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REACH
OUT

A Community-Centered
Approach to Farmers
Market Promotion &
Outreach

Introductions



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The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large, dark gray speech bubble is positioned in the center, pointing towards the bottom left. The text "Who is in the room?" is written in white inside the bubble.

Who is in the room?

Agenda



Farmers Market Overview



Reach Out Framework



Setting Goals & Developing a Plan



Identifying Assets



Developing Strategic Partnerships



Navigating Barriers to Success

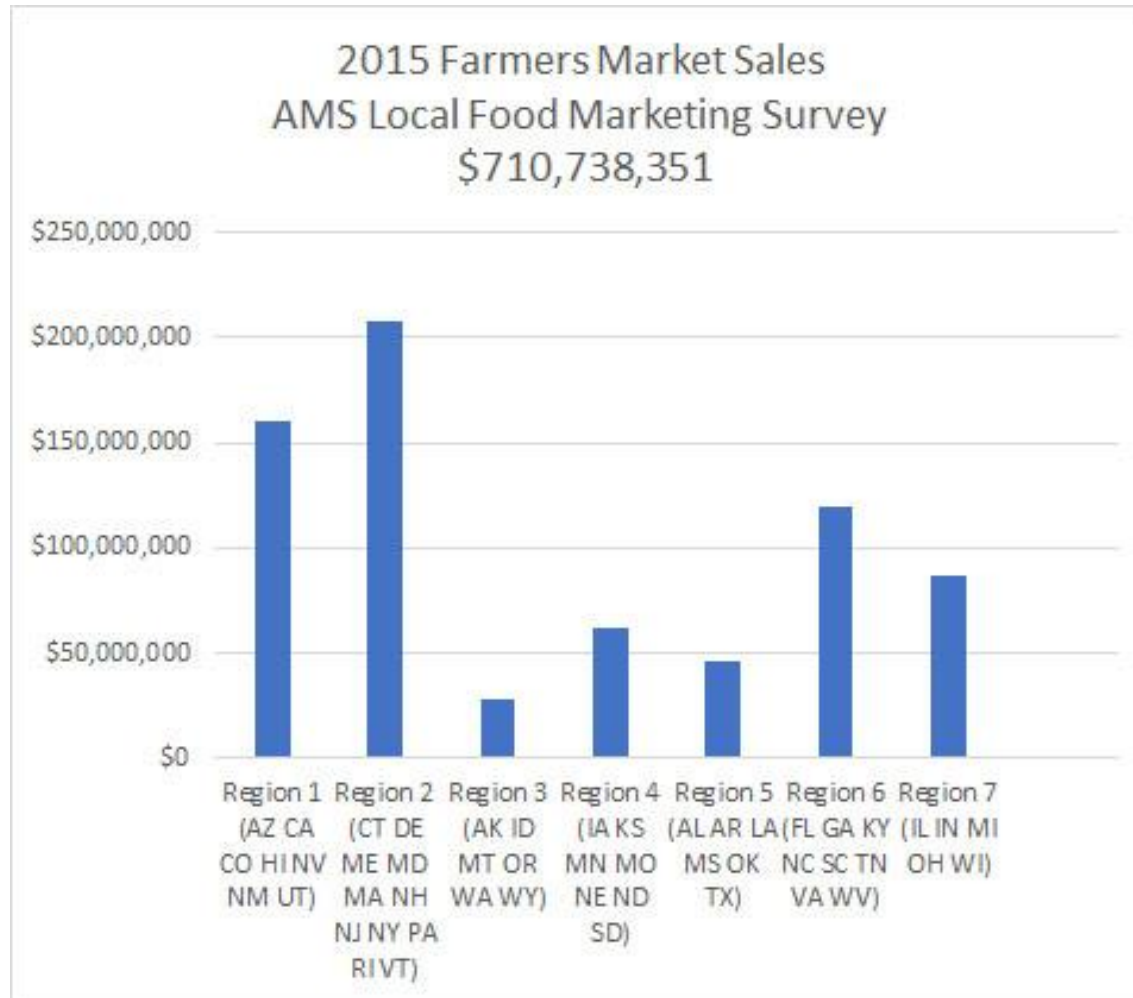


Evaluating Impact



Questions

Farmers Market Overview



Source: USDA AMS, 2015 Local Food Marketing Survey

Value of Agriculture Sales, 2007 and 2012

	2007 (\$ billions)	2012	% change
All products	297.2	394.6	32.8*
Crops	143.7	212.4	47.8*
Livestock	153.6	182.2	18.7*

