

Best Practices for Alberta Approved Farmers' Markets



The Vendor's Role

Start with a fresh, quality product that is showcased in the stall. Engage clients to educate, build a relationship and meet their needs and desires.



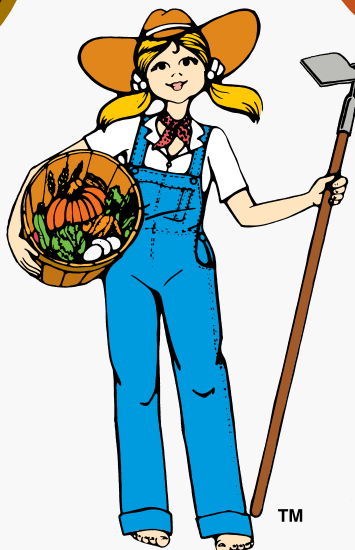
Evaluation and Statistics

Stay in touch with customer desires, track success, and make improvements through gathering statistics and evaluating the market.



Managing and Leading the Market

Create a positive environment that focuses on promoting the people and products through a passion for local food, building relationships, experimenting with change and personal development.



Farmers' Market

Market Governance

Use a combination of sponsor, community and vendor representatives to get a broad perspective and train governance members on their roles and responsibilities.



Market Activities and Special Events

Draw clients to the market with special events and activities that focus on demographics, promoting vendors, and educating clients.



Planning and Strategy

Are you a destination, educator, family outing or community hub? Build a shared understanding of the market direction and foster partnerships to achieve it.



While Albertans acknowledge that farmers' markets are one of the best sources for local food, the opportunity for growth of farmers' markets is grounded in our ability to encourage patrons to visit more often and spend more money on each visit. The following best practices help to make Alberta Approved Farmers' Markets vibrant and successful.



Market Promotions

Tell a story through a combination of communications mediums and keep the message fresh. Leverage resources to get the most out of your promotions.



Location, Atmosphere, and Layout

Visibility, accessibility, ambiance draw clients to the market. A planned approach to vendor placement draws clients through the market.



Vendor Recruitment, Selection and Expectations

Be intentional and clear in your selection and expectations. Entice or reward desired vendors through stall pricing.

Community Engagement

Demographics, local organizations and businesses, history, or food trends can define your community. Find innovative, mutually beneficial ways to get the community involved.