Sarah Bostick
NASAP
Cultivating Community
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CLASS OUTLINES

February

February 8 and 9th, 2013 – Class 6 “Farmers Markets”

Goal: The goal of this class is multifold. During our regular class time on Friday, Colleen Hanlon-Smith from the Maine Federation of Farmers Markets is coming to talk with the farmers. She will tell the farmers about her organization and how they can access her assistance in finding/navigating farmers markets and applications as they begin their transition to independence. She will also give the farmers a good overview of the 130 farmers markets in Maine and will talk about what does/doesn’t work at various markets; talk about how markets decide how to accept new vendors; talk about the process of starting a farmers market; and talk about the elements that make a successful market. This class will give the farmers a chance to tap into the knowledge and experience of a person who has visited nearly every market in the state and who has attended the market meetings of most of those markets. The following day, Saturday February 9th (or 16th, depending on the path of the coming blizzard), the farmers will take a field trip to the Brunswick Winter Farmers Market. This is an excellent example of a successful market. The purpose of a visit to this market is not to introduce or encourage the idea of attending a winter market, but rather to provide a unique chance for these farmers to really spend time at a market that they are not vending at. Rather than show pictures of good/bad market setups or good/bad customer service or good/bad “energy” at markets, we will experience it in person. The farmers will each be given a worksheet to complete at the market to help them think critically about what they are seeing. After an hour of being at the market, we will come together and discuss what we have seen and experienced.