

ATTACHMENT A

Sustaining Farmers Markets in Cambridge at 10:00 a.m.

Councillor Cheung is calling a meeting to begin a conversation about the concerns and opportunities available in farmers markets.

This is to be primarily an information gathering session to help our elected officials understand some of the challenges which have been placed on the individuals and nonprofits who are charged with delivering the 'direct farmer to consumer' venues, known as 'farmers markets' in a time of great growth and change.

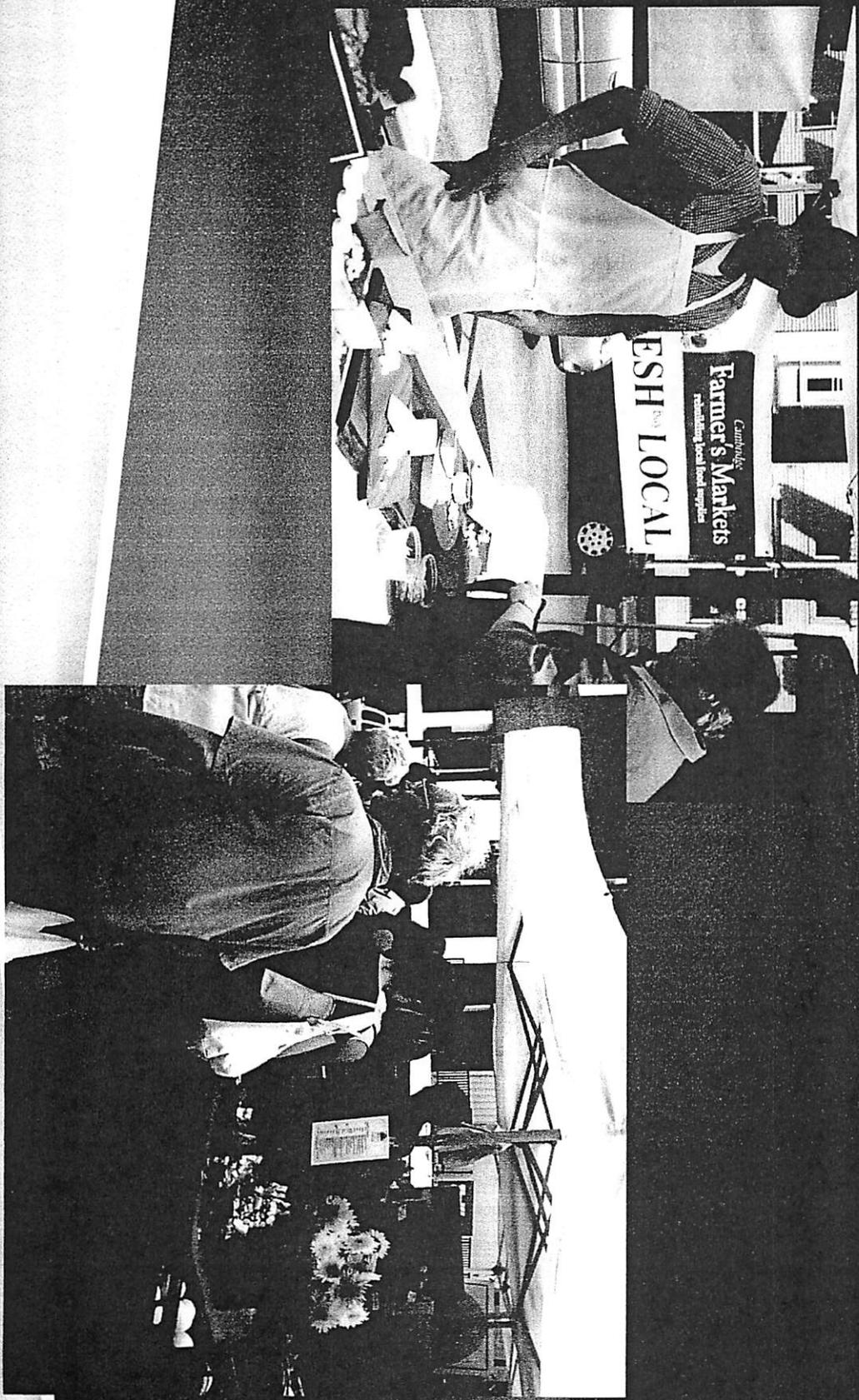
Invited are several non profit groups and individuals who manage our existing farmers markets both from Cambridge and surrounding communities, customers and restaurants who wish to source more from farmers markets.

The discussion topics will attempt to illuminate:

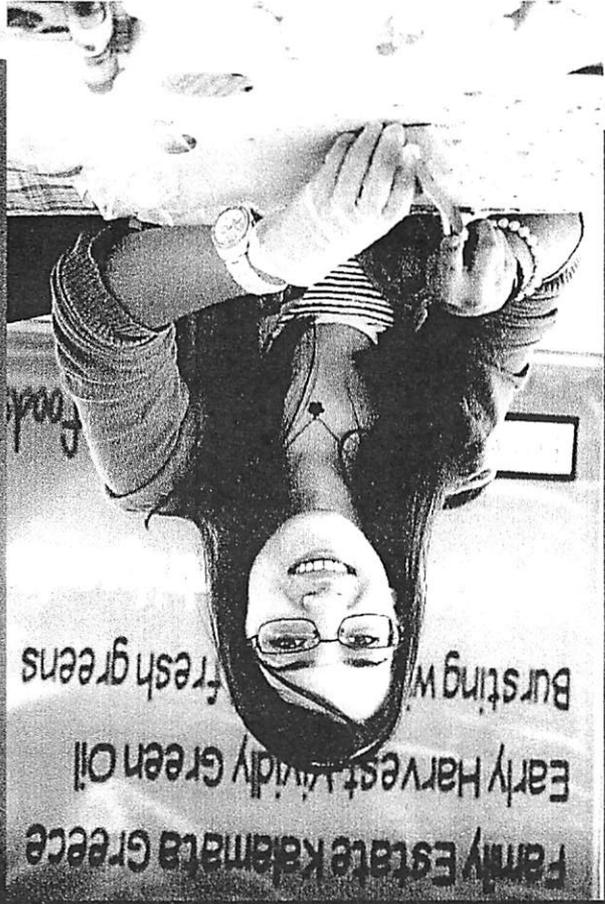
- How many different entities (individuals, private institutions and non-profit agencies) are currently managing markets in and around Cambridge
- Identify what common challenges and obstacles they face.
- Learn the obstacles to obtaining and sustaining EBT / debit card processing for a farmers market
- How can the city support a winter market in Cambridge
- Explore the opportunities of farmers markets as engines of job growth, and as integral civic spaces designed to fuel the kinds of 'healthy community'

initiatives in which the City itself is already engaged
in underwriting.

SUPPORTING LOCAL FARMERS AND SMALL FOOD ENTERPRISES



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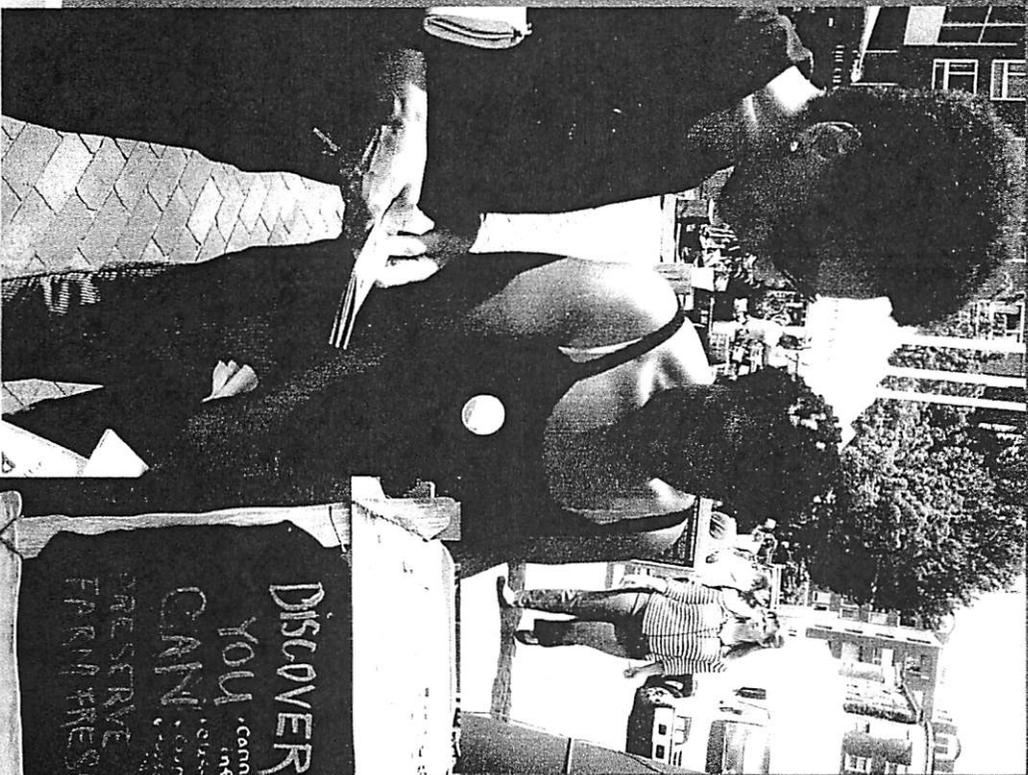


