



HARRIS SEEDS

EDITORS' NOTES Suzanne Mears

Is your Market listed on the most popular Internet Directories for locating Farmers' Markets? And is your information current? Help potential customers and vendors locate you easily!
www.ams.usda.gov
www.localharvest.org
www.saturdaymarkets.com
www.foodroutes.org

MARKET SPOTLIGHT

INTERSTATE FARMERS' MARKET
"Portland's hottest new Farmers' Market"
Kevin McGovney
Market Manager, Interstate Market



The new Farmers' Market in the Overlook neighborhood of Portland, Oregon is thriving- literally. Sponsored by Kaiser Permanente as part of their "Thrive" campaign, the market promotes healthy, seasonal, tasty eating on a weekly basis. Held on Wednesday evenings, the market now hosts approximately 30 vendors, with plans to grow to 45-50 vendors by next year.

Partnership makes this market thrive. Kaiser sought out the enthusiastic neighborhood associations and the local African American Health Coalition to make the market a center of health and diversity that would become what many are calling "a neighborhood institution." With **over 1,300 visitors per week**, the market continues to grow. The Kaiser cafeteria showcases market products in rotating selections each week, purchased directly from market vendors. At the "Ask a Dietitian" booth, shoppers can stop and ask a Kaiser nutritionist how to put together a menu of market produce to suit their dietary needs. The market was recently dubbed "Portland's hottest new Farmers' Market" by the local newspaper, *The Oregonian*.

By bringing together the neighbors, the community, and the local health care giant, Interstate Farmers' Market has become just what the doctor ordered.

SEARCH FOR EXEMPLARY MARKETS Julia Day

Partners for Public Spaces

PPS is preparing for the **6th International Public Markets Conference** (www.pps.org for more information) in October and would like to have 10-20 case studies of exemplary markets for other markets to emulate and/or learn from.

We are looking for:

Markets in Innovative Places

- Transit stations
- Hospitals
- Federal/gov't. buildings
- Squares/parks
- Churches
- Schools

Markets with Innovative Programs

- Health & nutrition/childhood obesity
- Successfully addressing gentrification & displacement
- Large number of immigrant/refugee vendors, women vendors, and/or minority vendors
- Actively addressing sprawl/preserving farmland
- Market networks that work with/in low-income neighborhoods
- High food stamp usage/EBT
- Urban agriculture/food producers

Information on innovative programs and markets and/or suggestions for people or organizations to contact would be greatly appreciated.

Julia Day
jday@pps.org
212-620-5660
www.pps.org

E-MAIL OPTION ALERT

Harris Seeds now offers the option of receiving Partners for Profit in **our newly-created e-mail format**. We also have plans for updates, promotions, and articles that will be available only by e-mail. Please call (800-544-7938 x 7036) or e-mail (growers@harriseseeds.com) if you:

- Prefer receiving Partners for Profit in the e-mail version.
- Choose to subscribe to the e-mail updates, promotions, and articles.

CREATE YOUR OWN EVENTS Suzanne Mears

One Step Further

Inviting a local chef (or a good cook with the gift of gab) to perform cooking demonstrations at your Market is a popular crowd-pleaser. It stimulates interest in using locally-grown ingredients and increases customer awareness of the versatility of all kinds of produce.

This season, take the idea **one step further** – literally: **Invite your customers to tour the Market with the chef while he selects menu ingredients from the vegetables, fruits, meats, and baked goods** offered for purchase that day. Then, **bring the customers back to the cooking demonstration area to watch the chef create a meal from his selections.** (In a perfect world, vendors would donate the ingredients in exchange for the free publicity.)

This really requires on-the-spot creativity from the invited chef, but Markets across the country are experimenting with the concept and are experiencing a high level of positive feedback. The "chef's tour" increases awareness of all the vendors at the market, heightens sensitivity to eating locally grown and seasonally-appropriate produce, and adds additional flavor to the Market atmosphere on several levels.



RESOURCE LINKS

Agricultural Marketing Resource Center
For a great source for value-added agriculture information, please visit their website or call for further information.

Toll-free 866-277-5567 www.AgMRC.org



PROBLEM SOLVERS' CORNER
Suzanne Mears

Season Extenders for your Growers (and your Market)

One fact of life that's a constant in agriculture is that "you can't control the weather." Even with that information, both Growers and Market Managers are constantly seeking ways to expand the variety of produce offered at both ends of the season. And customers, Growers, and Market Managers alike ask for ideas on extending the Market season as well.

Implement physical season extenders into your growing program

- Use **plastic or paper mulch** to warm the soil in early Spring or late Fall.
- Incorporate **plant protectors** like Kozy-Coats, Wall O' Waters, or Hotkaps for frost protection of early transplants.
- Utilize **floating row covers or translucent row covers on wire supports** to add days/weeks to **both ends** of the growing season.
- Maximize the potential for season extension by **erecting a high tunnel structure**.



Select varieties appropriate to extended-season conditions (from Mark Willis, Vegetable Seed Manager)

- **Plant virus-tolerant varieties of summer squash** for heavy yields in late-season.
- **Choose a variety of leafy, salad-type greens** for early and late season mixes (and consider edible flowers as a colorful garnish).
- **Add fall spinach, broccoli, and cabbage** to your production schedule.

Create reasons to extend the Market season

- **Celebrate a real holiday at the Market** – Thanksgiving, Christmas, Valentine's Day.
- **Celebrate a "creative" holiday at the Market** – Rutabaga Festival, Fall Harvest, Founding Fathers Day – and open the Market for one Market Day during each month of the "off season." For consistency, strive for a "first Saturday" or "second Tuesday" schedule.

FOR YOUR GROWERS
Mark Greene

Creative fall decorative ideas – With your pumpkins planted and your fall mums and pansies started, it soon will be time to think of new ways to sell your items. One idea we came up with last fall is **using your pumpkins as containers**. You can **plant pansies in small hard shelled pumpkins** such as Lil' Ironsides and Apprentice. **Larger hard shells like Iron Man and Cannon Ball can be used for smaller mums**. You might also consider painting a face on a pumpkin and have the mum act as "hair". If you grow pumpkins with hull-less seeds for roasting such as Snackjack, **sell the roasted pumpkin seed and use the pumpkin itself for pies or as a small container**.

If you have a creative idea that you would like to pass along please email us at growers@harrisseed.com.



DISPLAY IDEAS
Mark Greene



Little things can make a big difference – There are many small and inexpensive ways to draw more attention to your booth and to better display your items.

- **Tilting your items forward** to raise your items off of the table helps customers to see what items you are selling. Consider purchasing a 4 x 4 to place along the back of your table, and place your bins across the board, tilting them forward.
- **Another way to improve your booth is by purchasing a table cloth**. A simple table cloth adds color to your booth and allows you to convert the space under the table as storage out of the sun. If using a solid colored table cloth, one can easily stencil a business or farm name across the front.