

Expanding Your Market Through Community Partnerships

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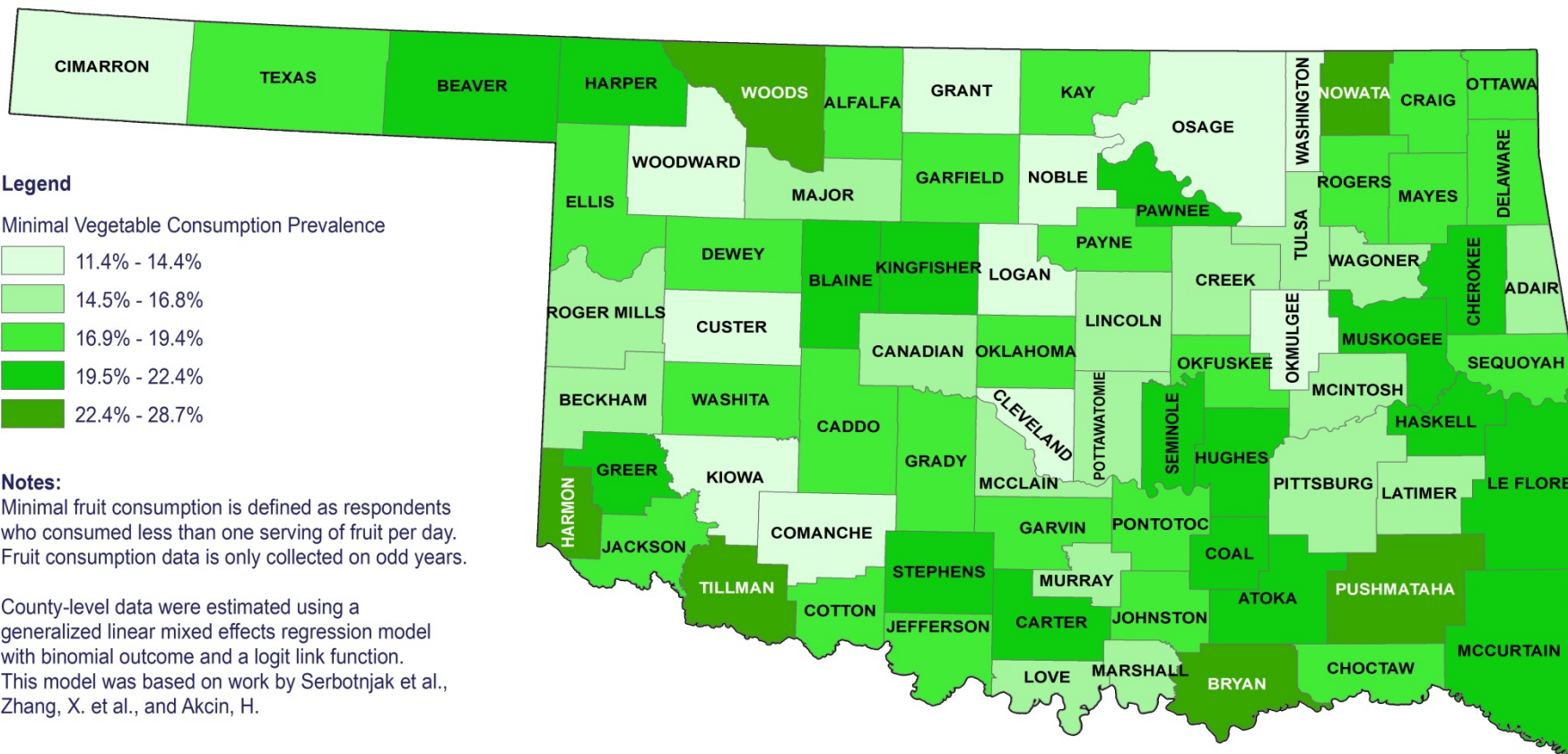
Objectives

- To learn the role that gardens and farmers markets play in the health of Oklahomans
- To discover the value of partnerships for the sustainability of farmers markets
- To widen your breadth and depth of state and local partnership possibilities

Oklahoma needs farmers markets

- Combined with physical activity, eating better can help you reach and maintain a healthy weight — and even reduce your risk of chronic diseases like stroke, diabetes, heart disease and cancer.

