

Farmers Markets: 21st Century Agriculture

Steven Thomas



GROW



HARVEST



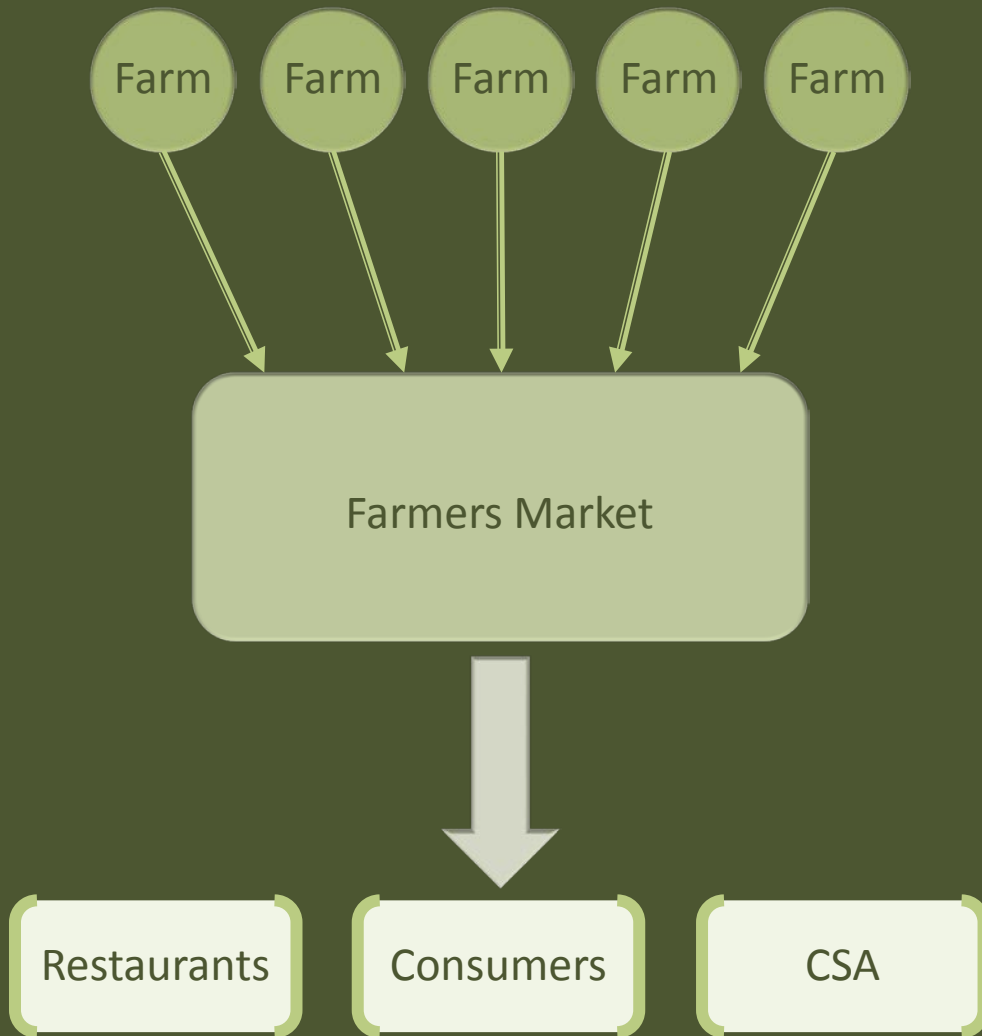
TRANSPORT



SELL



Farmers Markets: 21st Century Agriculture



Farmers Market:

A place where farmers and food producers sell their products directly to consumers.

Farmers Markets: 21st Century Agriculture

Due in part to the increased interest in healthier foods, a greater desire to preserve local cultivars and livestock (some of which may not be up to commercial shipping or yield standards) and an increased understanding of the importance of maintaining small, sustainable farms on the fringe of urban environments, farmers markets in the US have grown from 1,755 in 1994 to around 8,000 today.

In excess of 3 million consumers shop and more than 70,000 farmers sell at these markets annually. The United States Department of Agriculture estimates that these markets generate an estimated \$1.5 billion in consumer spending each year.

Build an economy around a local food system, support local farmers, create jobs for local urban and rural people, and develop the region's ability to retain more of the wealth spent on food in the area.

