

Agri-Culture in the Village

Town and Village of Waterbury of Waterbury, VT received \$8,000 to make the Waterbury Farmers Market more accessible to low-income families, senior citizens, and refugees by installing an EBT system and promoting the market with several events. Funds were used to purchase: EBT supplies and equipment; print and radio advertising; and pay for promotional events.

Final Report

To Whom IT May Concern,

The Waterbury Farmer's Market has been working very hard to promote customers who live or work locally to attend the Market on a weekly basis. I have been involved as Treasurer since early 2010. Thus, this report, will only be a reflection of what I have been able to accomplish with respect to the "Agro-Culuture in Waterbury; Village of Waterbury/Town of Waterbury" (Agreement # 12-25-G-0759). When I was first asked to step into this position, I was not even aware that this grant had been awarded. All that I was told, was that we needed to get an EBT machine.

I have been able to find the Market Promotion Budget Spreadsheet, and from my review of this, I can tell you what has happened to improve the visability of the Waterbury Farmer's Market since I have been involved:

1. Advertising: we have been able to utilize the local radio station WDEV for promotion of our weekly market. Prior to the 3PM start, we have live (via phone) conversation with the radio, letting listeners know what types of product will be for sale at the market.
2. Signage: We have been able to have made numerous signs that go out weekly prior to the market, throughout the town and village of Waterbury.
3. Newspaper: We have been able to place ads in local Newspapers as another means to let folks know when the market is running.
4. Conference Booth Fees: I believe during the time that the funds from this grant were given, that the Market did attend the local Rotary Club, Home and Garden Show.
5. EBT machine: was obtained in early 2010, and has been in use since. We have worked very hard to insure that all individuals who wish to purchase items by using their EBT card or debit card have the ability to do so.
6. Market Events: The Waterbury Farmer's Market has been very creative to attract everyone from all walks of life to attend the market. There have been animal day, where local farmers will bring an animal to the market and educate those that are in attendance. We have also worked very hard in the past to make our events "family" oriented, having events such as pumpkin painting, face painting and other such type events.

What has the impact been by doing all of the above.. a lot!.. the volume of customers that attend the Waterbury Farmer's Market has expanded greatly. Advertising, be it either print or via radio are most important, and this will always entice folks to attend an event such as this. The events that we have on an almost weekly basis has brought many young families to the market, allowing them to spend quality time as a family together, enjoying an activity that appeals to all members of the family. We have also been able to have local musical entertainment weekly. The EBT machine has been a great asset to the market, because it allows those from low income status to be able to purchase local, fresh grown food.

What lessons have been learned.. Many! First it takes many people to work on this market to make it work. There has been a consistent struggle to get a group of people together who will work unselfishly to help produce a sustainable market on a weekly basis. It takes time, and sometimes, self sacrifices of time and money. We currently do have a very small group of dedicated individuals, such as myself, who wish to make the Market the best it can be. Since I have only been involved with this market for a short time, it is difficult for me to reflect back to 2008-2009 seasons, since I was not involved then.

In summary, the Waterbury Farmer's Market has benefited from participating in this project. We have been able to expand our advertising, get into place an EBT machine for all local individuals to use, and have worked hard at making the Waterbury Farmer's Market the best it can be.

Submitted by,

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