For instance, you can add photos of recent activities, like a flower festival, to your Photos application. You can add upcoming events to the Events application so your “fans” can plan to come to your farmers’ market. You can post almost anything in the Notes application, from recipes to discussions that your “fans” can take part in. It is also easy to edit your information and applications, so if you happen to make a mistake or if information such as your phone number or store hours change, it is quick to change.

### **Low Cost**

Getting a Facebook Page is completely free, unlike a regular website where you have to pay for a domain name. The only thing you will have to pay for is the person running the site, who will most likely be a regular employee anyway. Because of this, Facebook is essentially the modern day billboard, business card, and even brochure! A Facebook Page is free advertising.

*Minimal Advertising Cost*

*Maximized Promotion*

*Modern Day Business Card*



## How to Get Started

**NOTE:** The following has been created to demonstrate the use of Facebook. **None of the pages/emails exist.**

### Create an email account.

To insure the transferability of the responsibility for the Page, it is necessary to create an email account. This email account must be distinguishable and used solely for the Farmers' Market. For the purpose of this description, you are recommended to use Yahoo! as your email subscriber. Yahoo! is free to sign up.

1.  
Type in [www.yahoo.com](http://www.yahoo.com) into the URL at the top of the screen.

When you log into Yahoo!  
click the link that shows mail.



2.

After clicking mail, Yahoo will ask you to either sign in or create an account.



3.

Click on the *Create an Account* link at the bottom of the right side.



4.

The suggested completion of the form:

**First name:** Farmers

**Last Name:** Your town's name

**Gender:** the primary administrator's gender

**Birthday:** current month and date with 1990 as year

**Country:** United States

 A screenshot of the Yahoo! account creation form. The "YAHOO!" logo is at the top. Below it is the text: "With a Yahoo! Account, get free email and other leading web services." The form fields are: "Name" with "First Name" and "Last Name" sub-fields; "Gender" with a dropdown menu showing "- Select One -"; "Birthday" with a dropdown menu showing "- Select Month -", and "Day" and "Year" text boxes; "Country" with a dropdown menu showing "United States"; and "Postal Code" with an empty text box.

Postal Code: market's zip code

Sample

**YAHOO!**

With a Yahoo! Account, get free email and other leading w services.

Name

Gender

Birthday -  Month -  Da

Country

Postal Code

5.  
Under *select an ID and password*, tailor that information according to where your market is located.

**Select an ID and password**

Yahoo! ID and Email  @

Password

Re-type Password

Sample

**Select an ID and password**

Yahoo! ID and Email

Password

Re-type Password

6.  
Under *in case you forget your ID or password*, tailor that information according to where your market is located.

In case you forget your ID or password...

Alternate Email (optional)	<input type="text"/>
Secret Question 1	- Type your question here -
Specify Your Question	<input type="text"/>
Your Answer	<input type="text"/>
Secret Question 2	- Select One -
Your Answer	<input type="text"/>

7.  
Suggested response:  
**Secret Question 1:** Select –  
*type your question here*  
**Specify your question:**  
*Where are you located?*  
**Your answer:** *street name*

In case you forget your ID or password...

Alternate Email (optional)	<input type="text"/>
Secret Question 1	- Type your question here -
Specify Your Question	Where are you located?
Your Answer	Oak Avenue
Secret Question 2	- Select One -
Your Answer	<input type="text"/>

8.  
Type the code shown on the page.  
You should be able to access your Yahoo! account when completed.  
Log into Yahoo! to make sure everything has been activated.

Alternative: Google.com also has free e-mail accounts that integrate with a variety of other free services. You sign-up for your free "gmail" account at: <http://www.google.com> and then look at the top left-hand corner of the page for the word "Gmail." The process is much the same as Yahoo's service.



Connect and Share

## How to Get Started

---

### Create the Facebook Designated Page for the Farmers' Market.

The following pages been created to demonstrate the use of Facebook. **None of the pages exist.**

---

1. Type in [www.facebook.com](http://www.facebook.com) in your URL.

Connect to Facebook.



2.  
Select Create a Page for  
celebrity, band or  
business at lower right  
corner of the page.

The screenshot shows the Facebook Sign Up page. The form fields are filled with: First Name: Farm, Last Name: LakeCity, Your Email: lakecityfarmersmarket@yahoo, Re-enter Email: lakecityfarmersmarket@yahoo, New Password: (empty), I am: Select Sex: (dropdown), Birthday: Month: (dropdown), Day: (dropdown), Year: (dropdown). A red arrow points to a link at the bottom of the form that says "Create a Page for a celebrity, band or business."

3.  
Select Company,  
Organization, or  
Institution.

The screenshot shows the Facebook "Create a Page" selection screen. There are three options: "Local Business or Place" (with a storefront icon), "Company, Organization, or Institution" (with a building icon and circled in red), and "Brand or Product" (with a high-heeled shoe and bottle icon). A red arrow points to the "Company, Organization, or Institution" option.

4.  
Complete the form.

The screenshot shows the Facebook "Create a Page" form for "Company, Organization, or Institution". The form includes a dropdown menu for "Personal/Institution", a text field for "Company Name", a checkbox for "I agree to Facebook Pages Terms", and a "Get Started" button. A red arrow points to the form fields.

5.  
Select  
Farming/Agriculture

Company name:  
Your city farmers  
market

Agree to Terms ✓

Click *Get Started*.



The screenshot shows a Facebook form titled "Company, Organization, or Institution" with the subtitle "Join your supporters on Facebook." The form contains a dropdown menu with "Farming/Agriculture" selected, a text input field with "Lake City farmers market" entered, a checked checkbox for "I agree to Facebook Pages Terms", and a blue "Get Started" button. A red arrow points to the "Get Started" button.

6.  
Your page!  
Modify.  
Publish.



## Basic Information:

For modification of the page, Facebook provides many options. Tailor the information to your market. The information can be changed/modified at any time.

Suggested modifications:

---

Category:

Default Landing Tab: **Wall** or **Info** or **Photo**

The Landing Tab is where your fans will come to first. You may adjust the landing tab to be your Wall, Info or Photo. You could vary the landing page during the year.

Sample →  
Use of Info  
as the  
landing tab

Basic Information	
Founded	2011
Location	123 Main Street, Florence, SC 29501
Hours	Mon - Thurs: 10:00 am-5:00 pm Fri - Sat: 9:00 am -8:00 pm
About	Welcome to the Farmer's Market!
Description	The Farmer's Market offers a wide array of fresh, local produce for you to enjoy. Come enjoy your favorite seasonal fruits and vegetables, like peaches, strawberries, and sweet potatoes. Plants, meat, and handmade goods are also on sale.  There are several activities at the Farmer's Market throughout the year! You can enjoy the Spring Flower Festival in April, The Grand Veggie Sale in July, and the Fall Flower Festival in October. You can also pick out a Christmas tree at the Farmer's Market... (read more)
Mission	The Farmer's Market wants to provide local, organic produce to the community. Economical prices and healthier ingredients will make our community thrive in many ways, from keeping our citizens healthy to giving them more for their money.
Awards	2011 Best Local Organization 2011 Healthiest Place to Shop  These awards were given to the Farmer's Market thanks to The Morning News readers.
Products	veggies, fruits, meat, plants, and handmade goods
Phone	(843)-123-4567
Website	http://www.scstatefarmersmarket.com

On this landing info tab, your basic information is displayed, from your hours of operation to any awards that your business has received. Also, when you enter a valid address, your fans can click on it and it will automatically take them to the Bing search-engine website so they can get directions. It is crucial to add as much information as possible so fans and non-fans will be able to know exactly what your business is and has to offer.

---

About	<p>Farmers' Market located in XXXX, South Carolina</p> <p>Welcome to the Farmers' Market. A local marketplace established to promote community and build relationships among farmers and consumers.</p>
Description	<ul style="list-style-type: none"><li>• You can find everything from fresh strawberries, lettuce, lavender products, bedding plants and asparagus in the spring to honey, breads, pastries, flowers, meats and dairy products throughout the five months we are open.</li><li>• Our products vary seasonally so in the fall you will find fresh pumpkins, squash, peppers, sweet corn, field tomatoes, dried flowers and the many other wonderful things that come with the season.</li><li>• Come and enjoy your favorite seasonal fruits and vegetables, like peaches, strawberries, and sweet potatoes. Plants and homemade goods are also on available.</li><li>• There are activities here throughout the year! You can enjoy the Spring Flower Festival in April.</li><li>• You can pick out your Christmas tree in December</li><li>• EBT is accepted!</li><li>• We offer a wide array of fresh, local produce for you to enjoy.</li><li>• The farmers market offers fresh seasonal fruits and vegetables. This gives our community to meet our local farmers. We are now accepting EBT &amp; SNAP programs.</li></ul>
Mission	<ul style="list-style-type: none"><li>• We are a group of farmers and growers that believe in supporting locally grown and produced foods, bringing you the very best and freshest of the season. Our many vendors work hard to bring you the tastiest foods, freshest produce and highest quality products.</li></ul> <p>We look forward to a great season and hope to see you soon!</p> <ul style="list-style-type: none"><li>• We are a local marketplace organized to provide local and visiting customers with fresh grown food. Established to promote community service throughout the area and build relationships among farmers, volunteers and consumers.</li></ul>