EDUCATIONAL PROGRAMS



Growing your own Indoor
Mushrooms

EDUCATIONAL PROGRAMS



Canning classes



EDUCATIONAL PROGRAMS



This summer, 50 farmers market members of FMC have taught canning skills to more than 8,000 people in 27 states through a nationwide Discover You Can program, sponsored by Jarden Home Brands and the Farmers Market Coalition. (Extracted from <http://farmersmarketcoalition.org/forging-partnerships-8-7-2011>)



Canning classes

COMMUNITY BUILDING

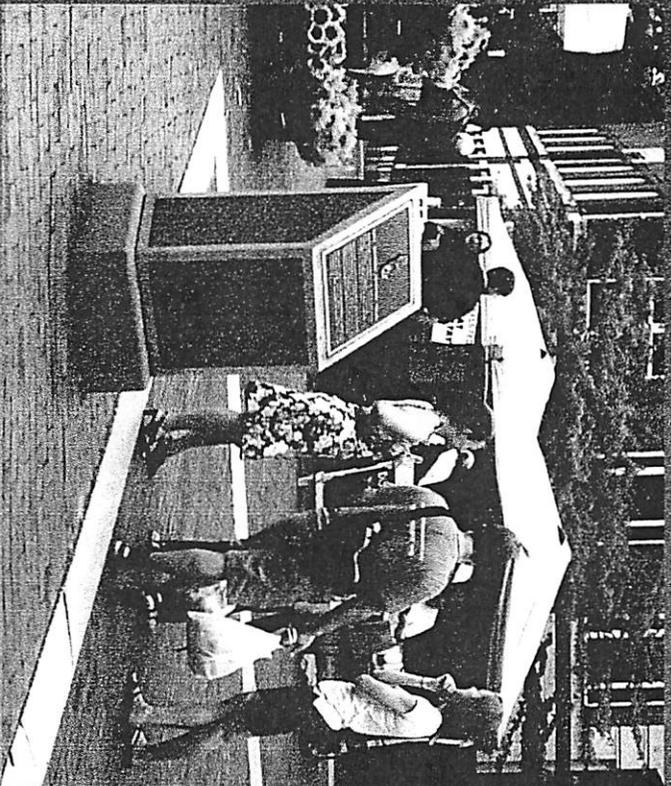


Face Painting

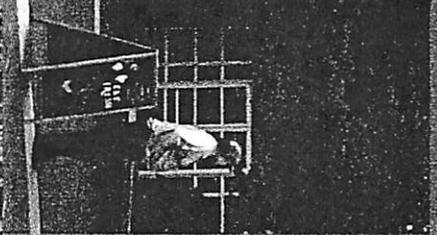


Chalk drawings

COMMUNITY BUILDING



Social gatherings

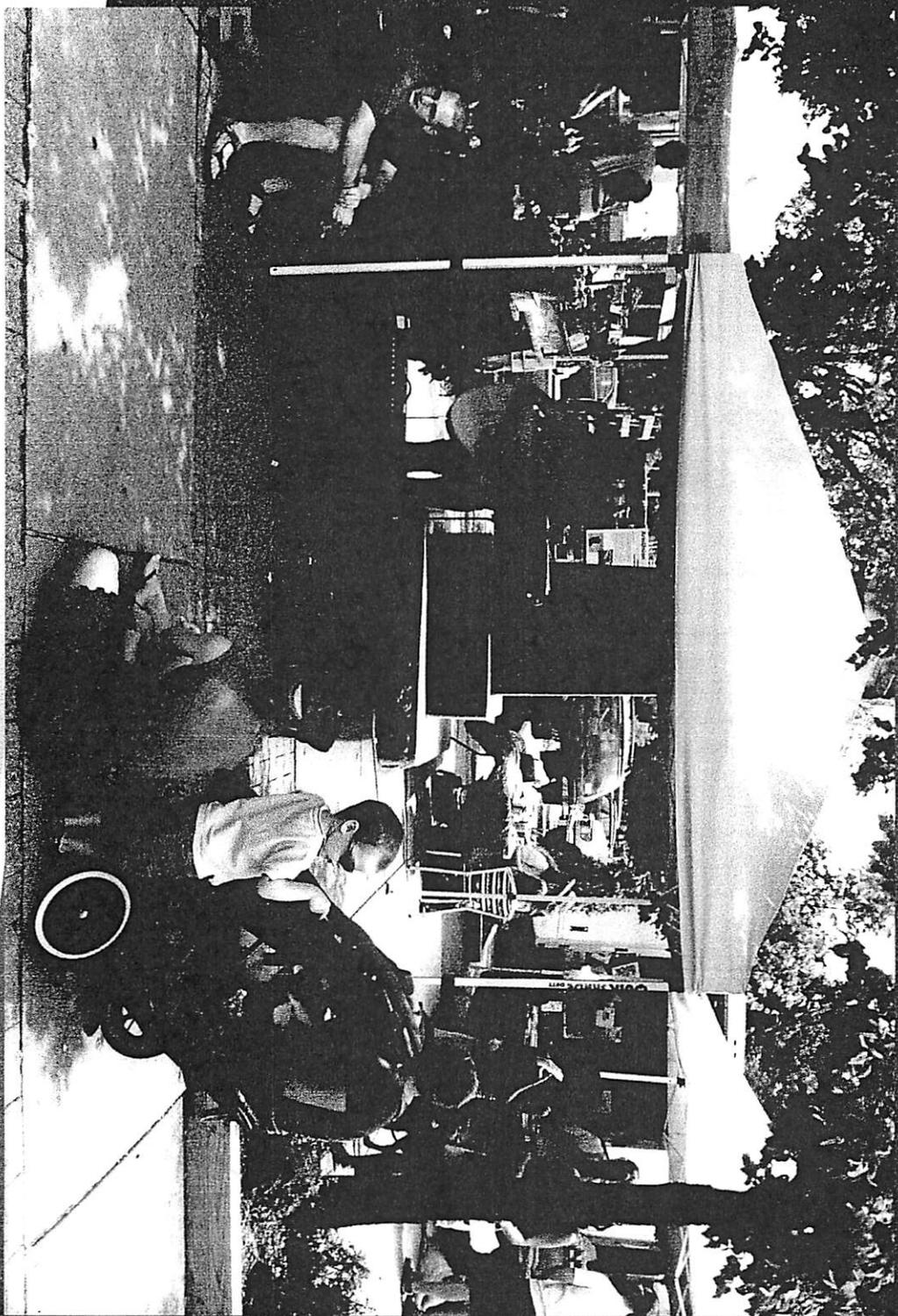


COMMUNITY BUILDING



Information sharing

COMMUNITY BUILDING



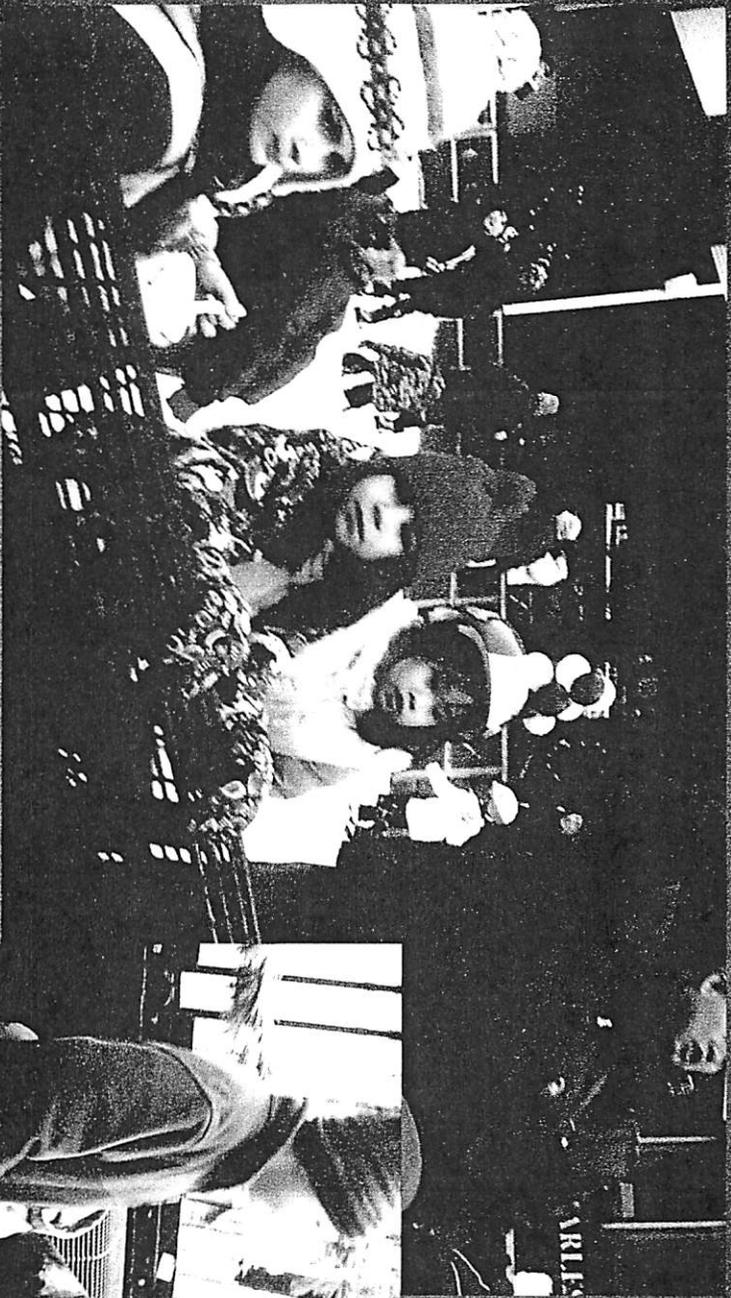
Live music

COMMUNITY BUILDING



Opera Performance at the market

COMMUNITY BUILDING



Ice skating rink set up next to farmers market



COMMUNITY BUILDING



Ice skating for all

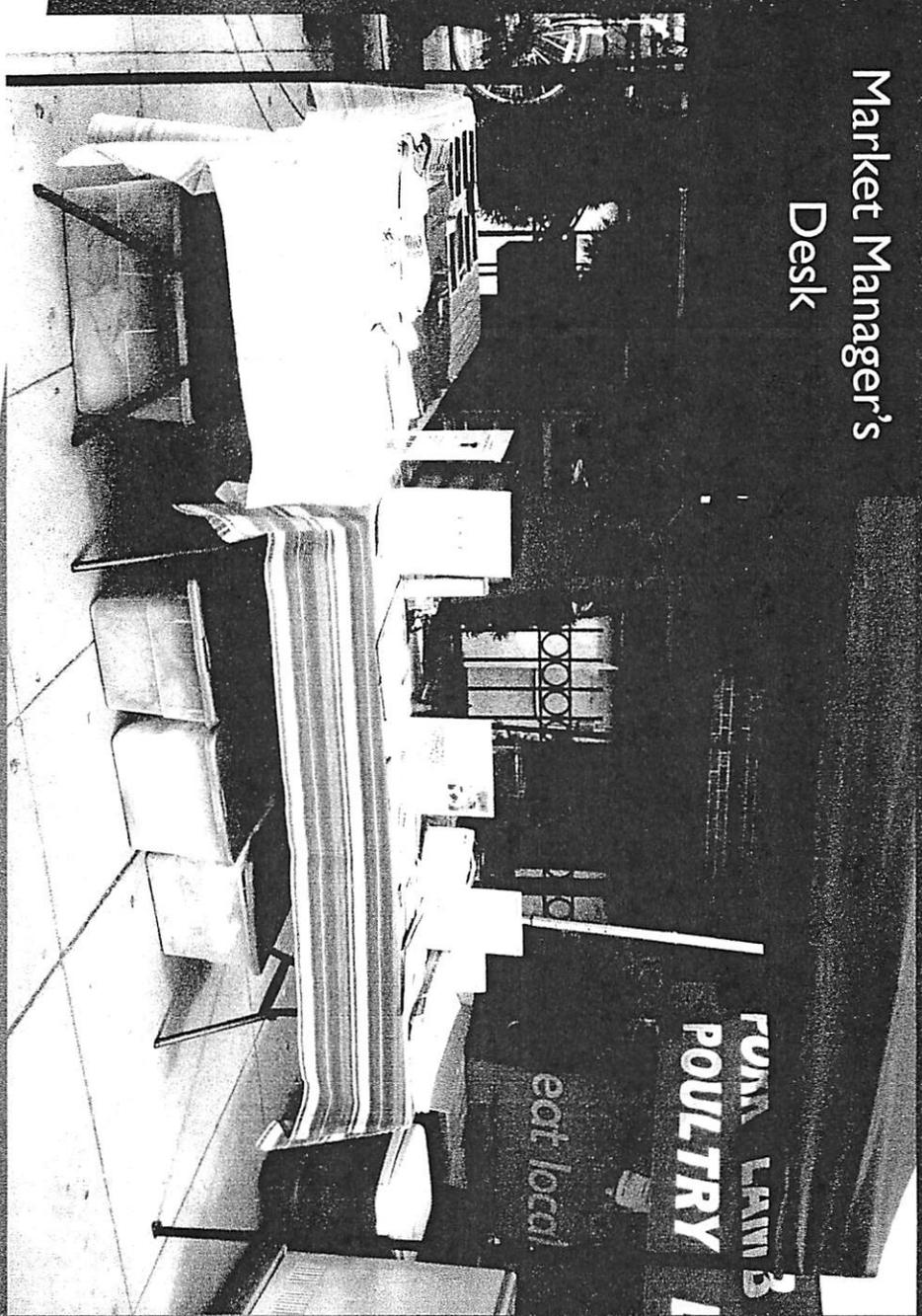


COMMUNITY BUILDING



OUTREACH EFFORTS

Market Manager's
Desk



DEBIT/EBT PROGRAM

EBT/SNAP Debit and
 You are in the right
 place!



Please wait for assistance.
 We can swipe your card, and
 give you our market currency,
SOMERBUCKS
 for you to use throughout the
 season.

Union Square Market
 2011 Market Vendors
 Union Square Market
 2011 Market Vendors
 Union Square Market
 2011 Market Vendors