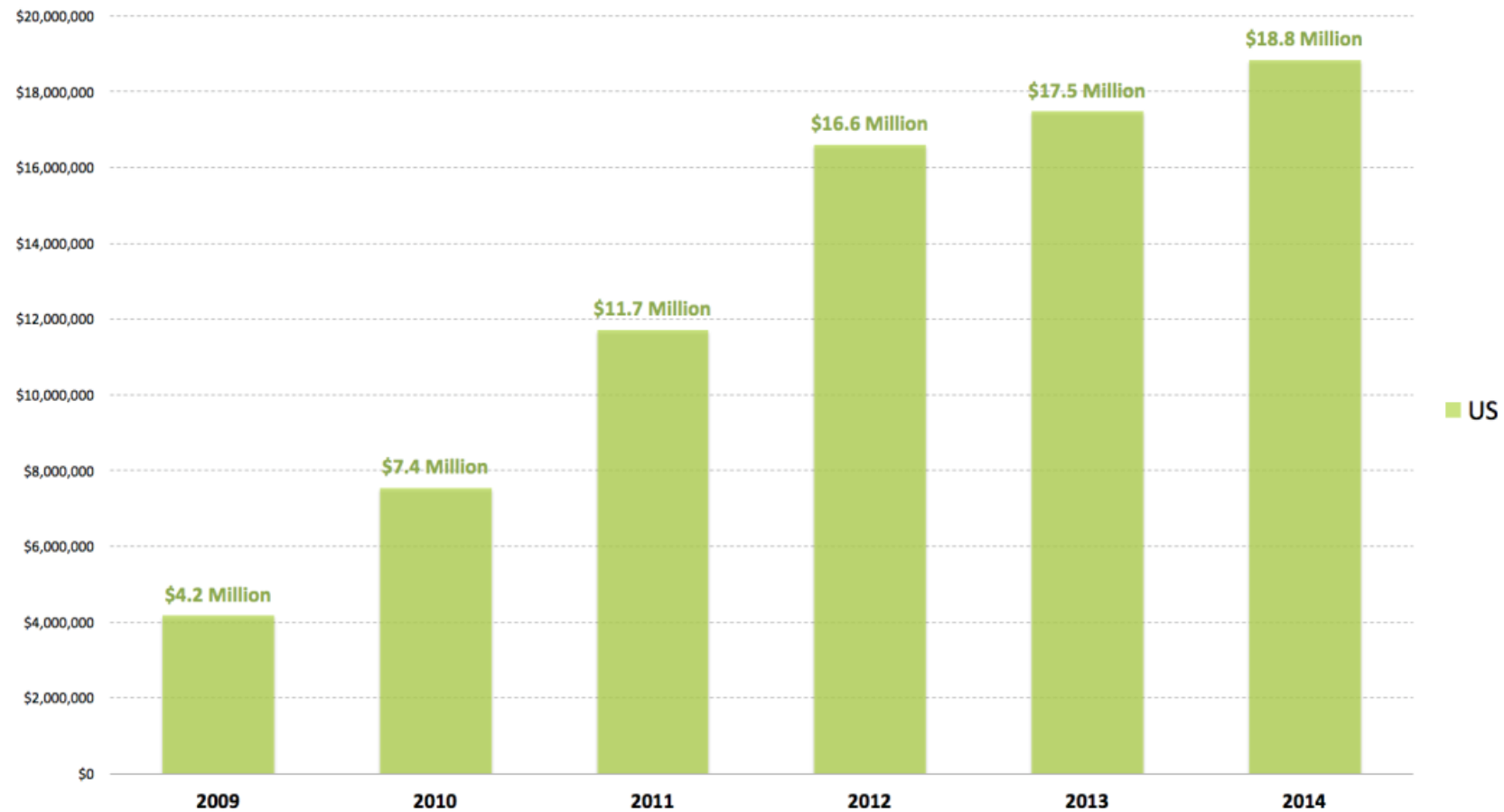
*Statistically significant change.

Source: USDA NASS, 2012 Census of Agriculture.

