

MARKET OUTREACH PROPOSALS



The Food Trust

**FARMERS'
MARKETS**



graphic design practicum final presentation

SPRING 2012

MARKET TABLE

MARKET MANAGER & NUTRITION EDUCATION TABLE

transforming the market manager's table into a more visible and welcoming center makes information about EBT use more accessible, helps to brand the market as a part of the Food Trust and provides a forum for easily communicating with EBT users and other market customers



WITH A TABLECLOTH, BANNER, BALLOONS AND SIGNAGE THE TABLE IS EASILY TRANSFORMED INTO A WELCOMING CENTER



QUICK INSTRUCTIONS ON ACCESS/EBT USE

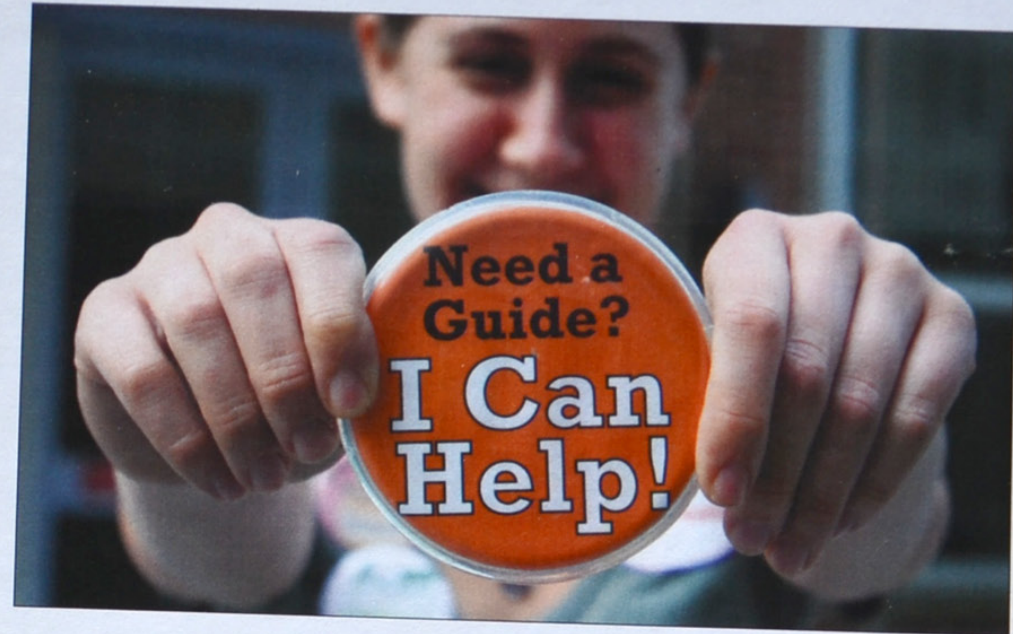


CHALKBOARD FOR MARKET MANAGER TO SHARE

UNIFORMS & GIVEAWAYS

IDENTIFYING MARKET OFFICIALS AND ATTRACTING NEWCOMERS

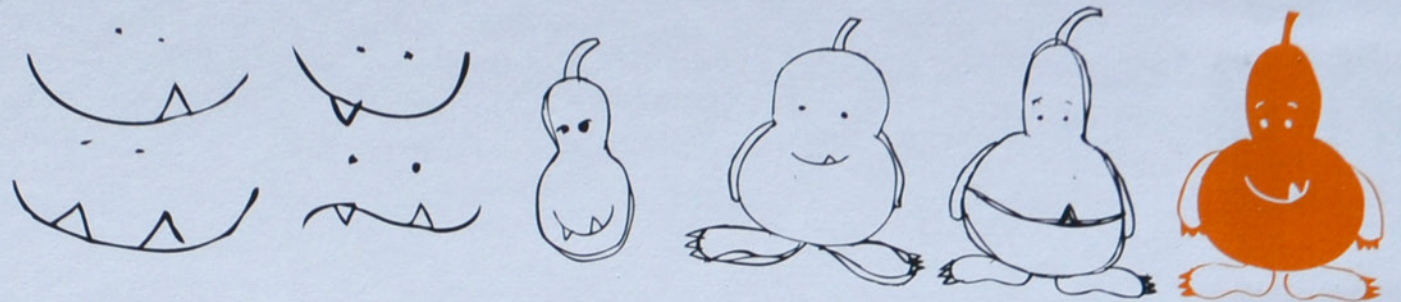
Buttons and aprons may be distributed to Farmers' Market staff and volunteers in order to make them easily identifiable to those looking for guidance. Smaller buttons with illustrations are to be given to children who visit the market manager's table. They can also be distributed at schools to encourage children to tell their parents about the Farmers' Markets.



