

# MARKET OUTREACH PROPOSALS



The Food Trust

**FARMERS'  
MARKETS**



graphic design practicum final presentation

SPRING 2012

# MARKET TABLE

## MARKET MANAGER & NUTRITION EDUCATION TABLE

transforming the market manager's table into a more visible and welcoming center makes information about EBT use more accessible, helps to brand the market as a part of the Food Trust and provides a forum for easily communicating with EBT users and other market customers



WITH A TABLECLOTH, BANNER, BALLOONS AND SIGNAGE THE TABLE IS EASILY TRANSFORMED INTO A WELCOMING CENTER

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QUICK INSTRUCTIONS ON ACCESS/EBT USE



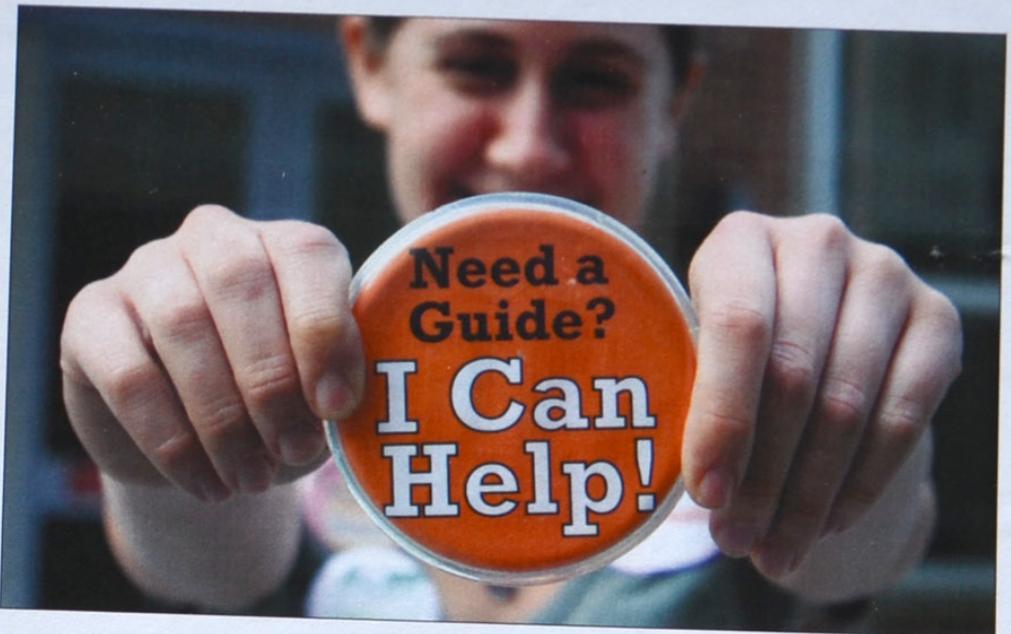
CHALKBOARD FOR MARKET MANAGER TO SHARE

#1

# UNIFORMS & GIVEAWAYS

## IDENTIFYING MARKET OFFICIALS AND ATTRACTING NEWCOMERS

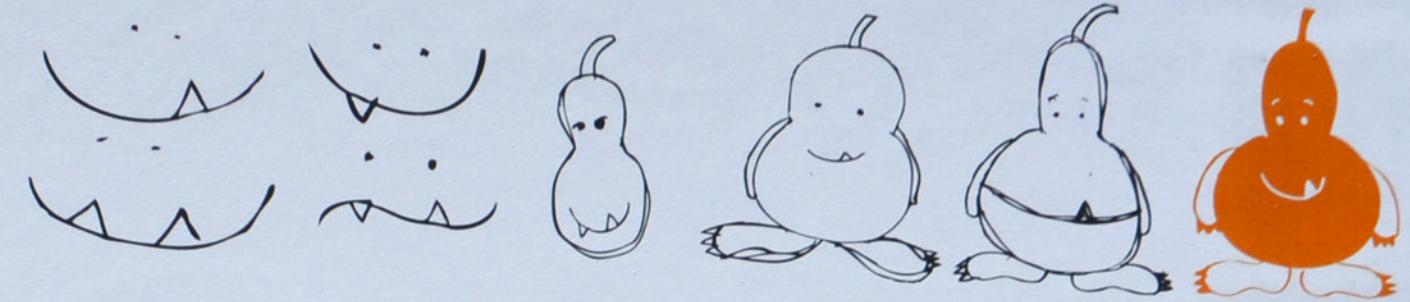
Buttons and aprons may be distributed to Farmers' Market staff and volunteers in order to make them easily identifiable to those looking for guidance. Smaller buttons with illustrations are to be given to children who visit the market manager's table. They can also be distributed at schools to encourage children to tell their parents about the Farmers' Markets.



