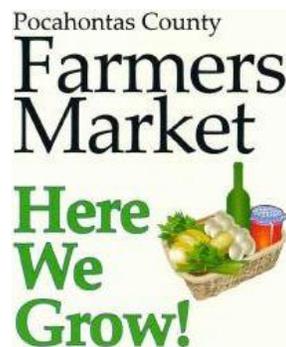


The **Highland Center** of Monterey, VA received **\$77,653** to assess markets; develop market improvement plans; provide training to market managers on market oversight and direct marketing; and train farmers on business planning and direct marketing in 4 counties in Virginia and West Virginia.

[Final Report FY10](#)

Tools for Growing Today's Markets  
USDA-FMPP Grant 12-25-G-1201  
The Highland Center  
2010 – 2012



# Final Performance Report

Date: 12/17/2012

Recipient Name: The Highland Center

Title of Project: Tools For Growing Today's Markets

Grant Number: 12-25-G-1201

Location (City/State): Monterey, VA

## Project Summary:

The 2010 "Tools for Growing Today's Markets" project was conceived to help four rural farmers' markets maximize their potential and growth, creating more opportunities for both vendors and customers to participate in the growing local food movement. These markets existed in two Virginia counties – Bath and Highland; and two West Virginia counties – Pendleton and Pocahontas.

At the beginning of the grant, the four markets varied greatly in terms of established length, organizational structure and manager experience. However, all were united in their desire to increase market awareness, customers, number of vendors, and sales (both gross and individual). The markets were hampered by limited knowledge and funding to achieve these objectives – thus was born the project, with the stated purposes of:

- Ultimate project goals: 1) Farmers' Market Managers grow their markets; and 2) Farmers/Market Vendors increase profits through direct marketing.
- Ultimate project objectives: 1) Farmers' Market Managers acquire tools to grow their respective markets; 2) Farmers/Market Vendors acquire planning and marketing tools to increase profits.

*(Section 8, Final Application Narrative)*

## Project Approach:

The framework for achieving these goals consisted of:

- Project Oversight: A Working Committee was formed to oversee the project, consisting of managers from all participating markets as well as collaborators, vendors, and individuals with an interest in local foods. All members of the committee shared a passion for local foods which insured success for this project.  
The committee met each project quarter to assess progress and plan for the future, both from a grant implementation and market standpoint.
- Surveys: The first thing the committee tackled was assessment of each market, both before and during the grant period. Surveys were created to garner feedback from: 1. Market managers, 2. Market vendors, and 3. Market customers. The results of these surveys were assessed during the quarterly meetings, to see where market improvements/amenities were needed and grant funds were most effectively spent. See Attachment 1- Market Surveys
- Market Manager Training: The range of experience of the market managers varied greatly at the beginning of the grant, from completely new to several years. All the managers agreed that whatever their level, they could all benefit from training in various areas, from oversight to marketing. Collaborators used grant funding to attend topical workshops and conferences. These events proved valuable, not only for educational purposes, but for networking opportunities as well. For a full list of trainings, see Attachment 2 – Market Manager Trainings.

- Raising Market Awareness: Each participating market was required to submit a marketing plan before the start of the 2011 and 2012 regular seasons. Once approved, grant funds were used for advertising and marketing purposes, including newspaper and radio advertisements, printed materials social marketing, bumper stickers, market shopping bags and t-shirts, and other items intended to raise market awareness. Customer surveys were used to get a snapshot of the customer base, and see where funds were most effectively spent.

Each market also received funds to purchase or erect the signage needed to make the markets more visible.

See Attachment 3 – Marketing for sample advertising and signage.

- Farmer/Vendor Workshops: The grant was not only intended to increase overall market sales, but to also increase the profitability of individual vendors. To facilitate this, 10 workshops were held in the four participating counties on topics ranging from production to sales to marketing, giving vendors, both current and potential ones, the knowledge needed to grow their individual businesses. See Attachment 4 – Farmer/Vendor Workshops for a full list of workshops, locations and attendance.

### Goals and Outcomes Achieved:

By any standard of measure, whether qualitative or quantitative, the goals set forth for this project were not only met, but far exceeded. Each market grew in every area, and is strengthened and poised to capitalize in the future on the momentum attained in the last two years.

It should be noted when comparing figures that Highland and Pocahontas had not finished their seasons at the time the grant period ended— totals and percentages for 2012 and overall would be higher than reported.