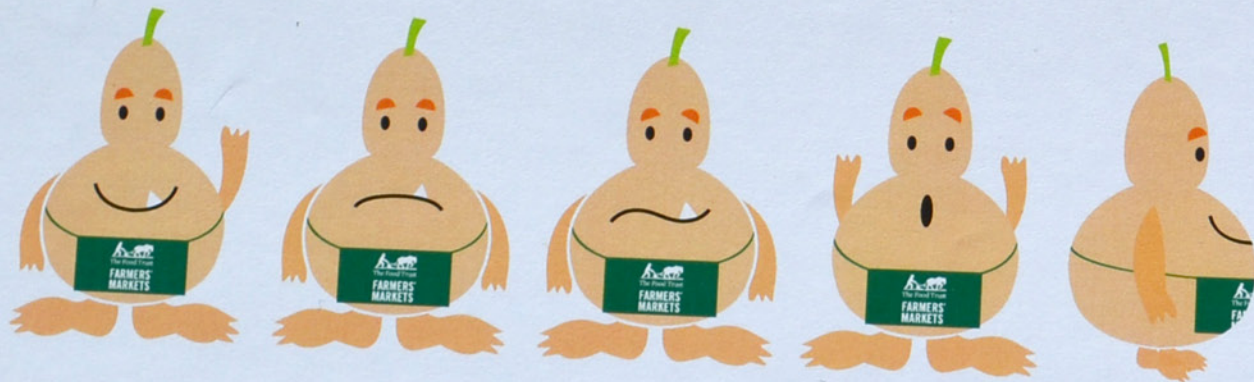
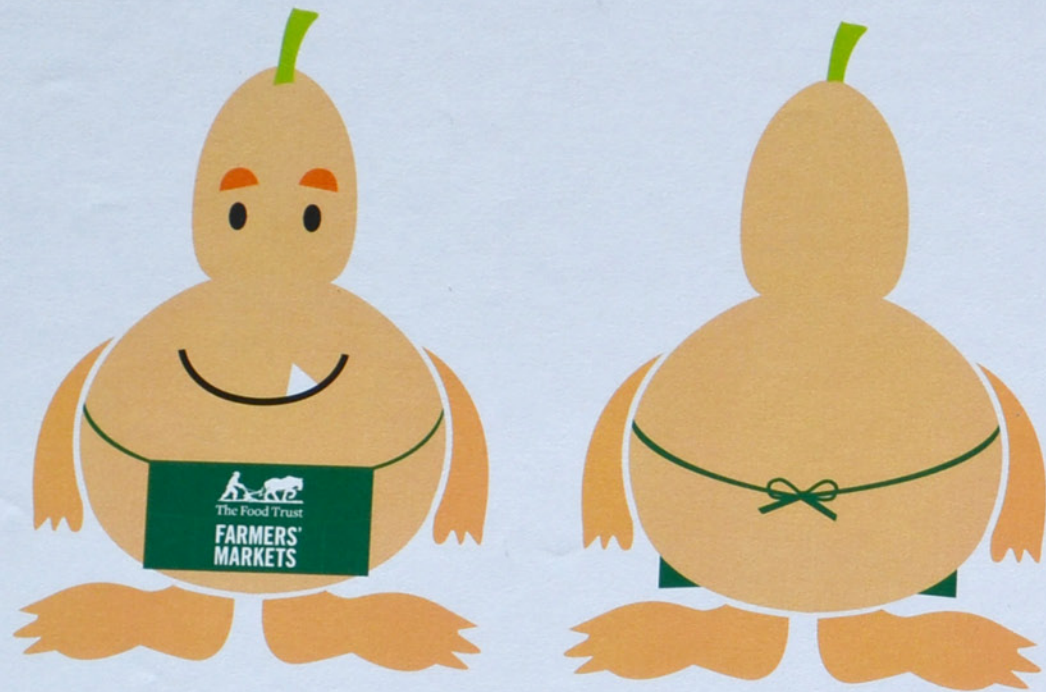
SASQUASH

