



2022 America's Farmers Market Celebration

Communications Toolkit



Find more information and endorse your favorite market at
markets.farmland.org

Introduction

America's Farmers Market Celebration (AFMC) is the only annual ranking of the top farmers markets in the United States as voted on by the public. Since 2008, the AFMC has highlighted the important role farmers markets play in communities across the nation while celebrating the farmers, staff, and volunteers that make markets happen. While they've long served as pillars of local food in urban centers and town squares, in recent years, farmers markets have gained the national recognition they deserve as essential businesses that power farmers and communities to thrive.

The AFMC database and interactive map on markets.farmland.org is the largest listing of farmers markets in the United States, containing more than 7,000 listings and allowing anyone in America to find local farmers markets wherever they live or visit. Help us make sure our information is as current as possible. If you see a market listed that is no longer active, please email us at marketinfo@farmland.org and ask us to remove it.

The 14th annual AFMC will run June 20 through September 19, 2022, on markets.farmland.org, and is a fun competition that can help your favorite farmers market earn national recognition and local prestige. By encouraging voting all summer long, you can help your market take home a piece of the \$10,000 prize pool. Whether you are a market manager, market vendor, or a dedicated farmers market shopper, you'll find information below that will help you make the most of the 2022 Celebration.

Connect With Us

- Find your market, vote, and access resources: <http://markets.farmland.org>
- Email us: marketinfo@farmland.org
- Like [American Farmland Trust](#) and [Farmers Market Coalition](#) on Facebook
- Follow [@Farmland](#) and [@FMCorg](#) on Twitter
- Follow [@americanfarmlandtrust](#) and [@fmcorg](#) on Instagram
- Sign-up for email updates: markets.farmland.org/sign-up/

In This Toolkit

This toolkit was developed to help farmers market managers, vendors, and shoppers effectively promote participation in the 2022 AFMC. Encouraging your contacts and supporters to vote in the 2022 AFMC is the best way to help your market earn national recognition, cash prizes, and more!

We hope you find the following resources helpful. For more information, please contact AFT's Director of Digital Communications, Greg Plotkin, at gplotkin@farmland.org.

- [Farmers Market Celebration Overview and Messaging Points](#)
- [Sample Press Release](#)
- [Sample Email](#)
- [Sample Blog/Language for E-Newsletters and Websites](#)
- [Sample Social Media Posts](#)
- [Printable Marketing Templates, Infographics and More](#)



2022 America's Farmers Market Celebration Overview and Messaging Points

Overview

Rules and Timing

The 14th annual America's Farmers Market Celebration will recognize the most popular markets in the nation for 2022. This year's AFMC will run from June 20 – September 19, 2022. The winners are chosen through votes cast on the AFMC website at markets.farmland.org. Each email address can cast one vote and voting will close promptly at 5 p.m. ET / 2 p.m. PT on September 19.

Prizes and Recognition

This year, AFT has increased the total cash prizes to \$10,000 and expanded the awards to cover the top five markets nationally (compared to the top three in past years). The breakdown of prize money is as follows: \$5,000 for 1st, \$2,500 for second, \$1,500 for 3rd, \$750 for 4th, and \$250 for 5th. In addition to the prize money, the top markets also receive national and local press coverage, complimentary American Farmland Trust and Farmers Market Coalition memberships, free one-year access to [Farmers Market Metrics](#), 1 <3 My Farmers Market stickers, No Farms No Food gear, and other special swag to show off!

The AFMC also identifies the top markets in each state as well as in the Northeast, Southeast, Midwest, Southwest, and Pacific regions.

Celebration, not Competition

We believe that every farmers market in America is special in its own way. Big or small, in cities or rural towns, farmers markets nourish their communities while helping local farmers, food makers, and artisans thrive. While the AFMC does rank America's favorite markets, our intention is to lift up the vital role farmers markets play across the country. The AFMC database and interactive map on markets.farmland.org is the largest and most comprehensive listing of farmers markets in the United States, containing more than 7,000 listings and allowing anyone in America to find local farmers market wherever they live or visit.

