



Frequently Asked Questions:

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.

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

Contact American Farmland Trust at marketinfo@farmland.org and we will do what we can to help you.

How do shoppers participate in the celebration?

Participants visit 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.

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.