

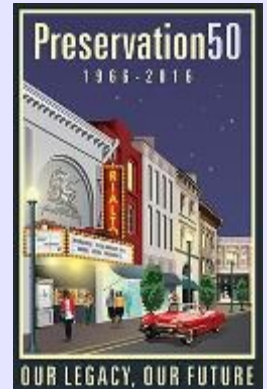


August 2, 2016

# Main Street Monday!



A lot of wonderful Farm to Table events are taking place or have taken place on our Kentucky Main Streets! What a great way to honor the heritage of our farmers and our farming communities with the heritage of the hearts of our downtowns. This week you will see many upcoming events and photos from those that have recently taken place. While Mother Nature has not always



fully cooperated, the farms certainly were in need of rain and fortunately everyone had a space indoors to hold their events. The titles of the events have been great too.



Murray Main Street's event was titled Market to Menu. The planned event in the new park had to be moved due to weather, but the spirits of the attendees was not bothered by a few rain drops.



AUGUST 13, 2016

Covington Farmers Market to Table Dinner



Sept 23 FARM to TABLE DINNER  
Hosted by CYNTHIANA MAIN STREET



## National Farmers Market Week: Meet Me at Market!

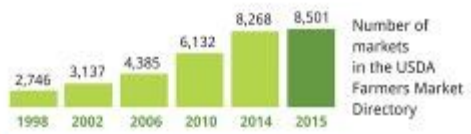
How will your market celebrate National Farmers Market Week? Special guests? Special events? Whatever you have planned, be sure get the word out! Make sure your whole community — customers, local government, federal representatives, schools, producers, neighboring businesses, chefs, everyone! — knows of all the great work the market is doing.

[You can also access our media kit, a PDF document that contains links to all the resources on this page, our NFMW campaign timeline, suggestions on how to use our resources and more.](https://farmersmarketcoalition.org/programs/national-farmers-market-week/)

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Lots more can be found at the website including poster contest, Instagram, more educational material, etc.

# Why Farmers Markets?





**Stimulate Local Economies**

Growers selling locally create **13 full time jobs** per \$1 million in revenue earned. Those not selling locally create **3**.



Locally-owned retailers, such as farmers markets, **return more than three times as much of their sales to the local economy** than do chain competitors.

Chain	local \$
Locally-owned	



**Preserve Farmland & Rural Livelihoods**

The U.S. loses an acre of farmland a minute to development.

The 7 Seattle farmers markets hosted by the Neighborhood Farmers Market Alliance support **9,491 acres of farmland in diversified production.**

**25% of vendors** derive their sole source of income from the market.



**Increase Access to Fresh Food**

**\$19.4 million** in SNAP benefits (food stamps) were spent at farmers markets in 2015. That's fresh food for low-income Americans and increased revenue for local farmers.

USDA reports that **produce prices at farmers markets are lower**, on average, than grocery stores prices.

**Markets bring fresh food to the neighborhoods that need it most.**



**Support Healthy Communities**

A study showed that shoppers have more than **three times as many social and informational encounters** at farmers markets than they do at national chain supermarkets.

**Proximity to farmers markets is associated with lower body mass index (BMI).**

In Downtown Morehead you can get great food and great art!

**Resources and templates to help promote your event can be found at the website on Page 1**

- / [Farmers Market Talking Points and Facts](#)
- / [Social Media Cheat Sheet](#)
- / [Info Graphics and Images](#) (for use on social media posts, blogs, newsletters, etc.)
- / [Press Release Template](#)
- / [Newsletter Announcement Template](#)
- / [2016 NFMW Press Release from FMC](#)
- / [2016 NFMW Press Release from USDA](#)
- / [Update Your Market's Info in the USDA Farmers Market Directory](#)

- / [NFMW Branding Graphics from USDA \(to make posters, emails, buttons and more\)](#)
- / [NFMW Branding Help and FAQs page from USDA](#)

**Pick up some market gear to wear, pass out at events, or give away as prizes:**

- [Temporary Tattoos and Stickers](#)
- [I 'Heart' Farmers Market T-Shirts](#)
- [I 'Strawberry' Farmers Market T-Shirts](#)



Downtown Morehead has started on the streetscape project to straighten out their Main Street. "We are straightening the street and taking all of the islands out," said Tony Pence, DMI's Main Street manager. "We are going to repave from the Rowan County Arts Center down to about Hargis Avenue which will bring parallel parking back to downtown and prepare us for different landscaping in the area."



Pence said the realignment will better allow authorities to slow the traffic on that street. Pence said the idea was to slow everyone down and make it more of a pedestrian area that tolerates automobiles.



