Fletcher Farmers Market - Additional Musings

David Smiley - Appalachian Sustainable Agriculture Project

Perspective - Henderson County Markets

- Etowah Lions Farmers Market - Wed., 3-6 PM
- Flat Rock Farmers Market - Thurs., 3-6 PM
- Henderson Co. Tailgate Market - Sat., 8 AM - Noon
- Hendersonville Farmers Market - Sat., 8 AM - 1 PM
- Mills River Farm Market - Sat., 8 AM - Noon







Fletcher Farmers Market

Perspective - Buncombe Mid-Week Markets

- West Asheville Tailgate Market - Tue., 3:30 - 5:30 PM
- River Arts District Farmers Market - Wed., 3 PM - 6 PM
- Biltmore Park Farmers Market - Thurs., 3-6 PM
- East Asheville Tailgate Market - Fri., 3-6 PM
- Enka-Candler Farmers Market - Thurs., 3:30-6:30 PM







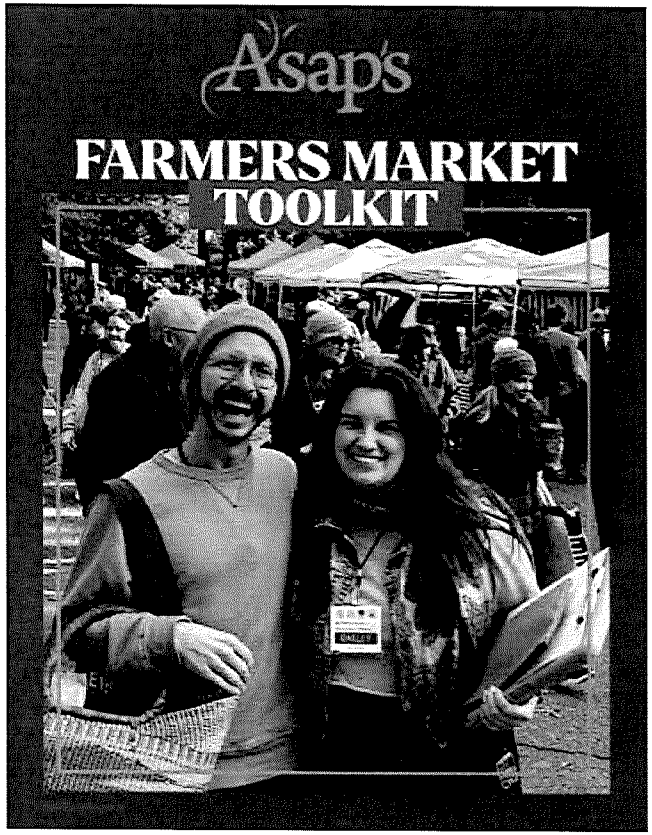
Fletcher Farmers Market

What makes a successful market?

- Quality farms
- Vendor mix
- Population dynamics
- Community support
- Location/day/time
- Market niche
- Time/longevity

- **Leadership/board**
- Market manager
- Systems and services
- Marketing efforts
- Sponsors/partners (friendraising/fundraising)

Fletcher Farmers Market



Fletcher Farmers Market

Name for prospective market?

- Options that have been considered so far…
- Any additional options that should be considered?
- Vote!

Fletcher Farmers Market?

What else? - open discussion

- What are you most excited about?
- What's missing (ideas, concepts, etc.)?
- Who is missing (farms, community partners, etc.)?