Key Message Points

About the America's Farmers Market Celebration (AFMC)

- The America's Farmers Market Celebration is a yearly event held since 2008 and currently presented by American Farmland Trust and the Farmers Market Coalition

- AFMC is the only annual ranking of the top farmers markets in the United States as voted on by the public
- The AFMC database and interactive map on markets.farmland.org contains more than 7,000 listings in the America – help us keep it current by emailing marketinfo@farmland.org and identifying any markets that no longer are active
- The 2022 AFMC runs June 20 – September 19, 2022, and will award \$10,000 in total prizes to the top five farmers markets in America

About American Farmland Trust

- American Farmland Trust is the only national organization that takes a holistic approach to agriculture, focusing on the land itself, the agricultural practices used on that land, and the farmers and ranchers who do the work.
- AFT launched the conservation agriculture movement and continues to raise public awareness through our No Farms No Food® message.
- Since its founding in 1980, AFT has helped permanently protect over 6.5 million acres of agricultural lands, advanced environmentally sound farming practices on millions of additional acres, and supported thousands of farm families.

About Farmers Market Coalition

- Farmers Market Coalition is a 501(c)(3) nonprofit dedicated to strengthening farmers markets across the United States so that they can serve as community assets while providing real income opportunities for farmers.
- The Farmers Market Coalition is driven by three complementary goals. First, farmers earn fair prices for the fruits of their labor by selling directly to consumers. Second, consumers gain access to fresh, nutritious, local produce. And third, communities regain a figurative “town square,” experiencing the many positive outcomes of foot traffic and animated public space.

Press Release Template

When sending to media outlets, include a photo from your local farmers market, as well as your market’s logo and the [America’s Farmers Market Celebration logo](#). If desired, contact AFT Media Relations director Lori Sallet at lsallet@farmland.org to obtain a quote and additional assistance from AFT staff.

Community Support Needed to Help [Your Market Name] Be Crowned the Top Market in America

FOR IMMEDIATE RELEASE

Date

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

[Your town, state, date] – Today, **[Your Market Name]** is encouraging supporters to cast their vote in the [14th annual America’s Farmers Market Celebration](#), presented by American Farmland Trust and Farmers Market Coalition. Between June 20 – September 19, 2022, visit markets.farmland.org, find your favorite market, and vote to put it in the running for national recognition and cash prizes.

In 2022, the Celebration will award a record \$10,000 in total cash awards to the top five markets in America-- \$5,000 for first, \$2,500 for second, \$1,500 for third, \$750 for fourth, and \$250 for fifth. These funds will be awarded to markets for marketing, communications, and other needs that help expand the market's reach and impact.

American Farmland Trust, a national nonprofit dedicated to saving farmland, promoting sound farming practices, and keeping farmers on the land, has run the Celebration for 14 consecutive years, elevating the increasingly essential role farmers markets play in providing communities with access to fresh, locally grown food and connecting farmers directly with their customers. In 2021, the Farmers Market Coalition joined the Celebration as a new partner and co-sponsor of the event.

"In many regions, especially during these unprecedented times, 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 and CEO. "At AFT, we believe that every farmers market in America is special in its own way, helping to connect farmers to customers, and customers to local, healthy food."

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

To learn more and participate, visit markets.farmland.org today. **[Brief sentence about a particular program you're proud of at your farmers market]**. The Celebration will run during the summer season and end promptly at 5 p.m. ET on Sept. 19, 2022.

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Email Template

Customize this template for a list of email supporters to drive votes for your market. Remember to ask your supporters to vote regularly throughout the summer. The more you ask, the more votes you'll receive!

Subject line: Help crown us America's favorite farmers market...and take home \$5,000!

Dear **First name**,

Do you think **[Your Market Name]** is one of the best in the country? We hope so, because we need your help!

Each summer, American Farmland Trust and Farmers Market Coalition team up to recognize America's favorite farmers markets through their annual America's Farmers Market Celebration. This summer, cast your vote for **[Your Market Name]** between June 20 – September 19, 2022 to help us take home the top spot and the \$5,000 prize.

Voting in America's Farmers Market Celebration is easy. Simply head to **[URL for Your Market's Page on Markets.Farmland.Org]** between June 20 – September 19, 2022 and click the vote button. That's it. You can also find our market's page by visiting markets.farmland.org and finding us on an interactive map of farmers markets across the country.

This year, **[Your Market Name]** is **[what your market is doing to support your community]**.

