

## Farmers Market Promotion



Cathy Belcher, Direct Marketing Program Manager, VDACS Office of Direct Marketing Services

## Farmers Markets Are Back

- **History repeats itself**
  - George Washington sent wagon loads of produce to the Alexandria Market
  - Marketing changes
    - Competition from neighboring states
    - Competition from across the country
    - Global competition
- **Back to the basics – local, fresh, safe**



# Farmers Markets Are Growing

- According to USDA, the number of markets in the U.S. went from 1,755 in 1994 to 4,385 in 2006.
- In Virginia, the number of markets in 2005 was 88. In 2008, there are more than 125 and more being planned.



## Benefits for Farmers



Markets are great incubators  
Farmers receive better prices  
Support for farmland



## Benefits to the Community

- Source of fresh, local foods
- Market customers frequent surrounding businesses
- Farmers spend more with local businesses
- Farms and farmland preserved



## What VDACS Can Do to Help



Visit [www.viriniagrown.com](http://www.viriniagrown.com) for a list of farmers markets in Virginia.



# Free Virginia Grown POS



**Virginia Grown Point-of-Sale Materials**

The following items are available from the Virginia Department of Agriculture and Consumer Services, Division of Marketing. To order, fill out the form below and mail or fax to Virginia Grown, VDMCS, 102 Governor Street, Room 312, Richmond, VA 23219, 804-371-7786.

Quantity	Description/Note
large _____	Virginia Grown Pine Candle - Available in two sizes (11" x 17" and 17" x 27") for use in identifying locally grown produce.
small _____	Virginia Grown Pine Candle - Available in two sizes (11" x 17" and 17" x 27") for use in identifying locally grown produce.
produce _____	Virginia Grown Banners - Both produce and nursery available. These colorful 8' x 5' vinyl banners are excellent for indoor or outdoor use.
nursery _____	Virginia Grown Recipe Cards - Eight different recipes with nutritional information available in one convenient folded format.
_____	Virginia Grown Nutritional Placards - 11" x 22" full-color poster depicting Virginia fruits and vegetables and providing nutritional facts for each.
_____	Virginia Grown Nutritional Brochure - Full-color brochure contains nutritional information as well as fun facts about Virginia produce, food safety information, availability chart, and recipes.
_____	Virginia Grown Artwork on CD - Color and black-and-white artwork.
_____	Virginia Grown Menu Boards - Colorful, letter-size, dry-erase boards with poems, magnets to attach to refrigerators. Available in limited quantities.
large _____	Virginia Grown Stickers - Full-color stickers available in small (3x4") and large (5-1/2" x 7") sizes. Small come 100 each, large 250 each. Available in limited quantities.
small _____	Virginia Grown Fans - TEMPORARILY OUT OF STOCK
_____	Virginia Grown Aprons - Cream color aprons with green logo. Aprons have pockets on front. Available in limited quantities.
_____	Virginia Grown Tote Bags - Ivory tote bags with color logo and green sides and grom. Up to 50 free. Larger quantities are available at cost (\$1.89 each). Make check payable to Treasurer of Virginia and mail with this form to: Virginia Grown, VDMCS, 102 Governor Street, Room 312, Richmond, VA 23219.

Name \_\_\_\_\_

Farm Name \_\_\_\_\_

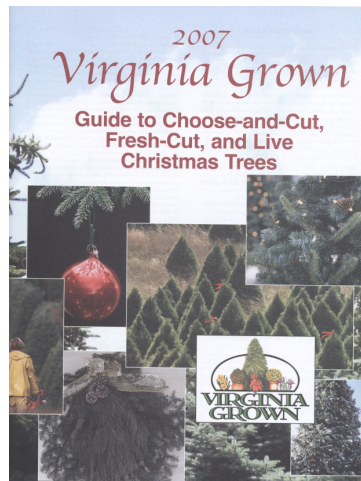
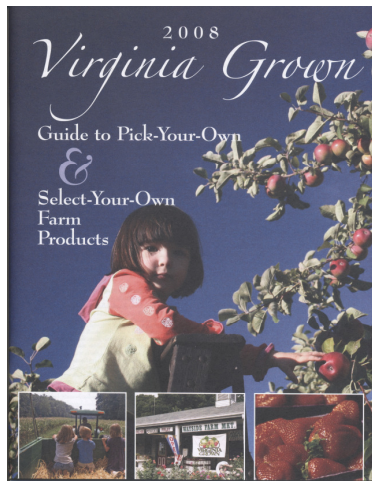
Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

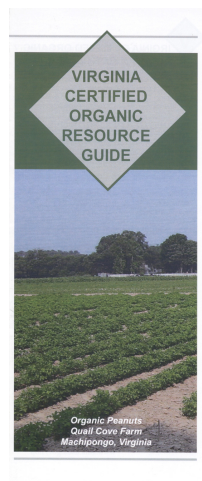
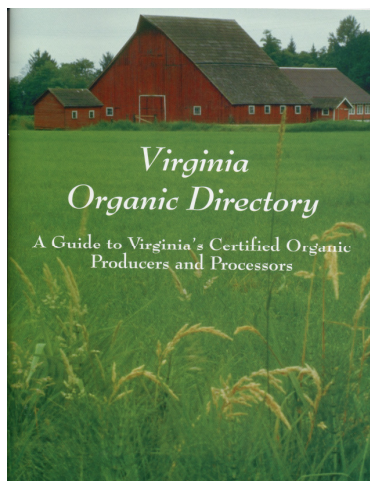
# Virginia Grown Promotions



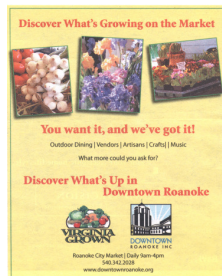
## Virginia Grown Guides



## Organic Marketing



# Virginia Grown Advertising



## Advertising Allocation Program

- Use the logo in your advertising, brochures, on flags or banners, or other promotional materials.
- VDACS will pay 50% of your costs up to \$500.



## Resources

Visit our Web site

[www.virginiagrown.com](http://www.virginiagrown.com)

Make sure you're on the Virginia Grown database to receive information on promotional programs – e-mail me

[cathy.belcher@vdacs.virginia.gov](mailto:cathy.belcher@vdacs.virginia.gov)