Overview

1. USDA Farmers’ Market Promotion Program Grant
   - Data Report + Recommendations
   - Farmers Markets of Kaw Valley
2. eXplore Lawrence
3. Perry-Lecompton Farmers Market
4. Lawrence Farmers Market
Why seek out a USDA Farmers’ Market Promotion Program grant?

- Get useable data
  - Why do customers come to market?
  - Why don’t customers come to market?
- Work across area markets
- Bring in outside perspective to provide recommendations
- Technical assistance
The Douglas County Food Policy Council

- Established by the County Commission in 2010
- Convened as a joint City-County Council in 2013
- Identifies the benefits, challenges and opportunities for a successful food system
- Recommends local policies to support food system
- Represents a wide range of stakeholders in food system
### Douglas Co. Food Policy Council

<table>
<thead>
<tr>
<th><strong>County-appointed</strong></th>
<th><strong>City-appointed</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>At-Large (No-till + cattle producer)</td>
<td>At-Large (Health Department)</td>
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<tr>
<td>At-Large (Haskell professor)</td>
<td>At-Large (State Foundation)</td>
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<tr>
<td>At-Large (State policy advocate)</td>
<td>Agricultural Producer (Produce, flowers)</td>
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<tr>
<td>Agricultural Producer (Poultry)</td>
<td>Retail Food Outlet (Restaurant)</td>
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<tr>
<td>Agricultural Producer (Produce, flowers)</td>
<td>Retail Food Outlet (Co-op Grocer)</td>
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<tr>
<td>Agricultural Producer (Farm Bureau)</td>
<td>Sustainability Advisory Board</td>
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<tr>
<td>Retail Food Outlet (Grocer)</td>
<td>Food Security</td>
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<tr>
<td>Institutional Food Purchaser (Hospital)</td>
<td>Farmers Market in Douglas County</td>
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<tr>
<td>Education (University of Kansas)</td>
<td>Business Community</td>
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<tr>
<td>Extension Service</td>
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<tr>
<td>NGO- Health/Nutrition/MD</td>
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<td>NGO- Local Food Systems/Sustainable Ag.</td>
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<td>Youth Representative</td>
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<td>Senior Food &amp; Nutrition Programs</td>
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![Image of people in a meeting](image-url)
The Grant

Four Objectives:

1. **Collect key data points** to inform the entire farmers market sector of Douglas County

2. **Utilize research data** to create a set of **strategic recommendations** and a Douglas County Farmers Market **Action Plan** for market sector enhancement

3. **Provide technical assistance and capacity building support** for the six farmers markets of Douglas County

4. **Disseminate research process and results** to statewide agriculture and health leaders to serve as a model for enhancement of the farmers market sector in Kansas

Budget:

- Hire consultant (1 & 2): $47,500.00
- Hire TA support (3): $6,150.00
## Research Methodology

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Number of participants</th>
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</thead>
<tbody>
<tr>
<td>Vendors Survey</td>
<td>76</td>
</tr>
<tr>
<td>Rapid Market Assessment</td>
<td>366 (approximately)</td>
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<tr>
<td>Vendor Interviews</td>
<td>15</td>
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<tr>
<td>Farmers Market Shopper Interviews</td>
<td>12</td>
</tr>
<tr>
<td>Non Farmers Market Shopper Facebook Solicitation</td>
<td>62</td>
</tr>
<tr>
<td>Focus Group participants (vendors)</td>
<td>17</td>
</tr>
<tr>
<td>Focus Group participants (Farmers Market Shoppers)</td>
<td>10</td>
</tr>
<tr>
<td>Focus Group participants (NFMS)</td>
<td>3</td>
</tr>
</tbody>
</table>
Findings: Markets

• Markets have assets to build on, ideas for expanding consumer engagement
• Room for improvement in overall market presentation
• Sales, net income just too low for many farmers and vendors → Too many markets in the area?
• Few vendors offer samples: misunderstand state rules?
• No plans for vendor recruitment
• For LFM, perception is that the market is not growing or improving, but has hit a plateau or a slight decline
  ➢ Vendor fees low compared to other markets
  ➢ Location issue important, needs resolution
Findings: Consumers

• Shoppers do not view market as a primary source of groceries (esp. meat)
• Logistical challenges, social discomfort prevent shoppers
• Need more information
• Opportunity with off-season outreach, to current and new customers

How much do you spend at the farmers market?

- 42% Less than $10
- 18% $10-$19
- 26% $20-$29
- 15% More than $30

https://www.douglascountyks.org/fpc/reports
12 Recommendations

• Marketing, Outreach and Promotion of Farmers Markets
• Strengthening Market Leadership, Management and Governance
• Increasing and Strengthening the Vendor Base
• Securing a Viable, Long-term Location for the Downtown Market
• Policy Support, Clarity
So what do you do with a report?

- Meet 1-on-1 with SCALE
- Eat good food together
- Find shared purpose, energy
- Totally change TA plans from grant
- Share with others
Recommendation 7

Consider forming a countywide farmers market association whose goal is primarily twofold:

- To facilitate peer learning among market managers and leaders that leads to sharing of ideas and practices that work, solves problems and strengthens markets; and
- To increase the buy-in from all or most markets on joint projects and city or countywide efforts, including especially the broader effort to expand the customer base for farmers markets.
FPC Continues Support

New Priority:

- Invest in signage, shared infrastructure, and coordinated marketing to support Douglas County farmers markets.

https://www.douglascountyks.org/fpc/food-system-plan
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www.douglascountyks.org/fpc