

**Regional Farmers Market in Murray-Calloway County, Kentucky
Jackson Purchase RC&D Foundation, Inc.
KY-064-2008-G-0710**

FINAL REPORT November, 2010

This report is available on the Foundation's website <http://www.jpff.org/news.htm>

Summary:

This project's objective was to take a fledgling group of producers, which were trying to operate a small scale farmers market and make it the premier farmers market in Western Kentucky. This objective has been accomplished through this assistance of the USDA Agricultural Marketing Service Farmers Market Promotions Program grant in partnership with the University of Kentucky Cooperative Extension Service, Farmers Market of Murray-Calloway County, Inc., and a host of local patrons.

The 2010 market season produced a disappointing \$27,700 in produce sales. The sales were from 32 vendors selling a total of 209 vendor-days during a season of 29 days the market was open. While quality data was not collected for the 2009 season we believe that this was not the appreciable increase produce sales we expected. One thing to take into consideration is that all sales are estimated sales turned in by vendors. In collecting the estimated sales slips it became apparent that many vendors did not want to tell exactly how much they made for each day, therefore, the actual sales for the year are most likely quite a bit larger than what was reported. Customer attendance was hard to judge but we believe that attendance was up from the 2009 season even though sales did not increase substantially.

Phase I.

(October 08' – April 09') The formal implementation of the project proposed by this grant began in the fall of 2008. Volunteers from the Farmers' Market of Murray-Calloway County's (FMMCC) steering committee surveyed consumers around the community to identify the types of produce, which can be grown locally and that the consumers would like to have at the market. The survey was developed and analyzed by the Calloway County Extension Agent for Agriculture and Natural Resources. The survey was conducted multiple times prior to the beginning of the market season through multiple local trade shows (mid April) and involved a random survey of consumers at the market site. The data collected benefited the farmers/vendors in determining crops that are desired at the market.

Similar surveys were completed for the 2009 season. For the 2010 Season, the Market Manager surveyed consumers at the market to identify the types of produce consumers would like to have at the market that can be grown locally, how they learned about the market and how they kept current about market activities. The same survey was then also used throughout the spring at local trade shows and health fairs. The survey was

developed by the Calloway County Extension Agent for Agriculture and Natural Resources.

Results of those surveyed:

How do you learn about market activities?

<u>Advertising</u>	
Newspaper	40%
Flyer	10%
Post Cards	10%
Theater	0%
Radio	25%
Personal Contact	5%
HWY Signs	5%
Other	30%

Would you use EBT or Debit Cards transactions if available?

<u>Debit / EBT Use</u>	
Yes	50%
No	50%

What additional activities would you like to see from the market?

<u>Things to Wanted</u>	
Demonstrations	40%
Home Mailings	15%
Entertainment	10%

What products would you like to see at the Market?

<u>Crops</u>	
General Produce	45%
Eggs	50%
Locally produced	
Milk	35%
Wine	35%
Baked Goods	10%
Canned Goods	10%
Plants & Cut Flowers	5%
Meat Products	5%
Artisan Products	25%

Phase II.

A micro-processing workshop was held on March 16, 2009 and 37 people were in attendance. The purpose of this workshop was to provide training to become certified to sell canned goods and other home processed products at the Market or from home.

(January/March, 2009) Due to the ice storm the Producer / Vendor Conference was postponed until 2010. This was a tri-county meeting in hopes of reaching out to producers from surrounding counties in order to make the market a regional market. The consumer survey results were shared with farmers/vendors to allow them ample time to change, adjust, add crops or alter production methods for the growing season. This conference focused on ways farmers/vendors can enhance their sales volumes through alternative crop choices, proper production practices for major crops. This training seminar was conducted with the assistance of the Calloway County Extension Agent for Agriculture and Natural Resources and other University of Kentucky Extension Specialist.

