

Vermillion Area Farmers Market  
July 9, 2017  
Board Meeting Agenda

1. Recap Family Fun Day
2. Recap market raffles to date and announce ones to come
3. Recap market cafes and plan ones to come
4. Market stats so far
5. News on SNAP/debit machine
6. Discuss market ed to date
7. Advertising plan
8. Surveys? Vendors? Customers?
9. Electricity at Saturday markets
10. State Fair
11. Next event: Halloween Market then Silent Night
12. Start thinking about winter markets

Ideas developed in 2010 for a grant, something to think about now?

(1) focus on the recruitment and retention of new farmers to participate at farmers markets and other direct-to-consumer farm marketing outlets;

1. Initiate a Junior Master Gardener program with local master gardeners/Extension Office
2. Free booths to local non-profit agencies (they can indirectly recruit)

(2) develop professional expertise for farmers market managers, farmers/vendors, boards and organizations to effectively manage and/or operate farmers markets and other direct marketing enterprises; and

1. Pay for travel to/from conferences
2. Information booth at market (staffed would be great)
  - a. Always have handouts
  - b. Each week have it staffed by a relevant expert – cooking, gardening, etc.

(3) improve food access in local, rural and underserved communities to promote the consumption of fresh fruits and vegetables from local farms.

1. VAFM Children & Family Programs
  - a. Trips to local farms
  - b. Weekly activities at market – complete a puzzle or sheet (e.g., find a fruit or vegetable that begins with each letter of the alphabet or that represents each of the following colors) and award ribbons or buttons for completion
  - c. Monthly Family Challenges
    - i. 1 meal per week that is made of 75% local foods
    - ii. Follow the 100-mile diet on weekends
    - iii. Eat 1 meal per week using only ingredients that have no plastic packaging
    - iv. Try something new each week
  - d. Launch a “Shop Here First” campaign – shop here before going to Hy-Vee or Jones
2. Fund this year’s EBT/Debit fees – cell bill and transaction fees
3. Distribute “I Care” cards for consumers to leave at restaurants, grocery, etc. (“I care where my food comes from – buy local”)

Family Fun Day over the years