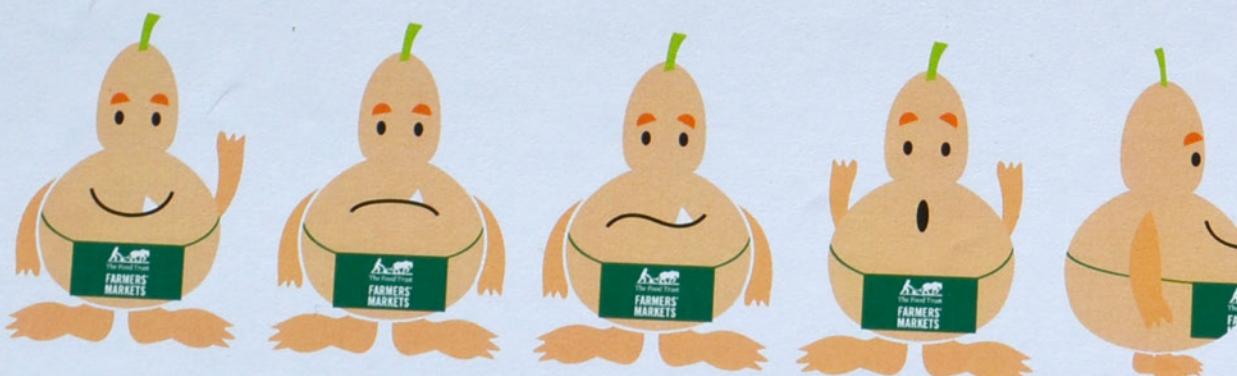
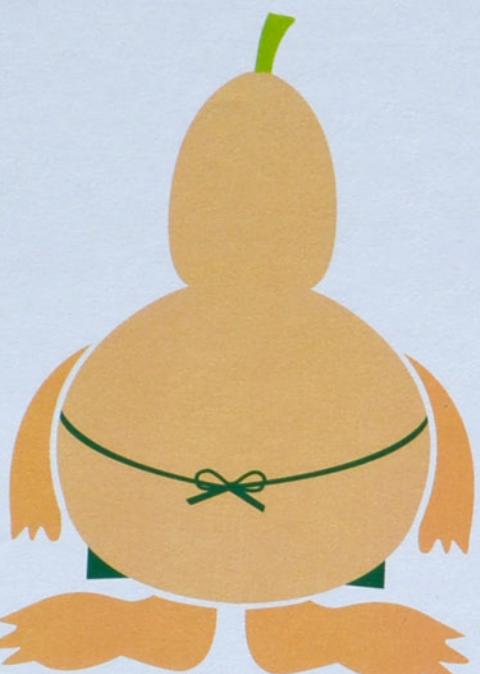
# SASQUASH

## MARKET/CHILDREN'S PROGRAMMING MASCOT

a friendly squash monster, serving as the face of the market and as promotion of family-friendly programming



PRELIMINARY SKETCHES



MULTIPLE VIEWS AND EMOTIONS



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MARKET VARIATION DEPENDING ON LOCATION

# TOTE BAGS

## A UNIFIED SHOPPING EXPERIENCE

a series of bags designed as a way for people to relate to their local food and market

cool  
as a  
cucumber

  
The Food Trust  
FARMERS  
MARKETS

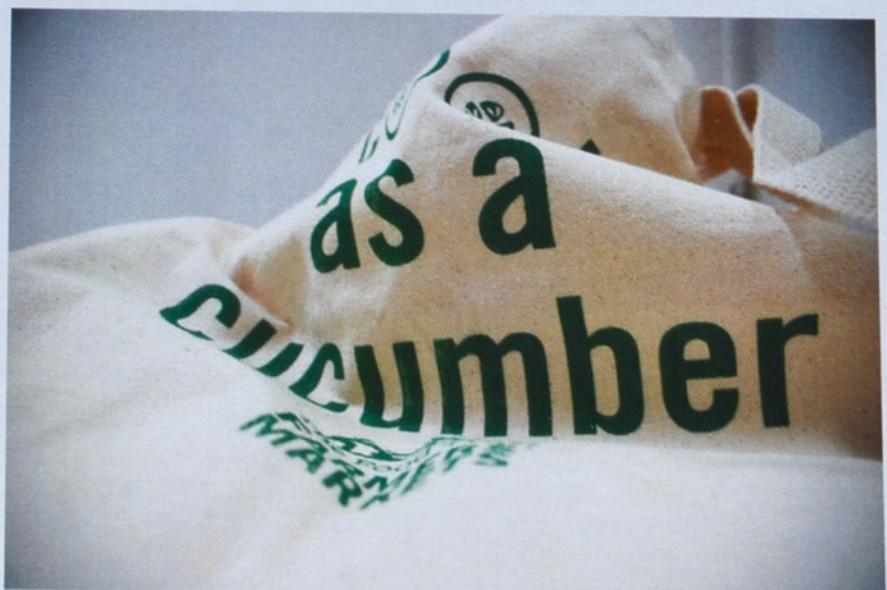
KEEPIN' IT  
FRESH!