Producer/Vendor Conference Agenda	
Topic	Areas Addressed
Major vegetable crops	Best management practices (soils and soil testing, planting, cultural information, herbicides, insect and disease control)
Specialty crops (Vegetables)	Best management practices for alternative crops produced in region
Specialty crops (Flowers)	Best management practices for alternative crops produced in region
New varieties	Update on new varieties in the market
Bedding plant production	Growing greenhouse transplants
Innovative production	Collaborative growing groups, new production techniques
Organic production	Organic production guidelines
Regulatory updates	State or market regulation changes

Good Agriculture Practices Training (GAP) April 21, 2010 (cover of handout attached). This was directed at vendor but attendance was promoted to all growers and potential growers. The agenda dealt with proper techniques and cultural methods for the best grown products. 15 attended.

Farmer/producer meeting February 18, 2010. This was a planning and recruitment meeting. The agenda included working out the market schedule and prospective vendor list. 45 attended.

A promotional booth for the Market was set up at Murray-Calloway County Hospital 5K / 10K Run April 10, 2010. This was an event to promote the market directly. But has a secondary purpose of recruiting potential new vendors and promoting a healthy life style. Through this event the market was exposed to over 400 people. The top male and female winners of both the 5K and 10K received a \$25 gift card for the market.

Phase III.

Attractions at the market were designed to appeal to consumers from many sectors of life and the community. They included:

- live music by Dale Bickford every Saturday,
- four health screening events,
- cooking demonstrations using market products (every Tuesday and every other Saturday),
- three events to attract families with children,
- summer festival
- fall festival (held after the end of the grant period)
- International Bizarre! Food Sampling & Tastes from other countries,
- recipe cards (every time market is open)
- Cooperative Extension Appreciation Day

During this time, the University of Kentucky Extension Agent for Family and Consumer Science for Calloway County along with the University of Kentucky Expanded Food and Nutrition Education Program Assistant for Calloway County conducted weekly cooking demonstrations (See attached photos of the workstations) and other programs promoting healthy and nutritional lifestyles. Both types of programs focused on nutrition, introducing new foods into seniors' and low income families' diets, and easy recipes using fresh produce. All of these programs were advertised at places that cater to this clientele (i.e. senior centers, food stamp office, health department, laundry mats, college courts – (housing for single/married couples with kids in college), housing authority etc.

Attractions at the market were designed to appeal to consumers and have included live action radio broadcast, cooking demonstrations and recipe cards. Farmers/vendors **were** also visited weekly to ensure that recipe cards provided by the University of Kentucky Cooperative Extension Service were timed to coincide with when those crops are for sale.

The Market Manager developed this season's (2010) strategy, events, and demonstrations to draw more growers and customers to the market. The market was open regularly, Tuesdays and Saturdays and the market manager was active during each day, plus working on promotion on days the market was closed. Two surveys were conducted. (See results above) The surveys were conducted on three dates during the 2010 market season at the FMMCC, the first survey in May, the second in June, and the third in September. This allowed for sampling of consumers during three times when different crops were in season. The results will also be used to refine the 2011 season.

Problems and Delays

The market got off to a slow start due to two weather events. The first of February was marked by the largest ice storm in recorded history for this area. The area was declared a Federal Disaster Area by the President. Clean-up was still underway when growers

should have been planting. Extensive heavy rainfall this spring delayed most producers in planting their crops in timely manner.

The market was on schedule for the 2010 season. The total Market program for this grant was behind schedule as set forth in the grant proposal due to the ice storm mentioned above. The FMPP grant requested two extensions to fully address all the items in the project. A request for extension was submitted December 11, 2009. Another request for a second extension request was submitted June 15, 2010.

Project Partners

Jackson Purchase RC&D Foundation, Inc. partnered with: University of Kentucky Cooperative Extension Service; Farmers Market of Murray-Calloway County, Inc.; Murray-Calloway County Fair Board, Inc.; Calloway County Agricultural Development Council; Calloway County Agriculture Advisory Council

Sponsors: Williams Electric, Dwain Taylor Chevrolet, Lambs Small Engine Repair, KY Farm Bureau Insurance, McKinney Insurance, Lowe's of Murray, Jackson Purchase ACA, Heritage Bank, Todd Powell, Larry Elkins, Trish Parrish, Murray Women's Club, Burchett Farms, Christy and Ben Watkins, Deloris and Jack Watkins.