- Market Sales    **Goal:** Increase 25%                      **Outcome Achieved:** 155% increase

Each participating market showed an increase in gross sales over the course of the grant. Bath and Highland showed modest gains from 2010 to 2011, with Pocahontas posting larger returns. 2012 was a huge success for all three markets, which performed far beyond expectations, and easily surpassed the stated goal, with overall sales increasing 155% through reporting period end. It should also be noted that Pocahontas had no official sales figures before 2011.

	<b>Total Sales 2010</b>	<b>Total Sales 2011</b>	<b>% Sales Increase</b>	<b>Total Sales 2012 (To 9/30)</b>	<b>% Sales Increase</b>	<b>Overall % Sales Increase</b>
<b>Bath</b>	\$ 41,494.39	\$ 45,207.13	9%	\$ 66,762.00	48%	61%
<b>Highland</b>	\$ 19,693.94	\$ 21,309.38	8%	\$ 36,313.76	70%	84%
<b>Pocahontas</b>	Estimated at \$9,000	\$ 28,529.00	217%	\$ 37,919.00	33%	321%
<b>Avg.</b>			78%		66%	155%

- **Vendors** **Goal:** Increase vendors by 20 **Outcome Achieved:** Increased vendors by 42  
The number of vendors increased at all three markets. Aggregate totals were 109 new for the two years. It should be noted that the original number, as well as the goal projections, included the Pendleton market which ultimately did not participate.

However, not all vendors are created equal – some are merely there for a sale or two, while others become regulars, so a better metric of vendor growth may be the number of vendors per sale day, which increased 81% over all three markets. Both statistics are shown below.

	Total Vendors 2010	Avg #Vendors /Market	Total Vendors 2011	New Vendors	Avg #Vendors /Market	Total Vendors 2012 (Through 9/30)	New Vendors	Avg #Vendors /Market	Overall Increase in Avg #Vendors /Market
<b>Bath</b>	27	10	30	19	15	40	23	18	+80%
<b>Highland</b>	34	8	39	14	8	35	12	13	+63%
<b>Pocahontas</b>	14	8.5	55	41	14	52		17	+100%

- **Vendor Sales** **Goal:** Increase 20% **Outcome Achieved:** 38% Increase  
Not only did the number of vendors, both total and per day, increase at each market, but their overall profitability did as well, by an overall 38%. As noted in Progress Report 2, the Pocahontas market had not been formally organized before 2011 – information gleaned as market leaders attended the 2011 West Virginia University Small Farms Conference provided the incentive and knowledge to implement needed changes later that year. No sales records existed before this year for comparison, and vendors were reluctant to provide detailed sales figures. In order to set a baseline for sales comparisons for next year, vendors agreed to submit sales figures anonymously, in order to track total market sales. Because of this, in depth analysis of improvement was impossible, so these figures have been derived from the simple arithmetic of dividing total sales by number of vendors present during the year (though more data is available for Highland and Bath, vendor sales results were figured similarly for consistency). If a deeper analysis were applied, percentages would likely be higher.

	Average Vendor Sales 2010	Average Vendor Sales 2011	Increase	Average Vendor Sales 2012	Increase	Overall Increase
<b>Bath</b>	\$1,536.83	\$1,506.90	-2%	\$1,669.05	11%	9%
<b>Highland</b>	\$579.23	\$546.39	-6%	955.63	75%	65%
<b>Pocahontas</b>		\$518.71		\$729.00	41%	41%
<b>Avg.</b>			-4%		42%	38%

- Farmers Assisted    **Goal:** 50 Additional Assisted    **Outcome Achieved:** 115 Assisted

The reference to markets in the title of this project - Tools For Growing Today's Markets - has meaning beyond just farmers' markets. We realized that not all producers would become vendors – many have alternative outlets for their products, including direct from farm sales. We did want to reach as many producers as possible, whatever their end market may be.

115 unique individuals attended the 10 workshops that were held in conjunction with this project. Over half of the attendees can be categorized as producers who have never been vendors at any of the participating markets, either prior to or during the grant period. This is not to say that they may not become vendors in the future – either way, they were provided knowledge and training which will assist their future business endeavors.

Another initiative spurred by this project was The Highland Center's "Faces of Farmers". This program assists producers with marketing by giving them technical assistance, a basic web presence, and hard copy materials if they so choose. Six producers are currently enrolled in this project—interviews and photographs of their farms have been completed. Five others pending, and more to come – the idea is very popular with producers. Nine of the 11 current and pending participants are current vendors at one of the participating markets, while two are not.