**A DAY TO
 MOVE BEYOND
 FOSSIL FUELS**

Union Square Market
 2011 Market Vendors

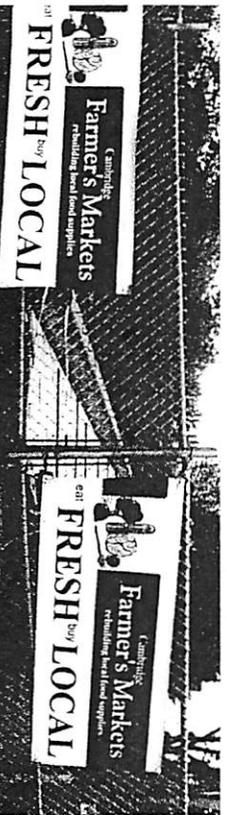
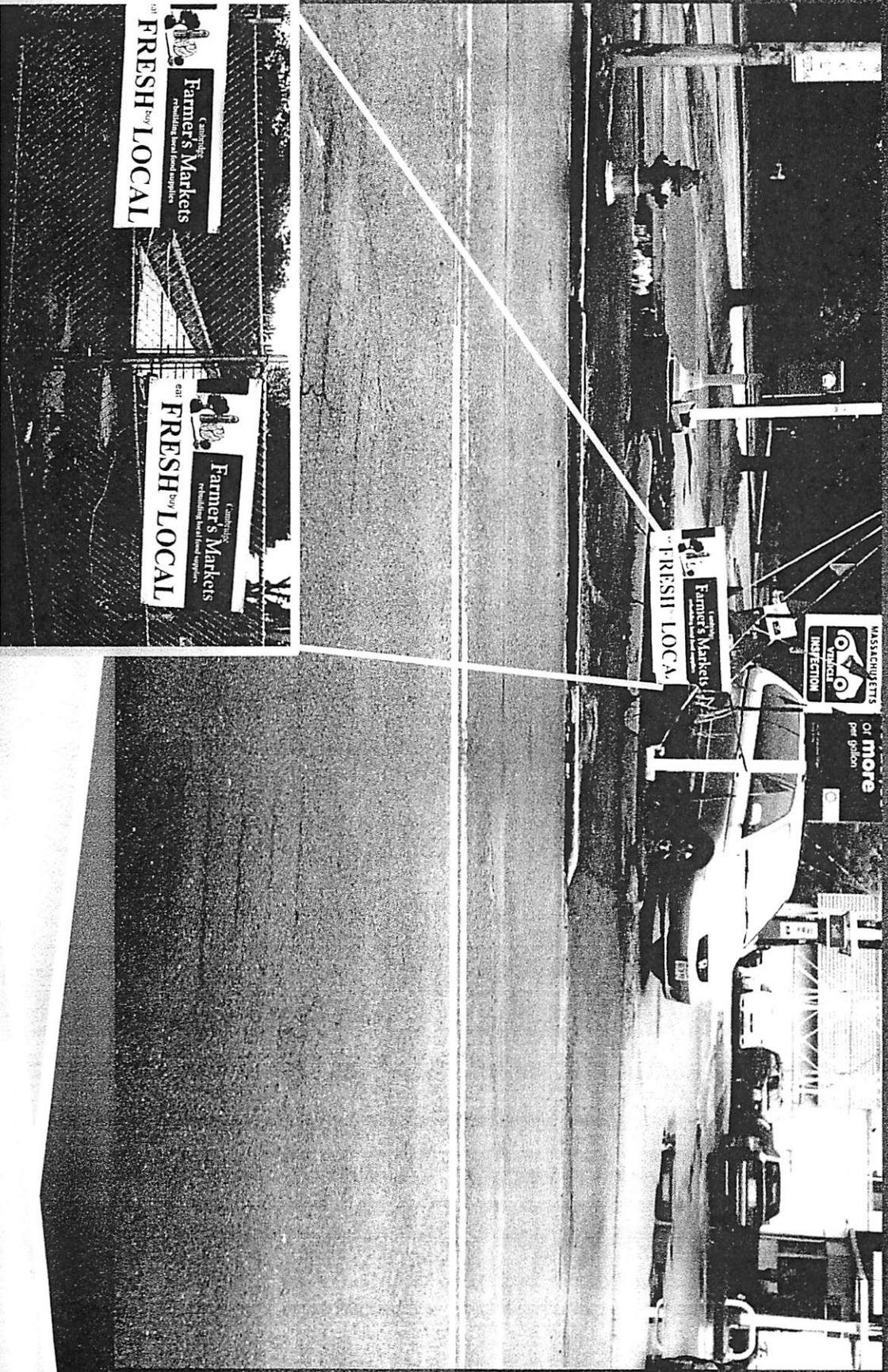
Union Square Market
 2011 Market Vendors
 Union Square Market
 2011 Market Vendors

NAME: _____ PLEASED: _____
 UNION SQUARE MARKET SHEETS'S REFLECTOR
 I AM: EBTTT TENUY

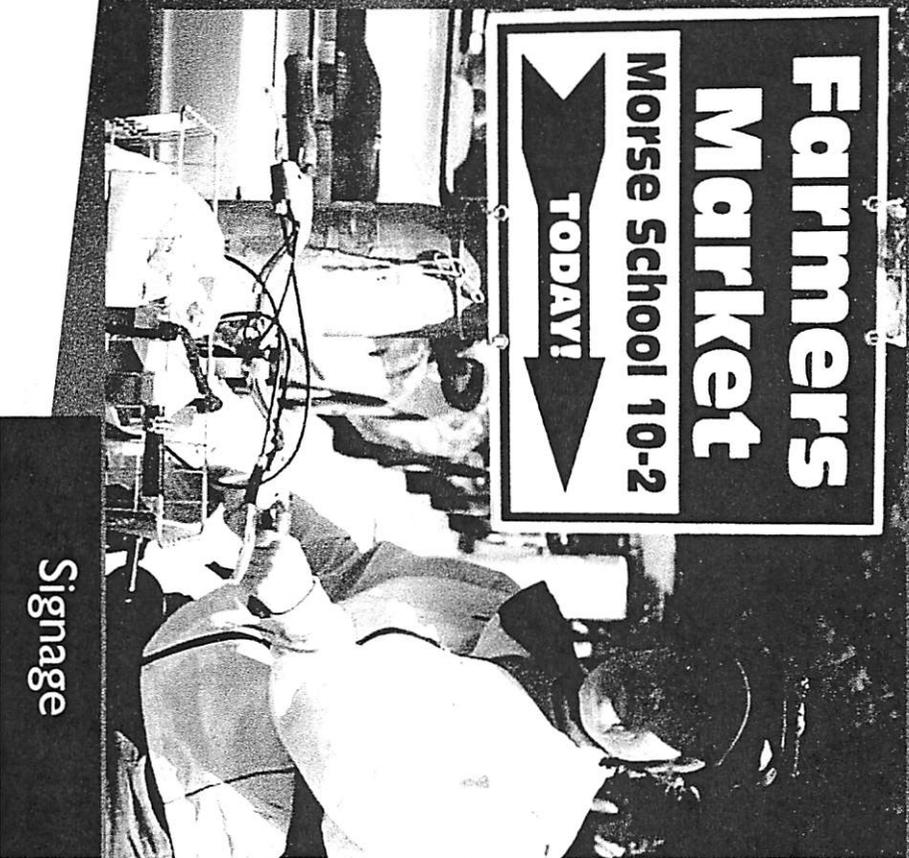
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6. Name: _____
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OUTREACH EFFORTS



