Green on Greene Street

University Farmers Market

University Farmers' Market: Strategies for Success

Contact Information:

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Planning

University of Maryland Medical Center (UMMC) Green Team Initiative

Core group of Green Team identified and met with stakeholders

Identified Additional Stakeholders:
- University of Maryland Baltimore (UMB)
- Local Residential Community
- Baltimore City Non-Profit Organizations
- Maryland Hospitals for a Healthy Environment (MD H2E)

Planning process took 1.5 years

Forming Partnerships

Partnerships Formed with:

UMB go green

University of Maryland Baltimore –
- Provide the space – in the park across the street from the hospital
- Block off street parking for farmers
- Provide security

Downtown Market Center – local residential community association

Downtown Market Center On the Westside

- Logo design
- Assist with marketing tools
- Advertise the market on their website
- Distribute information through their list serves

Interdisciplinary Collaboration

Hospital Dietitian Partnership:
Set up a table at the market monthly

Collaborate with dietitians from nearby hospital

Generate participant interaction through:
- Food samples of seasonal foods
- Recipes
- Educational Handouts & Games
- "Ask the Expert"

Hospital Food and Nutrition Dept. Partnership:
Advertise the market in the café

Feature "local meal" on the day prior to the market in the café

Provide recipe for local meal

Sell local ingredients in the café, packaged to make the meal at home

Marketing the Market

Newsletter Articles
Published leading up to the market

Include the **importance of eating local foods**

Same article used in **multiple publications**:
- UMMC newsletter
- UMB newsletters
- Local community website

Emails
Weekly market reminder the day before

Introduce **new vendors and products**

What's in season each week

Website - www.umm.edu/green
Includes newsletter article, location, hours and participating vendors

Farmers' Market Directory & Online Data Base
Maryland Department of Agriculture

Local Media
Public Relations Department collaboration

Signage
- Table tents in café
- UMB plasma screens
- Signs in parking garages
- 'Lawn' signs (similar to politician signs) placed around UMB/UMMC campus on Market Day

Important Points to Remember

Utilize your resources
Within and around your facility

Explore government resources and grant opportunities

Engage your Vendors
They want to the market to succeed too

Provide them with market advertisements to disseminate

Seek Awards and Recognition
UMMC awarded EPA Region 3 Trailblazer Award for the success of the University Farmers' Market

University of Maryland Medical Center
University of Maryland Medical System