Assistance was provided by Kentucky Department of Agriculture, WKMS public radio, and the Kentucky Farmers Market Association.

Conclusions

The market has done well due to the interest and enthusiasm of the local growers, the hard work of the Extension personal and market manger, and the financial assistance of the USDA Agricultural Market Service. We believe the potential of this project has not been reached at this point but see this market as continuing to grow as more people find out about what the market has to offer and more growers are recruited as sellers. The greater limiter to the success of the market has been location. The Market Board will investigate other locations or different marketing strategies to overcome this obstacle.

Recommendations

From the lessons learned we make the following recommendations:

1. Like most business ventures the most important consideration is location. Choose a site that has easy access and public visibility.
2. Choose a market manager (paid or unpaid) that is energetic and innovative.
3. Develop a core group of growers that have a vested interest in the Markets success.
4. Allow vendors to sell repurchase produce so that there is a large variety and ample supply of produce on every market day.
5. Avoid yard sale/flea market booths at the market – the clientele is different.
6. Utilize National Public Radio as the best source of radio promotions and advertising. The NPR listeners appear to be the one most likely to be regular Farmers market patrons.

7. Conduct fun family activities on market days, like hayrides, pumpkin carving, local music, recycling events, and other promotions that may bring people out even if they weren't shopping for produce.

Budget Table

KY-064-2008-G-0710

Reimbursement Requests:

Item:	Approved Budget	Advance	Request 1	FINAL REQUEST	Actual Expenditures
Equipment:					
1. Computer with Printer	\$1,000	\$1,000	\$0	\$0	\$1,008.45
2. Data link, credit/debit card processing equipment	\$3,950	\$3,950	\$0	\$236.20	\$4,477.80
3. Signage	\$3,800	\$3,800	\$0	\$1,608.46	\$2,963.46
Supplies:					
1. Paper/toner/ink/batteries general office supplies	\$500	\$100		\$223.54	\$223.54
2. Promotional items	\$2,500	\$2,500		\$578.17	\$1,175.77
3. Consumer education supplies	\$4,500	\$1,000		\$4,487.76	\$5,062.76
Personnel:					
1. Vendor/Promotions Coordinator During season contractual - 2 seasons	\$12,000	\$0	\$0	\$6,140.15	\$12,000.00
2. Vendor/Promotions Coordinator Off season contractual - 2 seasons	\$3,000	\$1,500	\$261	\$0	\$3,000.00
Travel:					
1. NONE	\$0	\$0	\$0	\$0	\$0
Other:					
1. Advertising	\$13,610	\$3,000	\$10,492	\$3,982.72	\$14,975.22
2. Indirect	\$4,486	\$1,685	\$1,075	\$1,726	\$4,486.00
Totals:	\$49,346	\$18,535	\$11,828	\$18,983	\$49,373.00

Equipment:

1. Computer with Printer. A HP laptop computer, HP portable printer, carry case and accessories need to operate during market sessions were purchased for \$1,008.45.
2. Data Link. The credit card / EBT machines were purchased through eFunds/Fidelity and are being utilized. Photos attached. Also purchase were imprinted poker chips with the market logo to use as script by those paying with their EBT cards. This line includes the operational fees for the machines during the grant period. This budget item went over the estimate by \$527.80 due to the machines and poker chips costing more than the original budget estimate plus the terminal fees.
3. Two signs were purchased and erected. Photos attached. These costs were less than expected since the market board member erected them instead of hiring a sign company to perform the work.

Supplies:

1. General supplies. Office supplies costs were less than expected. Under budget.
2. Tote bags, ink pens, and magnets were purchased as part of the promotional items for give-a-ways to promote the market and serve as a reminder of the markets operation. Under budget.
3. Three consumer education events were held, a Microprocessor workshop, a Good Agricultural Practices Training, and a New Crops workshop were conducted. Rolling cabinets, wash station, rack, convection cooktop, and scales were purchased as necessary tools to conduct the training, workshops, and market day demonstrations. This budget line was over budget due to higher than expected costs of the cooktop and cabinets.