OUTREACH EFFORTS



Signage



OUTREACH EFFORTS

FARMER'S Market

EAT FRESH,

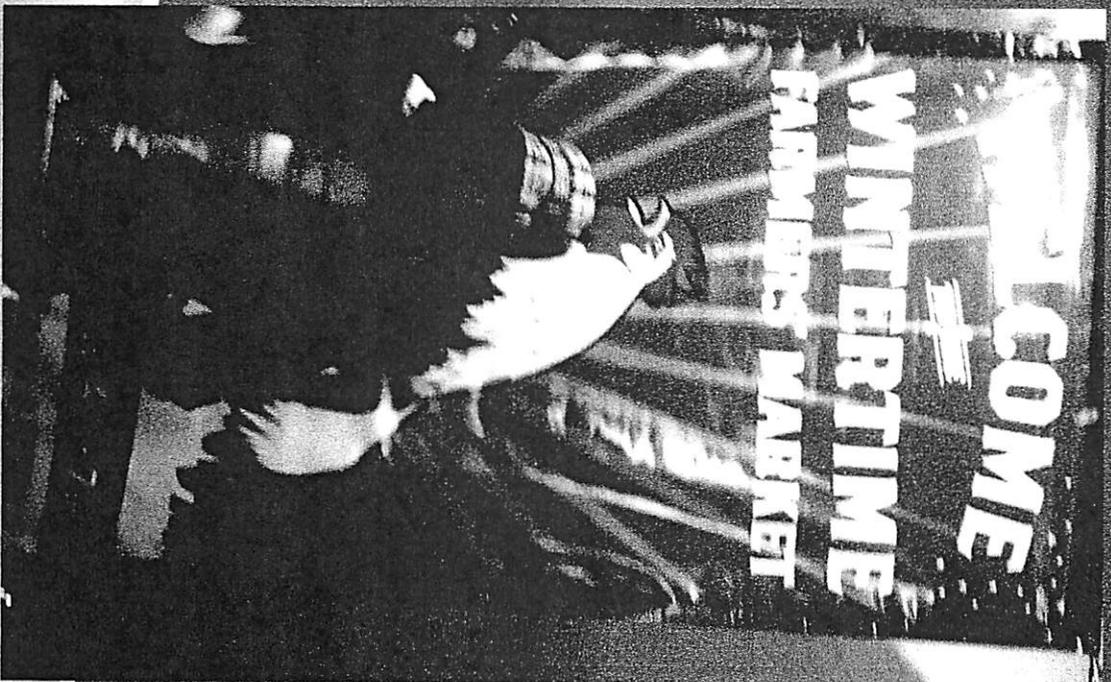
BUY LOCAL



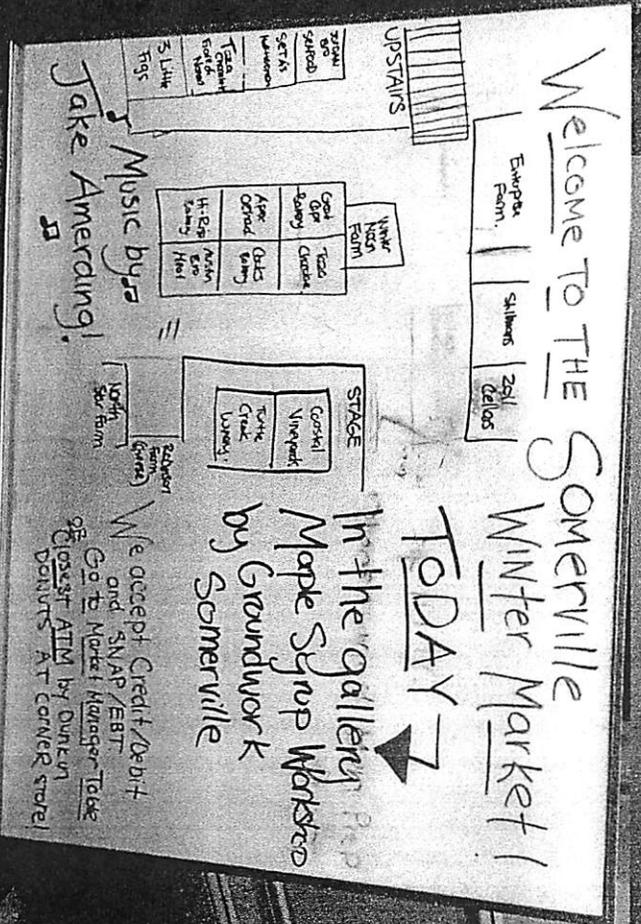
NEW ENGLAND
BERRIES!