---

Farmer Markets: Facebook – Modification Examples

Products	Winter	Spring cont.	Summer cont.	Fall
Tailor the product listing to the season	Belgian Endive Brussels Sprouts Buttercup Squash Cactus Pear Cherimoya Chestnuts Clementines Collard Greens Dates Delicata Squash Grapefruit Kale Kiwifruit Leeks Oranges Passion Fruit Pear Persimmons Pummelo Red Banana Red Currants Sweet Dumpling Squash Sweet Potatoes Tangerines Turnips Winter Squash	Mushrooms Mustard Greens Oranges Pea Pods Peas Pineapple Radicchio Ramps Rhubarb Snow Peas Sorrel Spinach Spring Baby Lettuce Strawberries Swiss Chard Vidalia Onions	Honeydew Melons Jackfruit Jalapeno Peppers Lima Beans Limes Loganberries Lychee Mulberries Nectarines Olallieberries Okra Passion Fruit Peaches Peas Persian Melon Plums Radishes Raspberries Strawberries Sugar Apple Sugar Snap Peas Summer Squash Tomatillo Tomatoes Watermelon Yukon Gold Potatoes Zucchini	Acorn Squash Asian Pear Belgian Endive Black Salsify Broccoli Brussels Sprouts Butter Lettuce Buttercup Squash Butternut Squash Cactus Pear Cape Gooseberries Cauliflower Chayote Squash Crab Apples Cranberries Delicata Squash Diakon Radish Endive Feijoa Garlic Ginger Grapes Guava Huckleberries Jalapeno Peppers Jerusalem Artichoke Kohlrabi Kumquats Mushrooms Passion Fruit Pear Persimmons Pineapple Pomegranate Pumpkin Quince Radicchio Sapote Sugar Apple Sweet Dumpling Squash Sweet Potatoes Swiss Chard Turnips Winter Squash More!
<b>Year Around</b>	<b>Spring</b> Apricots Artichokes Asparagus Belgian Endive Bitter Melon Broccoli Butter Lettuce Cactus Chayote Squash Cherimoya Chives Collard Greens Corn Fava Beans Fennel Fiddlehead Ferns Green Beans Honeydew Jackfruit Limes Lychee Mango	<b>Summer</b> Apricots Asian Pear Beets Black Currants Bell Peppers Blackberries Blueberries Boysenberries Breadfruit Butter Lettuce Cantaloupe Casaba Melon Champagne Grapes Chayote Squash Cherries Cherries, Sour Corn Crenshaw Melon Crookneck Squash Cucumbers Eggplant Elderberries Endive Figs Garlic Grapefruit Grapes Green Beans Green Soybeans (Edamame)		

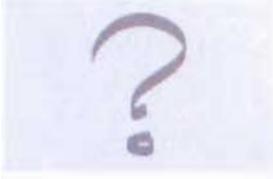
Website

[Link to the South Carolina Agriculture](#)

Add an image

This could be your logo or a photo of your area.

Created logos:



---

**Invite your friends**

**Direct Invites** - Send a message to those individuals who live in your area that consist of your Farmers' Market Facebook URL and an explanation of what the Farmers' Market is.

Add a promotion detail (If you invite 4 people to successfully join the Farmer's Page, you will receive \$1.00 off a \$10.00 purchase from any vendor).

**How will we know?** Tell your invitee to submit your name in the form of a message to our inbox!

---

**Tell your fans**  
Let your current customers and

Obtain emails from all farmers and/or vendors.

---

---

subscribers know about your new Page.

**Import Contacts**

---

Post status updates  
Share your latest news.

It is crucial to update this section weekly. See examples of events and news.

---

Promote this Page on your website

Identify local organizations which may have web sites, request a Facebook Like Box to be posted.

- Local Chamber of Commerce
- [www.scstatefarmersmarket.com](http://www.scstatefarmersmarket.com)

---

Set up your mobile phone

An excellent method for updating the fans who prefer mobile phone updates



See examples of information to include on your wall page.

This is your page Wall. Share stories, photos, post links, and upload videos for your fans to see.

---

Page  
Visibility

While modifying the pages you may want to restrict visibility to the administrators . Check  so only administrators s can see this page

---

Insert map to your farmers market!

website	<a href="http://scstatefarmersmarket.com">http://scstatefarmersmarket.com</a>
Hours	Mon: 10:00 am - 5:30 pm Tues - Thurs: 10:00 am - 5:00 pm Fri: 8:00 am - 4:00 pm Sat: 9:00 am - 8:00 pm



© 2010 Navteq © 2010 Microsoft

---

Featured

Your Page can "like" other Pages, and those will be shown on the left side of your Page. To feature Pages:

Likes

## Farmer Markets: Facebook – Modification Examples

Give people more ways to connect with you by showing them your likes and interests. You can do this by choosing **Use Facebook As Page** under Account, and then liking other pages that relate to your page. These liked pages are shown on the left of your page, and you can specify which of these always rotate there by selecting them as featured.

1. Click the "Edit Page" button in the top-right corner of your Page.
2. Select "Featured" from the left column menu.
3. Click on the "Add Featured Pages" button.
4. Click "Add Featured Likes."
5. Choose Pages you'd like to feature. Note: you need to be connected to Pages from your personal profile in order to feature them on the Page you admin.
6. Click "Save."

Featured likes will rotate on the left of your Page.

Possible use:

"Like" us now and receive an item from our Seasonal Fruits Menu!"

**How will we know?** Your name will appear under our like button and we will contact you and sent you an online coupon.

---

Find friends from different parts of your life

Use the checkboxes below to discover people you know from your hometown, school, employer, and more.

Facebook allows others to find you. Modify this to include information relevant to your vendors and customers.

---

## Events Tab example

The Events tab is an important part for any business. You are able to add any events that are happening, and your fans and even non-fans can view and RSVP. This way, you can promote and advertise events without spending money on billboards, flyers, or direct mail pieces!

Farmer Markets: Facebook – Modification Examples

**Farmer's Market** **Events**  
Farming/Agriculture · Florence, South Carolina [Edit Info](#)

**Today**

 **Spring Flower Festival**  
Ongoing

**July**

 **Grand Veggie Sale**  
Friday, July 8 at 9:00am

[Events Help](#) · [Export Events](#)

- Get Started
- Wall
- Info
- Photos
- Notes
- Events**
  - Past Events
- Links

## Events Tab example

An example of an event that is coming up at the Farmers' Market. Add the basic information such as the "when and where", as well as a basic description of the event. This is considered a modern day invitation.



The image shows a screenshot of a Facebook event page titled "Grand Veggie Sale". On the left, there is a photo of fresh vegetables including broccoli, carrots, and a yellow bell pepper. Below the photo, it says "Only admins can view the guest list." To the right of the photo, the event title "Grand Veggie Sale" is displayed in bold, followed by three buttons: "I'm Attending", "Maybe", and "No". Below the title, it says "Share · Public Event". The event details are listed in a table-like format: "Time" is "Friday, July 8 at 9:00am - July 9 at 8:00pm", "Location" is "Farmer's Market", and "Created By" is "Farmer's Market". Under "More Info", there is a description: "Come and get your favorite summer fruits and veggies at great prices! Visit local vendors and try some fried green tomatoes. Enjoy fresh homemade ice cream, lemonade, and kid's activities." At the bottom, there is a "Share:" section with icons for "Post", "Link", "Photo", and "Video". Below the share section is a text input field with the placeholder "Write something...". In the top right corner of the event card, there is an "Edit" button with a pencil icon.

## Events Tab example

The screenshot shows a Facebook event page for "Bobbing for Apples Contest!". The event is organized by "R's Market" and is scheduled for Saturday, April 16, from 9:00am to 12:00pm. The location is "R's Market". The event description reads: "Come out and enjoy a good contest bobbing apples. Open to all ages. Winners of each round receive a prize!". The page shows 1 person attending. There are buttons for "Edit Event" and "Update Fans of R's Market". A "Quick Tips" section suggests getting more people to like the page with Facebook Ads. A "Sample Ad" for "R's Market" is shown with a small image of apples and the text "The text of your ad will go here." Below the event details is a share section with options for Post, Link, Photo, and Video, and a text input field for a comment. The footer of the page includes "Facebook © 2011 · English (US)" and links for "About", "Advertising", "Developers", "Careers", "Privacy", "Terms", and "Help". The browser's taskbar at the bottom shows "Internet | Protected Mode: On" and a zoom level of "100%".

## Events Tab example

The screenshot shows a Facebook event page for "Grape Festival". The event is a public event where the user is attending. The event details include the time (Saturday, April 30 at 10:00am - May 1 at 4:00pm), location (R's Market, Florence, SC), and creator (R's Market). There are buttons for "Edit Event" and "Update Fans of R". A "Recommended Pages" section lists "Best Week Ever" and "Justin Hozuka". The page also features a "Share" section with options for Post, Link, Photo, and Video, and a "Write something..." text box. The footer includes "Facebook © 2011 · English (US)" and links for "About · Advertising · Developers · Careers · Privacy".

facebook

Search

Home Profile

### Grape Festival

You are Attending · Share · Public Event

[Edit Event](#) [Update Fans of R](#)

**Recommended Pages**

- Best Week Ever**  
1 of your fans likes this.  
[Like](#)
- Justin Hozuka**  
1 of your fans likes this.  
[Like](#)

**Time** Saturday, April 30 at 10:00am - May 1 at 4:00pm

**Location** R's Market  
Florence, SC

**Created By** R's Market

**More Info** Join R's Market For the Grape Festival!

**Share:** [Post](#) [Link](#) [Photo](#) [Video](#)

Write something...

**1 Attending** [View](#)

Only admins can view the guest list.

Export

Facebook © 2011 · English (US) [About](#) · [Advertising](#) · [Developers](#) · [Careers](#) · [Privacy](#)

## Events Tab example

The screenshot displays the Facebook Events tab for the page "Lake City's Farmers Market". The left sidebar contains navigation options: "Get Started", "News Feed", "Insights", "Events" (highlighted), "Past Events", "Photos", "Questions", and "More". The main content area features a "Create an Event" button at the top right. Below it, a calendar view for the month of May is shown. Two events are listed: "Farmers Festival" on Saturday, May 14 at 9:00am, and "Farmers Yard Sale" on Saturday, May 21 at 8:00am. A "Quick Tips" section offers advice on increasing likes and getting more connections. A "Sample Ad" is also visible, showing a placeholder for an advertisement. At the bottom, a notification indicates that "Jessica Burroughs likes this".

