



SPOTLIGHT ON THE MAIN STREET DYERSBURG FARMERS MARKET

TAFM Newsletter



May 2017

TAFM Member Market Spotlight

The Main Street Dyersburg Farmers Market has seen steady growth since opening in 2007. Starting with a dozen tents and a truckload of tables, the market was originally located on Market Street across from the Dyer County Courthouse. The market is now located in a repurposed huge lumber shed on the Forked Deer River banks where McIver's Bluff, later named Dyersburg, started. Main Street Downtown Development Director Steve Guttery says his market was started as a creative way to get people back downtown. "Most of the community can remember when Saturday was farmer day downtown and the crowds were enormous," Guttery said. "We'll never see that kind of commerce modern day, but we can brag a little on the success of the market and how fresh vegetables brought two distinct age groups back downtown. I tell groups, and anyone that will listen, the two groups are people older than me and people younger than me. We have a great group of elderly buyers who grew up with fresh vegetables and make the trip

to the Dyersburg Farmers Market every Saturday and Tuesday, rain or shine. Then there are millennials. They are all about local foods, healthy choices, and the vegetables we sell at our market. The younger group needs a little more attention than their elders since they love fresh vegetables but don't always know how to cook them. As a member of Pick Tennessee Products, we distribute recipe cards mainly to our younger shoppers" Guttery said.

Dyer County Master Gardeners are on hand with recipes and growing tips as well. Many Main Street communities are starting or managing farmers markets in Tennessee. Recently a panel of Tennessee Main Street Managers promoted starting farmers markets at the National Main Streets Conference in Atlanta. Small town Main Street Managers were all ears learning about the success of farmers markets in Tennessee. Steve Guttery added, "Often a market gets started to provide fresh vegetables and provide income for small growers. The Main Street

Dyersburg Market has accomplished that by default, but most importantly, we brought people back to the Historic District.

Steve Guttery is employed by the Dyersburg/Dyer County Chamber of Commerce as a Main Street Manager and Farmers Market Manager. The Main Street Dyersburg Farmers Market is a producer-only market and is open Mid-June through September in Downtown Dyersburg. Major funding for the Main Street Dyersburg Farmers Market came from the Tennessee Main Street Innovation Grant and TAEP grants.



Center for Profitable Agriculture: Upcoming Trainings

Record Keeping For Successful Value-Added Enterprises

What: Educational workshop to teach farmers how to keep financial records for direct marketing, food processing, and agritourism enterprises.

Cost: \$20, lunch provided

Where & when:

9 am - 3:30 pm

June 13, Winchester

June 14, Nashville

June 15, Martin

Registration required 5 business days prior to each workshop.

Contact: Hal Pepper at 931-486-2777 or hal.pepper@utk.edu.

Grass-fed Beef Conference

What: Educational conference covering considerations for grass-fed finishing, branding and labeling considerations for grass-fed beef, developing a forage system for beef, and grass-fed beef nutrition.

Cost: \$40, lunch provided

Where & when:

8:30 am – 4:30 pm

June 28, Spring Hill

June 29, Athens

Pre-conference tour June 27, 4 pm - 6:30 pm. Free to conference participants.

Contact: Chuck Grigsby at 931-486-2777 or cgrigsby@utk.edu.

TAFM Conference and Member Meeting

Did you know that each organization involved in the Pick TN Conference is responsible for its own track? TAFM is busy planning for the 2018 Pick TN Conference and would love to hear what our members would like to learn about! In addition to the conference, TAFM is organizing an annual membership meeting, to be in September of this year. The 2018 Pick TN Conference is scheduled for Chattanooga, and the Membership Meeting is being planned for West Tennessee.

We need your feedback! What do you most need help with? What speakers would you like to hear from? Do you want to have tours of other markets? Let us know, and we'll look to include it in either the Membership Meeting or Pick TN Conference!



Don't forget to get your market listed on the Pick TN Products website! Go to <http://www.picktnproducts.org/> to get listed and to find out how to download the mobile app.

Get featured!

We would love to feature your market! Just send us a short article on your market and some photos and you too could be on the front page!

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

TAFM BOARD OF DIRECTORS

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- Steve Guttery - Main Street Dyersburg Farmers Market (Secretary)
- Richard Gallagher – Martin Farmers Market
- Joni Roberts – Farm Park Farmers Market

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- Barbara Garrow – Morristown Farmers Market (Treasurer)
- Charlotte Tolley – Market Square Farmers' Market (Vice President)
- Steve Brehm – Public Markets, LLC

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Website: tnfarmersmarkets.org

Next issue: Children's Activities

Our next issue will include success stories from TN markets on successful programs for children at farmers markets. Want to share your story? Email Charlotte at info@nourishknoxville.org.