

America's Favorite Farmers Markets Contest

FAQ for Market Managers



What is the goal of the America's Favorite Farmers Markets™ contest?

The purpose of the America's Favorite Farmers Markets™ contest is to spread the No Farms No Food® message and to raise national awareness about local farmers markets, the role they play in supporting local farms and food, and the importance of local farms and farmland to our communities. It is a free national contest that will let your customers show support for your market, help you earn free media coverage, and bring in new shoppers who want to support farmers markets in your community and beyond. We will be promoting farmers markets on the national level while we continue to work toward our goal of protecting productive farmland and spreading the No Farms No Food® message.

How do I register my farmers market for the contest?

Market managers and representatives can sign up for the contest by filling out a short entry form on the American Farmland Trust website at www.farmland.org/marketmanager.

What do the winning farmers markets win? How many winners will there be?

There will be four winning markets and each will receive a farmers market promotional package with a value of **\$3,000** to help grow their market. The package includes:

- A special logo for the exclusive use of the winning markets
- An event honoring the market including support convening key stakeholders at the event
- National press release announcing the winning markets
- 500 totebags with the America's Favorite Farmers Markets logo and the No Farms No Food® message to give away to customers
- An outdoor banner to hang-up in the market
- Up to \$500 of printed promotional tools from our printing partner igreenprint
- \$1,000 worth of graphic design for a new flyer, logo, web element, or other project by the Virginia based design firm, SQN Communications.
- 200 copies of our magazine *American Farmland* with a feature story on the winning markets

When does the contest begin and end? When will winners be announced?

The contest begins on June 1st at 12:00 pm and runs through the end of August. Winners will be announced at midnight on August 31st.

If I manage more than one market, can I enter all of them?

Yes, you can register multiple markets even if they are managed by the same person or by an association. You can also register a Wednesday market and a Sunday market as two different markets. This may or may not be desirable depending on whether or not the customer base is the same. Customers can vote for more than one farmers market but can only vote for each market one time so customers that shop at multiple markets around their city or community can vote for all of the markets they support.

Where do customers vote for their favorite farmers market?

America's Favorite Farmers Markets™ contest is an online contest. Customers can vote online at www.farmland.org/vote. Voters can search by market name, city, state or zip code or can zoom in to find their market on the Google map. Customers can then register, vote and write about how much they love their local market!

How can I track votes for my farmers market?

Votes for farmers markets are updated automatically and will be visible on our Google map. There is a slight delay as votes are entered before they update; please refresh your browser and allow a few minutes for the vote count to upload. Later in the summer we will release the rankings of farmers markets in the top 20 for each of our four categories.

What are the benefits for participating?

- Chance to win \$3,000 in promotional and marketing value for your farmers market
- Increased exposure for your market to local offline and online media all summer long
- An opportunity to build your relationship with your customers, the media, and your farmers market's existing stakeholders
- Greater awareness and excitement about farmers markets in your community
- A chance to learn what your customers think about the market. We share comments from voters that gave us permission to share their words with you!

Do large markets compete for votes with smaller markets?

No. The America's Favorite Farmers Markets™ contest has four categories for large, medium, small and boutique farmers markets. Market size is determined by how many vendors each market has. The size brackets are:

- Boutique = 15 vendors or fewer
- Small = 16 – 30
- Medium = 31 – 55
- Large = 56+ vendors

Is it mandatory to donate to American Farmland Trust to participate?

No, it is not mandatory for farmers markets participating in the contest to donate to American Farmland Trust. However, donating will help support our continuing efforts to support farmers and protect farmland.

Will my customers receive email from American Farmland Trust or other organizations if they vote?

Your customers will automatically receive an email confirmation from American Farmland Trust noting that we recorded their vote. Your customers will only receive our email communications if they opt-in to receive email from us by checking the box: *"Yes, I would like to receive email communications from American Farmland Trust."* If the box is un-checked, your customers will not be subscribed to any email lists, and we **NEVER** share our email lists with other organizations or companies. For more information, please consult our [Privacy Policy](#).

How will people hear about America's Favorite Farmers Markets?

We will be conducting our own national outreach and engagement campaign throughout the summer by using social media tools like twitter and Facebook as well as reaching out to radio, television and print media. We will be consistently messaging about the contest and will provide you a national backdrop of enthusiasm for farmers markets while you conduct your own outreach campaign in your community. Check out the farmers market manager promotional toolbox for free tips and tools to get out the word! Visit www.farmland.org/marketmanager.

When will you announce the top 20 farmers markets?

We will not release the top 20 farmers markets until August 1st for the final push before the contest ends on August 31st at midnight. In the month of July we will be promoting the farmers markets

participating in the contest to state and regional media and to key agriculture stakeholders such as your state department of agriculture.

How can I get promotional materials for my market?

We offer a variety of online and offline tools to help you promote the contest. From press release templates to social media tools and widgets for your website, we will help you get out the word this summer! Be sure to tune in to our three-part webinar series that kicked-off the contest this summer to learn more about what American Farmland Trust is doing to support farmers markets this year. To access the market manager's promotional toolbox, go to www.farmland.org/marketmanager.

NEW! Through our new partnership with the online green printing company, igreenprint, we are offering greener, cheaper and more customizable printed promotional items. Go to www.igreenprint.com to select from vote cards, flyers, or postcards to easily create customize materials to get out the word this summer! You can also order our No Farms No Food® bumper stickers in bulk! Go to www.farmland.org/shop.

If my market participated in 2009, do we have to opt-in to participate in 2010?

If you participated in the 2009 contest then you are already in our system of farmers markets that customers can vote for in the 2010 contest. If you would like to opt-out of the 2010 America's Favorite Farmers Markets contest, then you can send an email to ghoffman@farmland.org.

What is the last day to register my famers market for the contest?

Farmers markets can join throughout the contest. Farmers Markets that sign-up less than one week before the winners are announced will not be included in the 2010 contest, but will be added to the map and database for participation in the 2011 America's Favorite Farmers Markets™ contest.

Who is American Farmland Trust?

American Farmland Trust is the leading national organization dedicated to saving America's farm and ranch land, promoting healthy farming practices and supporting farms and farmers. As the vital link among farmers, conservationists and policy makers, we're focused on ensuring the availability of fresh food, a healthy environment and strong local economies across the nation. Since our founding in 1980 by a group of farmers and citizens concerned about the rapid loss of farmland to development, we've helped save millions of acres of farmland from development and led the way for establishing sound environmental practices on millions more.

Our vision for healthy farms, healthy food, and healthy communities is one of U.S. towns and cities surrounded by healthy farms with thriving networks and infrastructure in place to make fresh food from local farms a reality for everyone. Our strategy for success consists of two campaigns: sustaining farms and farmers and helping communities grow local.

I have a question that isn't answered here. Whom may I contact?

If you have any further questions, you can contact Gretchen Hoffman by phone at (202) 378-1251 or by email at ghoffman@farmland.org.