## Events Tab example

The screenshot shows a Facebook event page for 'Farmers Festival'. The page layout includes a top navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. The event title 'Farmers Festival' is prominently displayed, along with three buttons for attendance: 'I'm Attending', 'Maybe', and 'No'. To the right of the title are buttons for 'Edit Event' and 'Update Fans of Lake City's Farmers Market'. Below the title, the event is identified as 'Public Event'. A vertical image on the left shows people wearing decorative hats. The event details are listed in a structured format: 'Time' (Saturday, May 14, 9:00am - 5:00pm), 'Location' (Across from Wal-Mart, Lake City, SC 29560), and 'Created By' (Lake City's Farmers Market). A 'More Info' section contains the text: 'Come out and enjoy the wonders of the farm!!! You could ride horses, join a hayride, chase pigs, enjoy candy apples, food, face painting with clowns and much more. FREE ADMISSIONS!!!'. Below this is a 'Share' section with icons for Post, Link, Photo, and Video, followed by a text input field labeled 'Write something...'. On the right side, there are several promotional boxes: 'Quick Tips' with the text 'Get more people to like your Page with Facebook Ads today!', 'Get More Connections', a 'Sample Ad' for 'Lake City's Farmers...' with a placeholder image and text 'The text of your ad will go here.', and a notification 'Like: Jessica Burroughs likes this.'. At the bottom left, there is an 'Export' button, and at the bottom right, a small warning icon.

## Events Tab example

The screenshot shows a Facebook event page for "Farmers Yard Sale". The page is set to "Public" and is created by "Lake City's Farmers Market". The event is scheduled for Saturday, May 21, from 8:00am to 2:00pm at Lake City's Farmers Market. The event description asks if users would like to be a farmer, mentioning that farmers from the Pee Dee Region are coming to sell equipment and fresh food. The page includes a "Share" section with options for Post, Link, Photo, and Video, and a text input field for comments. On the right side, there are "Quick Tips" and a "Sample Ad" for Lake City's Farmers Market.

facebook Search Home Profile Account

### Farmers Yard Sale

I'm Attending Maybe No Edit Event Update Fans of Lake City's Farmers Market

Share · Public Event

Time Saturday, May 21 · 8:00am - 2:00pm

Location Lake City's Farmers Market

Created By Lake City's Farmers Market

**More Info** Would you like to be a farmer??? Farmers throughout the Pee Dee Region are coming to your local community to sale their favorite equipment. They will also give you inside information on how and why their foods are sooo fresh. Come out and support our local farmers whether it be to buy equipment or enjoy fresh foods from each vendor. See you soon!!!

Share: Post Link Photo Video

Write something...

**Quick Tips**  
Get more people to like your Page with Facebook Ads today!  
Get More Connections

**Sample Ad: Lake City's Farmers...**  
The text of your ad will go here.

Like · Jessica Burroughs likes this.

## Events Tab example

The screenshot shows a Facebook event page for "Healthy Living" Community Action Day. The event is organized by Lowcountry Farmers Market and is scheduled for Saturday, April 30, from 9:30am to 5:00pm. The location is Lowcountry Farmers Market at 77 Calhoun St. The event description invites participants to join WSSX 95.1 FM Charleston's #1 Music Station and the Lowcountry Farmers Market for a day of community activities, including music, educational games, and sampling of local produce. The page includes a search bar at the top, a share button, and a text input field for comments.

**facebook** Search

**"Healthy Living" Community Action Day** Edit Event

You are Attending · Share · Public Event

**Time** Saturday, April 30 · 9:30am - 5:00pm

**Location** Lowcountry Farmers Market  
77 Calhoun St.

**Created By** Lowcountry Farmers Market

**More Info** Join WSSX 95.1 FM Charleston's #1 Music Station and the Lowcountry Farmers Market as we host "Healthy Living" A Day for Community! Come out and learn how to lead a healthy lifestyle for you and your family! There will be music, educational games, and sampling of local produce by YOUR local farmers! You will also have the opportunity to support local farmers by purchasing the freshest local produce this side of Charleston

Share: Post Link Photo Video

Write something...

Export

Facebook © 2011 · English (US) About

## Events Tab example

The screenshot shows a Facebook event page for "Home Grown Wednesdays". The event is a public event with 1 person attending. The event details include the time (Wednesday, April 20, 11:00am - 2:00pm) and the location (Lowcountry Farmers Market, 77 Calhoun St., Charleston, SC). The event was created by Lowcountry Farmers Market. The description states: "Every Wednesday you can invest in the most Crisp.Fresh.Healthy. Succulent fruits and vegetables grown right in your backyard by your local farmers!". The page also features a share section with options for Post, Link, Photo, and Video, and a text input field for writing a comment. Below the event details, there are two posts from Lowcountry Farmers Market. The first post says "Come purchase the fresh vegetables to go with your Hump Day Meal!" and was posted 42 minutes ago. The second post says "Every Wednesday from 11:00 am - 2:00 pm!!!" and was posted 43 minutes ago.

**facebook** Search

### Home Grown Wednesdays

You are Attending · Share · Public Event [Edit Event](#)

**Time** Wednesday, April 20 · 11:00am - 2:00pm

**Location** Lowcountry Farmers Market  
77 Calhoun St.  
Charleston, SC

**Created By** Lowcountry Farmers Market

**More Info** Every Wednesday you can invest in the most Crisp.Fresh.Healthy. Succulent fruits and vegetables grown right in your backyard by your local farmers!

Share: [Post](#) [Link](#) [Photo](#) [Video](#)

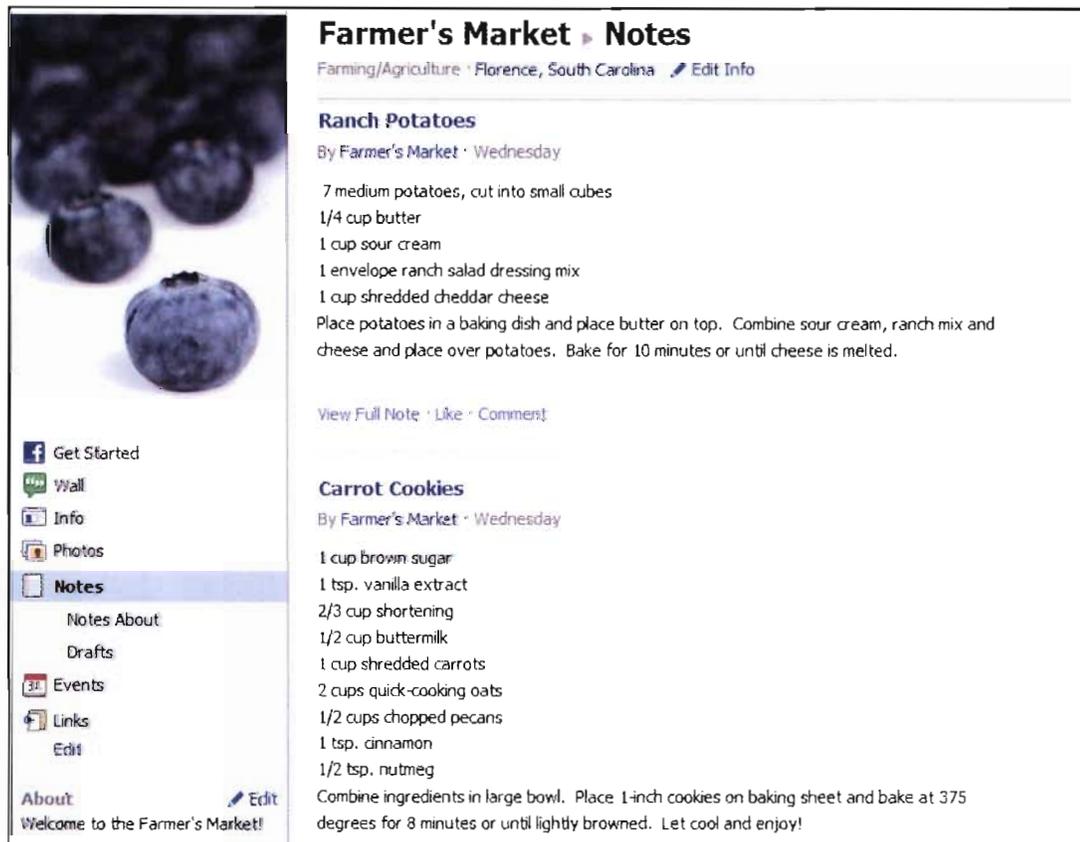
Write something...

**Lowcountry Farmers Market**  
Come purchase the fresh vegetables to go with your Hump Day Meal!  
42 minutes ago · Like · Comment

**Lowcountry Farmers Market**  
Every Wednesday from 11:00 am - 2:00 pm!!!  
43 minutes ago · Like · Comment

## Notes Tab example

You can add anything on the notes tab, like recipes. Discussions, tips and advice, and instructions for DIY projects are some common notes on a Facebook page. Your fans are allowed to comment and share ideas on your Notes.



**Farmer's Market** ▸ **Notes**  
Farming/Agriculture · Florence, South Carolina · [Edit Info](#)

---

**Ranch Potatoes**  
By [Farmer's Market](#) · Wednesday

- 7 medium potatoes, cut into small cubes
- 1/4 cup butter
- 1 cup sour cream
- 1 envelope ranch salad dressing mix
- 1 cup shredded cheddar cheese

Place potatoes in a baking dish and place butter on top. Combine sour cream, ranch mix and cheese and place over potatoes. Bake for 10 minutes or until cheese is melted.

[View Full Note](#) · [Like](#) · [Comments](#)

---

**Carrot Cookies**  
By [Farmer's Market](#) · Wednesday

- 1 cup brown sugar
- 1 tsp. vanilla extract
- 2/3 cup shortening
- 1/2 cup buttermilk
- 1 cup shredded carrots
- 2 cups quick-cooking oats
- 1/2 cups chopped pecans
- 1 tsp. cinnamon
- 1/2 tsp. nutmeg

Combine ingredients in large bowl. Place 1-inch cookies on baking sheet and bake at 375 degrees for 8 minutes or until lightly browned. Let cool and enjoy!

