

What Makes a Successful Farmers' Market in South Madison?

Understanding Local Vendors' Perspective

Env Studies 600 Capstone Course, Fall 2013
Community Environmental Scholars Program
Nelson Institute for Environmental Studies



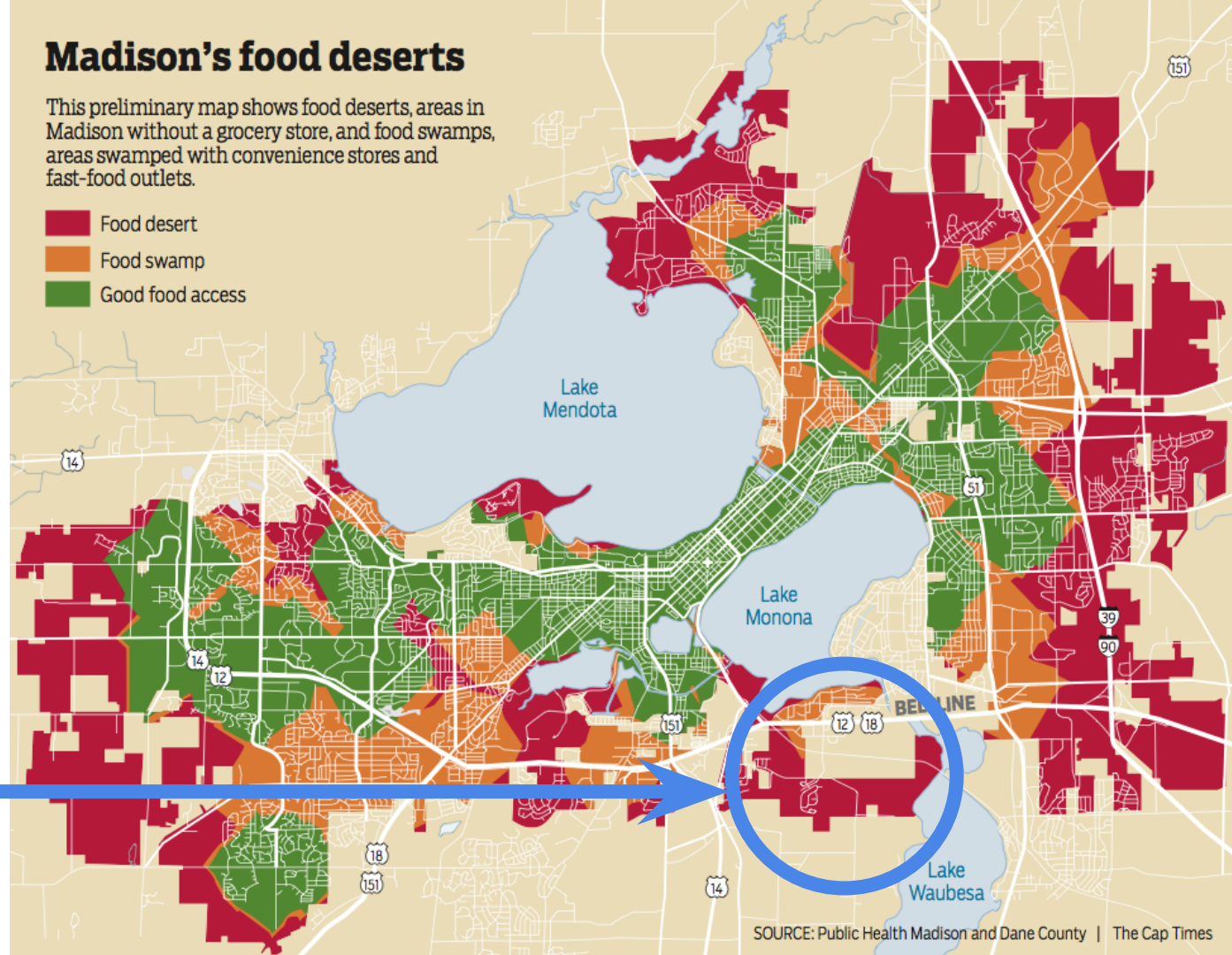
*South Madison
Farmers' Market at
the Villager Mall.*



Madison's food deserts

This preliminary map shows food deserts, areas in Madison without a grocery store, and food swamps, areas swamped with convenience stores and fast-food outlets.

- Food desert
- Food swamp
- Good food access



Because of the lack of grocery stores and places providing produce, the South Madison area is considered by some to be a “food desert.”

*Familiarizing South
Madison Farmers'
Market and its
community setting.*



*Supporting the
Celebrate South
Madison festival.*



*“We have an excuse to
go to market every
week and see our
friends.”*



“Especially with the non-established markets, the market manager can make or break it. They play a very important role in the success or failure of the market. It’s a pretty diverse skill set in terms of retaining and managing vendors and keeping them happy, and balancing things like price.”



“...We believe that a lot of what we’re doing when we’re taking food out and vending at a market is providing a service, right, or providing high quality food. We believe in being organic. I mean, it’s not just a job, it’s a mission.”



“ ... just getting to talk to people, sharing recipes with them, or getting ideas from them. And it's a fun and rewarding time of the week ... ”



“I feel like it’s a community and people give me ideas. People are like, ‘oh do you have this [item], improve this or give me a recipe.’”



“If kids get invited to participate and take an interest and put their hands in the dirt, that could change everything. That could change the culture.”



“And I’d say, they can’t be all things to all people. So they need to do one really well. Find one location, one day of the week, and one block of time.”



“Biggest single problem with all of the south side markets is that it's all run by just one person. It just takes more than one person to run a business. It takes more than one person to organize. And when you got too many kettles on the stove, something's gonna burn ... ya know. Something's gonna give.”



Q&A
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Thank You

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