



*American Farmland Trust's*

# Farmers Market Celebration



**American Farmland Trust**

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# What's this all about?



**The most powerful tool we have to protect farmland – our fork.** That's the message of our summer-long campaign to promote farmers markets and the people and the places behind them — bringing us fresh and healthy foods.

Now in its eleventh year, our Farmers Market Celebration rallies community support for local food all while raising awareness about the loss of America's farmland and its impact on local food. The role that markets play is invaluable, not only because they provide us with such a vital source of food, but in the words of AFT's president, John Piotti, "Farmers markets have been at the leading edge of educating consumers about where food comes from and reinforcing AFT's message of No Farms No Food." And here at AFT, we know it starts on your fork.

## **A bit about us...**

Since 1980, American Farmland Trust has helped permanently protect over 6.5 million acres of farmland and ranchland and reduced development pressure on over 300 million additional acres. We have championed environmentally sound farming practices that are now used on farms of all sizes across the nation. We've had a positive impact on over 500,000 farmers and ranchers and on everyone who eats!

# Every great guide has a FAQ.

## Who is American Farmland Trust? Why is American Farmland Trust hosting this summer-long celebration?

American Farmland Trust launched the conservation agriculture movement and founded the Farmers Market Celebration. Our bottom-line message can be summarized in four words: “No Farms No Food.” Without plenty of healthy farmland—and farmers to steward it—we won’t have the food we need for our future. Or a planet we can live on. We are calling for your awareness, concern, and support to save farmers and the farmland that sustains us all.

Direct to consumer sales account for an important share of farm revenue and at a time when many farmers are struggling to stay afloat, AFT has seen that producers who participate in markets have a better chance of succeeding.

Not only are we seeing a link between the success of farmers that participate in direct to consumer sales, we have seen that farms closest to America’s cities are often providing of the food found at farmers markets.

Those very same farms at your local markets are directly in the path of development. AFT wants to use this celebration to raise awareness about the vital link between farmers and our local food, and the challenges they face every day.

## How do I ensure my market is registered to participate?

If your market isn’t currently listed, please let us know. All markets must be listed on the USDA’s [National Farmers Market Directory](#) to participate. If you would like to be added or removed from the Farmers Market Celebration website, please send an email to [marketinfo@farmland.org](mailto:marketinfo@farmland.org).

## What if I have not registered my farmers market in the USDA directory?

Contact American Farmland Trust at [marketinfo@farmland.org](mailto:marketinfo@farmland.org) and we will do what we can to help you.

## How do shoppers participate in the celebration?

Participants visit <http://www.markets.farmland.org> to recommend and endorse their farmers market. Once they’ve recommended your market, they can leave a brief comment on your farmers market’s page on the Farmers Market Celebration website to show their support publicly. You can also send your customers directly to your farmers market unique page copying the link in your browser window. Check out the videos in the market manager toolbox online for more tips on promoting your market.

## Is it mandatory to donate to American Farmland Trust to participate in the celebration?

No, it is not mandatory for farmers markets participating in the celebration to donate to American Farmland Trust. However, donating will help support our continuing efforts to support farmers and protect farmland.

### How long will the celebration last?

The celebration starts on June 27, 2019, at noon EST and ends on September 20, 2019, at midnight EST.

### How will people hear about the Farmers Market Celebration?

All summer long, we conduct a national outreach and engagement campaign. We will provide a national backdrop of enthusiasm for farmers markets while you conduct your own outreach to the community, consistently creating buzz around the celebration. By communicating together using **#OnMyFork** we can really build momentum and create a national conversation about the best of local farmers markets.

### How can I get promotional materials for my market?

From press release templates to social media tools and buttons for your website, we will help you get out the word this summer! Keep reading for templates on the Celebration launch and suggested social media posts. Also, download the official Farmers Market Celebration logo found under the “Market Manager” tab on the website.

### Can I track the number of ratings and reviews made for my farmers market?

Once the celebration gets going, we will release leaderboards showing the top performers in each award category. In addition, you can track, share, and interact with the celebration using **#OnMyFork** and the story sharing feature of the website.

### What are the benefits of participation for farmers markets?

- An opportunity to build relationships with your customers, local media, and your farmers market’s existing stakeholders.
- A chance to gain national recognition and win promotional opportunities for your market.
- Greater awareness and excitement about farmers markets in your community.
- A chance to learn what your customers think about the market.

### Do I get to see the comments that participants post for my market?

Yes, all comments submitted on your farmers market page will first be reviewed by an AFT staff member and then published on the website. The comments will only answer the question “what is great about this farmers market?” Comments that are not relative to that question will not be posted although if we receive questions or concerns, we may pass them along to you to address directly.

Can the farmers at my farmers market be highlighted on #OnMyFork?

Yes! We are always looking for new farmers to highlight on our website. Please contact Alex Johnson, AFT membership coordinator, by phone at (202) 378-1224 or by email at [ajohnson@farmland.org](mailto:ajohnson@farmland.org).

This was quite helpful, but I still have a question.

If you have any further questions, please contact Alex Johnson, AFT membership coordinator, by phone at (202) 378-1224 or by email at [ajohnson@farmland.org](mailto:ajohnson@farmland.org).