MARKET/CHILDREN'S PROGRAMMING MASCOT

a friendly squash monster, serving as the face of the market and as promotion of family-friendly programming



PRELIMINARY SKETCHES



MULTIPLE VIEWS AND EMOTIONS



MARKET VARIATION DEPENDING ON LOCATION

TOTE BAGS

A UNIFIED SHOPPING EXPERIENCE

a series of bags designed as a way for people to relate to their local food and market



DIGITAL MOCK-UPS




FINAL SCREENPRINTED CANVAS TOTES


SIGNS AND BANNERS

FOR USE BOTH IN THE MARKET THE WIDER COMMUNITY

Logos for the Food Trust, ACCESS and Philly Food Bucks are prominent in this set of signage to maintain clear branding and increase awareness of the programs available to low-income market customers



The Food Trust
**FARMERS'
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THEFOODTRUST.ORG

SPEND \$5 
GET \$2 



For every \$5 you spend with your ACCESS card, get a \$2 Philly Food Bucks Coupon to buy fresh fruits and vegetables.

FRESH FOOD. CLARK PARK.
Every Saturday from 10 a.m. - 2 p.m.



Welcome to the market!



The Food Trust
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FRIEND REWARD COUPONS

COUPON REWARD PROGRAM

reaching new customers through word of mouth and community partnerships

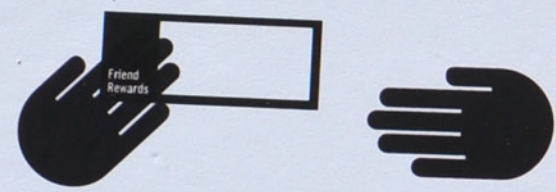


1



The Food Trust uses Friend Reward Coupons to attract new customers to the markets.

2



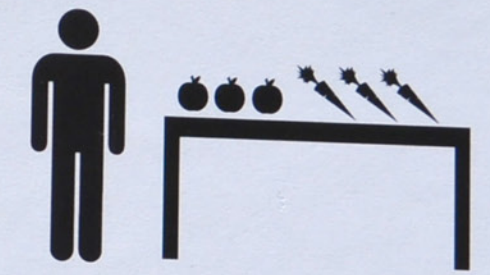
The Food Trust distributes Friend Reward Coupons to "ambassadors," existing farmers' market patrons and partner organizations.

3



The ambassadors give the coupons to newcomers, either friends of existing patrons or members of the partner organization.

4



The newcomer returns to the market, using the coupon to receive \$2 off his purchase.

HEALTHY CART

PARTNERSHIP PROGRAM

leveraging an existing association with food fit philly to increase branding of food trust farmer's markets

Cart vendors will distribute **Friend Reward Coupons** to customers upon purchase. Coupons can be redeemed at the nearest Farmers' Market



Customers can identify Food Trust supported carts via a **Farmers' Market sticker** featuring the Food Trust logo



A removable plastic rack holds **informational packets** related to the markets, EBT and Philly Food Bucks

By the end of 2012, there will be **TWENTY** Food Fit Philly Healthy Carts in Philadelphia



All of these healthy carts

SERVE

low-income neighborhoods and accept EBT cards

WHY **NOT** USE THESE **CARTS**

TO HELP DELIVER OUR MESSAGE?