- Market Growth/Expansion

All three markets experienced customer growth during the grant period – however, the exact measurement proved difficult to ascertain. Though different methodologies were discussed and attempted, none proved completely accurate. The only true way to get a comparison for crowd totals would be to have a dedicated individual counting customers during every market (this would be further complicated by the fact that none of the three have an "entrance gate – customers arrive from all points of the compass) and manpower was not available for this. Having said that, managers from all three markets were able to ascertain from past experience that the crowds were increased overall, especially in 2012. The increased sales figures in 2012 are another indicator that more customers were likely attending the markets.

Each market also expanded its available products, including local meat, which proved extremely popular at all locations. The majority of the meat was processed at the Alleghany Meats, the trade name for the newly constructed USDA slaughter facility, which opened in Highland County in 2012 and serves the geographical region all three markets reside in.

See [Attachment 5 - Recorder article - Alleghany Meats ushers in new era for agriculture](#) and [Attachment 6 - Recorder article - Demand for meat boosts farmers' market](#)

The Pocahontas market branched out in 2012, holding one special sale each month at a different location – plans next year are to expand to sales in a third location.

Late in the grant period the Highland market started exploring online sales, expanding both the season and the market for producers and consumers alike. The system will be in operation before the end of the year.

While the Pendleton market was unable to take part in the grant, events have been put into motion for its potential return. Project manager Scott Smith has worked with WVU Extension agent Dave Seymour and his Master Gardener class, in hopes that this will soon come to pass.

- Market Improvements

Farmers' markets should be much more than a place to buy and sell product – there can be a very real community aspect to them which turns them into an event and gathering place. In this spirit, each participating market used FMPP funding to purchase amenities to improve vendor and customer experiences, including tents, benches, umbrellas, sound systems, and

other market necessities. The markets also featured live entertainment, and food and cooking demonstrations periodically, to further enhance the friendly and educational atmosphere.

- Service Capacity

At the beginning of the grant period, only one of the three markets possessed EBT/SNAP capabilities (Pocahontas). With the assistance of the Virginia Department of Social Services, the Highland market began offering those services in 2011. While no FMPP funding went towards the establishment of these services, it did help in an outreach and marketing capacity. Both markets felt the services had been underutilized, and worked with partner organizations, such as local food pantries and churches, to raise awareness of the capabilities, both during the grant and once it had ended, to get nutritious local foods to the underserved.

When discussing the goals and outcomes of the project, it should be noted that shortly after the grant period began, the manager of the Pendleton Market indicated that she was leaving the area, putting the market in limbo, and despite concerted efforts working with West Virginia Cooperative Extension and other proponents of local foods, no replacement could be found. Unfortunately, the market was not revived in time to take advantage of grant provisions - however, signs have been encouraging that a renewed effort may be underway. The remaining three markets were thrilled to have participated, and experienced the growth and strengthening of the past two years.

## Beneficiaries:

- Market Managers

When the grant began, none of the three participating market managers had more than three years' experience in their position. Through grant funding providing the opportunity for training and networking, the managers now have much better knowledge on day to day operational needs, marketing, and other critical know-how to more effectively and efficiently run their respective markets. This training also played a large part in the implementation of market organization, entity establishment, and record keeping/data collection.

- Vendors and Farmers

The increased market awareness made possible by expanded advertisement and signage resulted in record highs, not only in gross sales, but in individual vendor profits as well. The expansion of the market seasons, through new locations and online sales, will allow these vendors even more growth for sales and customer base.

The workshops held during the two years of the grant gave vendors, both current and future, the know how needed to best take advantage of these expanded opportunities, and grow their businesses through better production and marketing skills.

- Community

The benefits of "buying local" range from healthier and fresher product, local economic benefit, environmentally friendly considerations, and more. It's no secret that a huge factor driving the local food movement is a desire by consumers to know exactly who their food is coming from, and how it was produced. The grant and the hard work of the market managers involved has resulted in the growth and strengthening of all three markets, making them vital community hubs, where producers and consumers come together for the benefit of all.

See *Attachment 7 - Special Events & Markets* for a sampling of events and regular market days during the grant period.

## Lessons Learned:

### **Successes**

The information in the Goals and Objectives section above shows that, by strict numerical evaluation, the project was a success – however, statistics do not fully do justice to the growth and achievements resulting from the grant.