## Press Release Template

[Your Farmers Market Name] in the Running for National Recognition

FOR IMMEDIATE RELEASE

Date

Media Contact (Your name, email, and phone number)

YOUR TOWN, STATE, DATE –

[Market Name] is in the running to receive national recognition from American Farmland Trust, a national nonprofit dedicated to saving farmland for the next generation. Shoppers are encouraged to come to the market [market hours, location] and then endorse the market by visiting [markets.farmland.org](http://markets.farmland.org).

What you put on your fork matters. That’s the message behind American Farmland Trust’s eleventh annual Farmers Market Celebration. The celebration calls on shoppers to get out and support their local farmers markets. The summer-long event launched June 27, 2019.

“In many regions, farmers markets have been vital to keeping existing farms in business and enabling new farms to get started.” said John Piotti, American Farmland Trust president. He goes on, “Farmers markets have been at the leading edge of educating consumers about where food comes from and reinforcing AFT’s message of No Farms No Food.”

[Insert quote from a spokesperson for your farmers market about why you think your market deserves to be recognized]

Shoppers are encouraged to use Instagram and join the local food community in saving farmland with their forks, as part of AFT’s “#OnMyFork” social media campaign. Supporters are encouraged to post pictures or videos of their farmers market to Instagram using the hashtag #OnMyFork.

Not only are we seeing a link between the success of farmers that participate in direct to consumer sales, we have seen that farms closest to America’s cities are often providing of the food found at farmers markets. American Farmland Trust wants to use the Farmers Market Celebration to raise awareness about the challenges facing farmers and the power of local food.

To learn more and participate, visit [markets.farmland.org](http://markets.farmland.org) today. YOUR MARKET NAME. (Brief sentence about a particular program you’re proud of at the farmers market). The Celebration will run during the summer season and end September 21, 2019.

###

NOTE: When sending to media outlets, include a photo from your local farmers market, as well as your market’s logo and the logo for the Farmers Market Celebration (found in the “Graphics” section of the website)

## Email

Subject line: Show some love for **Your Market**

Dear **First name,**

Do you think **YOUR MARKET** is one of the best in the country? OF COURSE!

But we need your recommendation to let others know how the **[farmers market name]** is helping family farmers and bringing together the **[your town, city or neighborhood]** community.

Head over to [American Farmland Trust's Farmers Market Celebration \[HYPERLINK TO YOUR MARKET PAGE DIRECTLY\]](#), and recommend us as one of the best regional farmers markets.

American Farmland Trust is recognizing markets throughout the country and will be awarding a "People's Choice" market at the end of the summer. This award is based not only on votes, but story and picture submissions with #OnMyFork over the course of the celebration, giving markets of every size the best chance to get in the game!

Here is what **[Your Market Name]** is doing to excel:

**Visit the market [tomorrow, Saturday etc.], and help put [hometown name] on the map! [HYPERLINK TO YOUR MARKET PAGE DIRECTLY]**

Thanks for your help, and we'll see you at the market!

## Blog Post

Share this post on your blog or ask an influential blogger in your community or region to post on your behalf.

**Title: What you put on your fork matters.**

The most powerful tool we have to protect farmland is our fork. That’s the message of AFT’s summer-long campaign to promote farmers markets and the people and the places behind them — bringing us fresh and healthy foods. The celebration calls on shoppers to support farmers by voting, sharing stories, and of course getting out to visit their local farmers market.

Farmers markets have a lot to offer. Beyond the beautiful array of fresh and local food, farmers markets help farmers thrive, and connect us as a community – that’s the power of local food.

If you have ever been to [Your Market Name], you may already know that they are the gold standard for farmers markets in these areas. If you haven’t been to the market before, here are a few reasons why [Your Market Name] deserves nationwide recognition:

To help shine a light on [Your Farmers Market] just go to [www.markets.farmland.org](http://www.markets.farmland.org) and search for [Your Market] (or hyperlink directly to your market’s unique page)

Include a photo from your local farmers market, as well as your market’s logo and the logo for the Farmers Market Celebration (found in the “Graphics” section of the website)

## Social Media

Follow the Celebration on social media, share our posts (or make your own!), and engage your market's community. In your outreach, be sure to share what your market does that makes you stand out.

Help us grow the national conversation about the best of America's local farmers markets by using hashtags: #OnMyFork and #NoFarmsNoFood.



**<https://www.facebook.com/AmericanFarmland>**

Suggested Post: Support our local farmers at the farmers market this week. Then recommend us as one of the nation's best farmers markets in American Farmland Trust's Farmers Market Celebration. #NoFarmsNoFood [www.markets.farmland.org](http://www.markets.farmland.org)



**@AmericanFarmlandTrust**

Be sure to encourage your shoppers to use Instagram, by posting pictures or videos of your farmers market using the hashtag #OnMyFork.



**<https://twitter.com/Farmland>**

Suggested Tweet: Do you think @[your handle] is one of the best in the nation? Tell @Farmland: [markets.farmland.org](http://markets.farmland.org) #NoFarmsNoFood