



# FARMERS' MARKET FORUM

**FARMERS' MARKET FEDERATION OF NEW YORK**  
*VOLUME 11* *SUMMER 2007* *NUMBER 2*

## **The Value of Farmers' Markets to New York's Communities**

Many communities across the state have experienced economic and social decline, especially in their business districts and downtowns. Community leaders and organizations, both political and civic, are looking for answers to reclaim and rebuild their urban cores as economic and social centers for community life.

Farmers' markets are a natural fit for a community's revitalization efforts. A key mission of farmers' markets is to serve, not only farmers and consumers, but also the entire community. They do this in a variety of ways that help build the local economy, create vibrant social gathering places and establish a local food system that ensures food security for residents and encourages a healthy diet and lifestyle.

Communities hosting farmers' markets experience significant economic benefits from their markets. The customer appeal of market attracts large crowds that patronize not only market vendors, but also increase the customer base of the local business community, as well. Many local shops, restaurants and other businesses experience an increase in traffic and sales on market day. They may also realize an increase in overall sales as a result of the exposure they receive from market traffic. For this reason, new businesses may seek

locations near a market to take advantage of the customer traffic generated by the farmers' market, helping them to become established in the community. Farmers markets, themselves, will incubate new businesses that will grow out into the community with full time locations and staff. Farmers' markets foster economic revitalization in the community through business growth, job creation and the multiplier effect of customer shopping and spending their dollars within the local economy. A popular market can also be a significant tourism attraction.

Consumers enjoy having a farmers' market in the community. The availability of fresh fruits and vegetables as well as other farm products allows them to feed their families fresh wholesome foods. They can become acquainted with the producers of their food, learning about agricultural practices, food handling and preparation. Farmers' markets are perceived as a safe source of food for their families, free from the worries of contamination that they hear so often on the evening news. There are many programs offered at farmers' markets that make fresh local foods accessible to all consumers, so that no one in any socio-economic strata is left out. Coupon programs and wireless food stamp benefit access help make food at farmers markets available to everyone.

Education is a key activity at a farmers' market. Farmers educate consumers about the foods they grow and sell. Health and nutrition professionals, such as Cornell Cooperative Extension Nutrition Educators, are often found at farmers markets dispensing educational materials on the correlation of diet and health. Cooking demonstrations teach consumers preparation techniques and encourage healthy food choices. Other health and nutrition agencies take advantage of farmers markets to dispense information or services, finding the values of a market to match the missions of their organizations.

Farmers' markets have a significant impact on strengthening the social fabric of the community. They bring people of all walks of life together in a family-friendly atmosphere. People enjoy the experience of shopping at a farmers' market. They become acquainted with one another and friendships grow. They begin to develop a sense of community that can result in a more cooperative atmosphere, reduced crime rates, and greater value being placed on sharing with one another. As markets draw people together, others recognize the community spirit of the market. Politicians often turn to market as a place to reach a wide audience in a welcoming atmosphere.

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# Let's go to the Fair!

The Farmers Market Federation of New York will be going to the 2007 New York State Fair on August 23<sup>rd</sup> through September 3<sup>rd</sup>. This year the New York State Fair will feature a New York Farmers Market display in the John Deer Horticulture Building. The Farmers Market Federation of NY has contracted space to set up an exhibit to help promote Farmers Markets across the state. The booth will replicate a Farmers Market but, this is where all the farmers and market managers come into play. We need farmers and markets to provide the products to display. You can send any products you wish, keeping in mind that the display will need to be refreshed each day for the twelve days of the fair. The following is just a sample of what can be showcased: fruits, vegetables, baked goods, value added products, plants, fresh cut and dried flowers, maple products, honey products, wine, and all other farm products. All products will have signage at the market to identify each product and the producer, as well as information about each of the products. To help organize this effort, complete the following forms letting us know what you would like to offer for display, if you can help transport product to Syracuse during Fair week and if you would like to volunteer time to tend the Farmer' Market at the NYS Fair booth.

