



## National Farmers' Market Week 2008

**USDA proclaims National Farmers' Market Week. Read about some organic farming trends and advertising techniques.**

8/7/2008

National Farmers' Market Week is here!

Read the official proclamation from the U.S. Secretary of Agriculture.

You can celebrate Farmers' Market Week--every week--by visiting your local farmers' market. And adding their farm-fresh produce to the food you serve at mealtime.

Want to know more about Farmers' Market Trends, visit the USDA Agricultural Marketing Service USDA website.

For specific information about organic farmers, read a report on "Organic Produce, Price Premiums, and Eco-Labeling in U.S. Farmers' Markets" by the USDA Economic Research Service.

Key Findings: Participation of organic farmers in markets.  
Finding: Steady numbers to slight increase.

Demand for organic products.  
Finding: Medium to strong demand in more than 80 percent of markets interviewed.

Advertising strategies used to highlight organic products.

Price premiums charged for organic products.  
Finding: varies according to market location and presence of other organic farmers, but generally higher prices is a perception rather than a reality.

Related articles: Farmers Markets: About the Trend

Organic Farming

All About CSAs

Starting a Farmers' Cooperative

Top

Organic Advertising Techniques  
Advertising techniques used by organic growers in 210 U.S. farmers markets in 2002 (numbers of farmers).

- Talking (interaction): 187
- Signs and labeling advertising organic methods: 129
- Posting of organic certification banners or plaques: 100
- Brochures, newsletters, business cards and recipes: 61
- Photos: 21

(Note: Some farmers use multiple techniques.)

The report lists the various labels being used by organic farmers and others using alternative production methods: "Chemical-free," "no chemical fertilizers," "no harmful insecticides"

"Natural growing conditions" and "naturally grown"



“Healthy farming practices used”

“No-spray”

“Sustainably grown”

“Authentic”

“Free-range,” “pastured,” “grass fed,” “no antibiotics or hormones”

“Organically inclined”

“Transitional”

“Wisconsin organic grown” and other local foods labels

“Good bugs at work here”

“Ask me how I grow this.”

Source: USDA Economic Research Service