



BRANDYWINE
FARMERS
MARKET

Final Project

brandywinefarmersmarket@gmail.com

Mission Statement



INSTITUTE OF
APPLIED AGRICULTURE

“Bringing locally sourced, healthy, affordable foods to
Brandywine”

- INAG 253

Proposed Location

Southern Area Aquatics and Recreation Complex (SAARC)

13601 Missouri Avenue, Brandywine, MD 20613

Monday-Friday *5am-10pm*

Saturday *6am-10pm*

Sunday *10am-6pm*

www.pgsaarc.com/

Positives

- Plenty of parking
- Plenty of space for vendors
- Not a busy street

Negatives

- Residents aren't familiar



Location Cont.



- To the right of SAARC entrance
- 86 spaces
- 21 vendors with 4 spaces each
- 17 vendors with 4 spaces +1 for social distancing *(during COVID)*
- Offer drive-up



Alternative Locations



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Chapel of Incarnation

14070 Brandywine Rd, Brandywine, MD 20613
(at Missouri & Brandywine Rd)

Positives

- Visible from the road
- Near other stores and local businesses
- Residential familiarity

Negatives

- Traffic concerns at an intersection
- Not enough space for vendors and customers
- Not paved, difficult in rainy or snowy months



Alternative Locations



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Sona Bank

14118 Brandywine Rd, Brandywine, MD 20613

Positives

- Visible from the road
- Near other stores and local businesses
- Residential familiarity

Negatives

- Not enough space for vendors and customers
- Shared parking with church



Alternative Locations



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Gwynn Park High School

13800 Brandywine Rd, Brandywine, MD 20613

Positives

- 3 parking lots
- Easily accessible by public transit

Negatives

- Could conflict with other events at the high school



Proposed Dates and Times



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Saturdays

7am - 12pm

8am - 12pm

9am - 1pm

Sundays

9am - 2pm

Ideally,

make pre-orders available

reserve first market hour for seniors and high-risk individuals

Vendors



- Exclusions to encourage vendor participation
- Must be locally grown products
- Ideally 17 to 21 vendors
- Vendors to include produce, artisan, and prepared foods
- List of potential vendors and link to vendor application:

<https://bit.ly/2GZw1rE>

Branding/Social Media

Simple logo

Instagram/Facebook

- post at least once a day
- use hashtags:
 - #loveMDmarkets
 - #brandywineMD
- goal is to inform/update the community



Website



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<https://brandywinemarket.wixsite.com/bwfm>

Layout of home page



Home Meet the Creators Board of Directors Events & Hours Visit Vendors

Brandywine Farmers Market

Your Local Farmers' Market



Signage



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18"x 24" vertical yard sign, \$16



6'x 12' banner, \$121



larger permanent signs, \$500+

Board Members



Director

- Manages staff (including seasonal or program employees)
- Maintains workload balance among staff
- Ensures staff meets performance expectations

Farmers Market Manager

- Attends farm market
- Takes attendance of vendors
- Ensures that the market goes smoothly

Vendor Manager

- Develops the market's vendor strategy
- Communicates with vendors and addresses their concerns

Board Members Cont.



Social Media Manager

- Posts upcoming events
- Advertises the market
- Aims to increase popularity of the market

Public Relations Manager

- Maintains contact with members and future partners
- Replies to emails and phone calls with information on the farmers market

During COVID



Gatherings limited to 25 people

- Count people who enter and leave
- Less than 25 people: 1 person/200 sq. ft.

Social distancing and mask regulations

Retail facilities—indoor and outdoor—capped at 50%



After COVID



No limit on attendees

No need to social distance or mask

Still count attendees

Adjust vendor spacing and
add more vendors

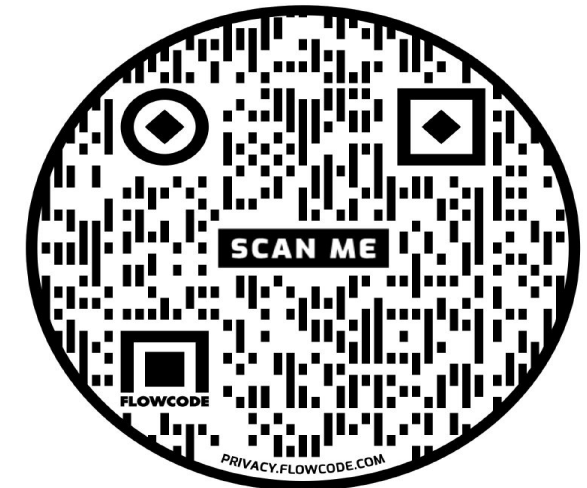


Survey



18 questions to collect demographics and interests of Brandywine residents to better create a local farmers market

<https://bit.ly/32A9skM>



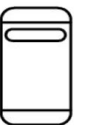
HOW TO SCAN: OPEN, AIM & TAP



Open the camera on your phone



Aim it at the Flowcode



Tap the banner that appears

Survey



Currently can't continue with the survey

Lack of time and funding

Need a "resident list" of addresses

Suggest passing this on for further development



Funding

Maryland Agriculture Council

Educational Grant Program:

“expanding its mission to promote Maryland agriculture”

Requested: \$800

