



COMMUNITY  
FARM  
ALLIANCE

# FARMERS MARKET SUPPORT PROGRAM

## Quick-Tips: Finding Farmers

### Kentucky Proud Directory

Did you know that the Kentucky Department of Agriculture has a Kentucky Proud database and directory? It's searchable by type of business, products, and county. This is a great resource for finding producers in your area that may not be associated with your farmers market.

<http://www.kyproud.com/kentucky-proud-producers.aspx>

### County Cooperative Extension Office

Your county extension office has a wealth of knowledge, including access to many of your county's farmers and agriculture producers. If you don't already, we strongly encourage developing a strong relationship with your Agriculture and Natural Resource Extension Agent. They will be able to help you include information about your farmers' market on their extension website, through a newsletter, and by handing out information to prospective vendors. Extension offices hold educational programming throughout the year and attending these can be a great way to introduce yourself to more producers in your county or region.

Also, don't hesitate to reach out to Extension Agents in surrounding counties, as farmers market vendors often will travel to a nearby county to attend a farmers' market.

<http://extension.ca.uky.edu/county>

### Local Agriculture Clubs

Link into networks that already exist. Many counties have Beekeeping Clubs, Cattlemen's Association, Horticulture Groups, Master Gardeners, and others. You can usually locate these groups through your county extension office and attending a couple meetings is a great idea. You'll often meet many small producers that may be interested in the farmers' market but didn't have enough information or know how to join.

### Engaging Youth

More and more markets are allowing "student" or "youth" vendors at their farmers market. You should consider engaging your county 4-H Extension Agent, your local FFA program, and the agriculture department at your local schools if they have one. They would be happy to have you as guest speaker, or even help you develop a "youth vendor" program at the market, that allows students to sell their home-grown products at the farmers market.

### Invite Them

Consider holding a meeting just for new vendors interested in joining the market. Include information like membership, rules and regulations, times and dates, and best practices for selling at the market. Advertise these meetings in areas often visited by farmers including: Feed Stores, Ag Supply Stores, Hardware Stores, Produce Auctions, etc. Also, if you have a local radio station, they will often let you come on for an "on-air" interview to talk about your community programs!