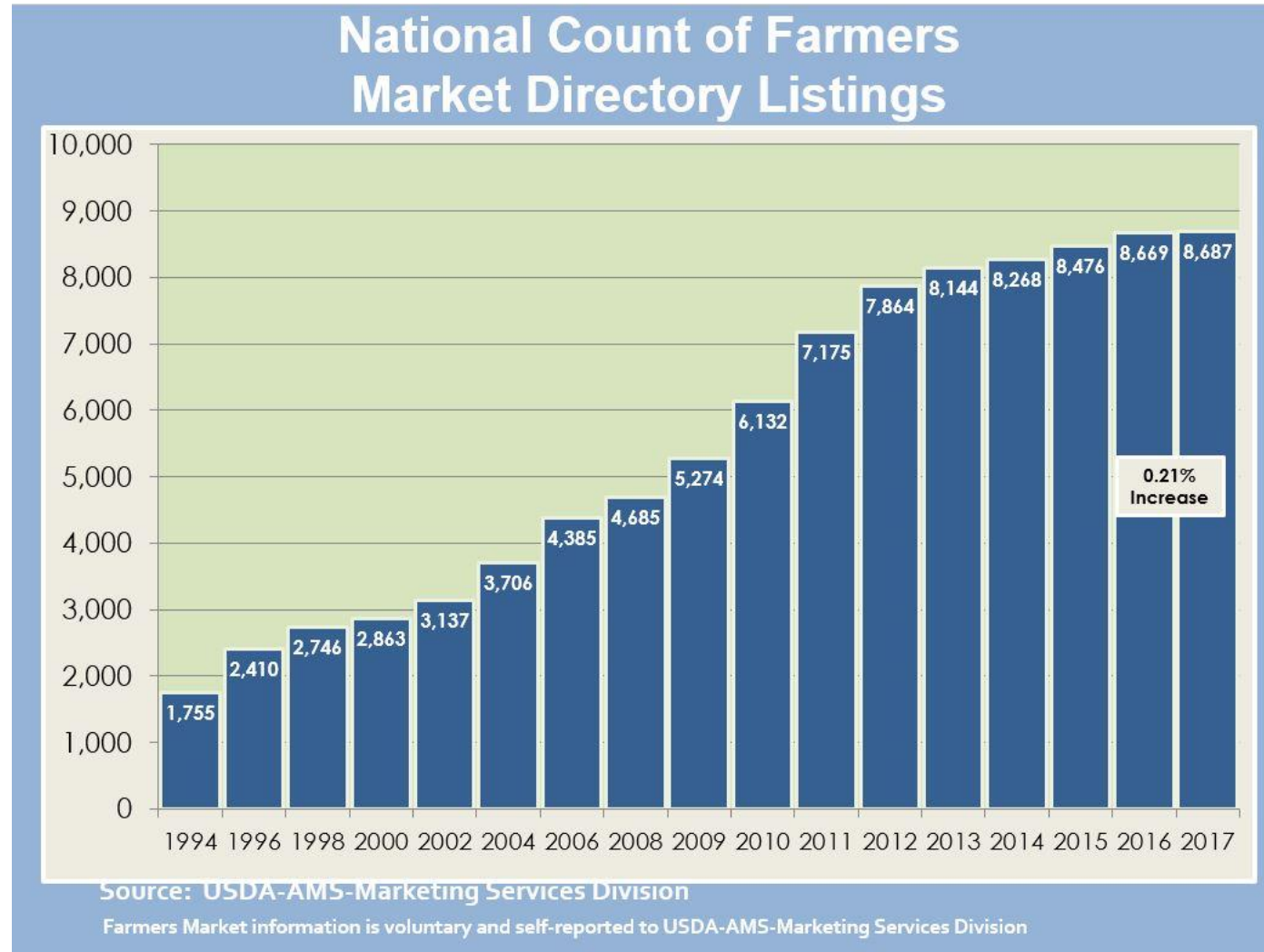
Farmers Market Overview

SNAP Redemptions with Farmers Markets & Direct Marketing Farmers

Farmers Market Coalition, 2015



Farmers Market Overview





REACH OUT Framework

UTC's Community Led Markets Model

REACH OUT FRAMEWORK

REACHING OUT

- Reaching out, community-driven, being honest about what supports are needed, community members leading, inviting community into decision making processes and leadership, more of a collaborative approach, more active and ongoing

OUTREACH

- Can have top-down implications (hierarchy), often looked at as a challenge rather than an opportunity, less personal, more passive, sometimes sterile in nature, may not be as consistent, can be one-and-done

Reaching Out << >> Outreach




Setting Goals and Developing a Plan



Setting Market Goals

What are your promotional/outreach goals? Broadly? Specifically? How is the community included in goal-setting for the market?

- Increase Overall Market Sales
- Increase Overall Customer Count
- Increase SNAP/FMNP sales
- Increase SNAP/FMNP customers
- Increase Individual/Existing Customer Spending
- Increasing a Particular Vendors' or Market Segment Sales
- Engage community in new and novel ways to build broad-based community support for the market



Narrowing Your Promotion and Outreach Focus

Be specific: Who are you targeting with your promotion and outreach efforts? How do they prefer to be engaged? Who do they trust as a valued source of information? How are you currently reaching out?

- A particular age group
- A specific community or geography
- Individuals whose first language is not English
- Low-income individuals
- Mothers with young children
- Seniors
- Young people



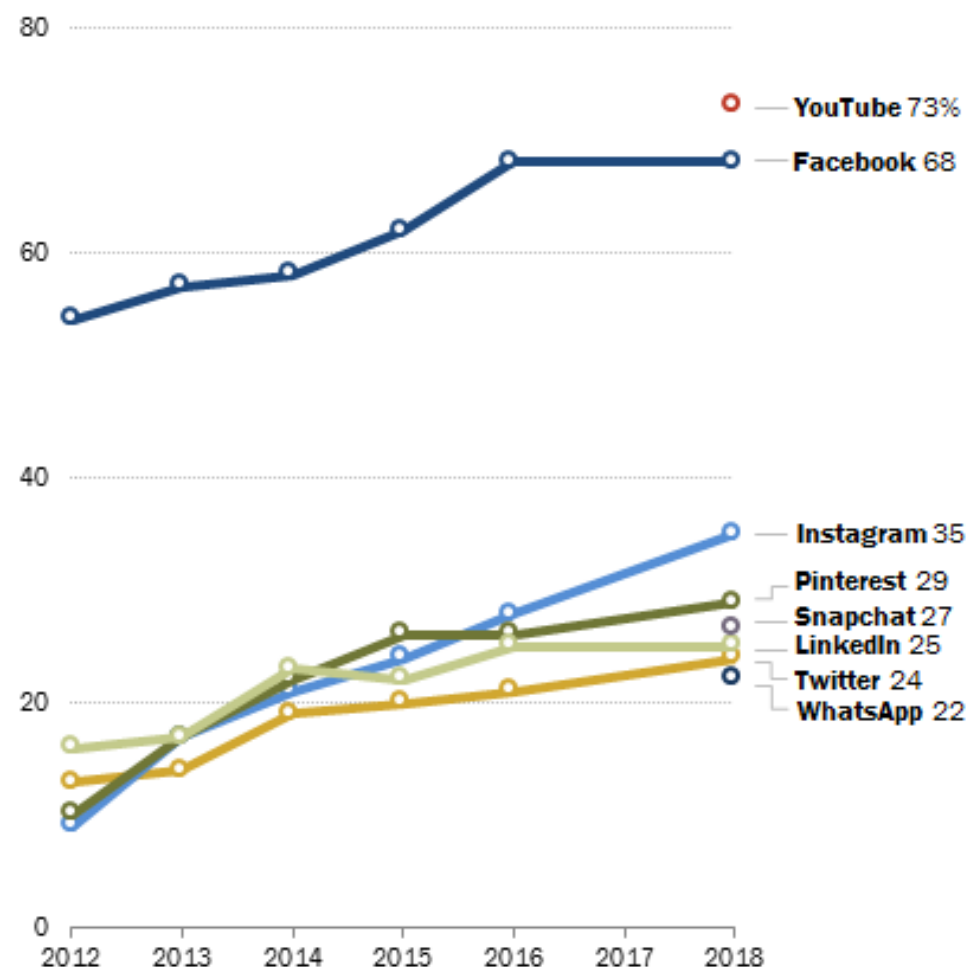
Developing a Plan & Identifying Supports

