



Getting to the

ROOT of Farmers Market Management Matters



FREE WEBINAR SERIES

7 webinars between April and September 2025

Overview:

How farmers markets are run greatly affects everyone involved - from the vendors and shoppers to the staff. But there's no one-size-fits-all approach to management. Different strategies work better in different places. For the last three years, our team has been digging into these differences, and we're thrilled to share what we've discovered!

Join us for this exciting webinar series where we'll boil down our research. Based on work at 15 farmers markets and in-depth conversations with 83 market managers and farmers across Georgia, Alabama, Mississippi, and Louisiana, these insights are fresh from the field!

What You'll Learn:

- Market management techniques that create vendor-friendly environments
- Ingredients of market organization that impact how your market works
- Real stories from farmers across the South
- Insights from other market professionals

Perfect For:

- Farmers market managers
- Farmers
- Vendors
- Food system practitioners
- Anyone who loves their local farmers market!

Join us throughout the series! Click the event links below to register:

Apr 28 | 9:00AM ET*
Managing Markets for Farmer Success: Impacts of Organizational Structure, Manager Style, and Market Goals

May 5 | 12:00PM
3 P's of Successful Market Management: Presence, Promotion and Predictability

May 28 | 1:00PM
Interpreting Success: Exploring Why Farmers Farm and How That Shapes What They Want Out of the Farmers Market

Jun 9 | 10:00AM
Pathways Out of the Farmers Market: Understanding, Preventing, and (Sometimes) Embracing Farmer Churn

Jul 14 | 2:00PM
Understanding Multiple Dimensions of Quality of Life for Farmer Vendors at Farmers Markets

Aug 18 | 12:00PM
The Food Access Fire Hydrant: How Prioritizing Food Assistance Programs Shapes Farmers Markets and Food Systems

Sep 29 | 12:00PM
Market Manager Approaches to Vendor Diversity

*all webinar times are in eastern time.



Questions:

Please contact Principal Investigator Dr. Hilary King, hbking@emory.edu.

Acknowledgements:

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