**Navigation:** Get Started, Wall, Info, Photos, **Notes**, Notes About, Drafts, Events, Links, Edit

**About:** Welcome to the Farmer's Market! [Edit](#)

## Photos Tab example

On the Photos tab, you can add several photos from your business or have generic pictures of products your business has to offer, like these. The pictures on the Farmers' market page are from [www.freedigitalphotos.net](http://www.freedigitalphotos.net). The pictures from this site are free and available for use.



## Photos Tab example

The screenshot displays the Facebook interface for the 'Lake City's Farmers Market' page, specifically the 'Photos' tab. On the left, a navigation menu includes 'Get Started', 'Wall', 'Info', 'Photos' (highlighted), 'Discussions', 'Promotions', 'Twitter', and 'Application Crea'. The main content area features the page header 'Lake City's Farmers Market' with a location of 'Lake City, South Carolina' and an 'Edit Info' link. Below the header, there are three photo albums: 'Year Round Foods' (7 photos), 'Spring 2011 Fresh Grown Fruits and Veggies' (10 photos), and 'Profile Pictures' (3 photos). To the right, there is an 'Admins (1)' section with a 'See All' link, a 'Quick Tips' section with advice on using Facebook Ads, and a 'Sample Ad' for 'Lake City's Farmers...' with a placeholder for text.

**Lake City's Farmers Market** Photos + Upload Photos

Farming/Agriculture · Lake City, South Carolina [Edit Info](#)

Your Photos See All · Photos · Video

**Year Round Foods**  
7 photos

**Spring 2011 Fresh Grown Fruits and Veggies**  
10 photos

**Profile Pictures**  
3 photos

**Admins (1)** [See All](#)

Use Facebook as Jessica

Promote with an Ad

View Insights

**Quick Tips**

Get more people to like your Page with Facebook Ads today!

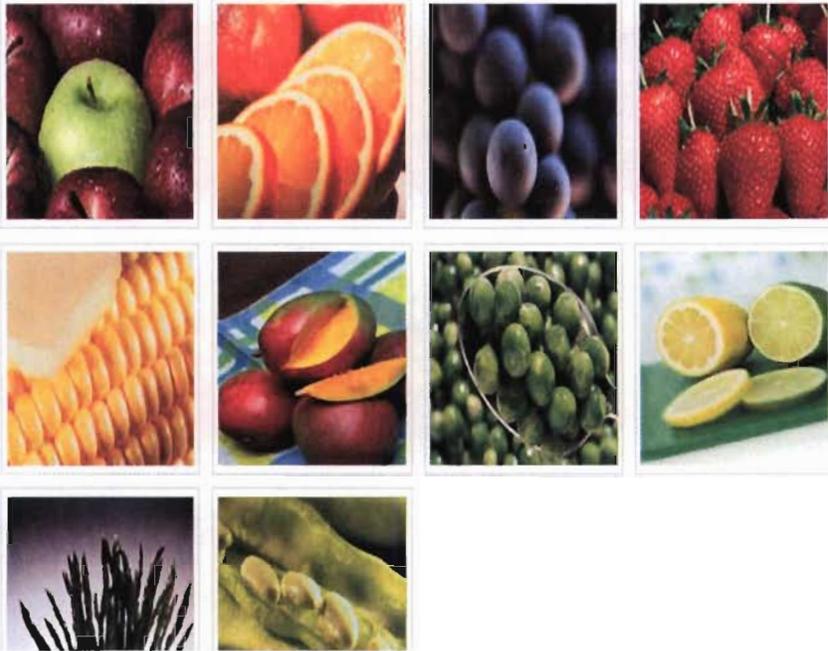
Get More Connections

**Sample Ad: Lake City's Farmers...**  
The text of your ad will go here.

## Photos Album Tab example

**Spring 2011 Fresh Grown Fruits and Veggies**  
By Lake City's Farmers Market (Albums) · Updated 22 hours ago · Taken at Clip Art in Word · [Edit Album](#)

[Add Photos](#) [Tag Photos](#)



**Quick Tips**  
Get more people to like your Page with Facebook Ads today!  
[Get More Connections](#)

**Sample Ad: Lake City's Farmers...**  
The text of your ad will go here.

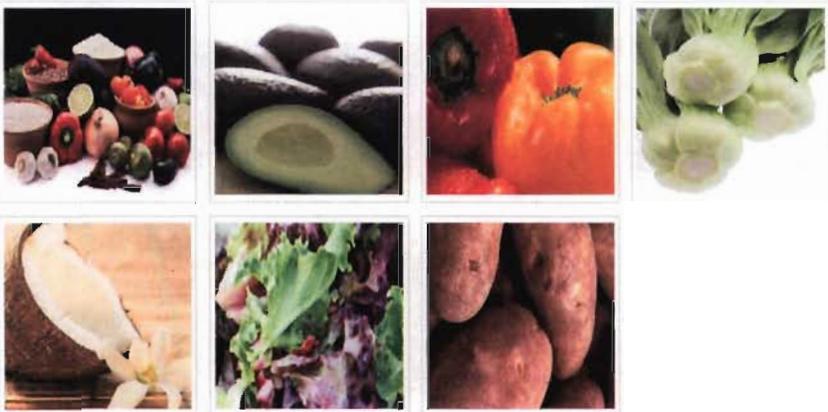
[Like](#) · Jessica Burroughs likes this.



## Photos Album Tab example

**Year Round Foods**  
By Lake City's Farmers Market (Albums) · Updated 22 hours ago · Taken at Clip Art from Word · [Edit Album](#)

[Add Photos](#) [Tag Photos](#)



[Add a description](#)

[Share Album](#) [Like](#)

 **Lake City's Farmers Market** These are just some of our year round products. Come out to see all that we have to offer YOU!!!!  
21 hours ago · [Like](#)

**Quick Tips**  
Get more people to like your Page with Facebook Ads today!  
[Get More Connections](#)

**Sample Ad: Lake City's Farmers...**  
The text of your ad will go here.

 [Like](#) · Jessica Burroughs likes this.



## Photos Album Tab example

facebook Search

### Seasonal Fruits and Vegetables

By Lowcountry Farmers Market · View Albums

Add More Photos Tag Photos

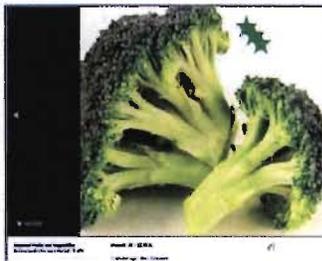
Location: Farmer's Market  
Updated: about 2 weeks ago  
Edit Album  
Share Album

Add a description

Like

Lowcountry Farmers Market Prices May Vary  
24 minutes ago · Like

Write a comment...  
Press Enter to post your comment.



Under each photo of the Seasonal fruits and vegetables it gives the price range per pound or individually. Broccoli photo is the “ Star of the Week”

## Discussion Tab example

The discussion tab is administered by the administrator of the page. It is a simple way for the administrators to communicate information to visitors to their page. The administrators of the page could start new discussions at any time. After the discussion is posted it will post under your discussion application. Anyone who visits the page could see the discussion. Once you click on it the discussion will come up. You can reply to the discussion if desired. The discussion tab is used here to show the farmers favorite recipes and to show special promotions that will be going on at the farmers' market during the week. This is a great way to promote your market using free advertising.

The screenshot shows the Facebook interface for the 'Lake City's Farmers Market' page, specifically the 'Discussions' tab. On the left is a navigation menu with options like 'Get Started', 'Wall', 'Info', 'Photos', 'Discussions' (highlighted), 'Promotions', 'Twitter', 'Application Crea', and 'Locations (1)'. The main content area features the market's logo and the title 'Lake City's Farmers Market ▸ Discussions'. Below the title, it indicates 'Farming/Agriculture · Lake City, South Carolina' and 'Edit Info'. A 'Start New Topic' button is visible. Two discussion topics are listed: 'Jessica's Special Recipe' and 'Promotion', both with 'Latest post by Lake City's Farmers Market on Friday'. On the right, there is an 'Admins (1)' section with a profile picture and a 'See All' link. Below this are options to 'Use Facebook as Jessica', 'Promote with an Ad', and 'View Insights'. A 'Quick Tips' section follows, with advice like 'Get more people to like your Page with Facebook Ads today!' and 'Get More Connections'. At the bottom right, there is a 'Sample Ad' for 'Lake City's Farmers...' with a placeholder for an image and text.

## Discussion Topic Tab example

**Topic: Jessica's Special Recipe** [Delete Topic](#) | [Reply to Topic](#)

Displaying the only post.

 **Lake City's Farmers Market**  
This recipe is special from [www.bettycrocker.com](http://www.bettycrocker.com). It uses fresh fruit during the Spring Time and I believe that you will enjoy it as much as I do.

Mango-Strawberry Sorbet Torte

Cake

- 1 box Betty Crocker® SuperMoist® white cake mix
- Water, vegetable oil and egg whites called for on cake mix box
- 1 pint (2 cups) mango sorbet, softened
- 1 pint (2 cups) strawberry sorbet, softened

Frosting

- 1 1/2 cups whipping cream
- 1/2 cup powdered sugar
- 1 teaspoon grated lime peel
- 2 tablespoons lime juice

Garnish, if desired

- Lime peel twists
- Fresh strawberries

[on Friday](#) · [Mark as Irrelevant](#) · [Report](#) · [Delete Post](#)

## Discussion Topic Tab example

The screenshot shows a Facebook discussion topic page. At the top, there is a blue header with the word "Promotion" and a small profile picture of "Lake City's Farmers Market". Below the header, the text "Back to Lake City's Farmers Market" is visible. The main content area has a navigation bar with "Discussion Board" and "Topic View" tabs, and a "Start New Topic" button. The topic title is "Topic: Promotion", with "Delete Topic" and "Reply to Topic" links. Below the title, it says "Displaying the only post." The post is from "Lake City's Farmers Market" and contains the text: "On Saturday, April 30th, Lake City's Farmers Market will have a Buy 2, Get 1 Free Sale on Year Round Products. Special time open from 8:00am-3:00pm. Hope to see you!!!". Below the post text are links for "on Friday", "Mark as Irrelevant", "Report", and "Delete Post". At the bottom, there is a "Reply" section with a text input field and a "Post" button.

