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.
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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➔ Secure Appropriate Vendors
Sources


United States Senate Committee on Agriculture, Nutrition & Forestry, *Farm Bill* (2008).
Questions?