



## Foothills Farmers' Market Marketing Worksheet

*Developed by FHFMM Steering Committee February 16, 2009*

### Key Questions:

1. What is a successful market and how will we know?
2. Who are the key persons whose behavior must change for the market to be a successful market?
3. What questions/ideas do we need to investigate to determine the few things that make the most impact, to make the message stick, to mobilize behavior?
  - Short-cycle trials (tinkering) to test different ideas for presenting information
  - Research on best practices
  - Conversations with producers
  - Conversations with consumers – what is working & influential people – what would work
  - Conversations with leaders of other local farmer's markets.

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### Multi-source marketing strategy that influences vital behaviors toward the tipping point:

	<b>Motivation</b>	<b>Ability</b>
<b>Individual</b>	Intrinsic satisfaction-health, fun, friendship, Community, income	Access, affordability, knowledge assistance
<b>Social</b>	Opinion, shapers – mavens (deep knowledge), connectors (to large Number of key people), salespersons	Strength in small numbers – a few mavens, connectors and salespersons, 150 faithful consumers, helpers/coaches
<b>Structure</b>	Incentives & rewards, data for feedback	Inviting, accessible, conducive environment

### Potential Marketing Strategies:

#### 09

Word-of-mouth  
 Calling cards  
 Web site  
 List-serve  
 Blog  
*Shelby Shopper*  
 Health satellite site

Local TV  
 Flyers in city mailings  
*Shelby Star*  
 Presentation to Civic clubs  
 Church meetings  
 Flyers for groups, handouts  
 Mural at Graham & Lafayette

#### Longer term

Community Sponsored Agriculture (CSA) arrangements  
 Permanent location