## Question Tab example

The questions tab is also administered by the administrator of the page. This tab is used to simply ask questions that viewers could answer for you. This is a great way for the administrators of the page to ask questions of their fans and/or visitors. The questions tab is used here to ask viewers what they would like to see at their local farmers market.

The screenshot shows the Facebook interface for the 'Questions' tab of a page named 'Lake City's Farmers Market'. The page is categorized as 'Farming/Agriculture' and is located in 'Lake City, South Carolina'. The main content area displays a question: 'What would you like at your local Farmers Market?' posted 22 hours ago. The left sidebar contains navigation options such as 'Get Started', 'Wall', 'Info', 'Photos', 'Discussions', 'Promotions', 'Twitter', 'Application Crea', and 'Questions (1)'. The right sidebar includes 'Admins (1)', 'Quick Tips' (e.g., 'Get more people to like your Page with Facebook Ads today!'), and a 'Sample Ad' for 'Lake City's Farmers...' with a placeholder for an image and text.

## Wall Tab example

Wall Tab allows the interaction with your fans by sharing useful information. An example of a wall post is promoting your Seasonal Fruits and Vegetables by linking it to a website that shares what the seasonal fruits and vegetables are month to month for the entire year.



## Wall Tab Update example



**JMarket** created an event.



**Spring Kickoff**  
Saturday, April 9, 2011 at 9:00am  
JMarket

33 Impressions · 0% Feedback  
March 30 at 11:32am · Like · Comment · Share



**JMarket**

Don't forget about the Flower Show coming up! Check out what flowers are in season!



**The Flower Expert**  
[www.theflowerexpert.com](http://www.theflowerexpert.com)  
Seasonal flowers available in various regions and countries. Flowers that bloom in different seasons like in Spring, Summer, Autumn, Winter

37 Impressions · 0% Feedback  
March 29 at 11:01am · Like · Comment · Share



**JMarket**

Not sure what fruits and veggies to buy? Check out this link, complete with a chart of what's in season!



**Seasonal Vegetables & Fruits**  
[www.sysindia.com](http://www.sysindia.com)

36 Impressions · 0% Feedback  
March 29 at 10:56am · Like · Comment · Share



**JMarket**

Come check out JMarket!! We are located off of Willow Dr. in Florence, SC.

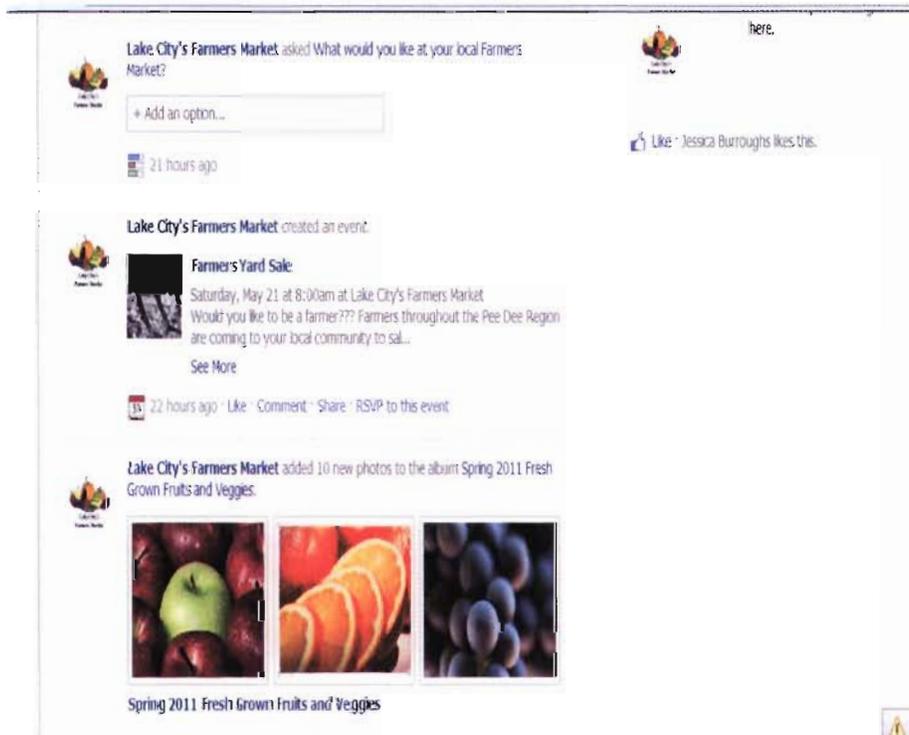
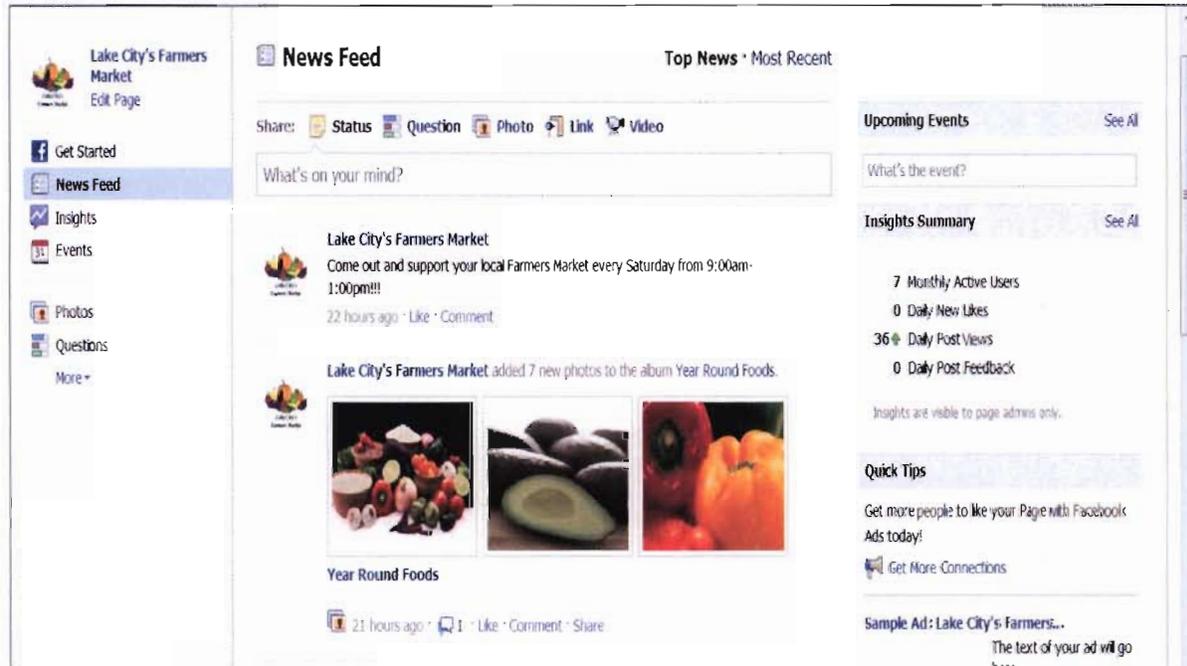
40 Impressions · 0% Feedback  
March 29 at 10:37am · Like · Comment

**RECENT ACTIVITY**

 JMarket edited their Description and Hours.

## News Feed Tab example

The news feed column shows updates from other pages of which you are a fan. It also shows your own updates once you share them. Only the administrators of the page can see the news feed. After you update your news feed it will show up on your profile for your viewers to see. The news feed tab is used here to show everything that the farmers' market updated like photos, wall posts, questions, and events.



## Info Tab example

Information Tab allows the display of your name, a brief description about the farmers' market, the contact information, and your company's Location through Bing or Google Maps.

**Lake City's Farmers Market**

- Get Started
- Wall
- Info**
- Photos
- Discussions
- Promotions
- Twitter
- Application Crea
- Questions (1)
- Edit

0 people like this

Share

### Basic Information

Founded	April 13, 2011
Location	Behind the Citizens Bank, Lake City, SC 29560
Hours	Sat: 9:00 am-1:00 pm
Description	The Farmer's Market is a local business that people could shop and get fresh seasonal fruits and vegetables. We also sell produce and meat. This gives local consumers and visitors a chance to meet and greet with Lake City's many farmers. We are now accepting the EBT/SNAP program. Come out and support your local community!!!
Mission	Lake City's Farmers Market is a local marketplace organized to provide local and visiting consumers with fresh grown food. Established to promote community service throughout the area and build relationships between farmers, volunteers, and consumers.
Products	Apples, oranges, bananas, celery, asparagus, pumpkins, grapes, tomatoes, strawberries, potatoes, meat, cabbage, green peas, collards and much more!!!
Parking	Parking Lot
Email	lakecityfarmersmarket@yahoo.com (made up)
Phone	843-123-4567

Use Facebook as Jessica

Promote with an Ad

View Insights

### Quick Tips

Get more people to like your Page with Facebook Ads today!

Get More Connections

### Sample Ad: Lake City's Farmers...

The text of your ad will go here.

Like Jessica Burroughs likes this.

# Info Tab example

The screenshot shows a Facebook page for 'Lowcountry Farmers Market'. The left sidebar contains navigation options: Get Started, Wall, Info (selected), Photos, My Diet, and About. The main content area displays the market's name, category, location, and a detailed information table. A map from Bing shows the market's location at 77 Calhoun St. in Charleston, SC.

