

## How Do You Make Your Market Multi-Purpose?

You may be doing some of these things already, but this grant can help you expand an activity or try something new. The two most important things to consider are:

- **Know your community – who are you trying to reach?**

This will help you focus your activity(ies) on the audience you most want to bring to market.

- **What are your resources? – Internal** (management, board, volunteers) and **external** (community partnerships, etc.) If your goal is beyond your market's current capabilities to execute, you risk frustration and/or being unable to reach your goal.

Your “Market Assessment Worksheets” in the “Growing Goodness” toolkit may help you determine your target audience and assess your

## What Can You Do With Your Mini-Grant?

### Entertainment

- Cooking with the chef
- Shopping with the chef
- Music for adults
- Music for kids
- Contests
- Kids performances
- Cook-offs

### Health Oriented

- Mobile health screenings
- Vision screenings
- Info sessions
- Public health providers: free vaccines and screenings
- Nutrition info/consults
- Cooking demos/samples
- Exercise promos/clubs

### Socializing

- Coffee
- Seating
- Shade space
- Kids performances
- Know your grower
- Sharing stories

### Family Oriented

- Bouncy house
- Kids cooking demos
- Dog events
- Super hero contest
- Kids performances
- Contests (salsa, pie, etc.)
- Cook-offs
- Recipe contest

**NM Farmers' Marketing Assoc.**

505-983-4010

1219 Luisa St. #1, Santa Fe, NM 87505

[www.FarmersMarketsNM.org](http://www.FarmersMarketsNM.org)

# New Mexico Farmers' Market 2016 Mini-Grants



**Grant Deadline:  
April 15**

*Make Your Market a  
MULTI-PURPOSE  
Community Space*



## Overview

**Mini-Grants:** During 2016 the NMFMA will again award a total of \$15,000 for farmers' markets to put toward their marketing activities. Maximum grants of \$1,000 each will be awarded to markets who plan to make their markets multi-purpose spaces by encouraging community groups to take part in new or expanded activities at their market.

**DEADLINE** for applications is April 15.

**AWARDS** will be determined by May 1.

**EVALUATION:** The grant will be evaluated against scoring criteria for most sections. Markets with the top scores will receive the grants. Markets that did NOT receive mini-grants during 2015 will have priority.

**WHAT will it pay for?** See chart on back for some suggestions. It may be used to pay for either supplies or human resources.

# Grow Your Market, Attract New Customers

**WHAT is a multi-purpose market?** A multi-purpose market space is where more than just buying and selling is happening. It is a market that becomes a community gathering place where visitors are being entertained, educated and have an opportunity to socialize with friends, neighbors and famers. A multi-purpose market space seeks to increase market visitation and participation, and thereby ultimately increase farmers' sales.

**WHY is creating a multi-purpose space important?** Farmers' markets compete for customers in a crowded marketplace. There are many retailers fighting for your customers' food dollars, from big box stores to regular grocery stores to specialty stores. Most retailers offer longer hours of operation and/or lower prices.

The competitive advantage of farmers' markets is the fresh, high-quality produce available directly from local growers. They also often include an advantage of more produce varieties,

more organic or pesticide-free choices, more confidence of food safety, a smaller carbon footprint, and the recirculation of local food dollars. They can also be sources of community gathering, education and entertainment.

BUT—if you don't get customers to come to your market to try the food, you will not utilize your competitive advantages. Since farmers' markets can't compete with drawing customers through big sales promotions and loss-leader items like other grocers, one unique thing they can promote are community-centric events. Not only can this help draw new customers, but also it offers the opportunity to develop new partnerships that can be of long-term benefit to your market.

**HOW does this strategy fit into your overall marketing plan?** If you'd like to learn more about strategic marketing, please see the "Growing Goodness" market manager toolkit, or call the NMFMA.