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The New Farmers' Market: Farm-Fresh Ideas for Producers, Managers & Communities

Vance Corum, Marcie Rosenzweig, Eric Gibson

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As concerned citizens recognize that the vibrancy of urban centers goes hand-in-hand with the vitality of the surrounding rural areas, a farmers' market renaissance is beginning throughout the country. Helping to increase local market success for both farmers and customers, this book serves as a three-part guide to marketing, being a resource for farmers or market gardeners selling their produce at farmers’ markets; for city planners or market managers in starting and building a market; and for community activists and city planners trying to foster appreciation for farmland while reinvigorating economic and social vitality in urban areas. Appendices cover insurance, customer surveys, farmers’ market profitability, and benefits of farmers’ markets.

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