Along with the farmers market display of New York State farm products, handouts will be available to help fairgoers locate the farmers markets in their communities, learn how to shop at a farmers market and discover interesting facts about markets and agriculture in New York. The handout is being designed by the NYS Dept. of Agriculture & Market's Pride of New York program.

Finally, Labor Day, one of the busiest days of the fair, will be a live farmers market at the Farmers Market Federation of NY booth. Products on display will be available for sale to all fair goers, with purchases held for later pick-up, courtesy of the Pride of New York.

Last year over 100,000 people attended the New York State Fair on Labor. That's a lot of potential buyers that you'll have the opportunity to reach with your farm products, your farm name and your market information.

Again, volunteers are needed to collect product from farmers and markets and deliver them to Syracuse during Fair week. We have coolers and barn space to store all products going to the fair. If you are interested in having your farm products, helping to bring products to Syracuse or volunteering time at the fair exhibit, complete the forms attached and return to the Farmers Market Federation office. Or call, please 315-475-1101 or email [diane.eggert@verizon.net](mailto:diane.eggert@verizon.net) to offer your assistance.

Let's show NYS fairgoers that *"Our Pride is Inside"* New York's farmers markets!



## Food Outreach and Opportunity Development (FOOD) for a Healthy America Act<sup>1</sup>

There is a great deal of activity in Washington DC these last few months as the 2007 Farm Bill is written, negotiated, rewritten and renegotiated. Senator Hillary Rodham Clinton has proposed a Healthy Food Access Act that will positively favor farmers markets in the upcoming Farm Bill. Read the following excerpts from this proposed Act, sponsored by Senator Clinton, and call or write your support for the Healthy Food Access Act.

### **SEC. 101 COMMUNITY FOOD PROJECTS GRANTS**

The Community Food Projects grant program provides eligible nonprofit entities with a one-time infusion of federal assistance. Projects are funded from \$10,000-\$300,000, from 1 to 3 years, and require a dollar-for-dollar match in resources. Chosen projects target low-income populations, develop community self-reliance, and promote access to fresher and more nutritious foods.

- Increase funding to \$30 million annually from 2008-2013

### **SEC. 102 IMPROVING HEALTH THROUGH NUTRITION EDUCATION**

The goal of Food Stamp Nutrition Education (FSNE) is to improve the likelihood that FSP participants and applicants will make healthy choices within a limited budget and choose active lifestyles consistent with the current Dietary Guidelines for Americans and the Food Guide Pyramid. Currently, \$90 million is allotted to this program annually.

- Increase to \$100 million annually from 2008-2013

### **SEC. 201 FRESH FRUIT AND VEGETABLE PROGRAM**

The Fresh Fruit and Vegetable Program provides free fresh produce to schools

to encourage children to snack on fruits and vegetables in order to improve their overall health, and reduce their risk of obesity. The program began as a pilot program covering over 100 schools in 4 States and 7 schools on Indian reservations.

- Expand to a minimum of 100 schools in each state.
- Increase funding to \$300 million annually from 2008-2013.

### **SEC. 202 FARM-TO-CAFETERIA PROGRAM**

The Farm to Cafeteria program creates projects linking farms and schools, bringing locally-grown food from small and medium sized farms into the school lunch program. The program also funds nutrition curricula in the classroom and the creation of school gardens. A competitive seed grant fund covers the initial costs associated with a new Farm to Cafeteria project, including food procurement, storage and cutting equipment, staff time and training, educational and promotional materials, and creation of school gardens.

- Increase to \$20 million annually from 2008-2013

### **SEC. 203 PURCHASES OF LOCALLY PRODUCED FOODS**

- Allow institutions participating in the school lunch program, the Department of Defense Farm to School Program and the programs established by the Child Nutrition Act of 1966 to use geographic preferences in their bidding and procurement programs to purchase, in addition to other food purchases, locally produced foods for meal programs.

### **SEC. 301 FARMLAND PROTECTION PROGRAM**

The Farmland Protection Program provides matching funds to state and local government entities and nongovernmental organizations to purchase conservation easements for the purpose of protecting farmland in danger of development. Many eligible farms are located near urban centers and are the best positioned to supply local food markets.