See attached photographs.

Personnel: The market manger worked on a part-time basis through this season and during planning last winter. The Manager has very successful promoted the market and organized auxiliary events associated with the market days. On Budget.

Travel: none.

Other:

1. Advertising The website is operational. post cards, and A significant portion of the advertising budget was utilized last year to make the region aware of the market and its expanding marketplace. This year advertising has included the Cheri Theaters, radio (WKMS), and newspaper (Murray Ledger & Times) advertising have been purchased.

Please see our website at <http://www.mccfarmmarket.com/>

And on Facebook: http://www.facebook.com/pages/Murray-KY/Farmers-Market-of-Murray-Calloway-County/127676447243917?_a=21

2. Indirect. A 10% indirect charge for grant administration was charge. This charge absorbed the \$27 over budget, the \$102.87 paid by the Foundation, but the receipt was lost, and the \$65.94 paid but was not an eligible expense.



Farmers' Market of Murray – Calloway County

Please take a few minutes and answer a few questions to enable us to better meet the needs of you our local supporters. The following list of items are suggestions for different products that we would like to know if you are interested in being able to purchase here at the Market.

General Produce / Garden Products (i.e. Corn, Tomatoes, Squash, Green Beans, Lettuce, Greens, Onions, Okra, Peppers, etc.)

YES NO

Fruit (i.e. Strawberries, Blackberries, Blueberries, Apples, Peaches, Plums)

YES NO

Fresh Eggs

YES NO

Milk

YES NO

Wine

YES NO

Baked Goods (i.e. Breads, Pastries, Pies, Etc)

YES NO

Canned Goods (i.e. Salsas, BBQ Sauces, Canned Vegetables)

YES NO

Plants / Fresh Cut Flowers

YES NO

Meat Products

YES NO

Artisan Products

YES NO

Other Products Not Listed:

Customer survey

**Kentucky's
Good Agriculture
Practices Program**

**A Voluntary Education-Based
Program for
Produce Producers**



Cover page of Good Agriculture Practices Training handbook

Farmers' Market of Murray – Calloway County
Meeting Agenda 2010



Roll Call:

Minutes:

- Micro Home Processing Workshop made available for all producers.
- Discussion of who and what would be available at the opening day for 2009
- Motion made to accept changes to rules as printed for 2009 season by David W
Seconded by Krit S. Motion Passed
- Motion made to push Tuesday opening back to June 16, 2009 by Karly L
seconded by Lloyd W. Motion Passed.

Treasures Report **Todd Powell**

Old Business:

-USDA Grant Update **Bob Johnson**

New Business:

-Market Manager **Todd Powell**

-Officer Election **Curtis Bucy**

- President:
- Vice President:
- Sectary:
- Treasurer:

-Advertising / Sponsorships for 2010 **Curtis Bucy**

-2010 Rules **Curtis Bucy**

-Date for an open meeting / member recruitment **Curtis Bucy**

-2009 Season Report **Todd Powell**

-Thoughts for Potential Opening Date **Curtis Bucy**

-Upcoming Training Topics / Dates **Todd Powell**

Other Business:

Producing & Marketing Horticultural Crops



Marshall County Extension Office



Featured Speakers:

- **Christy Cassady, Coordinator, New Crop Opportunities Center will talk about “new” vegetable and fruit crops growers may want to consider, as well as resources available through the New Crop Opportunities Center and other organizations to help growers decide which enterprises to try.**

- **Tim Woods, Extension Professor, will address the topics below:**
 - **Overview of the New Crop Opportunities Center resources –budgets, prices, crop profiles.**
 - **Selling to groceries/wholesale**
 - **Selling to restaurants**
 - **Selling to auctions**
 - **Horticulture markets outlook for 2011**