#### **Know Your Farmer**

The timing of the project could not have been better to capitalize on the burgeoning local food movement. It is ironic that, in a region as rural as the Allegheny Highlands, buying locally would have become a “novel” idea – however, as rural populations age and shrink, generations have gradually become removed from their roots, and now seek to recapture that connection, both in the lives they live and the foods they eat.

Farmers’ markets provide the conduit for that connection to take place. The benefits to consumers of shopping at markets are numerous – freshness, health, environmental, economical. Most importantly, it provides the unique opportunity for bringing producers and consumers closer together, allowing customers to meet the person who grew their food – to understand the farmer’s story, to see how their food was grown and produced, and to feel better about the source of their meals – an experience shopping at a grocery store can never hope to reproduce. Highland market manager Scott Smith noted “I see people at the market every week who, five years ago, I would have never considered as market customers, much less regulars.”

#### **Know Your Food**

The project was very fortunate that the principals and collaborators of the Working Committee all have a passion and belief in local foods. Their involvement was predicated upon much more than just meeting the numerical goals – they knew that, ultimately, success of the project meant strengthening the local food system, which is beneficial for the entire region. The market managers obviously wanted to grow their markets – but in doing so, they realized they were creating more opportunities for producers – both established ones, and future ones, spurred by the success of their neighbors. This, in turn, brings a greater range of products and choices to the consumer, which in turn brings more consumers - and the cycle repeats, for the betterment of all.

An unexpected outcome of the grant was the exploration of alternative ways to expand the market season, such as through an online food hub. The Highland Farmers’ Market in particular has explored this approach, talking with established food hubs and leading workshops to get farmer input on the system. Highland is pursuing a virtual farmers’ market in the coming year and, because of this grant, will collaborate with Bath, Pocahontas and Pendleton Counties to develop a regional food hub.

#### **Know Your Market**

There is no doubt that the grant was responsible for both raising market awareness, and making each market more amenable to vendors and customers. Committee member Marcia Laska, who serves on the board of the Pocahontas market, noted that they had been able to effectively “brand” their market with a logo now (Bath had a logo before the grant period, and Highland had one created pro bono during the project). Each market incorporated their logos into marketing and promotional materials, creating the branding critical for consumer association.

#### **Community**

The added entertainment and educational components were also key in enhancing the atmosphere of each market, making market days more about community and gathering versus strictly about sales figures. This cycle feeds upon itself – the more audience available, the more artists and presenters want to become involved – and the more activities occurring leads to more customers attending.

## **Support**

The committee's attitude towards strengthening the local food system was also a key factor in networking and support. Quarterly committee meetings were as much about "brainstorming" and helping other managers deal with issues, both good and bad, as they were about strict implementation of the grant. The collaborators knew that successful growing markets would achieve grant goals. In that spirit, marketing suggestions (such as the success of specific advertisements), product expansion (the sharing of potential vendor contacts, especially with local meat, which proved incredibly popular) and solutions to common issues (loss of sales to competing venues) were freely shared among the group. Not only were ideas shared, but funding as well – the three markets collaborated on print and radio marketing intended to inform and raise awareness on a regional level.

The support benefits and camaraderie proved so beneficial that committee members have agreed to continue to meet beyond the project's endpoint, as a regional farmers' market support group, encompassing members beyond the original four markets in the grant (a leader of the Covington, Va. Market attended a working committee meeting, and was very excited about the prospect.) Market representatives also indicated that they were extremely pleased to have participated in the project, and would agree to do so with another FMPP proposal, should the opportunity arise.

## **Challenges**

### **Participation**

Not all project plans went according to plan, of course. The first major hurdle was the loss of participation of the Pendleton market, as noted in *Goals and Outcomes Achieved* above. An unexpected absence left by the market manager in Pendleton County made it impossible for that county to participate in the grant. Thus, after consultation with FMPP staff, resources were allocated and carefully spent by the remaining three markets. Technical assistance has been provided to a group interested in reviving the Pendleton County market, and signs are positive that it will once again be operational in 2013.

The area's inclement weather created problems early on for scheduling mid-winter meetings in the Alleghany Highlands. The committee was able to use alternative methods (online collaboration, conference calls, etc.) to continue work.