- Increase funding to \$300 million annually;
- Expand purposes of program beyond protection of top soil;
- For "qualified" state and local farmland protection programs and land trusts, funding would be provided through grants;

### **SEC. 401 FARMERS' MARKET PROMOTION PROGRAM PLUS**

The Farmers' Market Promotion Program provides federal grants to support direct farmer-to-consumer marketing activities such as farmers' markets, roadside stands, on-farm markets, and community supported agriculture. Projects seek to promote access for consumers and provide training, education, and technical assistance for producers.

- Expand purpose to include all direct farm-to-consumer marketing activities.
- Increase funding to \$25 million annually and make mandatory through Commodity Credit Corporation (CCC) from 2008-2013.
- Set-aside 25% of funds to be distributed to entities operating in underserved communities, including activities related to the use of food stamp electronic benefit transfers at farmers' markets.

<sup>1</sup> For more information please contact Joe Shultz in Senator Brown's office at 224-2315 or Trevor Dean in Senator Clinton's office at 224-5643.

**SEC. 402 SENIOR FARMERS' MARKET NUTRITION PROGRAM**

The Senior Farmers' Market Nutrition Program provides coupons to low-income seniors for the purchase of fresh, unprepared foods at farmers' markets and other community based agriculture programs.

- Increase funding and make it mandatory through CCC; \$20 million in 2008, \$30m in 2009, \$45m in 2010, \$60m in 2011, and \$75m thereafter.

**SEC. 403 HEALTHY FOOD ENTERPRISE PROGRAM**

The purpose of this program is to promote the health and well-being of all Americans, especially school children, low-income populations, and individuals residing in underserved communities by increasing the availability and affordability of healthy, local, and fresh foods, which when produced, processed, and packaged, can significantly enhance agricultural producers' income by increasing the producer's share of the final retail

product price. This funding can be used in various means: small and medium sized outlets, a marketing alliance, cooperatives, nonprofits, community organizations, state or local government and schools and universities.

- Establish the Healthy Food Enterprise Program which will provide direct loans and loan guarantees for the development of healthy food infrastructure that supports underserved communities.
- Provide grants for feasibility studies, technical assistance, and outreach to eligible entities and communities for the establishment of local food infrastructure.
- Authorize mandatory funding at \$42 million annually through CCC.

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Buffalo/Western NY:  
716-854-9725

Long Island:  
631-249-2825

Syracuse/Central NY:  
315-448-0470

New York City:  
212-688-6262

Westchester County:  
914-725-9294

North Country:  
315-376-6118

Washington, DC:  
202-224-4451

To write:  
Senator Hillary Rodham Clinton  
United States Senate  
476 Russell Senate Office Building  
Washington, DC 20510

**Show Your Pride at the NY State Fair and Win Cash Prizes**

Do you have blue ribbon tomatoes? Blue ribbon garlic? What about your squash, apples, pears or melons? The New York State Fair is looking for you to show off the best of New York's fruits, vegetables, honey and maple products to the hundreds of thousands of fairgoers that pass through the turnstiles during the 12 day run of the fair. New competitions in the John Deere Horticultural Building focus on farmers who grow commercially with sales direct to consumers through farmers markets or independent farm stand sales.

For a \$6.00 entry fee, you can win cash prizes, a blue ribbon that displays well on your farm stand and publicity for you and your farm throughout the twelve days of the fair. Cash prizes will also include zonal awards that will increase the cash award for distance traveled to help accommodate the cost of transporting your products to the fair.

Judging will take place opening day of the fair, August 23<sup>rd</sup>. All winning entries will be displayed with ribbons attached, along with the farm name and address. Photos of the winning entries will be posted on a Wall of Fame to continue publicizing the farm, even after the product is no longer display quality.

Show New York State Fairgoers the quality and diversity of fruits and vegetables, honey and maple grown and produced in New York State! Go to [www.nysfair.org](http://www.nysfair.org), the home page for the New York State Fair. Click on "competitions" and scroll down to "Agriculture Farm Products" – "Commercial Fruits & Vegetables, Maple and Honey." You can download the rules and regulations and entry form. If you have any questions, call (315) 487-7711 ext. 1337 or email [Maryellen.daino@agmkt.state.ny.us](mailto:Maryellen.daino@agmkt.state.ny.us).