Do your research and build a promotional plan that centers the community who you are serving:

- Social media
- Email/E-Newsletter
- Phone
- In-person
- Print Media
- Digital Media
- Television
- Word of Mouth

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



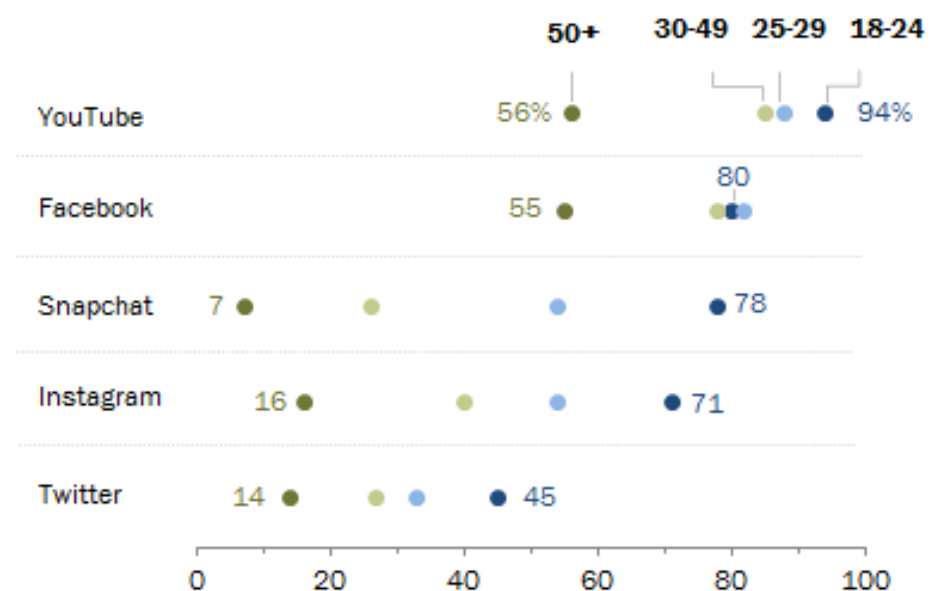
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER



Identifying Assets & Developing Partnership Opportunities

Mapping Your Community Assets

- **Asset Mapping** is a tool that relies on a core belief of asset-based community development; namely, that good things exist in communities and that those things can be highlighted and encouraged – these are assets suited to advancing those communities.

<https://www.vistacampus.gov/what-asset-mapping>

- **Participatory Asset Mapping** is a process where community members collectively create asset maps by identifying and providing the information about their own community's assets on a map.

<http://www.communityscience.com/knowledgeequity/assetmappingtoolkit.pdf> (pg 6)

Create Your Own Map



What is Asset Mapping?