Signage

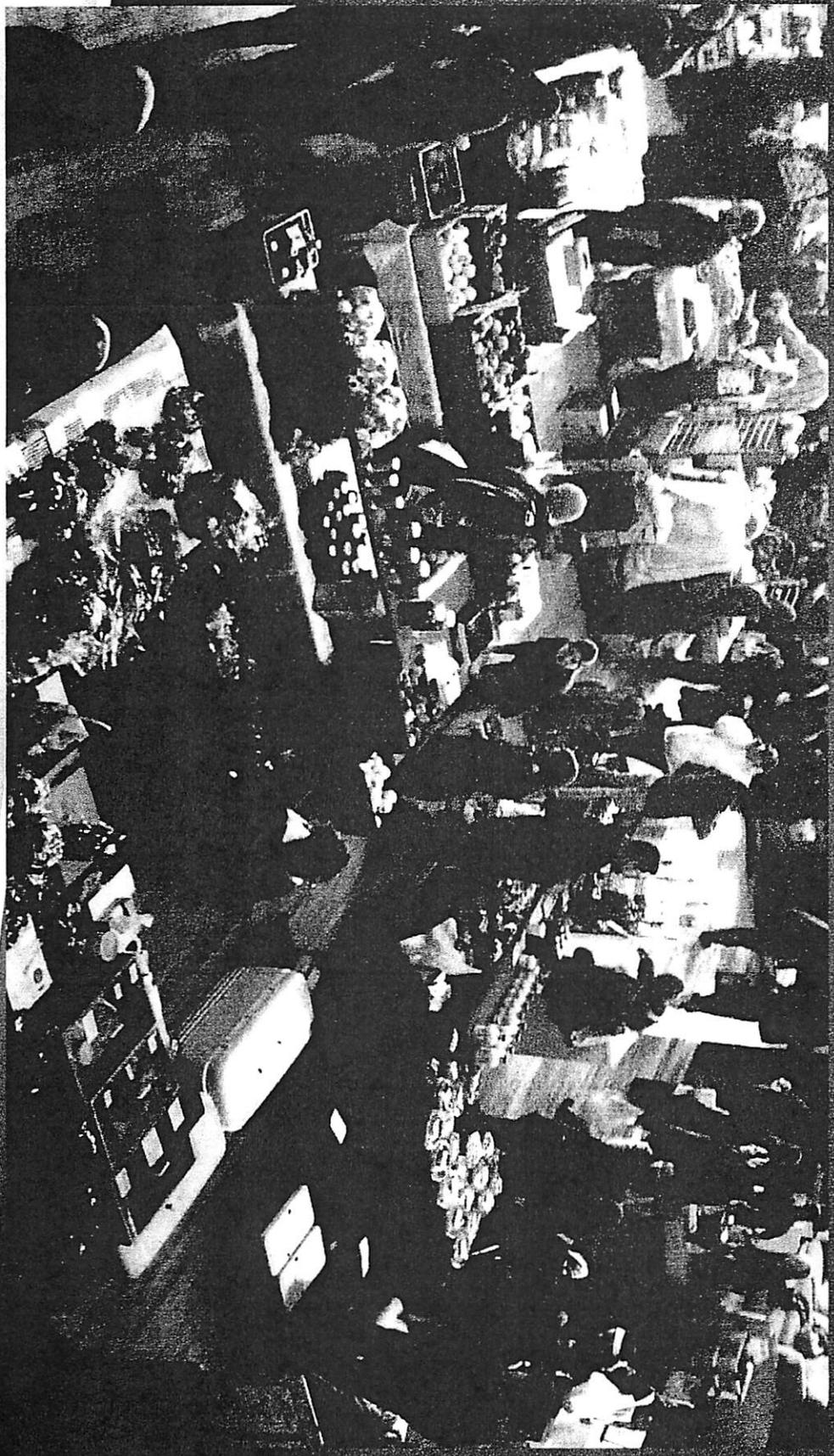
WINTER MARKET OPPORTUNITY



WINTER MARKET OPPORTUNITY



WINTER MARKET OPPORTUNITY



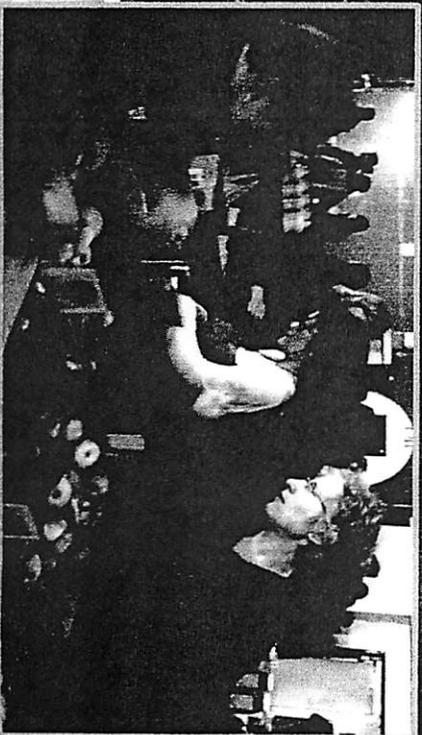
WINTER MARKET OPPORTUNITY



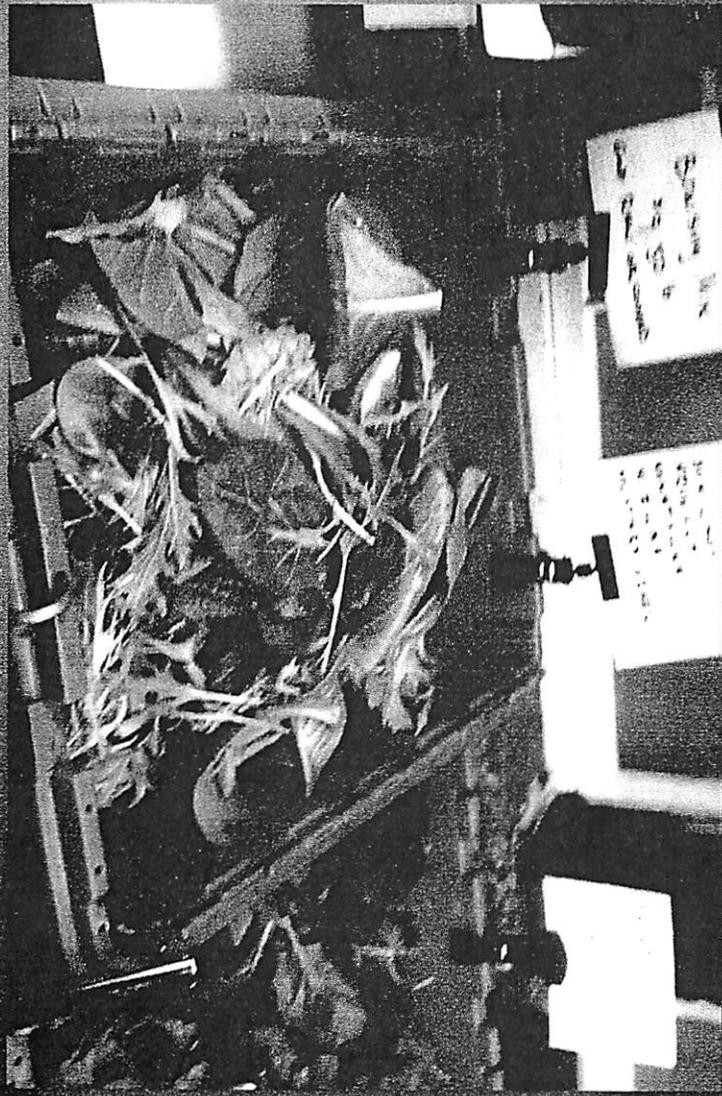
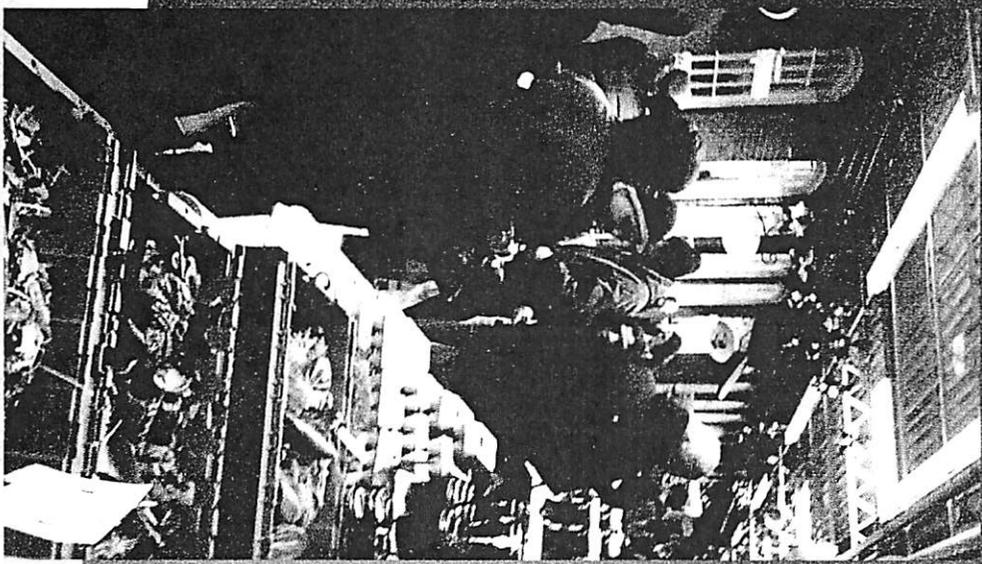
WINTER MARKET OPPORTUNITY



WINTER MARKET OPPORTUNITY