# GOVERNOR SIGNS EXECUTIVE ORDER CREATING COUNCIL ON FOOD POLICY

Council Will Coordinate Policies to Promote  
Agriculture, Health and Nutrition

Governor Eliot Spitzer today announced that he has signed an executive order establishing a New York State Council on Food Policy. The Council will coordinate state agriculture policy and make recommendations on developing food policy that will help ensure the availability of safe, fresh, nutritious and affordable food for all New Yorkers, especially low income residents, senior citizens and children. The Council will look at ways to increase sales of New York agricultural products to New York consumers, with a special emphasis on expanding the consumer market for organic food.

"Ensuring that all New Yorkers have access to safe, fresh and nutritious food is a top priority that the Council on Food Policy will be addressing head-on," said Governor Spitzer. "The Council will bring the public, producers and government together to explore ways in which we can improve our existing food production and delivery systems, expand capacity, and in particular, address the critical needs of children and low-income New Yorkers. Additionally, by expanding the sale of locally grown products, we can help struggling farmers, and expand the local agriculture and state economy."

The New York State Council on Food Policy will include 21 representatives from all areas of the food system, including six agency heads. The State Agriculture Commissioner, Patrick Hooker, will serve as the Chairperson. He will be joined by the Commissioners of Health, Office of Temporary and Disability Assistance, Aging, Economic Development and the Consumer Protection Board. The other members will be appointed by the Governor and will include the Dean of the New York State College of Agriculture and Life

Sciences; one farm organization representative; one school food administrator; one consumer representative; two food assistance organization representatives; one nutritionist; 1 anti-hunger advocate; and 3 representatives from the food industry at large, which could include producers, distributors, processors or retailers with at least one involved in organic production. There will also be four appointed positions for members with experience and expertise related to agriculture, nutrition or food policy that will be recommended by the Temporary President of the Senate, the Speaker of the Assembly, the Minority Leader of the Senate, and the Minority Leader of the Assembly.

In addition to coordinating food policy, the Council will develop a strategic plan to ensure access to affordable, fresh, healthy, nutritious food and expand agricultural production, especially locally-grown and organically-grown food. The sale of organic food is an emerging market, with more than \$13 billion spent on organic food in 2005

The Council will make recommendations to the Governor on state regulations, legislation and budget proposals in the area of food policy to ensure a coordinated and comprehensive inter-agency approach to state food policy issues. The Council will deliver a written annual report to the Governor.

Lieutenant Governor David A. Paterson said, "The overall health of our state will improve if we can make our eating habits healthier. The creation of the New York State Council on Food Policy demonstrates that government can work in partnership with communities and food producers to insure that all New Yorkers, particularly senior citizens, children, and those who struggle to afford

healthy foods are aware of and have easy access to a nutritious, balanced diet."

New York State Agriculture Commissioner Patrick Hooker said, "New York has 36,000 family farms that work day in and day out to produce an abundance of fresh, healthy and wholesome food for our 19 million consumers. I am honored to chair the Council on Food Policy and believe it will serve as a valuable forum in discussing the State's complex, yet critical food system for the benefit of consumers, farmers, processors, distributors and retailers."

Office of Temporary and Disability Assistance Commissioner David A. Hansell said, "The ability to obtain nutritious and affordable food is of particular importance to low-income families, who are stretching limited resources to meet food and other vital needs. In forming this Council, Governor Spitzer is ensuring that the needs of these families are considered and acted upon in the development of food policy in New York State."

New York State Health Commissioner Richard F. Daines, M.D., said, "Government decisions about food policy have driven consumers' eating habits for decades, but not always to the benefit of personal health. I appreciate Governor Spitzer's attention to these important issues that affect the quality and longevity of people's lives, and look forward to working with the Council to help create better policies and healthier diets."