Information		See Less
Description	Fresh locally grown produce and locally processed food products	
Address	77 Calhoun St., Charleston, SC 29401 • Get Directions	
Phone	843. 724.7385	
Website	http://www.scstatefarmersmarket.com	
Hours	Thurs - Fri: 12:00 pm-6:00 pm Sat - Sun: 8:00 am -5:00 pm	
Location	77 Calhoun St., Charleston, SC 29401	
About	The Farmers Market is a place in the local community that sells produce, meat products and fruits by local vendors.	
Mission	To provide farmers in the Lowcountry opportunities to sell their produce to consumers and give consumers the chance to purchase locally grown produce from farmers, in order to create, expand and enhance the economic strength of the community while also building relationships.	
Price Range	\$ (0-10)	
Parking	Street Parking Lot	

## Wall Tab example

The image shows a screenshot of a Facebook page for 'Lowcountry Farmers Market'. The page header includes the Facebook logo and a search bar. The main content area displays the market's profile, including its name, category ('Farming/Agriculture'), location ('Charleston, South Carolina'), and a grid of photos showing various fresh produce like grapes, corn, and green beans. Below the profile is a 'Wall' tab and a 'Share' menu with options for Status, Question, Photo, Link, and Video. A text input field prompts the user with 'What's on your mind?'. The main post on the wall is from 'Lowcountry Farmers Market' and contains text about seasonal produce, a link to 'Fresh Fruits and Vegetables, By the Month | Wise Bread', and a photo of a variety of colorful fruits and vegetables. The post is timestamped '9 seconds ago' and includes 'Like', 'Comment', and 'Share' options.

facebook Search

### Lowcountry Farmers Market

Farming/Agriculture · Charleston, South Carolina [Edit Info](#)

Wall Lowcountry Farmers Market · Most Recent ▾

Share: [Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)

What's on your mind?

**Lowcountry Farmers Market**  
Do you know what seasons produce the best fruits and vegetables? Wise Bread will break down month by month the best fruits and vegetables to buy for your family!

**Fresh Fruits and Vegetables, By the Month | Wise Bread**  
[www.wisebread.com](http://www.wisebread.com)  
Every blogger who writes about saving money, eating healthy or just plain cooking tasty meals tells their readers to choose fruits and vegetables that are in season. I've had just one problem: I don't know what's 'in season.' I vaguely know that apples are harvested in the fall, and I know that my t

9 seconds ago · Like · Comment · Share

## Wall Tab example

Feature a farmer or farmers who sell produce at the Lowcountry Farmers' Market. Feature where they are from, what they are selling, and the days and times that they will be available at the Farmers' Market. Also, there is a link to the MyDiet Application (continued on next page)



The screenshot shows a Facebook wall tab for "Lowcountry Farmers Market". It features two posts. The first post, from 17 minutes ago, mentions featured farmers Michaela & Dale Barlow and lists various produce items. The second post, from 27 minutes ago, promotes the MyDiet App and includes a URL to the app's Facebook page.

**Lowcountry Farmers Market** ✕

Featured Farmers: Michaela & Dale Barlow of Barlow Farms in West Ashley, South Carolina. "We are a small family farm in Moncks Corner, SC, We offer plant starts, heirloom tomatos, melons, cucumbers, salad mix, potatoes, beets, eggs, peas & beans."

\*Barlow Farms will be present at the Lowcountry Farmers Market on Saturdays and Sundays.

17 minutes ago · Like · Comment

---

**Lowcountry Farmers Market**

Use the MyDiet App and track your daily calories, so that you can make healthier and more informed meal decisions!

[http://www.fatsecret.com/facebook/?fb\\_page\\_id=163789923674769](http://www.fatsecret.com/facebook/?fb_page_id=163789923674769)  
apps.facebook.com

📱 27 minutes ago · Like · Comment · Share

## Wall Tab example

### Application

Added Applications – gives you the opportunity to integrate your Facebook page. Additional applications may be set up on this page. Use those applications that will benefit the user or enhance the page.

MyDiet is a Facebook application that will help track the calories that users consume on a daily basis, to help them make informed decisions about the meals that they consume daily. It helps to set goals and motivates users to enjoy a healthier lifestyle. Link this app to the farmers' market because the market promotes a healthy lifestyle and what better way to achieve that than consuming locally grown produce.

[My Diet](#) | [Food Diary](#) | [Activity Diary](#) | [Weight Chart](#) | [Support Board](#) | [Friends](#) | [Browse](#) | [Settings](#)

#### My Diet

 **my diet calendar**

**Today:**

-  food **672kcal**
-  activity **add entry**

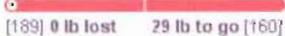
**Yesterday:**

-  food **add entry**
-  activity **add entry**

[more...](#)

 **my ticker**

**189.0 lb**



[189] 0 lb lost    29 lb to go [160]

Weigh In:

 **food search and calorie counter**

 **how does my diet compare?**

	Your Friends	You
Activity (calories burned)	-	-
Food (calories eaten)	-	672kcal
Fat	-	35.64g
Protein	-	32.90g
Carbs	-	55.90g

[\[add your first activity entry\]](#)

 **my friends**

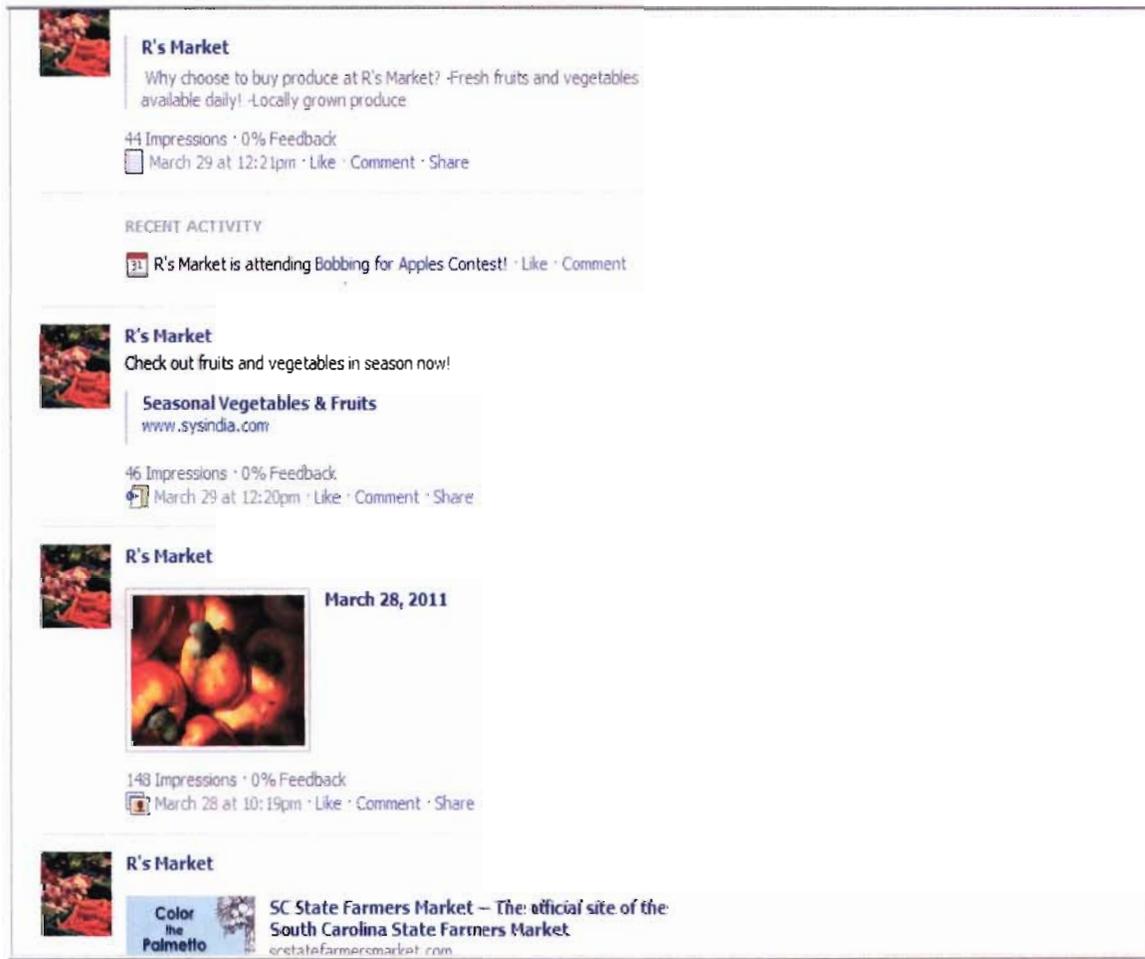
**You have no "My Diet" Friends.**

[Invite](#) your friends to share and compare their diet and activities.

# Wall Tab example



## Wall Tab example



The screenshot displays a Facebook Wall Tab for "R's Market". It features a vertical list of posts and a "RECENT ACTIVITY" section. Each post includes a profile picture of fresh produce, the name "R's Market", and various details such as text, links, dates, and engagement metrics (impressions and feedback).