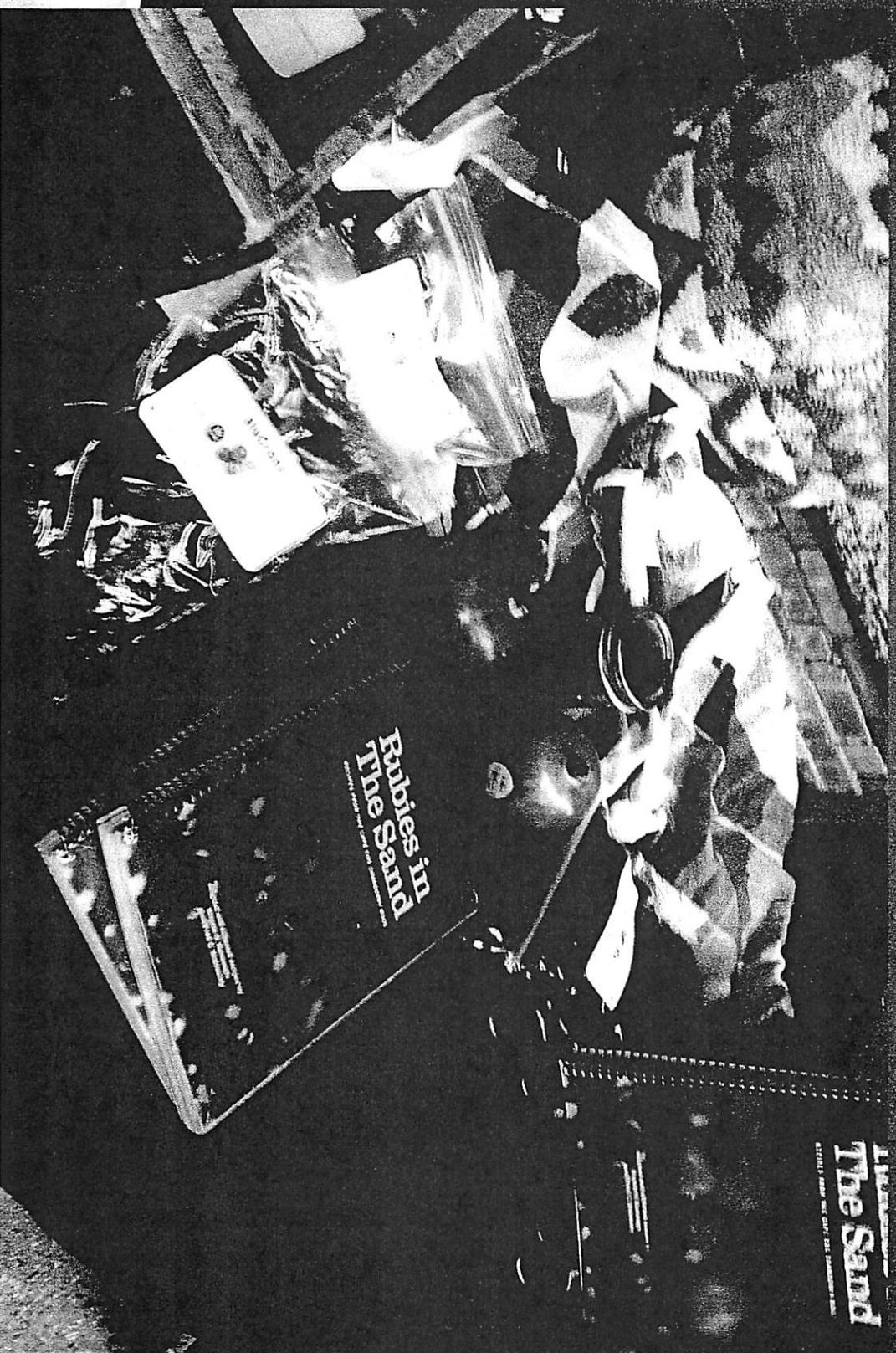
WINTER MARKET OPPORTUNITY



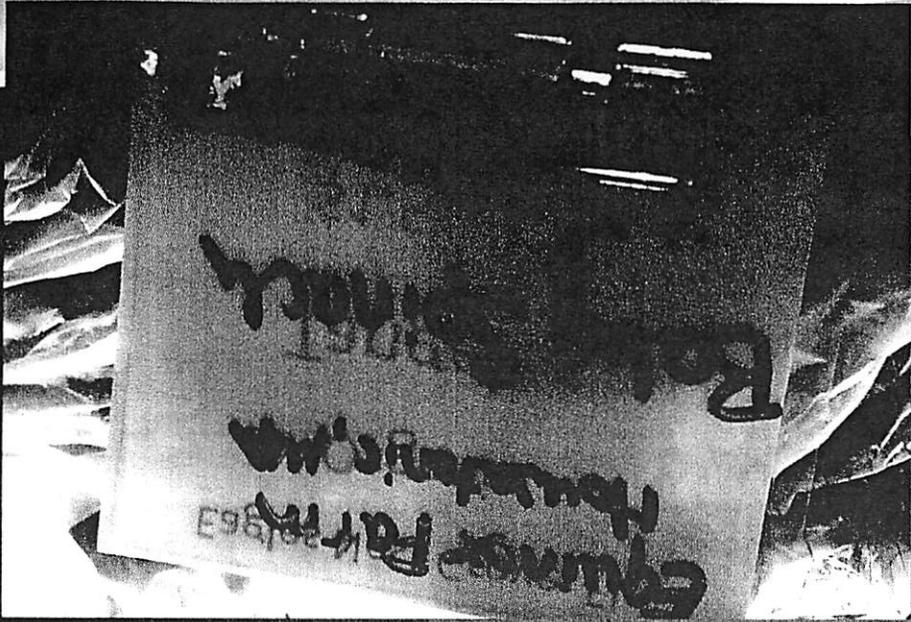
WINTER MARKET OPPORTUNITY



WINTER MARKET OPPORTUNITY



WINTER MARKET OPPORTUNITY



COOK'S FARM
Brattleboro, VT

Cheron is sold from the farm at \$5.50/lb hanging weight, plus \$70.00 for slaughter, cutting, and wrapping. Goats are sold by the whole or half.