  
The Food Trust  
FARMERS  
MARKETS

we jammin'

  
The Food Trust  
FARMERS  
MARKETS

DIGITAL MOCK-UPS



FINAL SCREENPRINTED CANVAS TOTES

#4

# SIGNS AND BANNERS

FOR USE BOTH IN THE MARKET THE WIDER COMMUNITY

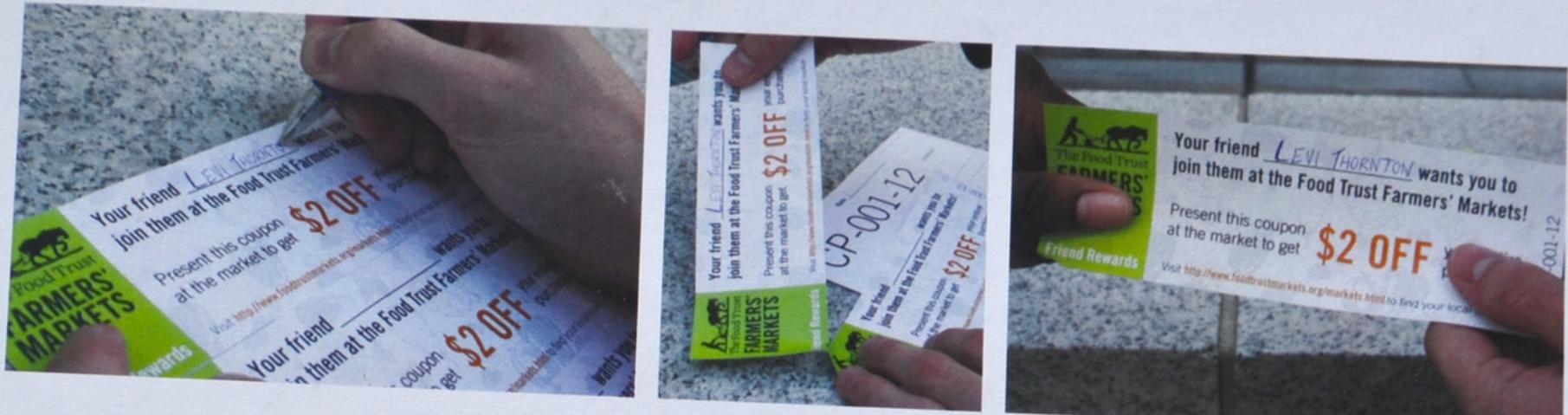
logos for the Food Trust, ACCESS and Philly Food Bucks are prominent in this set of signage to maintain clear branding and increase awareness of the programs available to low-income market customers



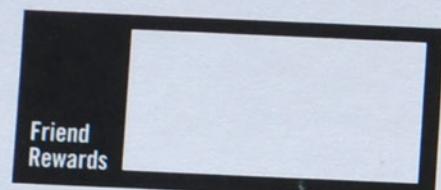
# FRIEND REWARD COUPONS

## COUPON REWARD PROGRAM

reaching new customers through word of mouth and community partnerships



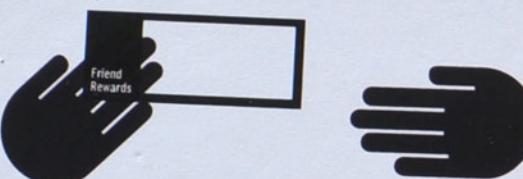
1



The Food Trust uses Friend Reward Coupons to attract new customers to the markets.

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2



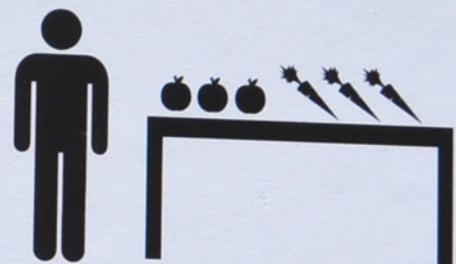
The Food Trust distributes Friend Reward Coupons to "ambassadors," existing farmers' market patrons and partner organizations.

3



The ambassadors give the coupons to newcomers, either friends of existing patrons or members of the partner organization.

4



The newcomer returns to the market, using the coupon to receive \$2 off his purchase.

# HEALTHY CART

## PARTNERSHIP PROGRAM

leveraging an existing association with food fit philly to increase branding of food trust farmer's markets

Cart vendors will distribute **Friend Reward Coupons** to customers upon purchase. Coupons can be redeemed at the nearest Farmers' Market



Customers can identify Food Trust supported carts via a **Farmers' Market sticker** featuring the Food Trust logo

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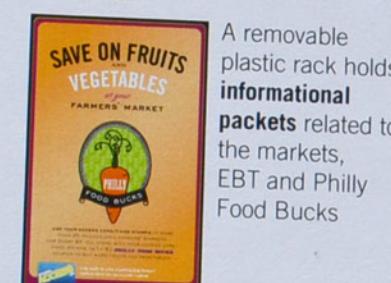
By the end of 2012, there will be

**TWENTY**  
Food Fit Philly  
Healthy Carts in Philadelphia



All of these healthy carts

**SERVE**  
low-income neighborhoods  
and accept **EBT cards**



A removable plastic rack holds **informational packets** related to the markets, EBT and Philly Food Bucks

**WHY NOT USE THESE CARTS**

TO HELP DELIVER OUR MESSAGE?