## Recently on the list serve ...

Question on wine sellers at markets

Does anyone on the list serve have more information on any rules that may apply concerning wine sellers at farmers markets?

I have the Market Managers' Checklist compiled by the Farmers Market Federation of NY that says NYS wines can be sold if the seller has a Farm Winery Permit and a valid NYS Sales Tax Certificate.

1) I was wondering if there are any regulations concerning wine tastings at farmers markets and if the vendors could charge for tastings?

2) I was also wondering if the responsibility of serving and selling only to persons over the age of 21 is the sole responsibility of the wine seller or if the farmers market would also be liable for underage purchases.

3) It is my understanding that distributors of NYS wines are not allowed to sell wine, but can do tastings compared to direct representatives of the winery who can sell at farmers markets and do tastings, is this correct?

4) I am assuming retail sellers of wine would not be able to sell at markets because they would not have a Farm Winery Permit.

Thank you in advance for any comments you have to offer on this subject.

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### Dear Listserve members:

In response to the query below on NYS wine, please be advised as follows:

Yes, NY labeled wines can be sold at a farmers market if "the seller has a Farm Winery Permit and a valid NYS Sales Tax Certificate" but ONLY if:

1. The farmers' market sponsor has received a "designation" by the NYS

Department of Agriculture and Markets as a farmers market as defined under Article 22 of the NYS Agriculture and Markets Law.

§ 260. Definitions. As used in this article:

1. "Farmers' market" shall mean any building, structure or place, the property of a municipal corporation or under lease to or in possession of a public or private agency, individual or business used or intended to be used by two or more producers for the direct sale of a diversity of farm and food products, as defined in subdivision four of this section, from producers to consumers and food buyers. Such market may also include facilities for the packing, shipping, first-instance processing or storage of farm and food products, and shall include all equipment used or intended to be used in connection with such facilities. Such market may also include other businesses which reasonably serve the public or make the market more convenient, efficient, profitable or successful, including, but not limited to, food service, baking, and non-food retailing.

4. "Farm and food product" shall mean any agricultural, horticultural, forest, or other product of the soil or water, including but not limited to, fruits, vegetables, eggs, dairy products, meat and meat products, poultry and poultry products, fish and fish products, grain and grain products, honey, nuts, preserves, maple sap products, apple cider, fruit juice, wine, ornamental or vegetable plants, nursery products, flowers, firewood and Christmas trees.

2. The individual winery has received a special "no-fee permit" from the NYS Liquor Authority (SLA) to sell NY labeled wine at the specific farmers market(s). This permit is issued by the SLA once the Department of Agriculture and Markets has transmitted its "designation" to that agency.

"Farmers markets" include the regularly scheduled multiple-vendor farmers markets in New York State -- if they

include two or more bona fide farmers with a diversity of products in addition to any NY wineries that may attend, as well as single or multiple-day "farmers market events" that involve two or more bona fide farmers offering a diversity of farm products. A wine festival with participation by NYS wineries ONLY is NOT a farmers market.

NYS wineries who wish to SAMPLE their wines (i.e. conduct tastings) at farmers markets (whether or not they wish to sell wines by the bottle) must obtain wine tasting permits directly from the SLA, which like the no-fee permits for sale by the bottle, specify exactly where the sampling/tastings will occur (most wineries have these permits).

Most wineries at farmers markets' sell by the bottle and offer samples to encourage sales. There is a completely different permit for SELLING NYS wine BY THE GLASS at various venues (i.e. charging for tastes). Local "open container laws" could be a problem for free tastings or sales by the glass - the best thing is to check with local government authorities.

Wholesale wine distributors or non-winery retailers (e.g. wine shops) cannot sell at farmers' markets -- as they are not wineries. They also cannot offer samples (wine tasting) at farmers' markets.

The main office the State Liquor Authority (SLA) in Albany is the contact for NY wineries to obtain no-fee permits for sales of NY labeled wine by the bottle at farmers' markets, and for wine tasting and other permits. The contact is Lorraine Maloney (518) 474-3114. [lmaloney@abc.state.ny.us](mailto:lmaloney@abc.state.ny.us) However, before wineries seek permits for sales by the bottle, they should be sure the market they plan to sell at has been so designated (see below).

