What. A. Year.

Seriously! Where do we begin?

To say that 2019 was a leap forward for the Ohio Farmers Market Network would be an understatement. Actually, what’s bigger than an understatement? Better yet, what’s bigger than a leap forward? A total transformation.

“But what’s so transformed about it?” you might ask.

Well, as you may know the Ohio Farmers Market Network was awarded an FMPP (Farmers Market Promotion Program) grant at the end of 2018 titled, *Growing Central Ohio Markets Through Public/Private Partnerships: Planned Growth, Professional Development and Collaborative Branding for Farmers, Food Producers and Market Managers*. As the title suggests, we are striving to build the foundation of a strong, fruitful and economically viable local food system. While this project is focused in Central Ohio, the lessons from it are applicable statewide and for many years beyond its duration.

But markets, market managers and market vendors in Central Ohio aren’t the only beneficiaries. The Ohio Farmers Market Network is building a foundational base to grow from. Educational workshops and trainings, resources...
and documentation, and coordination and collaboration tactics are only a few of the benefits we’re working on. By the end of this grant, OFMN should be focused and ready to take on its next big challenge: staffing and financial stability.

In the following pages, you’ll see a bit more about our work thus far, just one year into our 2018 grant award. Stay tuned and follow along with the NEW Ohio Farmers Market Network!

Sincerely,

Jaime Hadji
Board of Directors, Chair
Ohio Farmers Market Network

www.ohiofarmersmarketnetwork.org
@ohiofarmersmarketnetwork

OUR BOARD

Jaime Hadji
Chair

Christie Nohle
Vice Chair

Penny Shore
Secretary

Michelle White
Treasurer

Charlie Ernstes

Michael Francis

Dan Madigan

David Persinger
LOOKIN' GOOD
How do we look?

The Ohio Farmers Market Network got a makeover. New name, new website, fresh email, active social channels and more!

www.ohiofarmersmarketnetwork.org

501,158 estimated customer count at 26 markets in central ohio

$6,233,700 estimated sales at 26 markets in central ohio

RAPID MARKET ASSESSMENTS
Also known as an RMA, the Ohio Farmers Market Network conducted 26 assessments at markets across the Central Ohio region in order to establish baseline data, including sales in dollars and customer counts.

GROW EAT OHIO
Grow Eat Ohio launched to increase awareness of Ohio’s farmers markets and the growers and producers that power them.

"We’re closing the gap between you and the most delicious food ever to be born and raised in Ohio."

www.groweatohio.com
CONTINUING EDUCATION PROGRAM

Designed for Certified Farmers Market Managers who wish to pursue additional educational and advancement opportunities in the field of farmers market management, and graduated the 2019 cohort presented in partnership with the Michigan Farmers Market Association (MIFMA).

18

number of market managers certified

LOCAL FOOD GUIDE

In collaboration with market managers and vendors, The Ohio State University, the City of Columbus and Franklin County, we designed, developed and distributed more than 6,000 copies of a brand new local food guide.
2020 GOALS

MARKET MANAGER CERTIFICATE PROGRAM

The Ohio Farmers Market Network will launch its first Market Manager Certificate Program, complete with 11 webinars and designed for individuals with some experience in farmers market management.

VENDOR FOCUSED EVENTS

In 2020, the Ohio Farmers Market plans to execute at least 3 vendor focused events including a vendor fair, a labor fair, and a regional market season kick-off event.

OVERVIEW OF GOALS

Plain and simple, the Ohio Farmers Market Network wishes to be your go-to for all things farmers market. Whether it’s training and technical assistance, networking or mentorship, a set of really good rules and regulations, or even just a pep talk, we want to help!
Our work strengthens farmers markets throughout Ohio, but has greater impact where markets collaborate with one another, their farmers and food producers, and stakeholders within their communities. As such, the Ohio Farmers Market Network hosts regional meetings and moderates a list-serv for each region.

While regions are loosely designated, we encourage our members to join a region that feels appropriate to their market. Please review the map/list below for general regional designations.

So, what are you waiting for? **Let’s connect!**
"As a beginning market manager, I have found the programs of OFMN invaluable. While they touch on the practical ins-and-outs of running a market, what I have found most valuable is the ability to brainstorm and share with fellow market managers. The people in this network are enthusiastic about their markets, creative in their solutions, and encouraging with positive feedback to all sorts of ideas. It's been a wonderful experience and I am excited to continuously learn more!"

SAM SHARKEY, PEARL MARKET