Please call your local Extension Office to make reservations by Thursday, December 2, 2010:

Ballard Co. Extension – 270-665-9118
Calloway Co. Extension – 270-753-1452
Carlisle Co. Extension – 270-628-5458
Fulton Co. Extension – 270-236-2351
Graves Co. Extension – 270-247-2334
Hickman Co. Extension – 270-653-2231
Livingston Co. Extension – 270-928-2168
Lyon Co. Extension – 270-388-2341
Marshall Co. Extension – 270-527-3285
McCracken Co. Extension – 270-554-9520



There will be a \$15 registration fee to cover the expenses of the meeting. For this expense you will receive a binder with all presentations and supporting



Food preparation and hand cleaning stations



Above: one of two road signs

Below: Imprinted poker chips used as EBT/Debit card script.



Portable EBT/Debit card machine (3)





Market promotion give-away items

facebook

Email Password [Login](#)

Keep me logged in [Forgot your password?](#)

[Sign Up](#) **Farmers' Market of Murray - Calloway County is on Facebook**
Sign up for Facebook to connect with Farmers' Market of Murray - Calloway County.

Farmers' Market of Murray - Calloway County [Like](#)

Wall Info Photos Discussions

Farmers' Market of Murray - Calloway County + Others [Just Farmers' Market of Murray - Calloway County](#)

Information

Location: 3221 State Route 121 North Murray, KY, 42071
Phone: 270-227-6266
Tues: 7:00 am - 1:00 pm
Sat: 7:00 am - 1:00 pm

308 People Like This

 Chloe Elizabeth Williams
 Terrie Walker
 Jennifer Hove Wakefield
 Pamela
 Scott
 Crisann

Photos
1 of 2 albums [See All](#)

 **Opening Day / Extension Appreciation Day**
Created about 5 months ago
1 photo by others [See All](#)



[Create a Page for My Business](#)
[Report Page](#)

Just Others

Farmers' Market of Murray - Calloway County August 25th will be our International Bazaar! Food Sampling & Tastes will be available from a variety of countries including China, India, Turkey, and Cyprus! This will begin around 10:00AM. Come out and get a taste of the world! Regular vendors will be present at this event.
August 9 at 10:13pm · Comment · Like
 Todd Powell, Kay Scarbrough and 2 others like this.

Farmers' Market of Murray - Calloway County The first 100 customers to get to market this tuesday 7-20 will get a free watermelon! we open at 7:00!
Palmer Fresh Milk now provides fresh milk, this is not located at the market but by contacting ...
See More
July 19 at 10:32am · Comment · Like

Farmers' Market of Murray - Calloway County Fresh Cantaloupe available tomorrow and Mr. Bickford will be letting the musical notes fly!
July 2 at 3:31pm · Comment · Like
 Shelley Rudolph Gillam, Ava Byars Watkins and 2 others like this.

Farmers' Market of Murray - Calloway County will be hosting Dale Biggford for some live music! The Market will have an array of produce including sweet corn and blackberries come out and check us out.
June 25 at 1:13pm · Comment · Like
 Payton Terry Arant likes this.

Farmers' Market of Murray - Calloway County Dale Bickford, silly me...
July 2 at 3:29pm · Flag

Farmers' Market of Murray - Calloway County Be sure and come out to visit the market tomorrow for the first Tuesday of the season (June 22, 2010 7:00am 0 1:00pm)
June 21 at 2:02pm · Comment · Like

Farmers' Market of Murray - Calloway County Photos by the Great Terry Little!!!!