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Food Security

- ⚙️ Economic viability of small- and medium-size farm operations
- ⚙️ Conservation of heirloom and local cultivars
- ⚙️ Consumer access to healthy, locally grown foods
 - ⚙️ SNAP
 - ⚙️ EBT
 - ⚙️ Farm to Cafeteria
 - ⚙️ Food Policy



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Benefits to Farmers and Food Producers

- ⚙️ Expand marketing opportunities**
- ⚙️ Premium profit margin**
- ⚙️ Less handling, storage and refrigeration**
- ⚙️ Provides mentoring and education through contact with other farmers and food producers**
- ⚙️ Strengthens civic engagement between urban and rural communities**

Farmers earn fair prices for the fruits of their labor by selling directly to consumers.

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Benefits to Consumers and Community

- ⚙️ Fresher, higher quality foods
- ⚙️ Larger choice of food varieties
- ⚙️ Social interaction between producers and consumers, as well as neighbors
- ⚙️ Provide a unique outlet for local artists, craftspeople, musicians and artisans
- ⚙️ Generate foot traffic and awareness of surrounding businesses
- ⚙️ Keep local money in the local economy

Consumers gain access to fresh, nutritious, local produce.

Communities regain a figurative “town square,” experiencing the many positive outcomes of foot traffic and animated public spaces.

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Types of Farmers Markets

- ⚙️ **Producer-Only**
- ⚙️ **Producer and Re-Seller**
- ⚙️ **Produce Market**

‘Producer-only’ means that vendors at the market sell only what they themselves produce — resale of items purchased elsewhere is prohibited and ensures the integrity of a market and its vendors.

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Characteristics of a Successful Market

- ⚙️ **Management and Operations**
- ⚙️ **Rules and Regulations**
- ⚙️ **Promotion and Special Events**
- ⚙️ **Community Interaction**

Some markets are strictly managed, with rules for pricing, quality and vendor selection. Others are much more relaxed in their operations and vendor criteria.

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Management and Operations

- ⚙️ **Farmers farm. Managers manage.**
- ⚙️ **Truth in advertising.**
- ⚙️ **Playing nice with others.**
- ⚙️ **Too much of a good thing — the pitfalls of vendor selection.**

Some markets are strictly managed, with rules for pricing, quality and vendor selection. Others are much more relaxed in their operations and vendor criteria.

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Rules and Regulations

- ⚙️ **Standardized market rules.**
- ⚙️ **Minimum price lists.**
- ⚙️ **Farm inspection — trust, but verify.**
- ⚙️ **Problem solving 101 — keeping it within the market.**

Some markets are strictly managed, with rules for pricing, quality and vendor selection. Others are much more relaxed in their operations and vendor criteria.

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Promotion and Special Events

- ⚙️ **Generate free press.**
- ⚙️ **Social media.**
- ⚙️ **Websites.**
- ⚙️ **Produce-specific promotions.**
- ⚙️ **Cooking demonstrations and guest chefs.**
- ⚙️ **Cooking lessons for kids.**
- ⚙️ **Customer appreciation days.**
- ⚙️ **Musical accompaniment.**

Take advantage of every opportunity to promote your market through interviews with the local press and interacting with , Ag organizations, local businesses, government organizations, and non-profit organizations.

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Promotion and Special Events

FRESH NATION
BUY LOCAL • EAT FRESH

Buy Fresh Sell Fresh Know Fresh

DOWNTOWN GAINESVILLE MARKET ON THE SQUARE
Main and Spring Streets on the Historic Downtown Square
Gainesville, GA 30501

Get Directions

Downtown Gainesville Market On The Square

MAIN AND SPRING STREETS ON THE HISTORIC DOWNTOWN SQUARE
GAINESVILLE, GA 30501

Our goal is to provide the freshest, highest quality, homegrown produce in the area, while assisting the farmers and vendors in having a successful location to market their produce, products and crafts. This insures that any questions our customers may have can be answered by someone who knows what went into growing the produce or making the products available at the Market. All homemade canned products, baked goods, and freshly prepared foods are produced in state-approved and licensed kitchens.

VISIT OUR FARMER'S MARKET

May 31st, 2013 - Oct 4th, 2013

Friday 2:30 PM - 6:30 PM

Our goal is to provide the freshest, highest quality, homegrown produce in the area, while assisting the farmers and vendors in having a successful location to market their produce, products and crafts.