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

Blog Post Template

Share this post on your blog or ask an influential blogger in your community or region to post on your behalf. Include a photo from your local farmers market, as well as your market's logo and the [America's Farmers Market Celebration logo](#).

Title: Help **[Your Farmers Market]** Earn the Title of America's Favorite Farmers Market

While they've long been pillars of local food in urban centers and town squares, in recent years, farmers markets have gained the national recognition they deserve as essential businesses that enable farmers and communities to thrive.

This year, **[Your Farmers Market]** is participating in the America's Farmers Market Celebration (AFMC), the only annual ranking of the top farmers markets in the United States as voted on by the public. Since 2008, AFMC has highlighted the important role farmers markets play in communities across the nation while celebrating the farmers, staff, and volunteers that make markets happen.

The 14th annual AFMC, set to run between June 20 and September 19, 2022 on markets.farmland.org, is a fun competition that can help our market earn national recognition and local prestige. With votes from supporters like you, we're hoping to take home part of the \$10,000 prize pool. This money would help us ... **[What your market could do with the prize money]**

If you have ever been to **[Your Farmers Market]**, you already know it's the gold standard for farmers markets in the region. If you haven't, here are a few reasons why **[Your Market Name]** deserves nationwide recognition:

[What your market is doing to support your community]

To vote for our market, visit **[URL of Your Market's Unique Page]** today!

Social Media

Posting regularly about the AFMC on social media platforms is one of the best ways to remind your supporters to vote for your market all summer long. Below, you'll find sample social media posts that can be used in your marketing and promotion. Customize the posts and add a direct link to your market's page on markets.farmland.org. Help us grow the national conversation about the best of America's local farmers markets by using the hashtag #NoFarmsNoFood.



Facebook Suggested Posts

You can help us take home bragging rights (and \$5,000!) as America's favorite farmers market by voting in the 14th annual America's Farmers Market Celebration, presented by @AmericanFarmlandTrust and @FMCorg. Head to **[URL of Your Market's Unique Page]** and cast your vote today!

Did you know that America's Farmers Market Celebration is the only annual ranking of the top farmers markets in the United States as voted on by the public? Help us take home the top spot, and part of the \$10,000 prize pool, by encouraging your family and friends to vote through September 19, 2022, by visiting **[URL of Your Market's Unique Page]**.



Instagram Suggested Posts

This summer, recommend us as one of the nation's best farmers markets in the 14th annual America's Farmers Market Celebration sponsored by @americanfarmlandtrust and @FMCorg. Your endorsement could help us earn national recognition and a piece of the \$10,000 prize pool! Vote today at [\[URL of Your Market's Unique Page\]](#).

Every farmers market in America is special in its own right, but we happen to think that ours is one of the best in the nation! This summer, help us take home the \$5,000 top prize in the 2022 America's Farmers Market Celebration, presented by @americanfarmlandtrust and @FMCorg. Through September 19, visit [\[URL of Your Market's Unique Page\]](#) to cast your vote for us. Remember to tell your friends and family to vote too!



Twitter Suggested Posts

Do you think we have one of the best farmers markets in the nation? Help us earn national recognition and cash prizes by voting in the 14th annual America's Farmers Market Celebration sponsored by @Farmland and @fmcorg. [\[URL of Your Market's Unique Page\]](#).

The interactive map compiled by @Farmland and @FMCorg on markets.farmland.org is one of the largest databases of farmers markets in America. Use the map to find your favorite market and cast your vote in the 2022 America's Farmers Market Celebration!

Printable Marketing Templates, Infographics, and More!

This year, we're excited to make new [printable rack cards](#) and [poster templates](#) available to help get the word out about the 2022 America's Farmers Market Celebration at your next community event. All of them are completely customizable. Print these resources and hand them out to customers at your market, post them on vendor tents, or send them out with your other promotional materials throughout the summer. These templates contain QR codes that allow your market's supporters to take a quick picture and get right to your market's page on markets.farmland.org.

For digital and social media promotion, we've created fully customizable graphics (formatted for [Facebook/Instagram](#) and [Twitter](#)) you can use in emails, on your website, and on social media platforms all summer long to encourage your friends, family, and market shoppers to vote for you in the 2022 America's Farmers Market Celebration.