



# TAFM Newsletter



## November 2016

SPOTLIGHT ON THE NASHVILLE COMMUNITY MARKETS

IN THIS ISSUE

## TAFM Member Markets Spotlight

The Tennessee Association of Farmers Markets (TAFM) was formed to advance the interests of Farmers Markets across the state of Tennessee. In this issue and upcoming issues, we plan on highlighting one of our member markets.

If you would like to have your market highlighted in an upcoming newsletter, please send photos and information to [board@tnfarmersmarkets.org](mailto:board@tnfarmersmarkets.org).

In this issue, we are highlighting the Nashville Community Markets. One of them is the Hip Donelson Farmers Market. For a great news article on these Nashville Markets, go to this article:

<http://www.tnledger.com/editorial/Article.aspx?id=91417>

## Upcoming Quarterly Member & Board Meeting, November 30th in Chattanooga

Following the November 29 Center for Profitable Agriculture's Training Session for Farmers Market Managers (see next page for more information on this workshop), the TN Association of Farmers Market will have their Quarterly Meeting in Chattanooga the next day, Nov. 30th. Both meetings will be held at the UT Extension Office in Chattanooga.

The UT Extension Office in Chattanooga is located at 6183 Adamson Circle, Chattanooga, TN 37416 and their phone number is 423-855-6113. Here is a google maps link:

<https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=6183+Adamson+Circle%2C+Chattanooga%2C+TN+37416>

Per Lori Carter of the Lookout Farmers Market the closest hotels are at the Brainerd Exit off I-75.

The meeting starts at 9AM EDT with a coffee and networking with a short Board Meeting starting at 9:30AM. The Member Program will follow.

We are honored to have Ms. Rachel Head as our guest speaker. She is the Farm to School Coordinator in the TN Dept. of Education School Nutrition Program.

Farm to school is taking root across TN where there are close to 340 school gardens, over 60% of school districts participating in farm to school, and about 20% of the state's high school agriculture programs growing fresh produce that's served in school cafeterias.

For future meetings, we ask your input on meeting topics. To let us know what interests you most, please follow this link:

<https://www.surveymonkey.com/r/9BCWD56> and complete the survey. We appreciate your input as we want to plan topics that are of most interest to our members.

## Recent TAFM Board Activities - Certification Program or Not???

Based on Member Market input, the Board of Directors will be asking members for your approval of a change in our bylaws at our Annual Meeting. The recommended change will omit Market Certification from our Mission.

Our Annual Meeting of will be held at the PICK TN Conference on February 16 - 18, 2017, to be held the Cool Springs, Marriot Hotel near Franklin.

The website to register for the Pick TN Conference will go live in December. You you can register, pay your TAFM Membership, sign up for our dinner with the TN Agritourism Association, and select some fabulous market tours. As soon as it goes live, we will send you a notice and more program details.

## Welcome to New TAFM Members

Union County Farmers Market recently joined our association and we want to thank them for their membership.

Also, Scott County is in the process of joining. We will do everything we can to provide new markets our mentorship.

**Don't Miss this Training Opportunity**

TAFM has financially supported the UT Center for Profitable Agriculture's Market Manager Training and Farmers Market Boot Camp sessions.

Upcoming sessions for Farmers, Market Managers, officers, directors and stakeholders are being offered in two locations:

- November 29, 2016  
Chattanooga, TN  
9:30am - 4:00pm EDT

- 2. December 1, 2016  
Jackson, TN  
9:30am - 4:00pm CDT

Check-in and networking will begin at gam local time.

### About the Training

Sessions and speakers will include:

- In the Land of Few Carrots: How Market Managers Can Improve Food Safety Practices at Their Market - Faith Critzer
- Helpful Hospitality Habits for Market Managers - Megan Bruch Leffew
- Farmers Market Accessibility and Safety - Tim Prather
- Managing Liability Risks at Farmers Markets - Rusty Rumley

In addition, a panel of market managers will discuss some of the liability risks faced by their markets and how they address them with tools like insurance, business organization and market rules.

Please note that this workshop is the same training conducted in 2015.

Questions?

Contact Hal Pepper at (931) 486-2777 or by email: [Hal Pepper](mailto:Hal.Pepper@tnfarmersmarkets.org).

**Registration**  
Pre-registration is required by November 21.

Register today as space is limited!  
Registration fee = \$40 per person  
Lunch is provided.

Register online now at <https://tiny.utk.edu/fmmanager2016>

## TAFM BOARD MEMBERS

You can contact them at [board@tnfarmersmarkets.org](mailto:board@tnfarmersmarkets.org)

### WEST TENNESSEE

- Steve Guttery- Dyersburg Farmers Market
- Lauren Bean (Board Treasurer)- Dresden Farmers Market
- Open Position

### MIDDLE TENNESSEE

- Tasha Kennard- Nashville Farmers Market-
- Frank Trew (Board President)- Hip Donelson Farmers Market
- Janie Becker- Rutherford County Farmers Market

### EAST TENNESSEE

- Barbara Garrow (Board Vice President)
- Charlotte Tolley- Knoxville Farmers Market
- Lori Carter (Board Secretary)- Lookout Mountain Farmers Market

## Missing out on the TAFM Newsletters?

If you have not been receiving your TAFM newsletter, please contact Barbara Garrow, Membership Chair of TAFM at

<http://tnfarmersmarkets.org/contact/>

We would love to feature your market so please send us information on your

market and some photos. You too could be on the front page.

