

Avondale Farmer's Market

Community Outreach & Vendor Considerations

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Avondale



Background

- About 79,000 residents - 100% Urban
- Avondale had a farmer's market (2012)
 - ◆ Why did it fail?
- Low Income and Low food-access population.

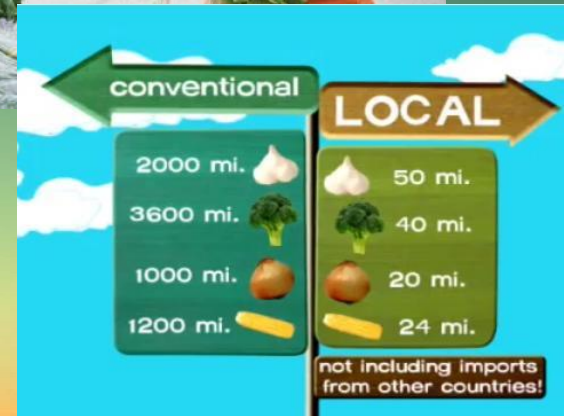
Demographics

Population

- ◆ 55% Hispanic
- ◆ 27% White
- ◆ 11% African American
- ◆ 3.5% Asian American
- ◆ 0.6% Native American

Unique Challenges

- Inclusive Outreach
 - ◆ Minority & Low-income Population
- Changing dynamics
 - ◆ Bring the farm back!
- Location
 - ◆ Food miles. How local is “local”?
 - ◆ Accessibility



Agricultural Realities in Avondale

- Avondale is considered 100% urban.
- Low food-access population
 - ◆ Food Desert
- Farmer community more active in neighboring municipalities.
- Reliance on products from external sources.

Recommendations

Given the community's needs, the Farmer's Market team should focus its efforts on

- Partner with Local Farmers & Community Gardens
- Embrace & Engage the Community
- Utilize Partnerships, creating a sustainable business model
- Secure Appropriate Vendors

Community Gardens

- Expansion of community-owned plots.
- Education and Outreach
 - ◆ Workshops
 - ◆ Focus on benefits of local agriculture
- Building social capital
- Opportunity for economic growth
 - ◆ Partnering with Farmer's Market



Community Engagement

- Surveyors sent out to speak to the community as a whole or individually.
 - ◆ Ask for food suggestions.
- Offer a volunteer for food system and food trade system. (Get locals involved in system)

Marketing

Stakeholders

- Federal Government
- City of Avondale
- Citizens of Avondale
- Local Farmers



Lean Marketing Strategies

- Sponsorships
- Partnerships
- Local Schools
- Churches
- Media



Mitigating a Food Desert

The food items lacked in Avondale are not accounted for

→ Needed by the community:

- ◆ Produce, dairy, meat & *limited* processed food products
- ◆ Affordable Prices

Vendors

Arizona Community Farmer's Markets Vendors

→ **76** Produce Vendors

→ **26** Meat/Dairy/Livestock Vendors

→ **83** Jellies/Salsas/Canned Goods Vendors

→ **75** Baked Goods and Candy Vendors

→ **64** Craft & Artisan Vendors

Exemplary Vendors

Maya's Farm

- Located in Phoenix
- Local, seasonal produce
- Reasonable prices

Crooked Sky Farms

- Straight-shot to Avondale from Guadalupe
- Farmer comes from a background of poverty



What to Look for in a Vendor

- The vendor should also be the grower or producer.
- The vendor should be able to provide culturally significant products.
- The vendor's product should be reasonably priced and healthy.

Vendor			
Serving Size 2/3 cup (55g)			
Servings Per Container 8			
Amount Per Serving			
Calories 230		Calories from Fat 40	
% Daily Value*			
Total Fat 8g			12%
Saturated Fat 1g			5%
Trans Fat 0g			
Cholesterol 0mg			0%
Sodium 160mg			7%
Total Carbohydrate 37g			12%
Dietary Fiber 4g			16%
Sugars 1g			
Protein 3g			
Vitamin A			10%
Vitamin C			8%
Calcium			20%
Iron			45%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Culturally Appropriate Products

According to the Kentucky's School of Agriculture, ethnic Hispanic produce includes: *Squash, Tomatoes, Onion, Okra, Tomatillos, Hot Peppers, Corn, Beans, Amaranth, Cilantro, Sweet Potato, Mexican Tarragon...*



Next Steps

Ultimately, in order to mitigate food deserts & allow the Avondale Farmer's Market to grow,

- limit the number of artisan vendors
- invite vendors that can provide culturally significant produce
- incentivize residents and vendors to participate

Summary

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- Embrace & Engage the Community
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- Secure Appropriate Vendors

Sources

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Questions?