



# **Let's Stay Together**

## **Community Commitment and Farmers Markets**

How do we keep markets RELEVANT and VIBRANT  
as things change in the food scene?



**CHANGE IS  
GOOD.**



**CHANGE IS  
HERE.**

- ▶ **More competition**
- ▶ **Fewer farmers**
- ▶ **Patron desire for entertainment**



# PARTNERS ARE GREAT.

**Food & Family PROGRAM**

**sprouts at the market**  
*The ABCs of healthy eating*

what's on MY plate?

**Sat. Sept. 17th**  
9-11 AM for kids ages 3-8  
Produce samples & special giveaways!

Choose **MyPlate.gov**

Family Resiliency Center | Strengthening families for life's challenges.

More info at [www.urbanaininois.us/sprouts](http://www.urbanaininois.us/sprouts) or 217-384-2319

The flyer features a central graphic of a plate divided into four colored sections: red for Fruits, orange for Grains, green for Vegetables, and purple for Protein. A blue circle labeled 'Dairy' is positioned to the right of the plate. A white fork is on the left. At the bottom right, there is an orange silhouette of a chick. The background is a light green gradient.



- ▶ **Educational opportunities**
- ▶ **Access to volunteers**
- ▶ **Financial/in-kind support**
- ▶ **Expertise**



## MARKET COMMUNITY

- Vendors/growers
- Staff/management



## FOOD COMMUNITY

- Organizations, agencies, businesses
- “Food nerds”



## WHOLE COMMUNITY

- Residents, shoppers, visitors
- Local businesses

Illini Super Sweet  
Extra-Tender  
.50 each  
Kleiss Produce Farm  
Tuscola, IL

**COMMITMENT**

# **COMMITTED PARTICIPATION: VENDORS**



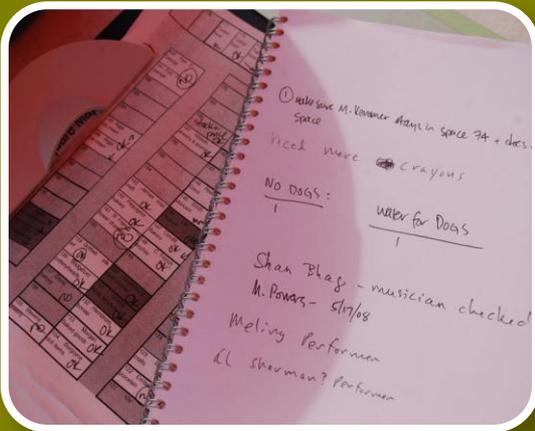
- **Consistent attendance**
- **Participation in activities**
- **Being “neighborly”**
- **Communication**

# COMMITTED PARTICIPATION: MANAGEMENT

- Governance & long-range planning

- Vendor education/support

- Marketing & programming



# **COMMITTED PARTICIPATION: FOOD COMMUNITY**



- **“Frenemies”**
- **Food-related orgs**
- **Anti-hunger orgs**
- **Government orgs**
- **Health-related orgs**
- **Educational institutions**

# **COMMITTED PARTICIPATION: WHOLE COMMUNITY**

- **Not just \$ for goods –  
how is the market  
different?**
- **Grower/patron  
connection**
- **Education**
- **Public  
input/engagement**





**SWEET  
SPOT!**



ULTIMATE  
CAIF

MARKET  
AT THE  
SQUARE  
URBANA • ILLINOIS

THANK YOU

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