**R's Market**  
Why choose to buy produce at R's Market? -Fresh fruits and vegetables available daily! -Locally grown produce  
44 Impressions · 0% Feedback  
March 29 at 12:21pm · Like · Comment · Share

**RECENT ACTIVITY**  
R's Market is attending Bobbing for Apples Contest! · Like · Comment

**R's Market**  
Check out fruits and vegetables in season now!  
**Seasonal Vegetables & Fruits**  
[www.sysindia.com](http://www.sysindia.com)  
46 Impressions · 0% Feedback  
March 29 at 12:20pm · Like · Comment · Share

**R's Market**  
**March 28, 2011**  
  
148 Impressions · 0% Feedback  
March 28 at 10:19pm · Like · Comment · Share

**R's Market**  
 **SC State Farmers Market – The official site of the South Carolina State Farmers Market**  
[scstatefarmersmarket.com](http://scstatefarmersmarket.com)

## **How to Get and Keep Fans**

### *Examples: Updates and Comments for the Administrator to Post on Facebook*

#### **December/January/February**

1. It may be winter, but the scenery is green at \_\_\_\_\_ Farmers' Market! Fresh greens arrive tomorrow!
2. Try this recipe for sweet potato pie with our fresh sweet potatoes!  
<http://allrecipes.com//Recipe/sweet-potato-pie-i/Detail.aspx>
3. In the mood for a burger? Try our fresh sweet potatoes! Cut them into fries for a healthy side!
4. Did you know that broccoli, cabbage, and spinach can all reduce the risk of cancer and heart disease? It's true! Read more at [www.vegetarian-nutrition.info](http://www.vegetarian-nutrition.info)
5. Start off your morning right with one of our fresh grapefruits!
6. Fresh broccoli is here! Raw broccoli dipped in fat free ranch dressing makes for a tasty and healthy snack!
7. Add mandarin oranges to your salad for a sweet tang!
8. Diced pears are perfect for a healthy, midday snack. We've got plenty!

#### **March, April, and May**

9. Treat yourself to a fresh salad! Come by \_\_\_\_\_ Market and get everything you need: iceberg lettuce, cucumbers, sweet peppers, and much more!
10. We've got fresh turnip greens to top off your Sunday dinner!
11. Make a berry smoothie with our fresh berries! Just in today!
12. Add our fresh blue berries to your morning cereal or oatmeal for a healthy boost!
13. Try our sweet papayas with yogurt for a tasty yet healthy dessert!
14. Add our fresh strawberries to non-fat yogurt for a sweet, healthy snack!
15. Top off your burger with a slice of our fresh avocados! Avocados are free of sodium, trans fat, and cholesterol, making them a heart healthy topping for your burger!

#### **June, July, and August**

16. Want a healthy dessert for your family cookout? Come to \_\_\_\_\_ Market and grab a juicy watermelon!
17. We've got fresh tomatoes!!
18. There's nothing like a juicy tomato sandwich on a summer day. Swing by \_\_\_\_\_ Market and pick up some fresh tomatoes!
19. Green beans, butter beans, lima beans...you name it, we've got it!
20. Next time you grill hamburgers, try mixing our fresh basil in the patties before throwing them on the grill. The basil adds a delicious zest of flavor!
21. Corn, Okra, Butter beans and Tomatoes...we have all the makings of a fine Sunday lunch!

#### Farmer Markets: *Facebook – Modification Examples*

22. Try stir frying our summer squash for a delicious side dish!
23. Fresh peaches are here! They are great for a peach pie, peach cobbler, or a peach milkshake!
24. Ever made homemade ice cream? Make fresh peach ice cream with this recipe from allrecipes.com. <http://allrecipes.com/Recipe/georgia-peach-homemade-ice-cream/Detail.aspx>
25. We have ripe, sweet cantaloupes, waiting to be eaten! Come and get em'!
26. Have a craving for something sweet? Try our fresh plums, grapes, or mangoes for a sweet snack!
27. Nothing is more refreshing than a sweet slice of watermelon on a hot day. Come and get them while they last!
28. Top off your ice cream sundae with fresh, crisp cherries!
29. Relax by the pool with a pitcher of freshly squeezed lemonade. You bring the pitcher, we've got the lemons!

#### **September, October, November**

30. Apples, Bananas and Oranges...oh my!!!
31. Fresh apples!! Come and get your fresh apples!!
32. Want fresh squeezed orange juice? We've got fresh oranges!!
33. Make a fruit salad with our ripe fruits!! Check out this recipe!  
<http://www.cooks.com/rec/view/0,1819,159190-247199,00.html>
34. Grapes have arrived!! Try freezing them for a refreshing snack!
35. Sweet Potato Soufflé never tasted as good as it does with fresh sweet potatoes. Come to \_\_\_\_\_ Farmers' Market to prepare for your Thanksgiving Meal!
36. Banana splits...comin' right up!!! Fresh bananas are here!!
37. Did you know that sweet potatoes are full of beta-carotene? Beta-carotene is an immunity booster!
38. Halloween is just around the corner!! We've got pumpkins of all sizes waiting to be carved!

#### **General, Event Updates, or Year Around Fruits and Veggies**

39. Not sure how to keep your fruits and veggies fresh? Find out at [http://www.ehow.com/how\\_2049667\\_keep-vegetables-fresh.html](http://www.ehow.com/how_2049667_keep-vegetables-fresh.html)
40. Don't forget to come pick some beautiful flowers for your garden at the Flower Show this weekend!! See what flowers are in season at [www.theflowerexpert.com](http://www.theflowerexpert.com)
41. Not sure what fruits and veggies to buy? Check out [http://www.fruitsandveggiesmorematters.org/?page\\_id=795](http://www.fruitsandveggiesmorematters.org/?page_id=795) to stay up to date on what is fresh!
42. Does your front lawn need a little color? Brighten your yard with our fresh marigolds!
43. When grocery shopping, don't forget about your local farmers' market!!

44. South Carolina Farmers' Markets now accept EBT! Support your local farmers' markets!
45. Grilling out this weekend? Onions, bell peppers, and potatoes make for great skewers! Throw them on the grill with your steak. Voila! Dinner is served!

### **Examples: Activities**

\* **Direct Invites** - Send a message to those individuals who live in Florence, SC and surrounding areas that consists of your Farmers' Market Facebook URL and an explanation of what the Farmers' Market is.

Add a promotion detail (If you invite 4 people to successfully join the Farmer's Page, you will receive \$1.00 off a \$10.00 purchase from any vendor).

How will we know? Tell your invitee to submit your name in the form of a message to our inbox!

\* Promotions – Give the Visitors incentives to join the Page and stay active!

"Like" us now and receive an item from our Seasonal Fruits Menu!"

How will we know? Your name will appear under our like button and we will contact you and send you an online coupon.

\* Promotions " Star of the Week" – Every week we will place 3 Green stars on a page, status or picture and the first visitor to tell us what page, status or picture those stars are on will receive some type of free produce.

**How will we know?** You will send us an inbox and we will respond to you! However, the answer will be placed on the page after the first 10 people have submitted a response! The first 5 people to RSVP to our upcoming event will receive a prize and a item from the Farmers' Market at the event.



**How will we know?** Your name will appear first on our RSVP List and we will send you a coupon.

**Spread the word to attract fans to the Facebook Farmers Market:**

### Farmer Markets: *Facebook – Modification Examples*

Fliers distributed throughout local businesses and local hot spots showing where the Farmers' Market is located, announcing that you can now follow them on Facebook, and showing a few items that you will be able to purchase at the Farmers' Market.

Have church announcements that will mention location, Facebook, and reasons why churches should support their local Farmers' Market (ex: supporting the Farmers' Market will help you community grow in the future).

Mention that the Farmers' Market is now accepting the EBT/SNAP program. Only mention if your Farmers' Market actually does accept this option. This could be included on your fliers and your church announcements throughout your local community.

Promote your Facebook page at the events. Display a banner.

### **How to assist the Farmers to Connect!**

Add each farmer in your local area to the Farmers' Market page if they have Internet access and a Facebook page.

On Facebook, Twitter, or by using the Twitter application on Facebook, send out free text messages to followers telling them to come to the Farmers' Market. Mention contests and/or products of the week.

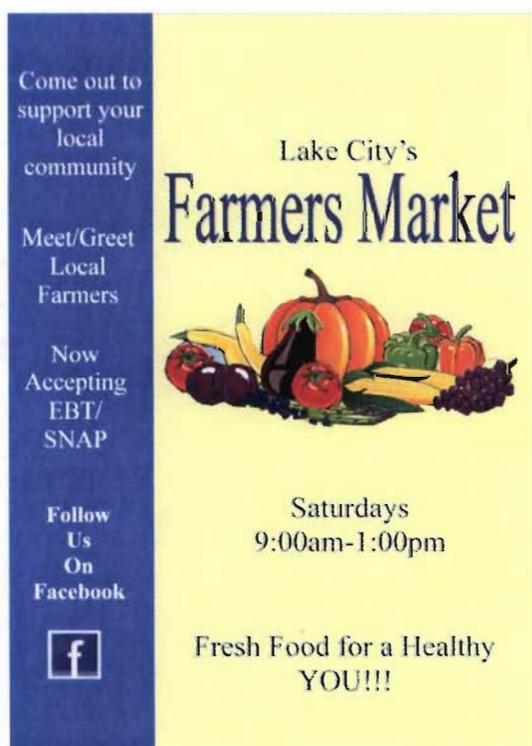
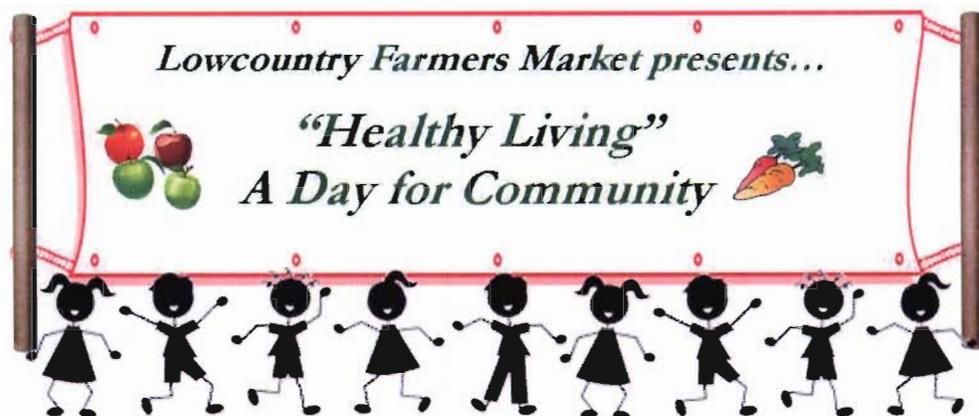
On Facebook, have a weekly ***Farmer's update*** under your discussion application. Each week or weekend your farmers could mention new products that they will be bringing the following week. They could also post on the wall which fruits are the ripest and best to buy at a specific time.