Goats
Amy Cook
1037 Upper Plain

and supporting small Vermont landscapes
by Cook's Farm.

CHOLESTEROL AND FAT CONTENT

Check with your local government health department for more information.

Meat	Cholesterol (mg)	Fat (g)
Lean Beef 7-ounce steak	80	12
Chuck Roast 7-ounce steak	100	18
Tri-Tip 7-ounce steak	120	24
Brisket 7-ounce steak	140	30

MEAT

CONTAINS LESS FAT AND
CHOLESTEROL THAN OTHER MEATS

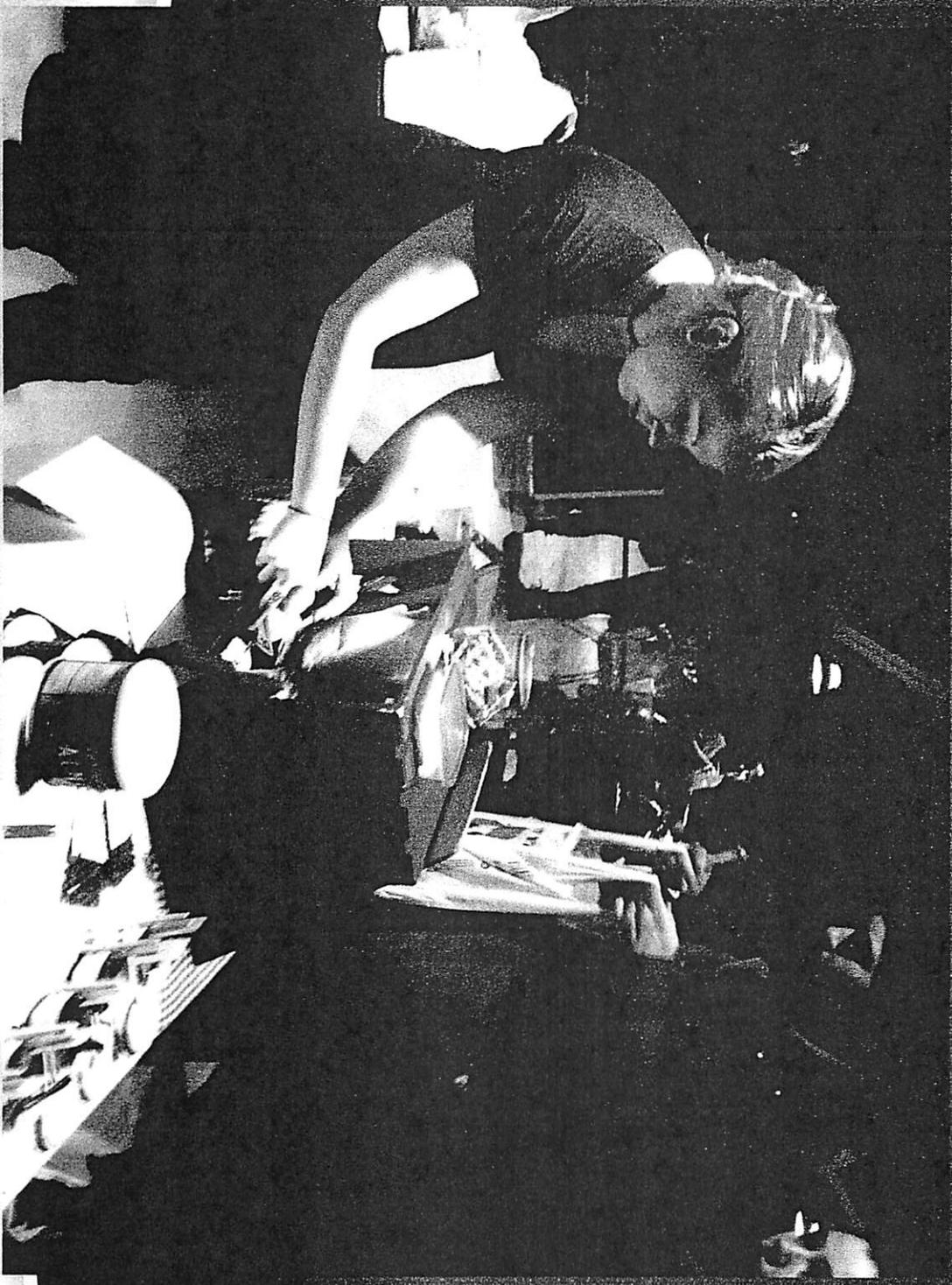
GROUND MEAT
\$10 PER POUND

STEAKS
\$20 PER POUND

WINTER MARKET OPPORTUNITY



WINTER MARKET OPPORTUNITY



WINTER MARKET OPPORTUNITY

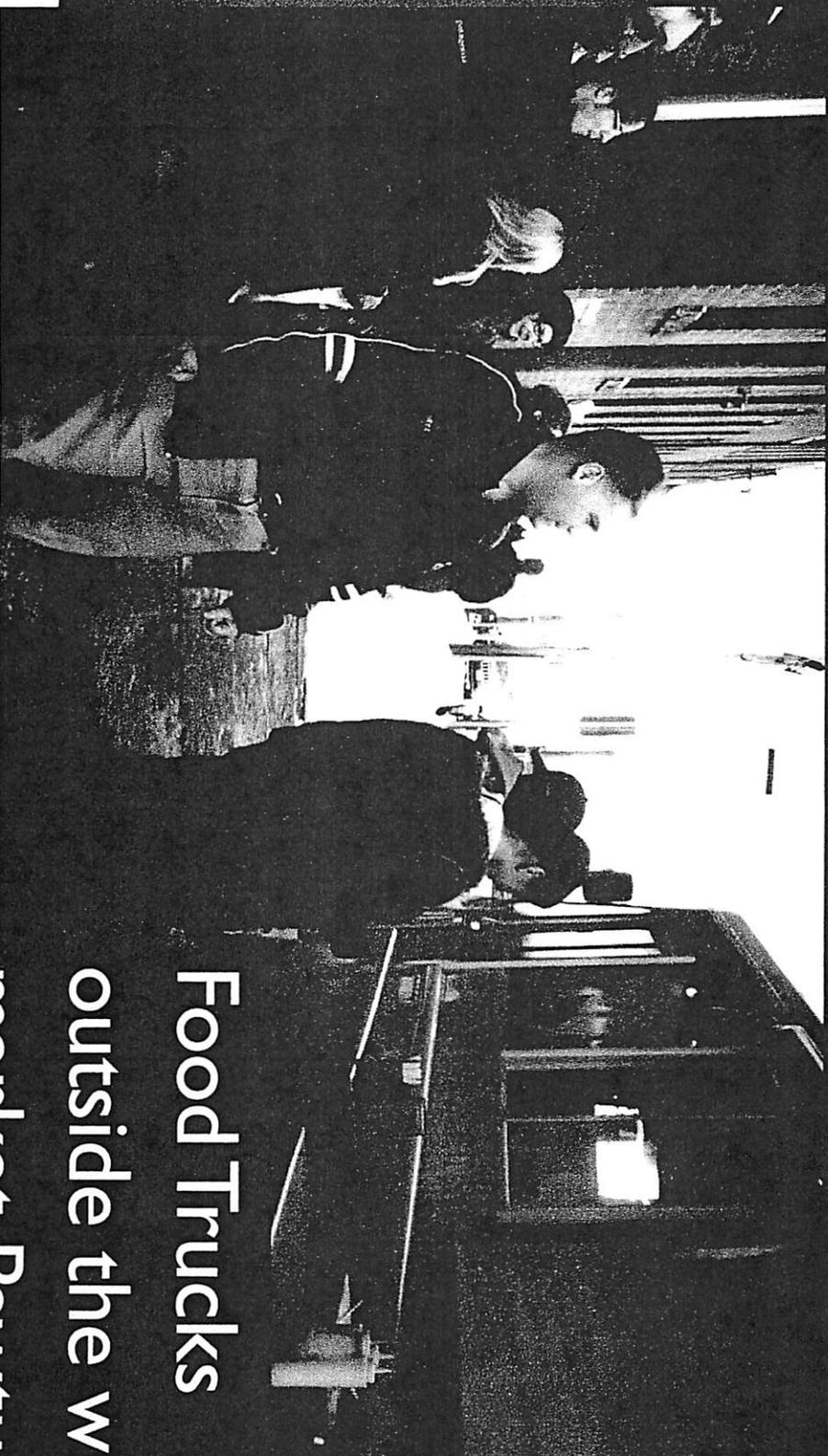


ecco

Environmental News for Rhode Island

www.ecco.org

WINTER MARKET OPPORTUNITY



**Food Trucks
outside the winter
market Pawtucket,
RI**

WINTER MARKET OPPORTUNITY



Noodles

Creamy Yellow Curry with a hint of coconut complement this rice, noodle and vegetable stir fry (ask for pork, beef, or tofu)



Style Bin

An Asian styled salad with rice noodles, fresh veggies, and a zesty dressing (ask for pork, beef, or tofu)



Two tacos on a fresh, healthy made, corn tortilla with the veritas (jalapeno, cheese, salsa, and roasted chicken) and your choice of beef, pork, or our special mix.



CONCLUSION

Mission

The mission of the Cambridge Farmer's Markets is to promote local farms and small food enterprises (with preference given to those who buy locally sourced ingredients),

- To provide for direct, informed relationships between farmers and consumers for the economic benefit of farmers,*
- To showcase local sustainable agriculture*
- To educate the public on food, health and agriculture topics through interactive events and displays*
- To seek out innovative partnerships which strengthen the regional food supply chain, and the regional economy as a whole.*



Local Farmers: Growing Food, Growing Economies

Thank you, local farmers!

We have a lot to thank local, sustainable farmers for: fresh, flavorful, and healthful foods; cleaner water; healthier soils. Here's another category: **jobs!**

Local food systems create jobs, keep money in local economies, and promote community development, according to a new report, *Market Forces: Creating Jobs through Public Investment in Local and Regional Food Systems*.



Let's make local food thrive

In order for local and regional food systems to thrive and expand we must invest more in them, through policies that help make them more competitive with the heavily subsidized industrial food system.

What YOU can do

You have a unique voice with which to urge Congress to make the investments we need. Take action by doing any (or all!) of the following:

◆ **Write to Congress**

urging them to add a local foods title in the next Farm Bill at ucsusa.org/localfoods

◆ **Download Market**

Forces at ucsusa.org/marketforces or request free copies of the executive summary to share by emailing aelles@ucsusa.org

◆ **Spread the word!**

Put copies of this flyer and/or the executive summary of *Market Forces* in your CSA boxes, or share copies with your friends, customers, or fellow vendors at farmers markets.



Union of Concerned Scientists



Additional Resources

Farmers' Market Resources for Market Managers

Farmers' Market Resources

- Farmers
- Farmers' Market managers
- Consumers

Statewide Farmers' Market List

FAQ

Related Links:

- Farmers' Market Coalition
- Federation Massachusetts Farmers' Markets (FMFM)
- National Association of Farmers' Market Nutrition Programs
- Project for Public Spaces
- Starting a Farmers' Market the Right Way
- USDA Agricultural Marketing Service Farmers' Market Website
- The National Agricultural Law Center article: *Farmers Markets: Rules, Regulations and Opportunities* [PDF]
- Farmers Markets Today
- Cooperative Development Institute: Resources for Farmers' Markets

- Consumer Information
- Marketing Assistance

Spotlight

Contact: David Webber, david.webber@state.ma.us, 617-626-1754.



Behind every successful farmers' market is a dedicated market manager. The primary responsibilities for the farmers' market manager are: recruiting farmers, promotion and advertising, and day-to-day operation, including space allocation. Some farmers' markets are managed and run by an individual in the community. Some are sponsored by community organizations or non-profits with a hired market manager. If you or an organization you work with is interested in starting a farmers' market in your community, contact us.