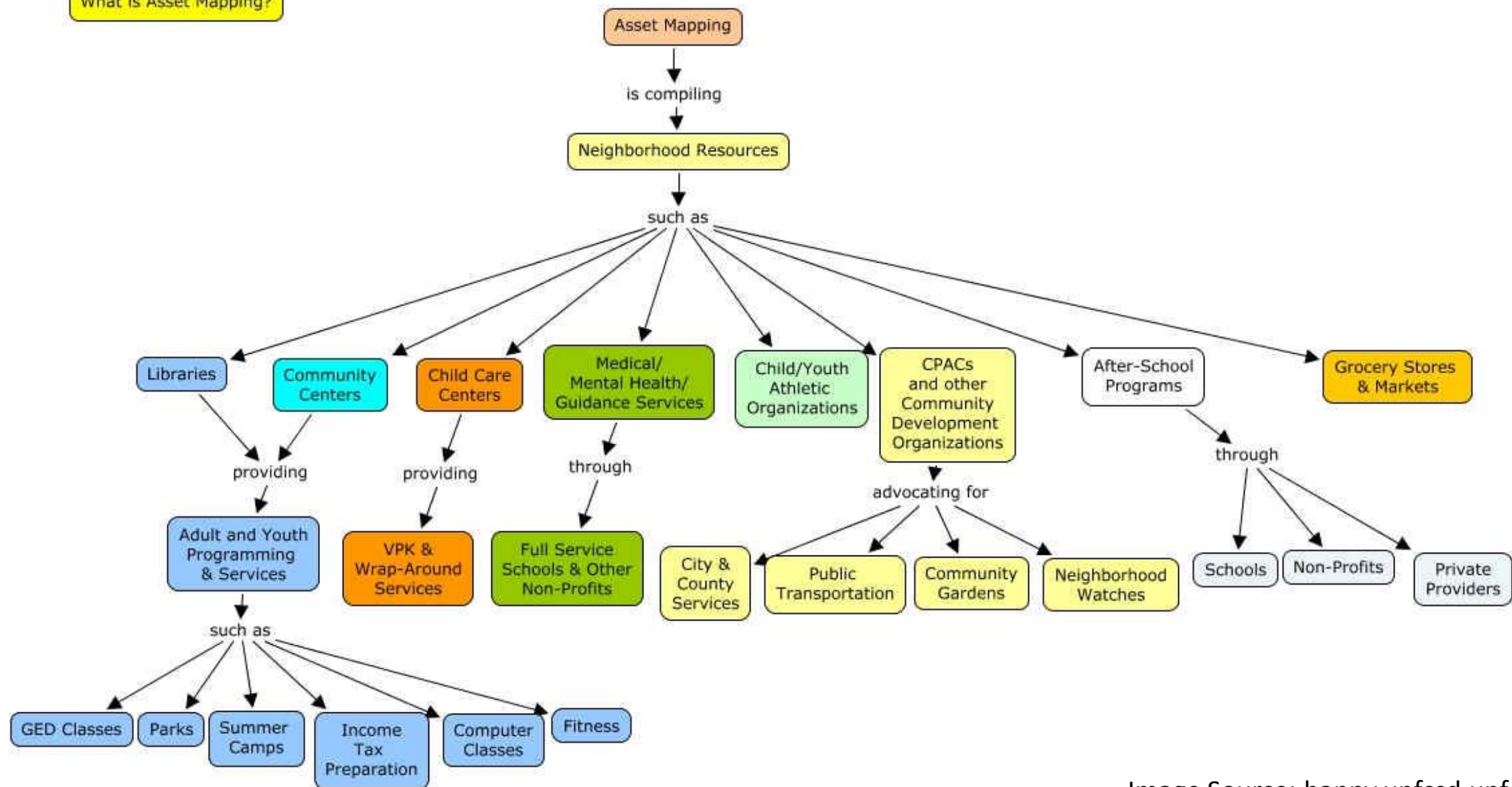
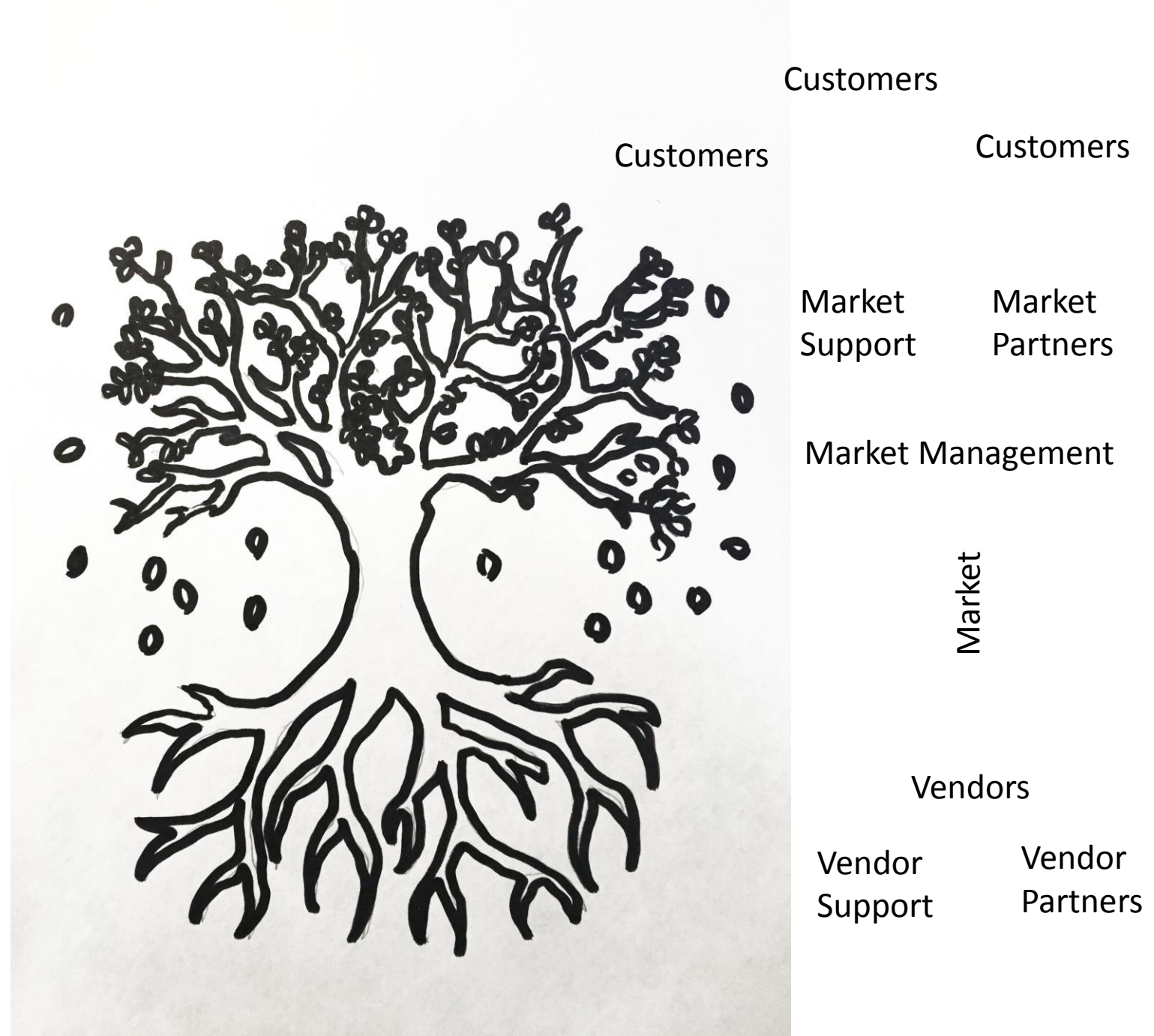


Image Source: happy.unfcsd.unfedu

Reimagining Strategic Partnerships

- ❖ Mission Alignment
- ❖ What makes a good partner?
- ❖ Reimagining what a partner looks like? Who may you have missed?
- ❖ Negotiating Terms of Reciprocity
- ❖ Creating Meaningful Work

Reimagining Strategic Partnerships



What Value Does Your Market Bring to the Community?