Big event in Cynthiana this week-end!



Cynthiana will host The Walking Dead Day on Aug. 6. The graphic novel's original creator Robert Kirkman and original artist Tony Moore are Harrison County High School graduates. Kirkman also created the popular television show. Kirkman and Moore are both scheduled to attend the event and will sign autographs and pose for photos. Kirkman will also participate in a question and answer session.

**DOWNTOWN**

London  
August 11

Art Walk

**THE WALKING DEAD DAY**  
SPECIAL GUESTS: ROBERT KIRKMAN AND TONY MOORE  
CYNTHIANA, KY • AUGUST 6, 2016



August 6th!



Downtown Merchants68 invite you to join the fun in all the contests such as: "Eat the Watermelon" & "Spit the Seed"



**CADIZ CRUZ-IN SPECIAL EVENT FOR AUGUST WATERMELON BALL**



This Winchester event has already occurred, but I wanted to share this idea to use at your Farmer's Markets. Taste Test Tuesday! What a great idea! There are a few things like kohlrabi that people don't know how to prepare and aren't sure they will like and this is a great opportunity for the farmer to share recipes and their products.

**Winchester - Clark County Farmers' Market**

**Taste Test Tuesday**

**July 19, 2016**  
4:00 to 7:00 pm  
Depot Street

Offering FREE cooked/prepared samples of Farmers' Market products that are available for purchase at the market.

Moments following a brief rain shower this rainbow greeted patrons at the Winchester-Clark County Farmers' Market Farm to Table benefit dinner along Depot Street Saturday evening. The event featured a complete Clark County-centric menu as prepared by guest chef T.J. Harville, chef Catesby Simpson and a host of volunteers. A total of 19 local businesses and 11 local farms helped support the event, the proceeds of which will go toward the farmers' market.

By Steve Foley The Winchester Sun

Rachel Kennedy has sent out the forms for the building inventory and has scheduled to be at several upcoming regional meetings to help walk you through the form. It is important that you attend these meetings.



Coming Soon! Bellevue's 15th Annual Art in the Park. Sept. 10th



Here is another great idea to share. The past few weeks Frankfort's Main Street program, Downtown Frankfort, has had a campaign, "How well do you know Frankfort" ? They been posting photos of details in the downtown and asking people to identify them and to take a Selfie (or someone to take a photo of them) with the detail. It's a great way to get people to look for things they may have never noticed and why your downtown is unique.



For those of you near Ohio, the Ohio Main Street conference is the week prior to our KYMS conference. This may count as part of your training, but will not replace your attendance at our conference. I plan to be in attendance.

**Annual Conference Registration Open**

The 2016 Heritage Ohio Annual Preservation and Revitalization Conference will be held in Cincinnati from October 10th through the 12th at the Hilton Cincinnati Netherland Plaza. Book your room today to save! Read more <http://www.heritageohio.org/2016->

**Innovative Funding Programs for Placemaking**

Coming from a broad range of philanthropic interests, funders are continuing to integrate placemaking efforts with innovative grantmaking programs. Last October, a group of 32 representatives from diverse organizations across the United States and Canada gathered in Brooklyn, New York, for a day-long discussion on the intersections between placemaking and philanthropy. The event was held in conjunction with a Grassroots Grantmakers "On The Ground" event. Now in its second year, the Funders Forum (generously sponsored by the Kresge Foundation) is a program of the Placemaking Leadership Council (PLC), and this year's exciting conversations spanned a range of topics essential to the placemaking movement, from messaging and metrics to capacity building & community empowerment. Visit this web-site for a listing of many grant opportunities <http://www.pps.org/blog/innovative-funding-programs-for-placemaking/>



**Open Streets: 10 Cities That Put Cars in Park for a Day - USA Today**

Some of the world's largest cities are saying no to cars — at least for a few hours. Open Streets programs close miles of major thoroughfares, allowing bicyclists and pedestrians to wander urban areas in temporary car-free zones. "It's a chance for families and older adults to move freely," says Mike Lydon of OpenStreetsProject.org, an advocacy group. The movement became popular in the 1970s in Bogota, where it's called Ciclovía, Spanish for "cycleway." The city now closes 70 miles of roads every Sunday and federal holidays, and the practice has spread around the world. Lydon shares some favorite programs with Larry Bleiberg for USA TODAY. To see what else they did go to <http://www.usatoday.com/story/travel/destinations/10greatplaces/2016/06/10/open-streets/85651960/>



Perryville Main St. had a great turnout for the Snappin' Chaplin Turtle Race! Visit their Facebook page to view videos and more photos of the event!

