

Farmers' Markets

25.

Keeping

Farmers' Markets

“Local”

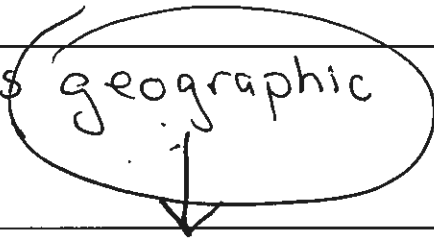
Step 1: Better define your action plan topic/goal/activity

Review and revise, if necessary, your group's topic. What is the group's goal and activity for this topic: holding a conference, create a brochure, starting a business, sharing information?

Simplify, strip down and define an action goal (an activity) that is **realistic** for coordinated action during the next year.

Please print in large print.

What is local? municipality vs geographic



75 miles from where you are selling?

or producing?

→ Develop
Produce a "local" logo ie. VA Best
VA Grown
Made in VA

Is this a logo that producers (not farmer market vendors) could use?

When finished, post to top clothespin on your stake (over your original topic sign).

Action Topic: "Local" farmers market

Step 2: Brainstorm

List what you NEED to reach your group's goal:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>
<p>Develop a "local" logo that's usable e.g. VA Best VA Grown made in VA</p>	<p>Graphic artist develop logo that's unique to the County</p>	<ul style="list-style-type: none"> - Farmers market manager/board - Extension agent - Vendor's 	<ul style="list-style-type: none"> - copy right - guidelines - enforcement - farmers market manager - printing - on own/bulk printing

Then, for each item listed above, identify what you ALREADY HAVE:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>

When finished, post to the second clothespin on your stake.

Action Topic: Develop a "local" logo

Step 4: DRAFT Action Plan— What needs to happen, Who will do it and When will it be done?

Discuss exactly how your group will tackle your next two actions (at minimum; at maximum plan out 6 actions).

Remember these are **coordinated** actions—organizing and communicating about each action is an action in itself!

REQUIRED		Optional concurrent actions
First Action	What: Develop a logo When: Jan 26 th Who: Shirley	What: Establish fee for use of logo When: Jan 31 st Who: Filton
Second Action	What: Research copyright laws When: Jan 26 th Who: Gwen	What: Use social media to promote Local logo When: March 1 st Who: Khalil
Optional Third Action	What: Establish guidelines guidelines for use of logo When: Jan 31 st Who: Khalil, Steve, Shirley	What: Who: When:

Feel free to think and visualize further actions, but **FIRST** plan in detail the initial actions you have agreed to and outlined.
 Don't overwhelm or get ahead of yourselves or each other!

Post your action plan to your third clothespin

Action Topic: "Local"

Step 3: Brainstorm (pass the potato) all actions that could/should be taken by your working- action group. These actions might be to establish contacts, acquire *good* information, find resources, reach out to other individuals or organizations; ***anything*** that will advance you to your goal in the next week or in the next six months.

List every possible explicit action including questions to be answered.

Each action should **do** something VERY SPECIFIC and VERY SIMPLE. [Example: Telephone so and so.]

<i>Number</i>	<i>Possible actions</i>
1	MARKET CALL MANAGERS TO SEE IF WE HAVE A LOGO

At the 4 minute strum: Prioritize (number) them in the order or sequence they can be or need to be done if you have time, **highlight** the three most important actions.

Action Topic: "Local"

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<u>Number</u>	<u>Possible actions</u>
1	Define the "Local" ?
✓2	Research copyright laws
✓3	Establish guidelines for use of Logo
✓4	Establish Fee for use of Logo
5	Social Use social media to promote Local Logo
✓6	Develop a ^{Local} Logo

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List every possible explicit action including questions to be answered.

Each action should **do** something VERY SPECIFIC and VERY SIMPLE. [Example: Telephone so and so.]

<u>Number</u>	<u>Possible actions</u>
1.	research What does it take to copyright a logo? VA Best, VA Grown, Made (Produced) in Madison

At the 4 minute strum: Prioritize (number) them in the order or sequence they can be or need to be done
If you have time, **highlight** the three most important actions.

Action Topic: "Local"

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List every possible explicit action including questions to be answered.

Each action should **do** something VERY SPECIFIC and VERY SIMPLE. [Example: Telephone so and so.]

Number	Possible actions
1	Call market mgr (Lucy or Stephanie). Do we have a ^{Louisa Co} Chville Local Logo - Tilton - Jan 31
2	Research copyright laws - Gwen - Jan 26
3	Establish guidelines for use of logo - Khalil, Steve, Shirley
4	Use social media to promote local logo - Khalil
5	Establish fee for use of logo Tilton Jan 31
6.	Develop the logo "graphic" Ex. Madison Co Home Grown Farmers Market - Shirley - Jan. 26
	Shirley Ammon info@haywoodhoney.com

At the 4 minute strum: **Prioritize (number)** them in the order or sequence they can be or need to be done. If you have time, **highlight** the three most important actions.

[Handwritten signature and scribbles]

Action Topic: _____

Step 6: List committed Action-Group Members

Name	Organization	Phone	Email
Shirley Ammon	Haywood Honey	540-923-5075	info@haywoodhoney.com
TILTON PUGH	BURNING BUSH JAM	540-832-1765	gwenpugh@dish.net
Steve Sanford	Hollerfolk Nursery	540-923-4400	Hollerfolk@yahoo.com
Khalil HASSAN	Gardens of Khmet	540-923-5121	bluedome1@gmail.com

Leave this list at your table.