Opening Day / Extension Appreciation Day
57 new photos
June 4 at 9:16am · Comment · Like
 Kathy Hodge, Wanda Andrus Edwards and Shelley Rudolph Gillam like this.
[View all 4 comments](#)

Terry Little No problem. Just had to poke you a little
June 4 at 4:31pm · Flag

Todd Powell The credit is there now! Not use to posting someone else's pictures! Forgot to do so! Thanks for dropping them of at the office!
June 4 at 4:33pm · Flag

Farmers' Market of Murray - Calloway County We need live music guys, if you know of anyone who may be interested in getting some exposure

Farmers Market FaceBook page

Farmers' Market Murray - Calloway County

What's Fresh	Pricing	Special Events	Photo Gallery	Contact Us	UKAG
------------------------------	-------------------------	--------------------------------	-------------------------------	----------------------------	----------------------

Going out with a Bang! Saturday, October 1st, will be the last day of the 2011 Farmer's Market. Come out and enjoy the Fall at the Market event. There will be hay rides, a "Needle in the haystack" event, a petting zoo, plus every child will receive a free pumpkin or gourd! This is going to be a lot of fun and will go on from 9:00am until 12 noon. Bring out the family for this fun, free, fall celebration.

Oh, by the way, We now have a vending machine where you can buy cool canned beverages. Comes in handy on these torrid summer days.

What will be Fresh - Sweet potatoes, apples, bell peppers, green beans, squash, tomatoes, some greens such as lettuce, blackberry pies and pastries, beef, cinnamon rolls, BBQ, salsas, gourds/ornamental pumpkins, trees and shrubs

Remember The Farmers' Market of Murray - Calloway County now accepts Debit Cards and EBT Cards. - To use these cards just come out and find a representative of the market and tell them that you would like to use your card. They will be able to point you to the person that you will need to talk to. When you swipe your card you will receive your money without it ever leaving your wallet and you will not have to worry about your PIN.

- What's Available**
- Blackberries
 - Blueberries
 - Honey
 - Sweet corn
 - Deer/ squirrel corn
 - Pumpkins
 - Cut flowers
 - Onions
 - Peaches
 - Okra
 - Egg plant
 - Garlic
 - Herbs
 - Rare flowers
 - Fall mums
 - Gourds
 - Seed
 - Sweet potatoes
 - Peppers
 - Pepper slips
 - Beans
 - Melons
 - Roses
 - Perennials
 - Ground covers
 - Natural beef
 - Most garden vegetables

We would like to welcome you to the new Farmers' Market of Murray - Calloway County. A special thanks is in order for the Murray-Calloway County Fair Grounds for all of their support and matching funds for this project. Along with their support and all of the other local support a dream was able to become a reality! Strengthening agriculture is synonymous with strengthening communities. One of the top concerns of our producers is to provide our consumers with top quality produce. All of our produce is locally grown and produced. We would like to thank everyone that supported us in our first season and would like to thank you in advance for your support during the up-coming year. We look forward to providing you and your families with locally grown produce for a long time to come!

Thanks,

LOCATION:
MURRAY - CALLOWAY COUNTY
FAIRGROUNDS
Bypass 121 West
OPEN
TUESDAY AND SATURDAY
7:00 AM - 1:00 PM



Note: products will vary with season

For a list of vendors and their products - [Click here](#)
For a map to the Calloway County Fairgrounds - [Click here](#)

- LOCAL DONORS**
- PLATINUM** -
MURRAY CALLOWAY - COUNTY FAIR BOARD
CALLOWAY COUNTY AGRICULTURE DEVELOPMENT COUNCIL
CALLOWAY COUNTY AGRICULTURE ADVISORY COUNCIL
WILLIAM'S ELECTRIC
- GOLD** -
DWARF TAYLOR CHEVROLET
- SILVER** -
LAMB'S SMALL ENGINE REPAIR
KY FARM BUREAU INSURANCE (CALLOWAY COUNTY)
MCKINNEY INSURANCE
LOWE'S OF MURRAY
- BRONZE** -
JACKSON PURCHASE ACA
HERITAGE BANK
TODD POWELL
- FRIEND OF THE MARKET** -
LARRY ELKINS
TRISH PARRISH
MURRAY WOMAN'S CLUB - GARDEN DEPARTMENT
BURCHETT FARMS
CHRISTY AND BEN WATKINS
DELORIS AND JACK WATKINS

Important Links

Farmers Market webpage webshot





