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June 2018

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**Welcome to the quarterly
South Carolina Association of Farmers Markets
member-only newsletter!**

From SCAFM President, Stan Perry

Welcome to the inaugural edition of the new SCAFM quarterly newsletter. Thank you for your membership, support and dedication to creating a memorable experience for our consumers and profitable season for our farmers and entrepreneurs. Please know that your input and feedback is valuable and appreciated. If you have suggestions, ideas, or concerns for your board to consider, please do not hesitate to make them known to your regional representatives. Board meetings for the remainder of the year have been set, so keep them in mind when submitting. Our two remaining meetings are on July 26 and October 24. We are already working on the agenda for next year's annual conference and hope to set that date during the July meeting.

You will read in the recap from our April meeting, the board is considering a wide range of topics. A few of note involve informed safety practices, membership, participation in national associations, and providing usable information for the market manager to help their farmers and entrepreneurs understand the mandated health and safety requirements.

I wish you all a safe and successful summer season. Thank you to you and your farmers for feeding the citizens for South Carolina.

WE NEED YOUR EVENTS!

The South Carolina Association of Farmers Markets has a new website. <http://southcarolinafarmersmarkets.com/>
Check out all it has to offer including a downloadable [Farmers Market Toolkit](#).



SCAFM Board of Directors:

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[Stan Perry - Clemson Sandhill](#)

[Farmers Market](#)

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[Emmet Black - Sandy Acre Farms](#)

SCDA Liaison

[LauraKate Anderson - SCDA](#)

Are you holding a special event at your market? Add it to the calendar by following this link

<http://southcarolinafarmersmarkets.com/events/community/add>

Executive Director
Jackie Moore, SCDA

Ideas from the SCAFM Board of Directors Meeting

- Farmers Market Coalition www.farmersmarketcoalition.org Markets can become individual members but they also have state memberships. They also help with getting the EBT machines
- Annie's Project - Jennifer Boyles
 - Training for women to learn more about agribusiness, business plan, finance, marketing
- SNAP, WIC & Senior Voucher trainings
- Good for managers to understand - help to see if the vendors are in compliance
- Training for what paperwork market managers need from vendors. What are the regulations for Farmers to sell at the market?
- Email communication
 - Possibly do a newsletter
- Ask other managers what they need
 - Survey
- Help each market come up with emergency plans. Emergency preparedness template for Markets
 - Weather, active shooter, emergency situations
 - Possibly at least a template
- Legal issues
- COI from vendors who prepare food onsite
- EMS - if they show up and refuse to be treated - no charge. If they get treated and refuse to be transported then there is a charge
 - How to handle - maybe make it standard procedure to call EMS to get it on the record. You can't force them to get treated but at least it is documented that you called.

South Carolina Association of Farmers Markets is on Facebook!!!

<https://www.facebook.com/southcarolinaassociationoffarmersmarkets/>

5 Farmers Market Marketing Ideas

1. List Building

List building is the most important aspect of your online marketing strategy. Honestly, without the list you may not get too far. Not only does the list allow you to sell products online, but your list also allows you to notify and remind your customers to come back and see you weekly. I've noticed that some vendors might have a piece of paper out and hope you will write your name on there. Let me be straight, most people won't do it. They need a little push to get them to pick up that pen and give you their details. Yes, email is great. But for real-time marketing and selling at events, I'd even take it one step further and ask for phone number as well.

Beyond doing this by paper, you can also do it by iPad and get people signing up right there and then on the spot. Or by texting a short-code to be added to the list. Once they text via short code also ask for their email. Boom, automation is a beautiful thing.

2. SMS or Text Message Marketing

Speaking of SMS or text messaging, it's a great idea because it allows you to market to people on their phones while they are out. A quick sale notification or booth notification is all you need to let people know that you are at the market today and you have a certain sale. It's important to stay top-of-mind. Because phones are so intimate you can get to people on the go and entice them in real-time.

3. Giveaways & Free Samples

Giveaways and free samples are great at Farmer's markets. If they like your product perhaps they'll buy some. While giving away free samples of fruits and vegetables and even handmade and homemade goods works to get people buying right then and there, a different strategy could be used for those who are on the fence and not sure if they want to buy. Send them home with something to try at home, but if they take it they have to give you their email. Yes, much much better for you. This is reciprocation and it works. Now once they are at home and trying your product in a more private setting you have the ability to market to them also at home in a private setting through email.

4. Local Direct Mail

The regulars of the market probably live pretty close by. How about sending them some direct mailing to their home in snail mail. Yes, I said it. Snail mail. Of course you want to include an offer and encourage them to bring the postcard in order to receive it. Why not make them feel special and connect with your local audience in a new way. Because you can control where you send the mailing, you can also be sure that the people receiving the mailing are within a short walk or drive of the weekly market. Hello locals!

5. Instagram & Snapchat

Instagram and Snapchat are great tools for real-time marketing because they are mobile based. One step further and Instagram can also be local based. By tagging your photos to the farmer's market location, you are adding to a community of people sharing there and searching there too. When you post instagram's make sure you do it leading up to the event and at the event too. Tag your visitors and your customers to make sure that they get notified and start following you. Snapchat is great for sending flash sales and coupons. Plus since you've been collecting phone numbers (See above) you'll have a better chance of growing your snapchat following.

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