On Facebook, the farmers could have a "Fav of the Week," which could be any product they bring during that week with a special recipe that they like with that specific item or more.

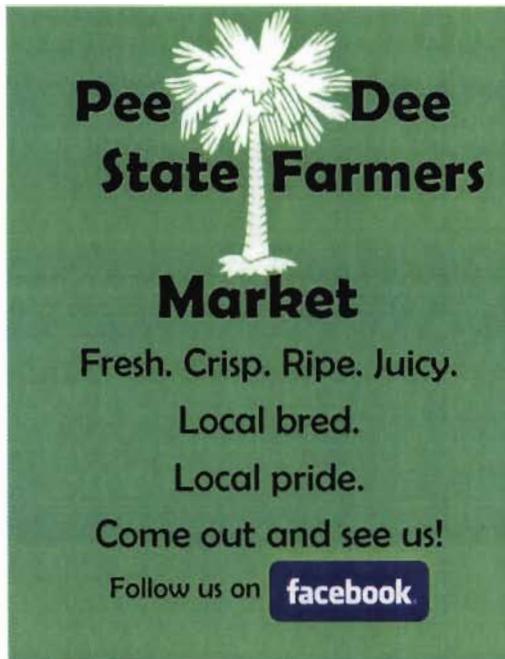
On Facebook, the farmers could mention their monthly contest to get the consumers to come and support their booth. Have an application for the Farmers.

Under the discussions application the farmers could advertise when they are going to have a buy one, get one free week; or buy two, get one free week.

## Examples of Flyers

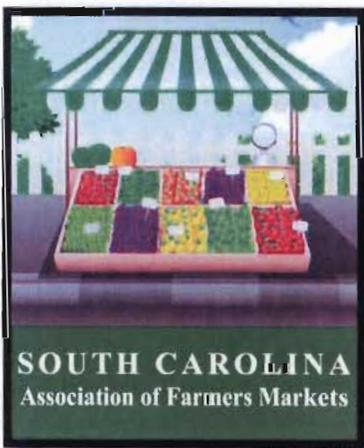


Examples of Flyers





# South Carolina Community Farmers Markets



*For more information, contact*

Fred Broughton  
Executive Director  
SC Association of Farmers Markets  
PO Box 11280, Columbia, SC 29211  
fbrough@seda.sc.gov  
803-734-2224

**FAITH and FARMING...** go together like love and marriage or a horse and carriage. As the song goes, you can't have one without the other. Both farmers and ministers have faith that the seeds they plant will grow and prosper.

The church is the center of spiritual health for the community. The farmers market is the center of physical, economic, and social health for the community. The two working as partners could make a significant difference.

All of us are aware of the health challenges that affect an unusually high percentage of citizens in South Carolina – obesity, hypertension, diabetes, heart disease.

The SC Association of Farmers Markets (SCAFM) and the SC Department of Agriculture (SCDA) are working to encourage eating more locally grown fresh fruits and vegetables. Medical professionals and nutritionists tell us that eating more fruits and vegetables will help reduce many of the health challenges we face.

They also encourage shopping at community based farmers markets to keep more food dollars in the community while benefiting the health of the people living there.

Many of the 100+ community farmers markets in South Carolina accept and process SNAP/EBT Cards, WIC and Senior Farmers Market Nutrition Program checks and Cash Value Vouchers. But, many nutritionally at-risk families are unaware that they can purchase from local farmers markets through these programs. The SCAFM and the SCDA challenge you as church leaders to help us identify obstacles that have prevented these families from shopping at the community based farmers markets in your neighborhood. Any information you can share with market managers in the SCAFM will help us create healthier options for the citizens of South Carolina.

[www.agriculture.sc.gov/communityfarmersmarkets](http://www.agriculture.sc.gov/communityfarmersmarkets)

# South Carolina Association of Farmers Markets

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For more information about how your church can support the Faith and Farming effort or to become a partner, simply contact Fred Broughton at [fbrough@scda.sc.gov](mailto:fbrough@scda.sc.gov), 803-734-2224, or a member of the S.C. Farmers Market Association Board of Directors.

*Note: S.C. Association of Farmers Markets is a 501(c) (3) nonprofit organization. Our operation is possible with the support of groups and individuals who share our vision of farmers markets as the nexus of the community. We accept financial contributions from individuals, organizations, and businesses interested in farmers markets. All donations are tax deductible to the full extent of IRS 501(c) (3) law.*

## Farmers Market Month

August is Farmers Market Month here in the Palmetto State. Farmers Market Month is an extension of National Farmers Market Week. Since the U.S.D.A. began celebrating National Farmers Market Week, the number of farmers markets has more than doubled nationwide.

But, South Carolina tops that! The number of farmers markets in South Carolina has increased 66% from less than 40 to 116 in less than eight years. In addition to the community markets, we also have three state farmers markets which also serve their communities.

Each of the farmers markets in South Carolina, large and small, is the hub of the community – a marketing opportunity for farmers and a valuable nutritional resource for consumers. And, especially in this depressed economy, a family trip to the farmers market has become an inexpensive social outing as well. Farmers markets also improve community health and bolster the local economy.

According to the Farmers Market Coalition, approximately 25% of vendors at farmers markets derive their sole source of income from farmers market sales. Several research efforts have revealed that incomes earned by vendors at farmers markets are considerable and important to their livelihoods. Farmers markets bolster local economies, increase access to healthy foods, and bring communities together through a shared public space.

Celebrate Farmers Market Month by visiting your nearest farmers market.

To find your closest community based farmers market, visit

<http://www.agriculture.sc.gov/communityfarmersmarkets>.

To inquire on possible eligibility in the SNAP Program or to request a SNAP Program application, contact your county's Department of Social Services (DSS) Office. Or, visit the state DSS web site at [www.dss.sc.gov](http://www.dss.sc.gov).

## What markets are accepting NSAP/EBT cards?

- Allendale Farmers Market
- Anderson County Farmers Market
- Blackville/Elko Farmers Market
- Brookland Baptist Church Farmers Market
- Cheraw Farmers Market
- Chester Farmers Market
- Conway Farmers Market
- Cross Community Farmers Market
- Earth Market-Slow Food Farmers Market
- Easley Farmers Market
- Farmers Market of Bluffton
- Fountain Inn Farmers Market
- Georgetown Farmers Market
- Greenwood Farmers Market
- Hampton County Farmers Market
- Hub City Magnolia Farmers Market
- Hub City Morgan Square farmers Market
- Inman Farmers Market
- Jasper County Farmers Market
- Kingstree Farmers Market
- Lake City Farmers Market
- Loris Farmers Market
- Manning Farmers Market
- Marion County Farmers Market
- Marlboro County Farmers Market
- Moncks Corner Farmers Market
- Orangeburg County Farmers Market
- Pawley's Island Farmers Market
- Right Choice/Orangeburg Family Health Center
- TD Saturday Market/ Greenville
- Walterboro Farmers Market

For most current listing of markets, please visit [www.agricultureS.C.gov](http://www.agricultureS.C.gov)

## Sample token and card



Front



Back



The SNAP Program is funded by the U.S. Department of Agriculture (USDA). The USDA is an equal opportunity provider and employer.

The South Carolina Department of Agriculture is responsible for authorizing individual farmers and farmers markets in the Community Based Farmers Markets Program. Only farmers and/or farmers markets authorized by the Department of Agriculture may accept and process SNAP/EBT cards. Individuals, who exclusively sell produce grown by someone else, such as wholesale distributors, cannot be authorized to participate in the WIC or Senior Farmers Market Nutrition Program. For more information, contact Fred Broughton at 803-734-2224.



# Think Healthy!

# Enjoy South Carolina Farm-Fresh Fruits and Vegetables

## How do I use my SNAP benefits to buy from vendors at the farmers market?

1. Follow the directional signs to the Electronic Benefits Transfer (EBT) information booth in the farmers market.
2. Decide the dollar amount of your SNAP benefits that you want to spend for tokens. Each token has a value of either \$1 or \$2. The tokens can then be used for purchases from any vendors at the farmers market. The tokens can only be used at the market where you purchased them.

For example, if you expect to spend \$20 in SNAP at the market, the staff person will enter your card into a Point-of-Sale machine. Then, you will be asked to enter your 4-digit Personal Identification Number (PIN). The \$20 will be taken from your EBT account. The staff person will then give you \$20 in tokens, and you are ready to shop.

3. You can purchase fresh fruits and vegetables from any farmer/vendor at the market. All purchases must be in whole dollar amounts. The farmers/vendors are aware of this and they will

give the best deal for the amount of your purchase.

4. If you do not spend all the tokens you purchased on any given day, you can either return the unused tokens to the staff person, and your EBT account will be credited with the dollar value of the returned tokens or you can keep the tokens and spend them at a later time.

5. Remember, you can only spend the tokens at the market where you purchased them. The tokens are not redeemable at any retail food store or other market.

6. Do not lose your tokens. They cannot be replaced.

## What are farmers markets?

Farmers markets are open-air marketplaces usually open for a few hours at the same time and place every week. Local farmers sell directly to customers at these markets. At South Carolina markets you can usually find locally grown fresh fruits and vegetables. You can also purchase other food items such as bread, eggs, herbs and much more.

## Are there items at the market that I cannot purchase with my EBT card or EBT tokens?

You cannot purchase non-food items such as flowers. You also cannot purchase prepared food that is hot at the time of purchase such as food being cooked on a grill.

You can, however, purchase items such as seeds and plants that produce edible fruits and vegetables. You can also purchase prepared foods that are either refrigerated or frozen at the time of purchase.

## How do I get an EBT card?

Whether you are working or are unemployed, have a large family or live alone, you (and your family) may be eligible to receive SNAP benefits. With your EBT card, your SNAP benefits can buy more healthy food at local grocery stores and farmers markets.