Oklahoma Minimal Vegetable Consumption Prevalence, 2017



Data Source:

2017 Behavioral Risk Factor Surveillance System, Oklahoma State Department of Health

Projection/Coordinate System: USGS Albers Equal Area Conic

Created: 12.05.2018



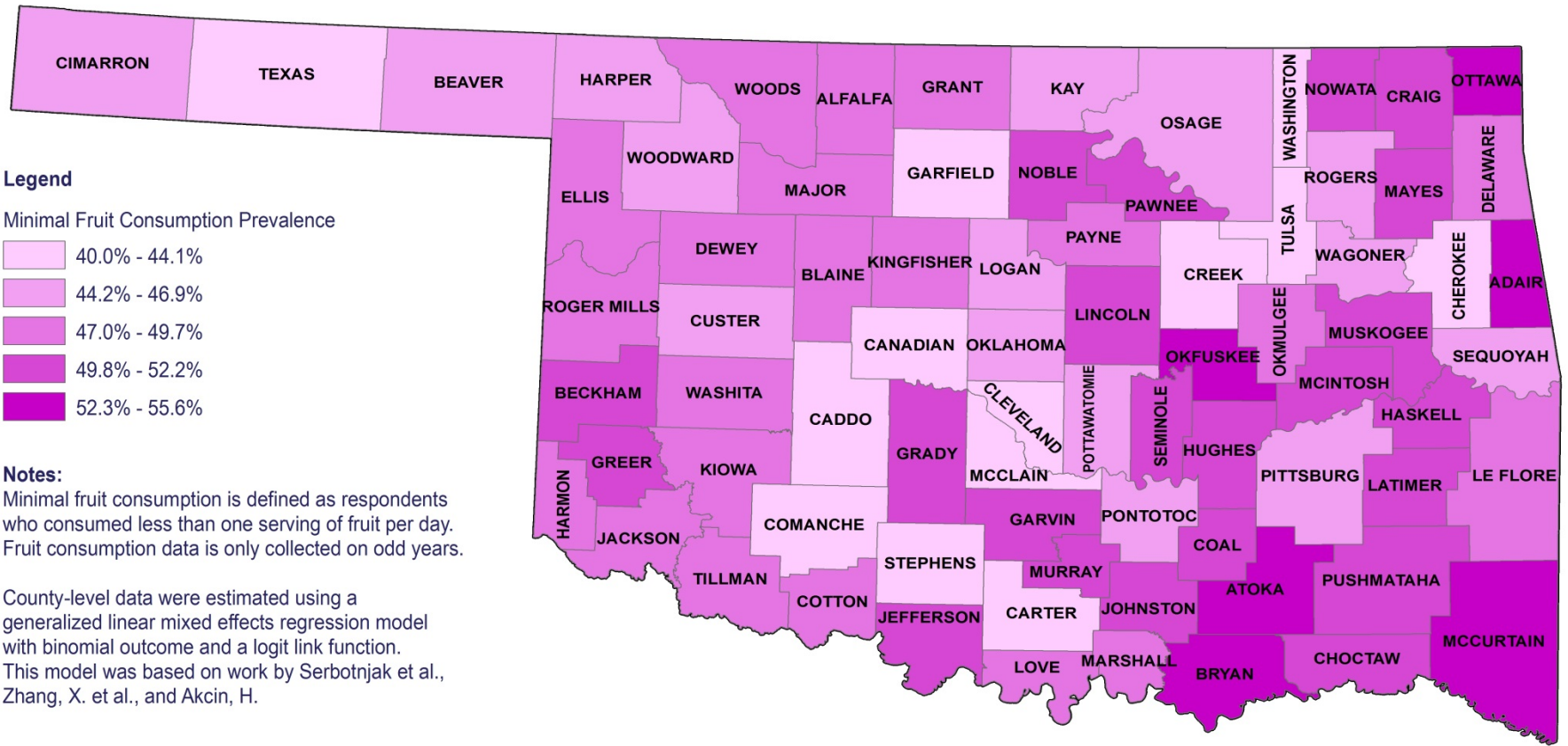
Disclaimer: This map is a compilation of records, information and data from various city, county and state offices and other sources, affecting the area shown, and is the best representation of the data available at the time. The map and data are to be used for reference purposes only. The user acknowledges and accepts all inherent limitations of the map, including the fact that the data are dynamic and in a constant state of maintenance.



