



## Richmond City Council

The Voice of the People

Richmond, Virginia

### OFFICIAL PROCLAMATION

By virtue of the authority vested by the Commonwealth of Virginia, Code of Virginia and Richmond City Charter, Richmond City Council, as the governing body of the City of Richmond, does hereby and officially proclaim:

## Richmond Farmers' Market Week August 1 - 7, 2010

**Whereas**, The Honorable Members of Richmond City Council, the governing body of Richmond, recognize, honor, and celebrate the growth and sustainability of local Farmers' Markets throughout our great city; and

**Whereas**, Farmers' Markets provide produce that is grown locally and therefore harvested at the peak of ripeness, which significantly increase nutritional value and quality; and


**Whereas**, Farmers' Markets increase our community's access to healthy food and provide community meeting places where families and friends can come together to talk, enjoy each other's company, and learn more about their neighborhoods; and

**Whereas**, Richmond has 13 local Farmers' Markets that offer some of the highest quality fruits, vegetables, cheese, meats, flowers, herbs, organic items, baked goods, homemade preserves, handmade goods, local art, prepared food, original clothing, coffee, entertainment, and other items; and

**Whereas**, buying products locally increases our local economy and significantly reduces the amount of energy required for transportation;

**Now Therefore**, The Honorable Members of Richmond City Council do hereby and officially proclaim and establish **Richmond Farmers' Market Week** during the week of August 1-7, 2010 and encourage all Richmond citizens to visit and purchase goods from one of the 13 thriving Farmers' Markets in our city.

In Witness Whereof, I have hereunto given under my hand this 28th Day of July, two thousand ten of the Common Era, in the two hundred twenty-ninth year of the City of Richmond, in the two hundred thirty-fifth year of the Commonwealth of Virginia and United States of America.

  
The Honorable Kathy Graziano  
President, Richmond City Council  
Councilwoman, Southwest 4th District

Richmond City Council | Richmond City Hall | 900 East Broad Street | Richmond, Virginia 23219 U.S.A.

### RICHMOND CITY COUNCIL

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Highly Successful: South of the James Farmers' Market at Richmond's Forest Hill Park, Richmond, Virginia

*To Market to Market: How to create a wildly successful:*

# COMMUNITY FARMERS' MARKET

# "EXPERIENCE"



## To Market To Market: How to Create a Wildly Successful Community Farmers' Market "EXPERIENCE"



A successful Community Farmers' Market is a planned and managed experience.

### Step One: Market Research

Find out if the community wants and would buy from a Farmers' Market.

How: Poll residents through neighborhood/community groups, newsletters, websites, social media, and blogs.

Ask questions like:

- Would you buy from a Farmer's Market?
- What types of things would you like to see at a Farmer's Market?
- When would be good: months, days and times?
- Where would be a good location?

Find out what state and local laws and regulations are for such an event.

### Step Two: Business Plan

Write out a clear plan.

What to include:

- Name of the Market
- Mission Statement
- Include organizational structure of Market and who is in charge
- A Paid Market Manager position for operations and public relations (Having a market run by volunteers is rarely sustainable over time.)
- A realistic budget that includes revenue from fees and donated support funds (Markets are rarely able to operate on just vendor fees)
- Public Relations/Communication Plan for market (To include Logo/Brand Identity Standards, advertising, public relations activities - and on-site entertainment, promotions, events, music, dance, visual arts, and educational activities.)
- When market will be held (Months, days, times)
- Fair and enforceable rules and a vendor agreement form (To include types of products can be sold and standards of behavior)



### Step Three: Location

Choose and secure the use of a good location.

What to consider:

- Long-term use of location is available for planned market schedule
- A populated residential area
- Walk-able location
- Free and plentiful parking
- Ample space for the market to grow
- A public park should be considered
- Location of vendors in one area, not spread out

### Step Four: Hire Market Manager and Implement

Hire a strong, passionate and experienced person to be a market manager. Whether full or part-time position, this position should be paid a fair salary.

A manager should:

- Solicit and sign up vendors for Market
- Use Public Relations and Advertising to promote Market
- Administer day to day operation of Market and enforce Market rules
- Plan that each market event will include at least eight vendors
- Plan that each market event will include at least two PR activities
- Manage financial records of Market
- Understand that a Market provides a community meeting place
- Know diversity is important and should include fruits, vegetables, art, meats, cheese, flowers, herbs, organic items, homemade goods, prepared food, original clothing, coffee, and other items

### Step Four: Continuous Evaluation

For growth, enhancement, and improvements.

This should include:

- Adding more vendors and public relations activities
- Gathering and using feedback from customers and vendors

