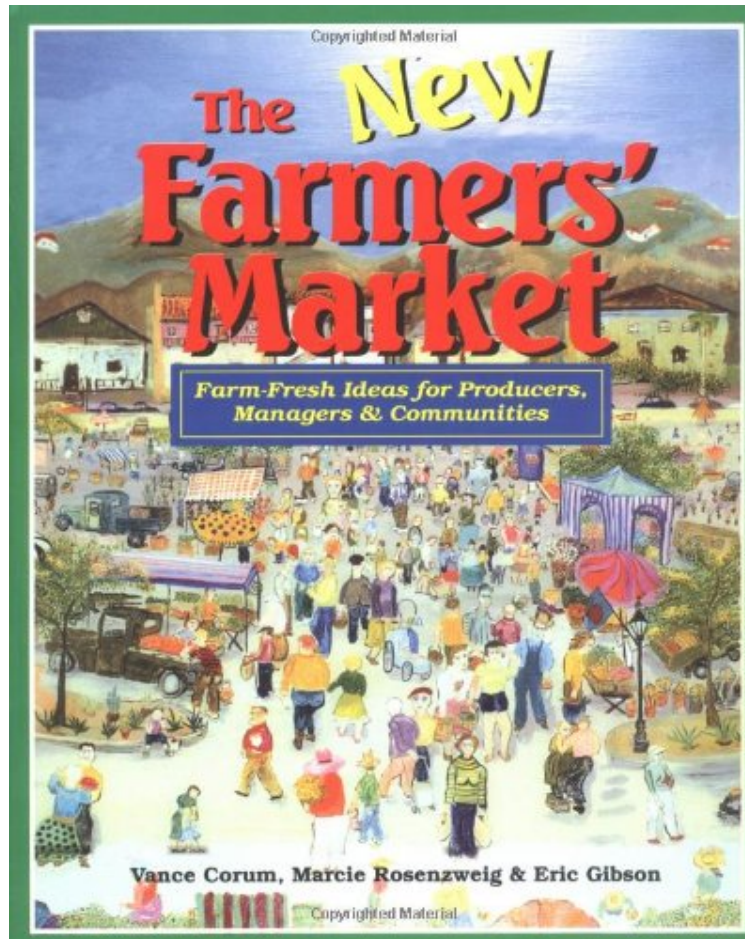


(Read now) The New Farmers' Market: Farm-Fresh Ideas for Producers Managers Communities

The New Farmers' Market: Farm-Fresh Ideas for Producers Managers Communities

Vance Corum, Marcie Rosenzweig, Eric Gibson
ebooks | Download PDF | *ePub | DOC | audiobook



#819518 in Books 2001-03-01Original language:EnglishPDF # 1 10.14 x .64 x 8.071, 1.45 #File Name: 0963281429272 pages | File size: 19.Mb

Vance Corum, Marcie Rosenzweig, Eric Gibson : The New Farmers' Market: Farm-Fresh Ideas for Producers Managers Communities before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Farmers' Market: Farm-Fresh Ideas for Producers Managers Communities:

2 of 2 people found the following review helpful. Great Guide if You Want to Start a Farmers MarketBy MeadowflowerSeveral Years ago a friend who was Market Master, asked me to help her with our local Farmers market, [Assistant Market Master]. I knew nothing about how to be a Market Master so I bought this book. We live in a small rural community and our market was not really organized at all. There were a few farmers who just backed up near the courthouse on Saturday mornings and offered their goods for sale. I had looked for the farmers market when I first moved to the area and it took me 3 years to find out when, where the market was being held. As a transplant, one of the things I kept running into when meeting local businesses, was "the locals know we're here." Not

necessarily!! Anyway this book is full of great tips for running a farmers market, whether you are market master or simply a market vendor. We were able to get a market committee together, reorganize the market with the help of our town's Mainstreet committee we got grants for signage advertising and grew our market from a handful of vendors to 20+. This book is full of examples of what farmers markets around the country have done and you'll be sure to find some ideas that will work for you, too. 1 of 1 people found the following review helpful. Great book for starters. By Nicole I've been doing markets for quite a few years, and bought it just to see if there is any different perspectives on the way I operate. A lot of long time marketers will find the knowledge basic, or have already done it. I love the inserts of interviews given from long time marketers in the books. The only downside I see is that the book was published in 2001. I was very interested in a few of the works referenced in this book that were promoted by the publisher. Unfortunately, the publisher no longer carries most of the resources that are referenced, and cannot be found online. 7 of 7 people found the following review helpful. Love, love, love this book! By Julie Patrick Clark I plan on selling at our local farmers market in the spring of 2008. In the meantime, I am reading and learning as much as possible to do so. This book is amazing! From the use of color, the importance of signs for your stall, information on marketing and so much more, this book does not disappoint! Fun to read, interestingly written, packed with information this book is more than a winner! Two green thumbs up! I'm on my second read now and will likely read it several more times over the winter, and refer to it often for many years. You will not be disappointed in this book!

If you are a farmer, market manager or city planner and want to succeed at farmers markets, *The New Farmers' Market: Farm-Fresh Ideas for Producers, Managers Communities* is the book for you! Written by Vance Corum, Marcie Rosenzweig, and Eric Gibson, *The New Farmers' Market* covers the latest tips trends from leading-edge sellers, managers and market planners all over the country. FARMERS/VENDORS: Best products to grow sell; insurance, rules regs; booth design structure; product display appearance; containers; line handling; bagging/packaging; sampling; price signs labels; setting prices; cash-handling security; recordkeeping; hiring training employees; selling tips styles; customer service; educating customers about products; recipes; boosting sales via the internet, more! MARKET MANAGERS/PLANNERS: Planning starting a market, recruiting farmers; market master; legal advice, rules regs; 46 pages on promotion: special events; co-promotions with community groups; media coverage; market newsletter; setting up a market web site; market issues including farmer-grown, market mix, supermarket competition, etc.; building community support educating the public about local agriculture; farmers' market resources (articles, books tapes, web sites, etc.), more.

From Booklist The authors divide their book into three sections. Part 1 one covers selling at a farmers' market, offering advice on choosing crops and products, keeping records, staffing a booth, setting prices, setting up displays and merchandise, and using color and texture to enhance eye appeal. Part 2 gives information on starting a neighborhood market (the name's important, the authors say), attracting farmers, market demographics, advertising, publicity, tastings, and other special events. Location, timing, and day-to-day concerns also are discussed. Part 3 deals with such topics as social issues and Web sites. In five appendixes the authors discuss insurance, a market study, customer surveys, market profitability, and benefits. An extremely helpful public library handbook. George Cohen Copyright American Library Association. All rights reserved "Finally! A really good book on farmers' markets!" - Lynn Byrzynski, Editor, *Growing for Market* "As one who spent 15 years working with farmers at Seattle's Pike Place Market, I was amazed at how much I could learn from this book. The book is laced with practical tips from growers and market managers from all around the country." - Steven Evans, Farm Specialist, King County, Seattle, WA About the Author