LocalHarvest
real food. real farmers. real community.

my account view basket

Home Shop Farms CSA Forum Events Newsletter Blog Photos

Zip or City Quick Search

Gainesville Market On The Square
(Gainesville, Georgia)
☆☆☆☆ (0 reviews)

Our goal is to provide the freshest, highest quality, homegrown produce in Hall County, while assisting the farmers and vendors in having a location to successfully market their produce, products and crafts. All products sold at the Gainesville Market are grown within our local area and are sold by the person who grew or made it, or by an immediate family member or employee. This insures that any questions our customers may have can be answered by someone who knows what went into growing the produce or making the products available at the Market. All homemade canned products, baked goods, and freshly prepared foods are produced in state-approved and licensed kitchens.

(This listing was last updated on May 29, 2013)

Location
Main Street and Spring Street
Gainesville, GA 30501
[get directions]

When and Where
(June-October)
Located on the Historic Downtown Square in Gainesville, Georgia. Open 2:30 - 6:30 each Friday.

Contact Information
Steven Thomas
hallfarmers.org
678-943-4442
[Email Us] [Facebook]

Mailing Address:
655 Bradford St NW
Gainesville, GA 30501

Products/Crops: [?]
Click on the [?] icon for recipes! (*WSSF* Stands for Winter/Spring/Summer/Fall.)

<input checked="" type="checkbox"/> Vegetables:	<input checked="" type="checkbox"/> WSSF	<input checked="" type="checkbox"/> okra	<input checked="" type="checkbox"/> mushrooms	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> arugula	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> onions	<input checked="" type="checkbox"/> peaches	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> beets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> potatoes	<input checked="" type="checkbox"/> rhubarb	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> broccoli	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> radishes	<input checked="" type="checkbox"/> strawberries	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> cabbage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> salad greens	<input checked="" type="checkbox"/> watermelons	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> carrots	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> shallots	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> celery	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> spinach	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> chinese greens	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> summer squash	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		<input checked="" type="checkbox"/> Meats/Livestock:	<input checked="" type="checkbox"/> WSSF	<input checked="" type="checkbox"/>
		<input checked="" type="checkbox"/> bacon	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Store Categories:
Chocolate & Desserts
Christmas Wreaths
Coffee & Tea
CSA Subscriptions
Dairy & Eggs
Dried Fruits & Nuts
Farm Crafts
Flowers
Fresh Fruits
Farm / Garden
Gifts / Gift Cards
Grocery and Produce
Herbal Tinctures
Herbs and Health
Honey / Bee Products
Lard
Local Foods
Meats and Shellfish
Pet Needs
Preserves
Seeds
Soaps / Body Care
Specialty, Books, Others
Syrups
Wool & Fibers

GEORGIA grow

Home > Member Profile

Gainesville Market On The Square

DOWNTOWN GAINESVILLE MARKET ON THE SQUARE
WWW.HALLFARMERS.ORG
EVENT FRIDAY
EVERY FRIDAY
FROM 2:30 TO 6:30

(678) 943-4442

Map Main Location

Visit Our Website

Overview Locations

About Gainesville Market On The Square

Our goal is to provide the freshest, highest quality, homegrown produce in Hall County, while assisting the farmers and vendors in having a location to successfully market their produce, products and crafts. All products sold at the Gainesville Market are grown within our local area and are sold by the person who grew or made it, or by an immediate family member or employee. This insures that any questions our customers may have can be answered by someone who knows what went into growing the produce or making the products available at the Market. All homemade canned products, baked goods, and freshly prepared foods are produced in state-approved and licensed kitchens.

Visit Our Facebook Page

What We Offer

Seasonal Crops	<input checked="" type="checkbox"/> Apples	<input checked="" type="checkbox"/> Basil
<input checked="" type="checkbox"/> Beets	<input checked="" type="checkbox"/> Blackberries	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Blueberries	<input checked="" type="checkbox"/> Broccoli	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Cabbage	<input checked="" type="checkbox"/> Broccoli	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Carrots	<input checked="" type="checkbox"/> Cantaloupes	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Corn - Sweet	<input checked="" type="checkbox"/> Collards	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Eggplant	<input checked="" type="checkbox"/> Cucumbers	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Greens - Kale, Turnip, Mustard	<input checked="" type="checkbox"/> Field Peas	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Mushrooms	<input checked="" type="checkbox"/> Lettuce	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Peaches	<input checked="" type="checkbox"/> Okra	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Potatoes - Irish	<input checked="" type="checkbox"/> Peppers	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Strawberries	<input checked="" type="checkbox"/> Squash	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Tomatoes	<input checked="" type="checkbox"/> Sweet Potatoes	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/> Watermelons	<input checked="" type="checkbox"/>