Make a list of assets that your market brings to the community



Next, list potential barriers in connecting community members with each of the assets you are offering.

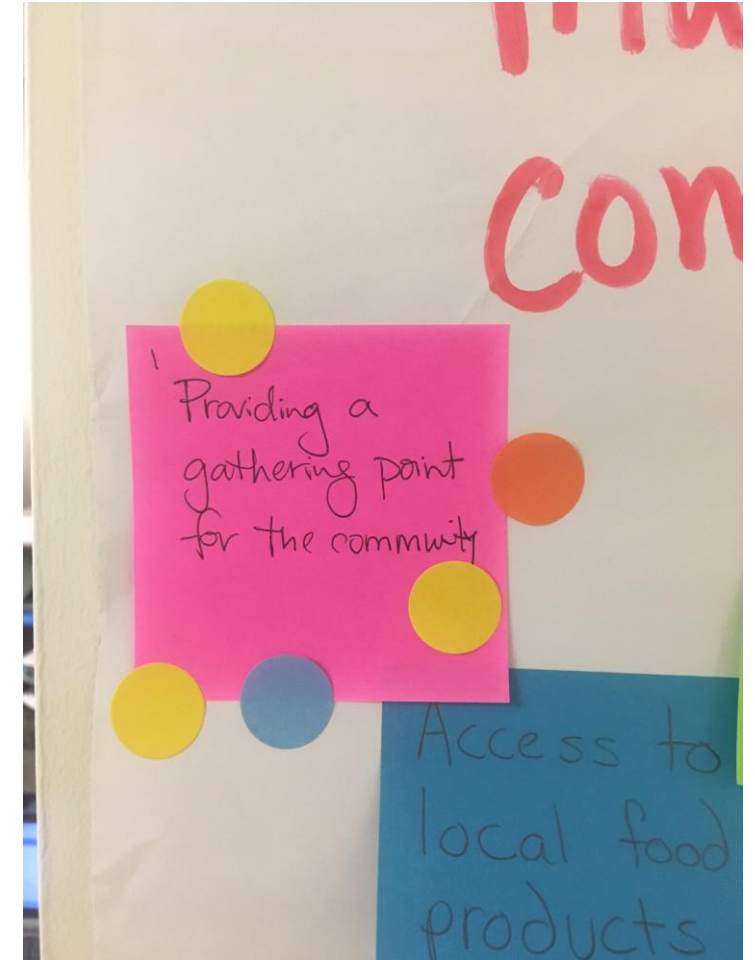
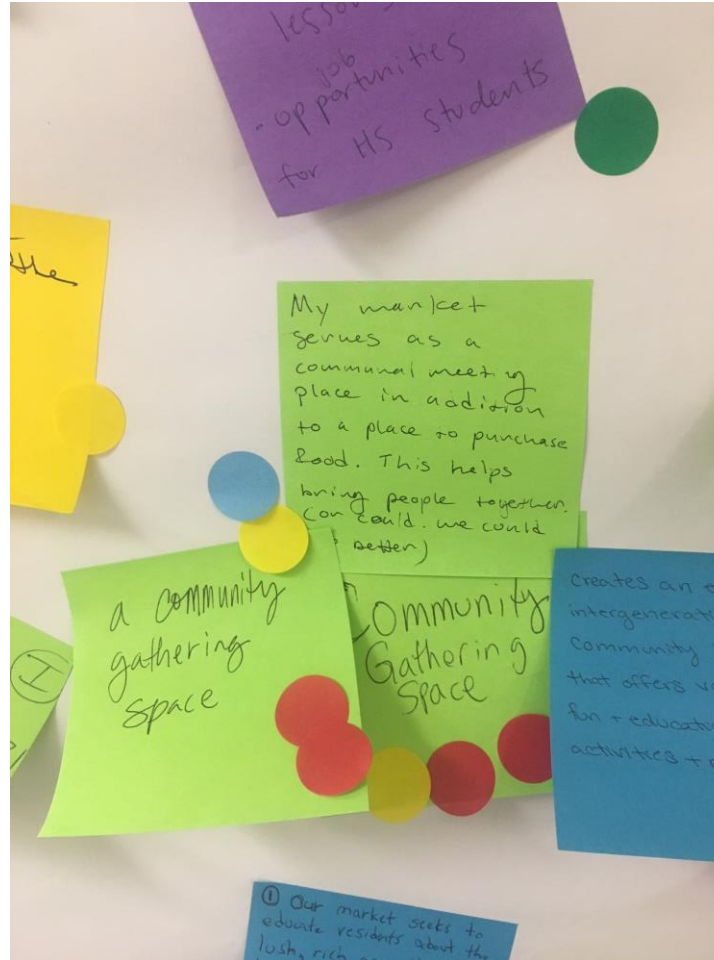
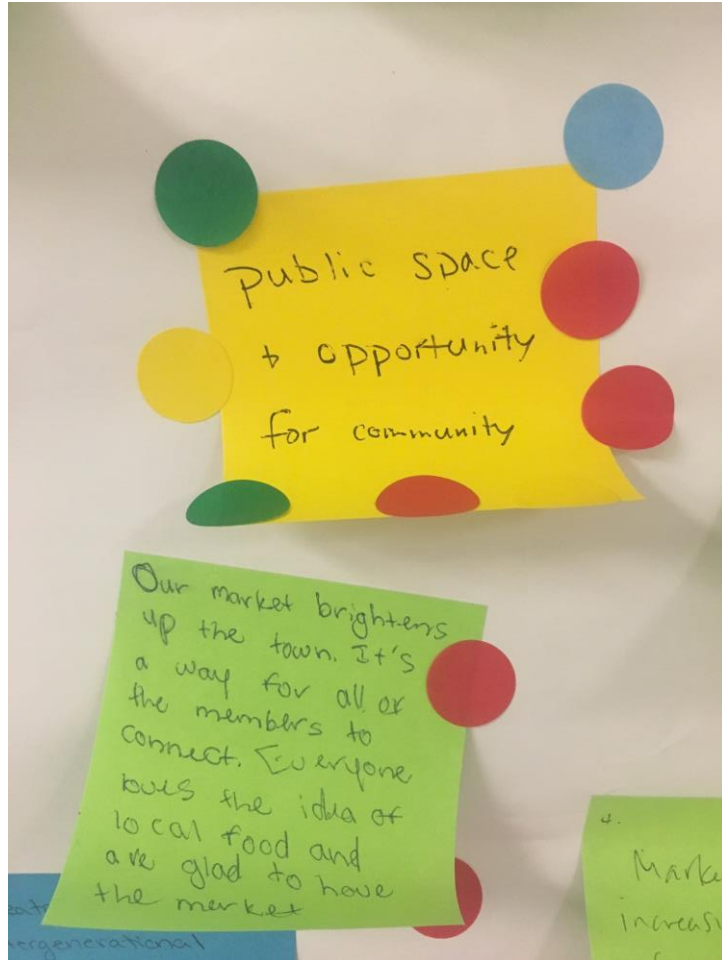


