

Farmers' Markets

Essential to the Success of Small Farms

Jennifer Bearden

UF IFAS Extension Okaloosa County

Marketing

- Many farmers enjoy the production and growing tasks.
- Marketing is essential for the farm to be sustainable.
- This is what sets you apart from being simply a hobby farm.

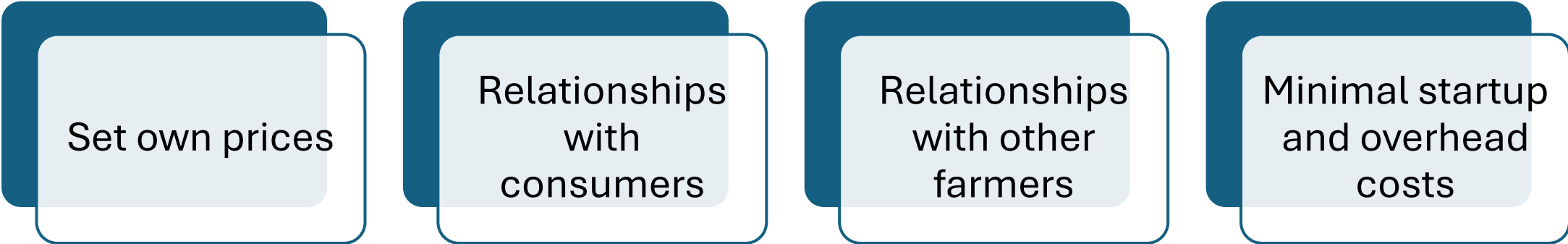




Farmers' Markets

- Traditional and longstanding market venue.
- Common space for farmers and consumers to connect.
- Location, hours, and facilities are important.

Advantages of Farmers' Markets



Set own prices

Relationships
with
consumers

Relationships
with other
farmers

Minimal startup
and overhead
costs

Farmers' Market Checklist



Obtain local business licenses and permits as required



Follow food safety practices



Cool products during storage/delivery



Package products accordingly



Create an attractive booth display



Follow farmers' market rules and regulations



Follow Florida Cottage Food laws and other regulations

Local Business Licenses and Permits

FDACS is the regulatory agency for selling produce

FDACS requires no permit or license to sell fresh, unprocessed fruits and vegetables

Counties or cities may require licenses or permits

Markets also may require growers' permits (insurance)