USDA
United States Department of Agriculture

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KNOW YOUR FARMER KNOW YOUR FOOD COMPASS

Map Legend/Data Layers

- Projects by Compass Theme
- Projects by Recipient Type
- Projects by USDA Program
- Other Federal Partners
- Green Schools
- State Fact Sheets
- FSA Loans
- College Tour Locations
- Wholesale Markets
- Food Hubs
- Farmers Markets
- Meat Infrastructure
- Seasonal High Tunnels
- Tribal Boundaries
- Nutrition Programs at Farmers Markets (Tribal)
- Nutrition Programs at Farmers Markets (State)
- Congressional Districts
- Counties

Know Your Farmer, Know Your Food Compass Map

This map shows efforts supported by USDA and other federal partners as well as related information on local and regional food systems for the years 2009-2012.

To learn about specific projects or what's going on in a particular area, use the slide bar to zoom to that location, and select the pin symbols on the map. Note: Most projects are only accurate to the zip code level. If there are multiple projects in the same zip code, they will show up on the same pin. You can scroll through them using arrows at the top of the pop-up box.

You can also Search by keyword or Locate projects in a given area by selecting the appropriate tab across the top of the map.

Behind the Scenes: To learn about and download the data displayed on the map, click here.

For Frequently Asked Questions and how to use the Compass map, click here.

Contact us at knowyourfarmer@usda.gov with questions as well as to describe how you're using the map and how we can make it better!

Main Search Locate Resources

Basemaps

Farmers Market

Name	Downtown Gainesville Market On The Square
Website	http://www.hallfarmers.org
Location	
Description	
Address	Main and Spring Streets on the Historic Downtown Square
Town	Gainesville
State	Georgia
Zip Code	30501
Payments Accepted:	

Farmers Markets: 21st Century Agriculture

Community Interaction

- ⚙️ **Local Government**
- ⚙️ **Local Businesses**
- ⚙️ **Non-Profit Organizations**
- ⚙️ **Community Organizations**
- ⚙️ **Customers!**

**Farmers market
customers come to
buy food for their
families, socialize
with their neighbors,
and participate in
the life of their
community.**



PROCLAMATION

WHEREAS, the Historic Downtown Gainesville Market On The Square serves Gainesville by providing locally grown, fresh, high quality produce and products, and provides local farmers, producers, and artisans with an economic outlet within Gainesville; and

WHEREAS, the Market strives to enhance the quality of life of Gainesville by creating a social opportunity to gather and interact with neighbors, the local farmers who grow our food, local food producers, crafts people, and cottage industries; and

WHEREAS, the Market also provides an outlet for programs conducted to provide an educational forum for consumers from City and County services and local non-profit organizations; and

WHEREAS, the Market also conducts weekly cooking demonstrations using items from the Market to teach customers interesting ways to utilize local produce; and

WHEREAS, the Council of the City of Gainesville would like to thank Steven Thomas for the countless hours of making the Market thrive and function and collaborating to bring business to the downtown area of our City, Gainesville, Georgia; and

NOW, THEREFORE, BE IT RESOLVED, that I, C. Danny Dunagan, Jr., Mayor of the City of Gainesville, do hereby proclaim

“Steven Thomas Day”

**“Volunteer Manager, Historic Downtown
Gainesville Farmer’s Market”**

Presented on this 18th day of September, 2012

C. Danny Dunagan, Jr., Mayor
City of Gainesville



In municipalities with a
downtown, farmers
markets attract visitors
to the downtown area,
driving customers to
local business and
making the downtown
area a more attractive
destination.

Farmers Markets: 21st Century Agriculture

Farmers Market Training Modules

- ⚙️ **Online training for market managers**
- ⚙️ **Online training for farmers and food producers planning to sell at markets**
- ⚙️ **Online training for groups setting up community kitchens to teach food production and business start-ups**
- ⚙️ **Online training for starting community gardens**
- ⚙️ **Standardized rules and regulations across all farmers markets**