Center for Chronic Disease Prevention and Health Promotion
 Oklahoma State Department of Health



Oklahoma Minimal Fruit Consumption Prevalence, 2017

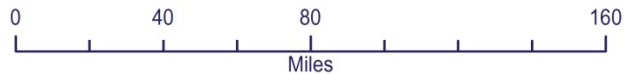


Data Source:

2017 Behavioral Risk Factor Surveillance System, Oklahoma State Department of Health

Projection/Coordinate System: USGS Albers Equal Area Conic

Created: 12.06.18



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Oklahoma needs farmers markets

- From the freshest produce to local dairy, grain and meats, farmers markets offer tons of fresh, locally grown options to help you eat healthier. Plus, shoppers who buy local support food producers and their families in their communities.



Farmers Markets to the rescue!

Shape Your Future lists 84 farmers markets that take place throughout Oklahoma. They come in all sizes that fit their local communities' needs.

But what ensures the health of
farmers markets?

Partnerships!

A Mustang story: From garden and market foal to Wildhorse goal

The vision and partnerships that enabled a city's garden and farmers market to grow and thrive



Farmer's Market sign

Wildhorse Gardens and Market began in 2008, as a project of the Mustang Kiwanis Club.

A garden and market on the move

- In 2013, the City of Mustang approached the Kiwanis Club about moving its garden to a city park
- In 2014, Kiwanis Garden moved the farmer's market to the city's largest park, Wildhorse Park
- Garden members and city parks and recreation staff considered several locations before choosing Wildhorse Park for its visibility
- In 2015, the garden moved to Wildhorse as well

Moving up to incorporation

- Kiwanis Garden ended, but the relationship remained
- Wildhorse Gardens and Market was incorporated as a not-for-profit corporation
- Received 501(c) status from IRS, as charitable and educational entity



Wildhorse Gardens and Market

And here we are today at the community garden, located in Mustang's Wildhorse Park.



A vibrant Market Day at Wildhorse Gardens and Market

Lessons Learned: Vendors

- Any given market day will typically have from 5 to 12 vendors; not all come every week
- Variety is helpful; we have distinct audiences. (older adults no kids and families)
- Booth fees-kept ours the same since inception
- Selection of vendors very important to success of market
- New vendors must sign agreement, including rules of the market



Lessons Learned: Marketing

Increased visibility means better sales

Get the word out OVER and OVER! We have used:

- Shopping bags
- Recipe cards (from ONIE)
- Made in Oklahoma bags (rolls v. t-shirt bags, from ODAFF)
- Newspaper advertising
- Facebook!

Lessons Learned: Partnerships

- OSU Extension Master Gardeners
- City Parks and Recreation Staff
- Local businesses
- OK Dept. of Agriculture, Food and Forestry
- SNAP
- TSET



NATIONAL



WEEK



Farmers markets of any size can succeed, but none can without partners.

So who can lend a hand to your market's success?

State government partnerships

- TSET Healthy Living Program grantees
- Shape Your Future
- Oklahoma Nutrition Information Education Project (ONIE Project)

Local governments

- City council members
- City staff, such as parks & recreation
- County commissioners

Education sector

- OSU Extension offices
- Colleges, universities, career techs
- Local school districts



Farmers market in Nowata, Oklahoma

Example of great partnership with OSU Extension office in Nowata County along with community input and support

Businesses and their organizations

- Chamber of Commerce
- Economic Development Board
- An individual business that may – or may not – be an obvious partner

Community organizations

- Churches and other places of worship
- Service organizations (Kiwanis, Rotary, Lions, veterans and other local groups)
- Community coalitions
- Non-profit agencies

Role of social media

- Social media platforms, esp. Facebook, are vital for getting your information out and widening exposure, but building lasting partnerships depend on face-to-face interactions and relationships.

Questions? The floor is open



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