The Department of Agriculture and Markets is the contact for "Farmers' Market Designations" (there is no "Farmers' Market Permit"). If you are interested in having your farmers' market designated for the purpose of enabling NY wineries to sell NYS

# Weaving Your Web

Know what you're doing before launching a web site

By Linda Van Wilgen

Everywhere you turn, there's a new domain. Television, newspaper, radio, billboards and magazines all spell out the clever addresses. Even the notoriously conservative are jumping on the bandwagon. So insidious is the spread of these sites, you find people asking for your Web address before your phone number. Usually easier to remember, domain names are snapped up before sites are even live. (If you aren't sure of what a domain name is, it's time to find out.)

Yet just because everyone's doing it doesn't mean you should. If you aren't going to do it right, it might be best not to do it at all. An effective site requires thought and effort, creative copy and clever layout, just as your other advertising does.

Let's say your business is successful, your company image professional and your marketing campaign imaginative. You decide to go online with your own Mygardencenter.com. Cutting corners, or worse yet, not assigning someone to update the site, you go live and tell all your customers about it. A poorly designed site can alienate those loyal customers you've worked so hard to keep, in addition to turning off those who just happened to visit your site while surfing. The worst part – you've never met these browsers before. Their first, and perhaps only, impression of you will be the one they see online. Believing your store will be as unimpressive and outdated as your site, you probably won't ever get the chance to prove different.

Like it or not, your business will be judged by the site you keep. Therefore, it's imperative that your Web presence portray the real you. On the flip side, if your garden center isn't looking as good as it should, a great site can bring additional customers to you. Based on a false impression they received online, you can bet their first visit will be their last.

## Getting started

Let's assume your place looks great, all of your other marketing programs are working and you've decided it's time to join the throngs of businesses taking advantage of the Internet phenomenon. Start by deciding what you'd like to accomplish online.

**Make a list of the things you'd like to have on your site.** Take a look at the hundreds of gardening sites. Note the things you like and don't like when visiting these sites.

**Assign someone to the project.** Having one key person to update and change your site often is an essential ingredient that is necessary to keeping traffic (hits) high. (Be sure your Web designer adds a counter to your site.) The competition is stiff; there are plenty of great gardening sites out there. IF customers visit your site more than once and find the same thing each time, they aren't going to waste any more time returning. Just like your store displays and ads, you need to change the scenery often.

**Find an experienced Web designer.** Armed with your want list (and the things you don't want), talk to more than one designer and get references from past customers. Try to be as specific as possible when asking for a price, avoiding surprising additional costs at the project's end.

**Follow a time line.** Ask your designer to provide a time line that spells out what is required from whom and by when. Get dates for the test site in addition to the final live site. Test sites, accessed by a password given only to you, are provided to allow you to view the site as it will appear, before it can be seen by consumers. It is sort of a dress rehearsal. Last-minute changes can be made to the basic design and permanent text on the site.

**Assess usability.** One of the best ways to keep customers coming back is to make your site easy to navigate. Sites full of color photos that take forever to load only frustrate visitors with low modem ratings. Similar to waiting for a

commercial to get over so you can get back to the show, they'll turn to another station (site) offering something better.

**Create a color home page.** The home page is the equivalent of your store entrance; it's what visitors see when they first enter your place of e-business. Make sure the site catches their eye and offers them plenty of reasons to stay. Use garden-related backgrounds and clever icons to help them navigate. Avoid the temptation to put it all on one page. A bit of white space here is as effective as it is in print media.

**The home page should tell the viewer what you have to offer.** It's the store directory, if you will. Show them what the site has to offer, how they can contact you, what specials you offer, how to search for plants and other merchandise (even if you don't sell the product online), and what type of gardening information they can get.

