



FALLBROOK
FARMERS MARKET

**We have re-thought
everything about our
market.**

Every. Thing.

- New, shorter season – only 8 weeks – focusing on high traffic dates
- New, shorter hours – only 2 hours per market – focusing on high traffic times
- New events and activities to drive more families to the market (*see plan on next page*)
- Aligning our market to the mission of Kiwanis – serving the children of the world by:
 - Leveraging the Power of Produce program to encourage kids to eat healthy, local food (offering over \$4,000 in vouchers)
 - Increasing our SNAP matching funds (now \$2,500)
 - Encouraging young entrepreneurs to get involved
 - Using all earned revenues to support our local Kiwanis literacy, youth leadership development, youth outdoor activity programs
- Encouraging a wider variety of vendors to increase traffic and appeal to the increased number of households in NW Lincoln
- Renewed focus on “day of” advertising around NW Lincoln

**Fallbrook Farmers Market will be held every
Thursday evening from 5-7 PM
June 22 through August 10, 2017**



Fallbrook Farmers Market (FBFM) – DRAFT Plan for 2017 Season

Objectives for this year:

- Increase emphasis on the fact that the Market is a great place to teach about and provide nutritious foods for kids and families
- Use the Market as a “platform” to create community-building, family-friendly events that strengthen relationships among neighbors in NW Lincoln
- Re-engage the Fallbrook neighborhood in FBFM
- Use marketing strategies to encourage residents in NW Lincoln to participate in the FBFM
- Engage area youth interested in ag and food production to participate in the FBFM



DRAFT 2017 Market Schedule with Key Events

June 22 5-7 PM	Koozer Elementary Night at FBFM	Students can redeem their “Power of Produce” coupons on this night only. Teachers and staff at the school can stop and pick up a token for a free snow cone (?) Plan a joint social activity with K Kids and their parents.
June 29 5-7 PM	Fallbrook Neighborhood Picnic	Partner with HOA to have a Fallbrook-wide picnic. Everyone bring a picnic blanket and food. Kiwanis to provide fried chicken – free will donation. Try to encourage extra food trucks that night. Possibly w/ concert and/or cooking demonstrations by local chef(s)
July 6 5-7 PM	School Middle School Night at FBFM	Students can redeem their “Power of Produce” coupons on this night only. Teachers and staff at the school can stop and pick up a token for a free snow cone (?)
July 13 5-7 PM-market 4-8 PM-sales	Community Garage Sale	Invite people to set up a garage sale booth in Town square for \$10 a spot, encourage people in Fallbrook to start their garage sale weekends that evening, and have a Kiwanis sale tent where donated items are sold to benefit our service fund.
July 20 5-7 PM-market	N.A. Martyr’s Elementary School Night at FBFM	Students can redeem their “Power of Produce” coupons on this night only. Teachers and staff at the school can stop and pick up a token for a free snow cone (?)
July 27 5-7 PM-market 4-10 PM-Festival	Family Fun Festival for the Lincoln Food Bank – Kite Festival, Bounce houses, and Stargazing	Have 6-7 big bounce houses rented and charge admission with portion of \$ to go to Food Bank. Have Hobbytown back to promote kites and RC vehicles. Have Branched Oak Observatory be there for an after-hours presentation.
August 3 5-7 PM-market	Freidstrom Elementary Night at FBFM	Students can redeem their “Power of Produce” coupons on this night only. Teachers and staff at the school can stop and pick up a token for a free snow cone (?)
August 10 5-7 PM-market	Back-to-School Ice Cream Social	Work with Prairieland Dairy or UNL Dairy Store to have an ice cream sundae tent and encourage teachers and families at area schools to come to meet, mix and mingle. Do something special for any new teachers in our area schools. Free will donation.



Website: fallbrookfarmersmarket.com (under revision)

Facebook: [facebook.com/fallbrookfarmersmarket](https://www.facebook.com/fallbrookfarmersmarket)

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Fallbrook