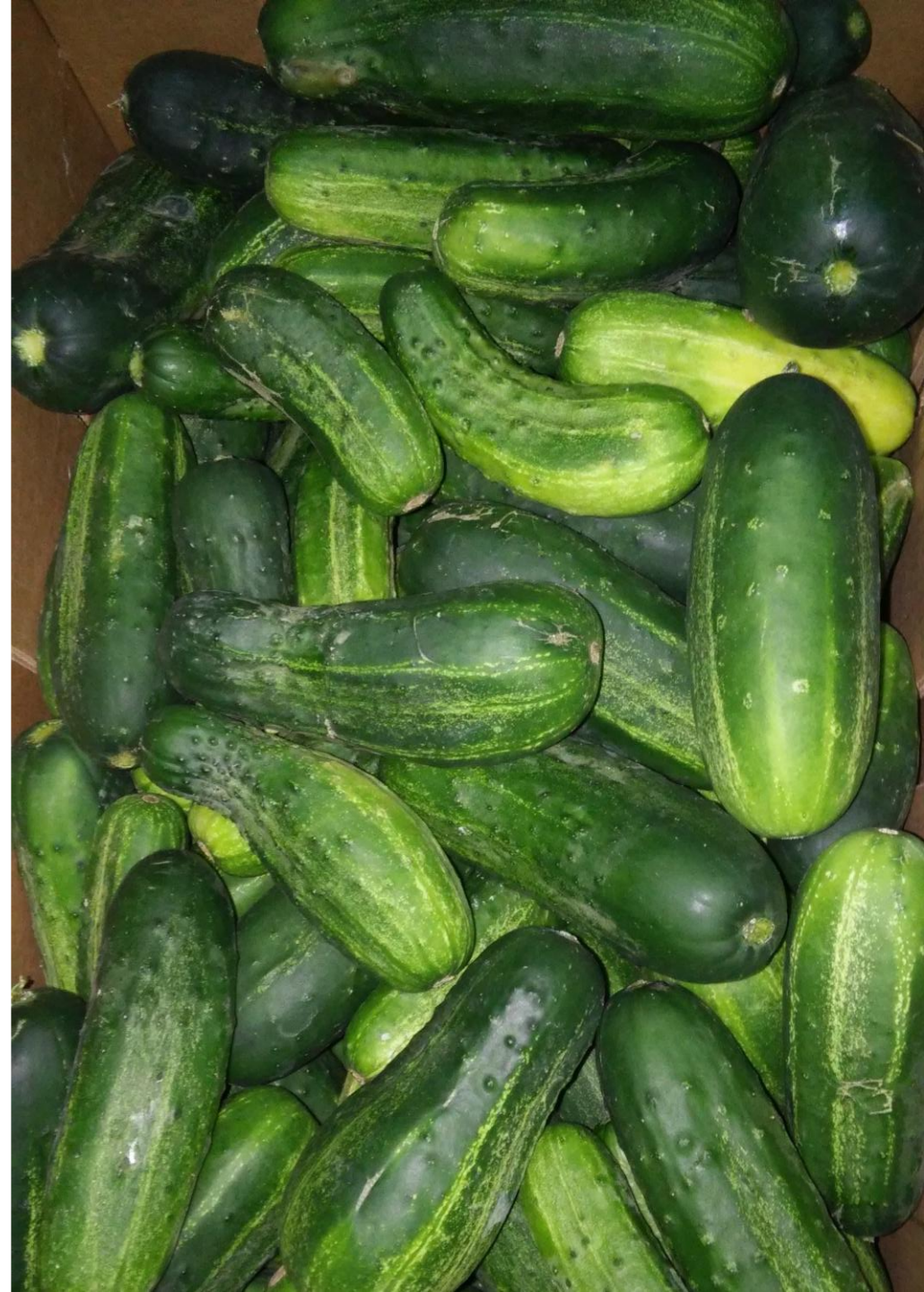


Food Safety

- Foodborne Illness is serious
- Food Safety plans are required to sell produce in other markets
- Having a plan is a good idea for smaller farms too

Storage/Delivery Cooling

- Produce should be cooled, stored and delivered in a way to maximize shelf life.
- Some crops require more cooling than others.
- Choose crops that fit your operation.
- Optimal temperature for mangoes is 50-54°F





Product Packaging

- Consumers make purchases based on emotions and packaging color and shape.
- Farm image
- Product quality
- Clean and simple
- Creative labeling

Booth Display

- Differentiate your product from others
- Creative and Attractive
- Color, signage, cleanliness





Farmers' Market Rules and Regulations

- Market Manager
- By-laws and Rules
- Structure, purpose, hours of operation

Florida Cottage Food Laws

- Value added products
- Low risk items
- Cottage Food labels
- Annual Gross Sales – less than \$250,000



More Resources

West Florida Research And Education Center

Panhandle Produce Pointers

Panhandle Produce Pointers information for consumers and producers.

Panhandle Produce Pointers

Produce Pointers
Sheets

Harvest Calendar

Farmer's Markets

Marketing Checklists

Production Calendar

Variety Testing



Panhandle Produce Pointers

Panhandle Produce Pointers' information provides consumers and producers with a variety of resources for growing and selling produce.

- <https://wfrec.ifas.ufl.edu/panhandle-produce-pointers/>
- This work was made possible by a Specialty Crop Block Grant
- This is the work of Matthew Lollar and Jennifer Bearden in cooperation with the Gulf Coast Small Farms Team