Now, list assets to the community you would like to offer or provide at your market based on community needs

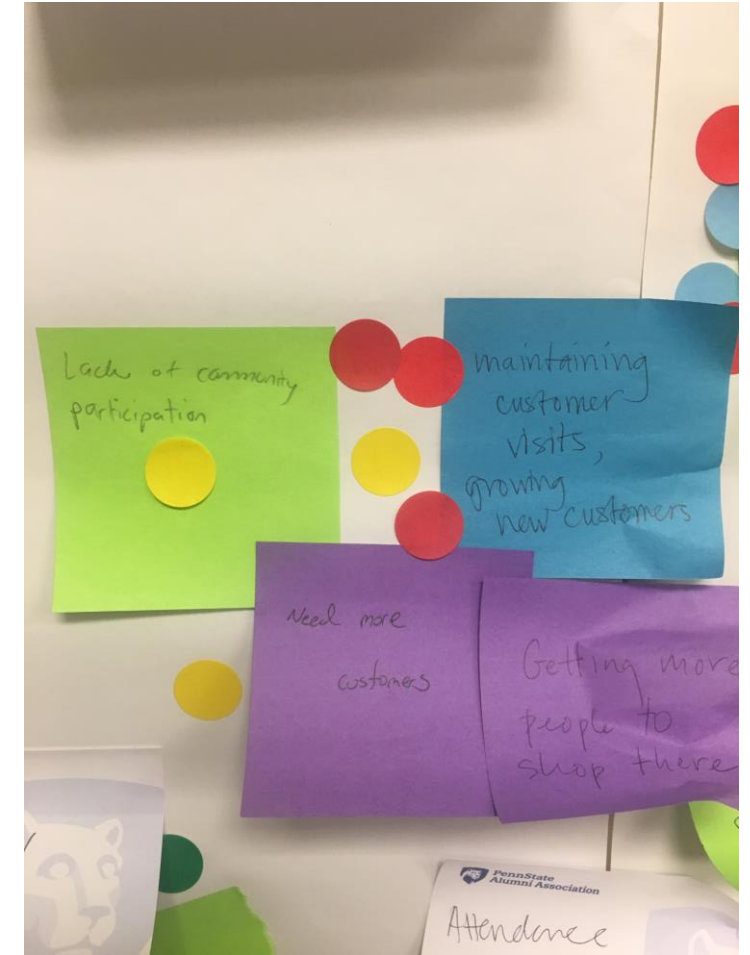
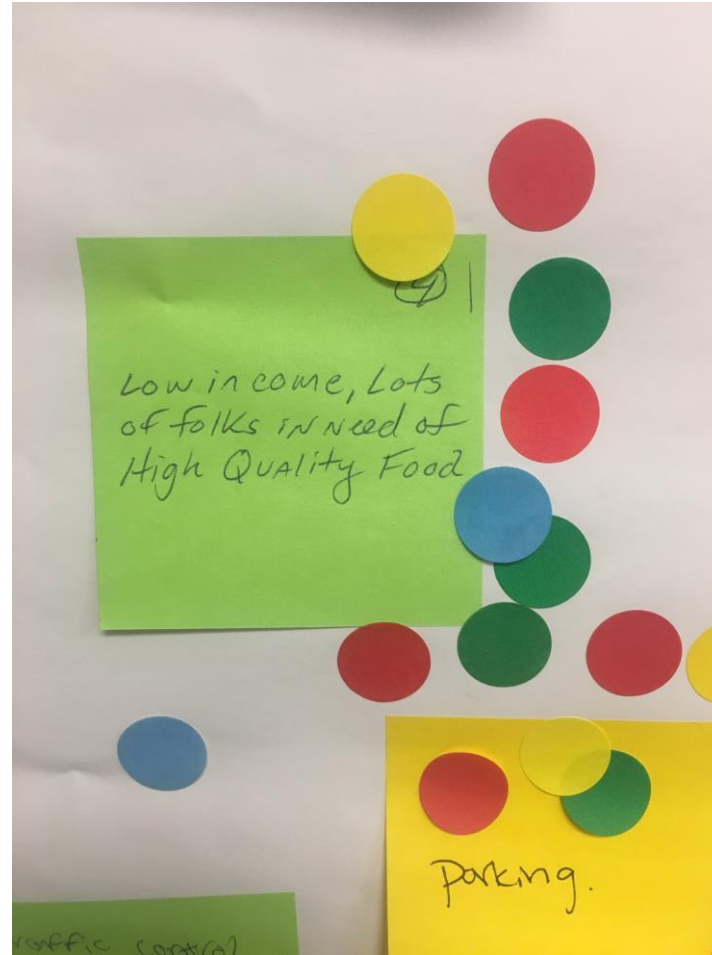
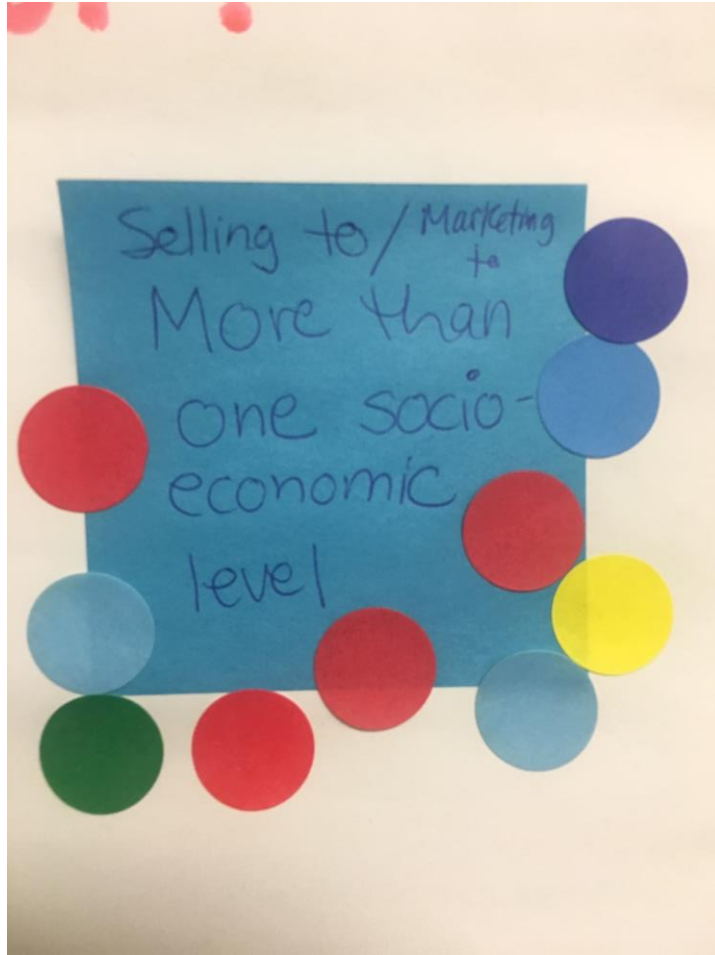


