

Farmers' Market Management Network

WORKING COOPERATIVELY TO ENHANCE OHIO FARMERS' MARKETS

January 24, 2017

Friends of Farmers' Market Management Network,

"Work hard in silence; let your success be your noise." And in 2017, we're going to make some noise!

The continued support of farmers' markets, local food, and healthy diets is overwhelming! Markets offer high quality, locally grown food for communities all over Ohio, and contribute to Ohio's largest industry. In 2008, the Farmers' Market Management Network (FMMN) was formed to organize the efforts of many throughout the state in a cooperative manner. Today, the Network has more than 50 members, representing farmers' markets, vendors, municipalities, and many others who feel vested in their local food system.

Over the past six years, our organization has become a valuable resource. Because of our work together, the mission of the Farmers' Market Management Network has grown to include:

- Providing access to local foods.
- Assisting area farmers, producers, and artisans with sustainable business opportunities.
- Furthering the economic development of our communities.
- Assessing and addressing the needs of farmers' markets around Ohio.
- Representing our agricultural partners in local, state, and federal issues.

So, what's new for 2017? How will we continue to move the needle?

This year, the Farmers' Market Management Network will:

- Host the 8th annual Ohio Farmers' Market Conference: ***Building Markets Together: Producers, Managers, Consumers***
- Continue its work to advance a statewide incentive network.
- Coordinate regional meetings within the five regions once per quarter.
- Arrange membership benefits such as discounted advertising rates.
- Communicate the needs of our membership to local, state, and federal agencies.

These are just a few of the things we're working on this year. We hope to share much more, and in much more detail at the annual conference on March 2nd and 3rd. This year's conference will be held in Dublin once again, and our keynote speaker is the farmers' market expert in organizing and development, and bestselling author of "***The New Farmers' Market***," **Vance Corum**. [Click here to register for the 8th annual conference.](#)

This year, the conference will focus on education and professional development of those who serve their community and make farmers' markets possible. In addition to presentations by Mr. Corum, topics include:

- Wine sales and the corresponding regulations from Division of Liquor Control
- Food Safety Modernization Act (FSMA) regulations and implementation
- How to make a big impact with a few dollars with social media advertising
- Learn how to write an award-winning grant

Now, to the point of our letter... The Farmers' Market Management Network is supported by volunteers and funded by grants, memberships, and sponsorships. FMMN is run by an all-volunteer board and operates on a small budget.

The Network's continued success comes from our broad base of support within the state, including your annual membership. Through your support, FMMN will continue to improve the quality of our marketplaces and our vendors. Our organization has become *the* agency for farmers' market managers, vendors, corporations, municipalities, students, and others who seek information regarding farmers' market trends and local food.

With that said, allow us to share our 2017 annual membership structure and its benefits.

VENDOR MEMBERSHIP

While the Network has always offered membership to vendors, we are seeking to expand our interaction in 2017, including a vendor track during our annual conference. Topics include marketing, wine sales at market, the Food Safety Modernization Act, and connecting with customers. Our presenters will speak directly to the needs of vendors. In addition to the conference, our service to vendors will continue to grow as experienced vendor members mentor and help in navigating requirements to participate in local markets. **This membership is \$25 annually.**

FARMERS' MARKET MEMBERSHIP

Because the needs of a farmers' market vary widely, and largely based on their size, the farmers' market membership will be broken into three categories.

- **Markets with 20 vendors or less will pay \$50 annually.**
- **Markets with between 21-50 vendors will pay \$75 annually.**
- **Market with more than 50 vendors will pay \$100 annually.**

Please renew your membership today! You may renew online at www.fmmn.org or by mailing your renewal to:

Farmers' Market Management Network
PO Box 527
Worthington, Ohio 43085

MEMBERSHIP BENEFITS

New in 2017, we have added a series of benefits including discounts, opportunities and events, and we will continue to expand upon this list throughout the year.

- 25% discount on ManageMyMarket.com market management software
- 20% discount on advertisements with Edible Columbus
- 15% discount on advertisements with Natural Awakenings of Central Ohio
- Private Facebook groups for communicating in real time with Ohio colleagues
- Access to a Dropbox resource library

As always, our website is an excellent resource for connecting with other members, retrieving tools and educational materials and staying up-to-date on changes in regulations affecting Ohio farmers' markets.

We are proud of what we have accomplished thus far, and could not have done it without you! If you have any questions about our membership, please do not hesitate to contact us. As the demands for our services grow, so will our impact. We invite you to be a part of it with us!

Sincerely,

Jaime Moore
President, Board of Directors
Farmers' Market Management Network