**Make sure your site is relevant.** Studies show that one of the most influential factors for visiting a site regularly is the pertinent information one gets there. It's key that you offer plenty of timely, garden-related ideas and articles. Update this information often, giving people a reason to return to check out the new stuff. Just like preparing ads or newsletters, make a topic list of the articles/products you'd like to showcase each month, archiving the previous ones so viewers can check out topics they might have missed. Customers can print items of interest found on your site they want to hold on to.

**Use much of the same material you would in your newsletters,** such as plants of interest, projects, seminar and event schedules, employee profiles, planting calendars and garden designs. A Web site is a perfect place for sharing with your customers, as you're not limited by space, but only by the time it takes to put it together.

**Include directions to your business** for those who want to visit and a phone number so they can talk to a live person.

(I absolutely hate sites that omit phone numbers or make them impossible to find.) It's your job to make it easy for the customers.

If you were contemplating getting online with a bare-bones Web site containing little more than a single unimaginative home page, think again. You might get a few stray hits, but they won't be back. A feeble effort may do more damage than no effort at all. Do it right from the beginning and listen for the highest compliment a surfer can bestow: "I've added you to me 'favorites' list."

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### Value of Farmers Markets...

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Nonprofit organizations find farmers' markets are an excellent place to deliver their message, reach their audience and fundraise. Many markets across the state have partnered with non-profit organizations to increase customer traffic that benefits both the non-profit and the farmers vending at the market.

New York State currently hosts over 350 farmers markets, located in every county of the state. They operate as independent organizations, municipally run markets, programs of Chambers of Commerce or other non-profit agencies, or as an informal gathering of farmers. Each market attempts to serve their farmers, consumers and communities as best they can with the resources that they have. They look to the community to partner with them to create a market system that is mutually beneficial, creating a sustainable bottom line for the farmers, supporting the needs of consumers and enhancing the economic and social development of the community.

To read the full paper, "The Value of Farmers' Markets to New York's Communities", log onto

[www.nyfarmersmarket.com/publications.htm](http://www.nyfarmersmarket.com/publications.htm)

### Recently on the List Serve ...

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labeled wine by the bottle, please email us at [bob.lewis@agmkt.state.ny.us](mailto:bob.lewis@agmkt.state.ny.us) or Soni Singh at [soni.singh@agmkt.state.ny.us](mailto:soni.singh@agmkt.state.ny.us) or call (718) 722-2830.

On the matter of responsibility, one purpose of the SLA permits is to be able to trace a problem back to the source. The winery, not the market, receives a permit for wine sales and is the responsible party for the actual sale of the product and for complying with guidelines and age restrictions on the sale of wine. This is similar to food processing licenses under which the permitted farmer or vendor is responsible for compliance with NYS food safety and labeling guidelines. I know of no case in which a NYS farmers' market sponsor was held responsible by the SLA for the actions of individual wineries, nor any untoward incidents involving NY wineries at any markets.

However, as with farmers or vendors that have Department of Agriculture and Markets food processing licenses (or home processed product exemptions) for processed foods, the farmers' market should - to minimize potential problems - insist that wineries produce a copy of their SLA and NYS Sales Tax permits (alcoholic beverages are taxable in NYS). That at least demonstrates due diligence on the part of the market sponsor to ensure that its vendors are complying with the law.

*Best,  
Bob Lewis  
NYS Dept of Ag & Markets*

### Professional Farmers Market Manager Training 2008

Market manager training, funded by USDA SARE's Professional Development Program, will be held in Rochester, NY March 6-8, 2008. The program will be held independent of the NYS Farmers Direct Marketing Conference this coming winter to bring a unique opportunity to market managers to be together for training, networking and socializing. The program, held later in the winter, will allow market managers to attend other agricultural conferences and workshops.

The program will be two days of workshops centered around the theme of developing leadership skills - relating to farmers, to consumers, and to various segments of the community. Keynote speakers will include Ronnie Best, Raleigh State Farmers Market, Raleigh, NC and President of the National Association of Produce Market Managers (NAPMM). A third day will be a tour of the Rochester Public Market, a year round market that serves local farmers, as well as a variety of other vendors. The Rochester Public Market, under the leadership of Jim Farr, has many features to offer its farmers and customers including an on-site ATM, Veggie Valet, an active Friends of the Market organization, a variety of market events that reach out to the surrounding community and a schedule of school tours with an accompanying curriculum for teachers to use in their classrooms.