More information:

[MDAR Farmers' Market Policy](#) [PDF]

Farmers' Market Development

- Farmers' Market Development Outline
- How to Organize and Run a Successful Farmers' Market
- Inventory List
- Sample Farmers' Market Rules
- Volunteer Recruitment (Heli Tomford, Belmont Farmers' Market) [PDF]
- Recruiting Market Volunteers [PDF]
- Market Fundraising [PDF]

Regulatory Requirements

- Farmers' Market Food Safety and Permit Guidelines [PDF]
- Food Labeling Requirements [PDF]
- *Residential Kitchens* Questions and Answers [PDF]

Promotion

- Farmers' Market Promotions (from Lexington Farmers' Market) [PDF]
- Farmers' Market Outreach and Promotion [PDF]
- Ideas for Farmers' Market Events (from Lexington Farmers' Market) [PDF]
- Massgrown Logo Program
- Promotional Ideas for Farmers' Markets [PDF]
- Tips for Conducting Food Demonstrations at Farmers' Markets [PDF]

EBT / SNAP Resources



Faces of MA Agriculture

- [How to Bring Wireless EBT to Your Farmers' Market - A Report by the Economics Institute \[PDF\]](#)
- [Utilizing Wireless EBT at Farmers' Markets - by Groundwork Lawrence \[PDF\]](#)
- [Supplemental Nutrition Assistance Program at Farmers Markets: A How To Handbook \[PDF\]](#)
- [SNAP at Mass Farmers' Markets Program Evaluation \[PDF\]](#)

Additional Resources

- [Farmers' Market Nutrition Program](#)
- [Free Online tool to help you measure the economic impact of your farmers' market](#)
- [Market Manager Exchange Notes \[PDF\]](#)

[New England Farmers' Market Managers List Serv - Sign up Here!](#)

POLICY FOR MASSACHUSETTS FARMERS' MARKETS

The Massachusetts Department of Agricultural Resources (MDAR) both promotes and regulates agriculture across the Commonwealth. Our goal is to work to increase sales opportunities and delivery of our farmers' products to all areas of the Commonwealth and beyond. Such broad availability is also intended to include people who otherwise may not have access to those products at the farms themselves, or through traditional retail outlets. Further, MDAR has a regulatory and statutory role in the sale of agricultural products at public markets. For these reasons and others, MDAR has determined that a uniform definition and minimum qualifications are necessary to optimally direct these efforts.

As farmers' markets have grown in Massachusetts and in an effort to maintain the benefit realized by our Commonwealth's farming interests, it has become increasingly important that such outlets are adequately defined. Accordingly this policy document is intended to provide basic guidance and definitions relative to farmers' markets in Massachusetts.

A Massachusetts Farmers' Market is a public market for the primary purpose of connecting and mutually benefiting Massachusetts farmers, communities, and shoppers while promoting and selling products grown and raised by participating farmers.

Minimum qualifications for a *Massachusetts Farmers' Market*:

- Two or more farmers primarily selling products grown, produced, or raised by the farmers
- The market has set hours of operation and operates on a regular schedule
- The products are clearly labeled as to origin
- The market complies with all applicable local, state, and federal laws and regulations
- The market must have, and abide by, a set of rules* that governs the operation of the market and, at a minimum, assures the primary purpose of a *Massachusetts Farmers' Market* as providing a direct marketing opportunity for Massachusetts farmers, foresters and fisheries and addresses the following:
 - Terms and conditions of sales, including pricing and labeling
 - Grievance procedure
 - Vendor eligibility and product source
 - Compliance by all vendors with local, state, and federal laws and regulations

MDAR strongly suggests that farmers' markets address market and vendor liability, including any insurance requirements in their policies or rules.

* Rules must be approved by MDAR if the market is applying for or receiving MDAR sponsored grant funds or intending to include the sale of wine by farm wineries at the market. However, all farmers' markets are expected to have rules that meet these minimum qualifications.