Consider community assets and resources identified in your community asset map and how they align with the assets you provide, or endeavor to provide, and how they could be leveraged to mutual benefit

Adding Value to the Community You Serve



Community Needs and Challenges in Meeting Needs



ECONOMIC

Curious About

What kind of jobs are folks looking for?

- Job opportunities

- Business Ownership opps

- Awareness of resources/Services (city, newer etc.)

- Trust in systems/services they do know about.

- Healthcare supply chain...> local economy

- Workforce Dev programs

- Vital Bk...> local economy

- Quality of services/programs

- Financial literacy

- Access to benefits (required investment?)

- Access to capital

- Continuing Education

- Skills/Knowledge to inform job creation.

- Secondary education prep for new job/business

Comm. Perspective

- What sectors/business types are folks interested in?

- Where do folks get info from?

- What are the services/programs to support small businesses? Do you know how to access them?

- Are there services/programs you have used & trust? If so/not, why?

- Have "trust" for different kinds of institutions/agencies.

- Do you trust/believe that the healthcare sector promotes econ dev; provides employment opp @ all levels of the instn?

- Are you aware of specific WFD programs? Do you trust/beli. that they assist/empower you to find quality employment opp?

- What skills do you think you need to gain employ/advance in current job/find new jobs?

- Are you aware of Vital Bk?

- Are you aware of Community initiatives aligned w/ Healthcare Sector?

- What community Board/city meeting do you go to that impact your health/wealth.

- Do you feel like opportunities are for you?

- Describe your experience engaging w/ certain services/programs
- Are you aware of/know how to access benefits available to you (i.e. SNAP)?
- What are barriers/challenges for accessing those benefits.

- Job/Business Opportunities
- Equitable access & trust
- Education/Awareness (Fin. literacy included).

Assessing Markets and Engaging Community

- What did you learn in the process? What worked what didn't work? How are you measuring success?
- Don't just ask your customers!
- Canvas the community and broaden your perception of your market's reach and relevance
- Be open to constructive criticism
- Follow up! People don't just want to be heard, they want to feel heard, and know that their input and expertise is valued
- Make changes, but know that some changes will happen more quickly than others



QUESTIONS?