### **Privacy**

The gathering of personal data also proved problematic, both from a customer and vendor standpoint. As one of the committee members put it, "It is almost a cultural phenomenon in our area that people are less than forthcoming about information." Even when assured that information, including financial, was strictly to be used for goal assessment purposes, vendors remained reluctant to divulge this, especially in Pocahontas County. From a customer standpoint, it was often hard to get customer survey responses, even when it was known that the markets would ultimately benefit from the information. Committee members used the best possible solutions to work around these issues (Pocahontas vendors agreed to submit information anonymously, and "incentives," i.e. a bumper sticker in exchange for doing a customer survey).

## **Final Conclusion**

Though the grant period was not without challenges, inventive solutions and the work of a committed group of people ensured a successful project. We hope this report adequately sums up the incredible success achieved, by any standards of measure, and we truly thank the USDA Farmers' Market Promotion Program for this opportunity and their assistance.

## Additional Information:

See Also:

- *Attachment 1- Market Surveys*
- *Attachment 2 – Market Manager Trainings*
- *Attachment 3 – Marketing*
- *Attachment 4 – Farmer/Vendor Workshops*
- *Attachment 5 - Recorder article - Alleghany Meats ushers in new era for agriculture*
- *Attachment 6 - Recorder article - Demand for meat boosts farmers' market*
- *Attachment 7 - Special Events & Markets*
- *Attachment 8 – Report from Bath County Farmers' Market*
- *Attachment 9 – Report from Pocahontas Farmers' Market*
- *Attachment 10– Report from Highland Farmers' Market*

## Contact Person:

T. Scott Smith - 1-540-468-1922 - [tscottsmith@htcnet.org](mailto:tscottsmith@htcnet.org)

Pocahontas County  
Farmers Market  
&  
Grow Appalachia  
present



## *Getting Ready for the Market*

Learn, Share & Discuss what works to sell your products

Wednesday June 1, 2011 6 - 8 p.m.

McClintic Library, Marlinton, WV

### **Panelists Include**

**Dave Buhrman** -- grower for the Greenbrier Resort

**Blair Campbell** -- owner Pretty Penny Restaurant, Hillsboro

**Natan Harel** -- assistant market manager Lewisburg Farmers Market

**Terry Ferguson** -- Department of Agriculture, Meat and Poultry Compliance Officer

**Timothy** -- of Sweetwater Organic Farm

### **Program**

**Opening Remarks** -- Adrienne Juergens

**How the Pocahontas County Farmers Market Works** -- Tolly Peuleche with Katie Workman

### **Panel Discussions - moderated by Tolly Peuleche of Hidden River Farm**

**What are the Options for Selling Your Products**

**Discussion of How Best to Prepare your Products**

**What Makes a Vendor Successful**

**Final Thoughts** -- Adrienne Juergens

Light Refreshments Served During the Evening

Any opinions, findings, conclusions, or recommendations expressed in this workshop are those of the participants and do not necessarily reflect the view of the U.S. Department of Agriculture. This workshop is based on work supported under the Farmers' Market Promotion Program (FMPP) Grant Program, Agricultural Marketing Service, USDA, under Award No. 12-25-G-1201. Grant Management by The Highland Center.



Growing For Market – 6-1-2011

## EXPANDING YOUR MARKETS WORKSHOP

MONDAY, SEPTEMBER 26TH, 6:00 PM  
THE HIGHLAND CENTER, MONTEREY VA

### PRESENTED BY



This workshop is based on work supported under by the Farmers' Market Promotion Program (FMPP) Grant Program. Agricultural Marketing Service, USDA, under Award No. 12-25-G-1201.

Any opinions, findings, conclusions, or recommendations expressed in this workshop are those of the author(s), and do not necessarily reflect the view of the U.S. Department of Agriculture.

- Are you currently a vendor at a local farmers' market?
- Are you a farmer selling direct to consumers?
- Are you neither of these, but interested in becoming one?

If you answered "yes" to any of these questions, then you should make plans to attend the "Expanding Your Markets" Workshop, presented by the Highland and Bath County Farmers' Markets, to be held on Monday, September 26<sup>th</sup>, at 6:00 pm at The Highland Center in Monterey.

