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NF96-313 Guides for Development of a Farmers Market

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University of Nebraska-Lincoln

Guides for Development of a Farmers Market

by Laurie Hodges, Vegetable Specialist

TO MARKET! TO MARKET! University of
Massachusetts Cooperative Extension System
44 Bank Row
Pittsfield, MA 01201
(413) 448-8285

Promotional ideas that will bring customers to
your farmers market.

Cost: Send \$.98 in stamps no cash or checks

**ORGANIZER'S GUIDE FOR SETTING UP
AN OPEN AIR FARMERS MARKET** Food
Resource Coordinator
Division of Social and Economic Opportunity
Executive Office of Communities and
Development
100 Cambridge Street, room 1103
Boston, MA 02202

Step-by-step guide for establishing a farmer's
market.

Cost: Free. Copies available through UNL
Department of Horticulture.

**PROMOTION & ADVERTISING FOR
KENTUCKY'S DIRECT MARKETS**

Information on direct marketing, promotion, and
advertising. Four pages of sample ads.

ID - 106
University of Kentucky College of Agriculture
Cooperative Extension Service
Distribution Center
Lexington, KY 40546-0291
(606) 257-7571

No charge for single copies. (Use the search
engine for the University of Kentucky site to
locate related online publications.)

**A GUIDE TO STARTING, OPERATING,
AND SELLING IN FARMERS MARKETS**

Cooperative Extension Service
Kansas State University
Manhattan, KS 66506
(913) 532-6173

Tips include information on location, advertising and promotion, and using the market outlet effectively.

Cost: Free. Copies available through both UNL and Kansas State Departments of Horticulture

**STEP MANUAL FOR ORGANIZING AND
ESTABLISHING A MUNICIPALLY
SPONSORED RETAIL FARMERS MARKET**

Michigan State University
Cooperative Extension Service
MSU Bulletin Office
10-B Agriculture Hall
East Lansing, Michigan 48824-1039

How to organize and implement a successful retail farmers market. Especially appropriate for larger municipalities. Considerable information of practical use regardless of market size. A large, 3-ring binder format.

Cost: \$30. Payable to Michigan State University.

FARMERS MARKET GUIDE

Extension Publications
University of Missouri-Columbia
2800 Maguire
Columbia, MO 65211
(314) 882-7216

Based on experiences of the organizers of farmers markets in Missouri and other states. Detailed information including sample forms, letters and more.

Cost: \$2 each, plus \$1 shipping/handling

**FARMERS' MARKETS AND RURAL
ECONOMIC DEVELOPMENT**

Cornell Instructional Materials Service
Department of Education
420 Kennedy Hall
Cornell University
Ithaca, NY 14853
(607) 255-9252
Internet address: VB17@cornell.edu

This publication discusses how public agencies can assist farmers markets in contributing to rural development.

Cost: \$4

**STARTING AND STRENGTHENING
FARMERS MARKETS IN PENNSYLVANIA**

Center for Rural Pennsylvania
Penn State Cooperative Extension
212 Locust Street
Harrisburg PA 17101
(717) 787-9555

This hands-on guide provides information on getting potential farmers interested, choosing a site, organizing a market, sample by-laws, low-cost marketing strategies and much more.

Cost: \$4

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