## Want to Learn More about Social Media and E-Commerce – Here are Great Opportunities

### #1 — Advanced Social Media

In this beyond the basics workshop, participants will learn how to take their social media marketing to the next level. Learn about the newest trends in social media, advanced strategies to make the most of social media marketing efforts, ideas for social media content and how to analyze the effectiveness of strategies employed.

#### **Instructors:**

- Gavin Baker, Baker Labs
- Megan Bruch Leffew,

#### **Dates and Locations:**

- November 16, 2016 – Knoxville
  - November 17, 2016 – Murfreesboro
  - November 18, 2016 – Milan
- Registration deadline:* November 7

- December 14, 2016 – White Pine
- Registration deadline:* December 6

**Time:** 9 am to 4 pm local time

#### **Questions?**

Contact Megan at [mleffew@utk.edu](mailto:mleffew@utk.edu) or (931) 486-2777.

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### #2 — E-commerce Options

Is e-commerce right for your farm? Come to these workshops to compare available software options, investigate benefits and challenges of selling products online and learn considerations for adopting e-commerce as a direct marketing strategy. Hear from a panel of operators experienced in

marketing their products using e-commerce.

#### **Instructors:**

- Jeanie Lim, UT
- Chuck Grigsby, CPA
- Experienced Producers

#### **Dates and Locations:**

- December 7, 2016 – Milan
- December 8, 2016 – Nashville
- December 9, 2016 – Knoxville

*Registration deadline:* November 28

**Time:** 9 am to 3:30 pm local time

#### **Questions?**

Contact Chuck at [cgrigsby@utk.edu](mailto:cgrigsby@utk.edu) or (931) 486-2777.

### #3 — Video Content Creation and Marketing

Join us to explore shooting, editing and promoting videos to market farm products and services. Participants will practice techniques using an I-Pad and the iMovie app (provided for use at the workshop.) Register now as space is limited!

#### **Instructors:**

- David Yates, UT Extension
- Megan Bruch Leffew, CPA

#### **Dates and Locations:**

- January 5, 2017 – Milan
  - January 6, 2017 – Clarksville
- Registration deadline:* December 21

- January 11, 2017 – White Pine
  - January 12, 2017 – Athens
- Registration deadline:* January 2

- January 19, 2017 – McMinnville
- Registration deadline:* January 9

- January 26 - Spring Hill
- Registration deadline:* January 16

**Time:** 9 am to 4 pm local time

#### **Questions?**

Contact Megan at [mleffew@utk.edu](mailto:mleffew@utk.edu). Developed for farmers involved in direct marketing, value-added and agritourism enterprises, these workshops will help participants learn, evaluate and implement advanced online marketing strategies. Choose

one, two or all three workshops to help efficiently and effectively reach potential customers and make sales transactions.

#### **Registration Fees:**

\$20 per person per workshop.

Pre-registration and pre-payment required.

Lunch will be provided.

Location details will be emailed to registered participants the week prior to each workshop.

#### **TAEP Educational Credit:**

These workshops fulfill a TAEP requirement in only the Producer Diversification Sectors: Fruits and Vegetables, Agritourism, and Value-Added.

**Sponsors:** Funding provided, in part, through a Southern Extension Risk Management Education Grant.

- Megan Bruch Leffew, CPA

Register online at <https://tiny.utk.edu/GrowingDigital>

See Next Page for Pick TN Conference Contest Award Rules for Farmers Markets

**2017 Tennessee Farmers Market**

## Contest Rules



### Purpose:

The Tennessee Farmers Market Awards celebrate and recognize excellence in the advertising and promotion of Tennessee Farmers Markets.

### Entry:

- Entry is free to all Tennessee Farmers Markets and Tennessee Association of Farmers Market members.
- Awards and recognition will take place during the Tennessee Farmers Market banquet on Thursday, February 16, 2016 at the Pick TN Conference. Awards will be presented by the Tennessee Department of Agriculture.
- The submission of website and Facebook entries ends **January 17, 2017** and must be entered by email to Greer.Gill@TN.gov.
- T-shirt and Brochure entries must be submitted to the registration desk at the Pick TN Conference by **9:00 AM on Thursday, February 16.**

- All submissions and winning entries must stay in place until the conclusion of the Tennessee Farmers Market Banquet.

### Guidelines:

- Decision of the judges is final.
- Entry items must be intended for distribution to the public and directly related to an actual event or service at a Farmers Market.
- Submissions agree to allow their event and entry to be available for promotion and future program publicity.
- All submissions should be in good condition and suitable for viewing.

### Judging Criteria:

#### Website will be evaluated based on the following:

- Content
- Structure and Navigation
- Visual Design
- Interactivity
- Overall Experience
- Use of Pick TN Products logo and linked to PickTnProducts.org

#### Facebook will be evaluated based on the following:

- Content

- Visual Design
- Interactivity
- Overall Experience

#### Brochures or Posters will be evaluated based on the following:

- Informative
- Page layout
- Appropriate for the activities and audience
- Accuracy and Appeal of information provided
- Overall Appearance
- Use of Pick TN Products logo

#### T-Shirt's will be evaluated based on the following:

- Originality
- Artistic quality and design
- Display of farmers market name/logo
- Creativity

### Questions:

Contact Greer Gill, Farmers Market Marketing Specialist, at Greer.Gill@tn.gov or (615) 837-5163.