Topics include Food Hubs, Virtual Farmers' Markets, CSA's, Farm to Table, and Local Foods in the School System

### Speakers include:

- Molly W. Harris, Lulu's Local Food/ Fall Line Farms
- Denise Doetzer - Center For Rural Culture
- Eric Bendfeldt - Virginia Cooperative Extension
- Betty Gail Hiner - Highland County Public Schools Food Services Officer
- Patricia R. Smith - Director of Cafeterias, Waynesboro School System

(Speaker list is subject to change)

Admission is Free, and light refreshments will be served. To RSVP, or for more information, call The Highland Center at 540-468-1922, or e-mail [farmersmarket@htcnet.org](mailto:farmersmarket@htcnet.org)



Expanding Your Markets – 9-26-2011



Bath County Farmers' Market



Highland County Farmers' Market



**Grand Opening  
BETTER THAN EVER!**  
New Vendors, Greater Variety, More Music  
and Exciting Children's Activities!

**FRESH, LOCAL, QUALITY FOODS**  
Honey, eggs, baked goods, maple syrup,  
goat cheese, herbs, veggies, BBQ, popcorn,  
homemade ice cream and fresh flowers

**FINE ARTISAN CRAFTS**  
Jewelry, handcrafted brooms, etched  
glass, soaps, lotions, birdhouses,  
candles, alpaca products, photography  
and so much more!

**SATURDAY, JUNE 4, 9-1**  
Downtown Hot Springs

With support from the USDA Farmers Market Promotion Program



**Take a step on the wild side ...  
SHOP OUTDOORS!**

For the **FRESHEST, LOCALLY GROWN PRODUCE**, shop  
at the **Bath County Farmers' Market**  
Saturdays from 9-1 Downtown Hot Springs



**IN SEASON IS THE REASON  
YOU'LL TASTE THE DIFFERENCE!**

With support from the  
USDA Farmers' Market Promotion Program

Bath County Farmers' Market Regular Season Ads



## Fresh from our farms ... fresh to you!

Locally grown produce, jams & jellies, homemade baked goods, fresh cut flowers & more  
 Fridays, June through September 3:30-6 p.m. at The Highland Center Pavilion

For more information on the Market or to become a vendor, please contact: 540-468-1922  
 farmersmarket@htcnet.org ~ www.thehighlandcenter.org

Don't miss our Special Markets throughout the season:

- June 3.....Opening Day at The Market
- June 10.....Arts at The Market
- June 17.....Healthy Lifestyles Market
- June 24.....Fiber Guild Day
- July 1.....Happy Birthday To Us!
- July 8.....Arts at The Market
- July 15.....Beef Cattlemen's Day
- July 22.....Young Farmers' Day
- July 29.....Reduce, Re-Use, Recycle
- August 5.....Arts at The Market
- August 12.....National Farmers' Market Week
- August 19.....Taste of Highland
- August 26.....Neighbors Helping Neighbors
- September 2.....Gifts From The Mountains
- September 9.....Sheep and Wool Day
- September 16.....Healthy Lifestyles
- September 23.....Children's Day at The Market
- September 30.....Customer Appreciation Day
- October 7 - 9.....Hands and Harvest Market
- December 2 - 3.....Wintertide Holiday Treasures Market



With support from the USDA Farmers Market Promotion Program



## Fresh from our farms ... fresh to you!

Fridays, June through September  
 3:30-6 p.m. at The Highland Center Pavillon  
 540-468-1922 ~ farmersmarket@htcnet.org

### Don't Miss Our Special Markets in August:

- August 5.....Arts at The Market
- August 12.....National Farmers' Market Week
- August 19.....Taste of Highland
- August 26.....Neighbors Helping Neighbors

With support from the USDA Farmers' Market Promotion Program

**Pocahontas County**

# Farmers Market

**Season Starts May 7th**  
**Saturdays 9am - Noon**

**Seasonal Fresh Produce**

<b>Flowers</b>		<b>Breads</b>
<b>Honey</b>		<b>Flour</b>
<b>Eggs</b>		<b>Plants</b>
<b>Jams</b>		<b>Crafts</b>
<b>Teas</b>		<b>Salves</b>

**Marlinton -- First Avenue**  
**next to the Mini-Park**

For Information about vending call 304 799 6083

\*With support from the USDA Farmers Market Promotion Program\*

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Pocahontas County  
Farmers Market

## Here We Grow!



Fresh Produce • Baked Goods  
Jams • Jellies • Honey • Syrup  
Herbs • Teas • Herbal Products  
Flowers • Plants • Artisan Work

**Saturdays 9 a.m. - 1 p.m.**

First Avenue near Mini Park in Marlinton  
SNAP accepted • WIC • Senior vouchers

With support from the USDA Farmers Market Promotion Program

10.1.11

Pocahontas County Farmers Market Regular Season Ads