Mark your calendars for March 6-8, 2008 for the Farmers Market Managers Professional Training Workshop. More details to follow in upcoming newsletters.



c0000979.jpg Rochester City Hall Photo Lab



## Farmers' Market Federation of New York

2100 Park Street  
 Syracuse, NY 13208  
 315-475-1101  
 315-362-5012 (fax)  
[www.nyfarmersmarket.com](http://www.nyfarmersmarket.com)

### Farmers Market at the New York State Fair! Individual Farmer Participation Form

Date: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Business Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Tel (Home): \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Web Site: \_\_\_\_\_

Be a part of the Farmers Market at the New York State Fair! This is an excellent opportunity to showcase your farm products as well as your farm. Complete the form below and let us know what products you will be displaying in the Farmers Market Federation of New York's farmers market display at the New York State Fair, August 23 – Labor Day.

You will be recognized for all your hard work in keeping New York growing. Your products will be identified by your farm name and location, as well as variety and information about each of your products. Let us know how you would like to participate in the Farmers Market at the New York State Fair!

Product	Dates Available	Variety Name	Quantity
Ex: Tomatoes	8/23, 8/27, 9/2	Sungold	20 pounds each date

We are also looking for volunteers to help bring the products to Syracuse from different areas of the state. If you would like to volunteer please fill out the information below, letting us know when you're available and what areas you can cover.

\_\_\_ I need assistance getting my products to Syracuse to display in the Farmers Market at the New York State Fair.

\_\_\_ I will bring my own products on the following days. \_\_\_\_\_

\_\_\_ I would like to volunteer to help bring product to Syracuse from the following areas. I am available on the following days.

\_\_\_\_\_

\_\_\_ I would like to volunteer to tend the Farmers Market display at the NYS Fair on the following day: \_\_\_\_\_

**RETURN TO FEDERATION OFFICE NO LATER THAN AUGUST 1<sup>ST</sup>.**



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### Farmers Market at the New York State Fair! Farmers Market Managers Participation Form

Date: \_\_\_\_\_  
 Market Name: \_\_\_\_\_  
 Market Address: \_\_\_\_\_  
 Managers Name: \_\_\_\_\_  
 Tel (Home): \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Web Site: \_\_\_\_\_

Be a part of the Farmers Market at the New York State Fair! This is an excellent opportunity to showcase farm products as well as individual farms. Help us to create an exciting and dynamic display by encouraging your market farmers to participate in the Farmers Market at the New York State Fair. Recruit farm products and volunteers from your market and complete the form below and let us know what products you will have from your market to display in the Farmers Market Federation of New York's farmers market display at the New York State Fair, August 23 – Labor Day.

All farms will be recognized for their hard work in keeping New York growing. All products will be identified by farm name and location, as well as variety and information about each of the products. Let us know who will be participating from your market and how you would like to participate in the Farmers Market at the New York State Fair!

Farm Name & Location	Product	Dates Available	Variety Name	Quantity
Ex: ABC Farm Smalltown, NY	Tomatoes	8/23, 8/27, 9/2	Sungold	20 pounds, each date

We are also looking for volunteers to help bring the products to Syracuse from different areas of the state. If you would like to volunteer please fill out the information below, letting us know when you're available and what areas you can cover.

\_\_\_\_\_ I will bring products from my farmers market on the following days: \_\_\_\_\_

\_\_\_\_\_ I would like to volunteer to help bring others products to Syracuse from the following areas. I am available on the following days.

\_\_\_\_\_

\_\_\_\_\_ I would like to volunteer to tend the Farmers Market display at the NYS Fair on the following day: \_\_\_\_\_

RETURN TO FEDERATION OFFICE NO LATER THAN AUGUST 1<sup>ST</sup>.

*Our mission is to support and promote the viability of farmers' markets through innovative services, programs and partnerships that maximize the benefits of markets to sellers, buyers and communities.*