

# CORBIN, KENTUCKY



# WCFM TIMELINE

2007

- UK Agricultural Extension helps launch market
- 1 location with 4 vendors.
- Runs for 2 months (June/July)

2008

- Vendors increase to 7.
- Extension receives a \$3,500 grant for Old Time Music events.
- Expand to a 3-month season (August).

2009

- Vendors increase to 15.
- Begin education workshops with vendors.
- Extension approves \$110K for permanent market structure.

# WCFM TIMELINE

2010

- Open under new pavilion with restrooms and ADA access.
- Season expands again (June – September).
- 18 vendors, including value-added producers and artisans for 1<sup>st</sup> time.

2011

- Season expands again (May – October).
- 28 vendors.
- Add a senior voucher program, sales reach \$15,000
- Expand vendor education with marketing and booth design workshops.

2012

- Add a mid-week market in downtown Williamsburg (July/August only).
- Sales reach \$23,000.
- Start charging \$2 per day vendor fee.

# WCFM TIMELINE

2013

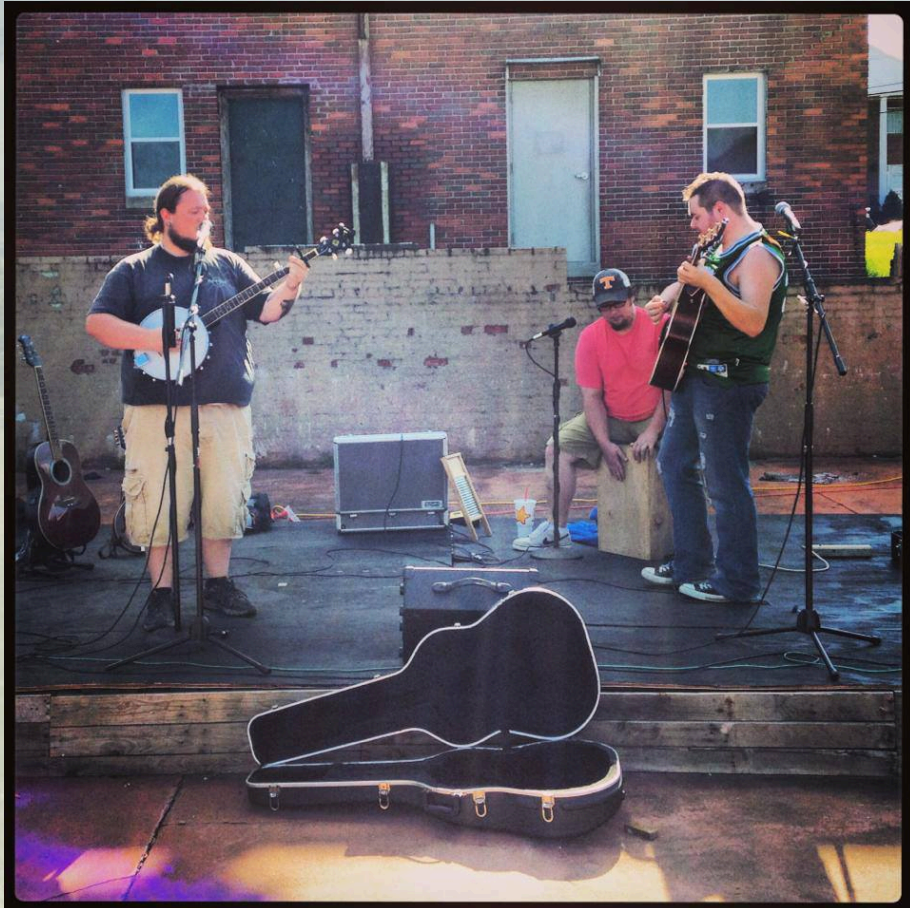
- Become a non-profit Whitley County Farmers' Market Inc.
- Add third venue in downtown Corbin.
- 33 vendors. Average 12 per market.
- \$35/season vendor fee.



# LIGHTER, QUICKER, CHEAPER



# VACANT LOT TO VENUE



# WCFM TIMELINE

2014

- Hired a Part-time Market Manager with the intent of transitioning them into a Full-time Manager.
- Changed venues in Corbin.
- 59 vendors
- Lots of advertising!



# WCFM FUNDING

- ◎ UK Cooperative Extension.
- ◎ City of Corbin.
- ◎ Corbin Tourism.
- ◎ Williamsburg Tourism.
- ◎ Community Farm Alliance.
- ◎ Governor's Office of Agricultural Policy.
- ◎ State of Kentucky.



# WCFM ACCOMPLISHMENTS



- Selected as one of five Kentucky markets to participate in Community Farm Alliance Farmers' Market Training Program.
- Selected as the State Farmers' Market of the Year – Small Market Category.

# WCFM NEXT STEPS



- ③ Hire a part-time paid market manager in 2014. (Completed)
- ③ Use an EBT machine for food stamps in 2014. (Completed)
- ③ \$100,000 in sales in 2014.
- ③ Launch a year-round indoor market in 2 years.

# 2014 EPA / ARC WORKSHOP



# STARTS WITH VALUES AND VISION



# THEN THE WORKSHOP GOALS

**Goal 1:** Plan and prepare for a year round farmers' market in downtown Corbin.

**Goal 2:** Expand the customer base.

Long-Term Food  
System Vision

**Goal 4:** Build relationships with new community partners including local government.

**Goal 3:** Grow the number of market vendors , vendor capacity, and the diversity of available products.

© We discovered we were more than just a Farmer's Market. We are an Agro-Entrepreneurial Incubator.

CORBIN, KY



We had found a tool to spur entrepreneurship that could lead to full time businesses in our Downtown.

CORBIN, KY



◎ If they get their start at the Farmer's Market, local will be in their DNA.

◎ It becomes a low-cost testing ground for business ideas.

◎ As they grow they bring the whole food systems network with them.

CORBIN, KY

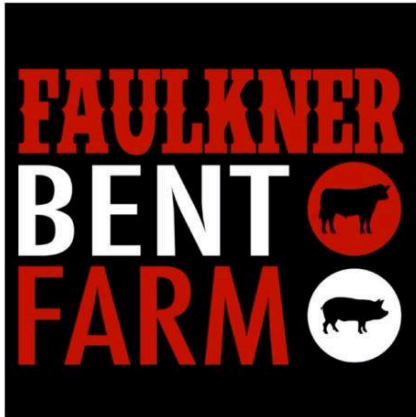




# CASE STUDY - FAULKNER BENT FARM



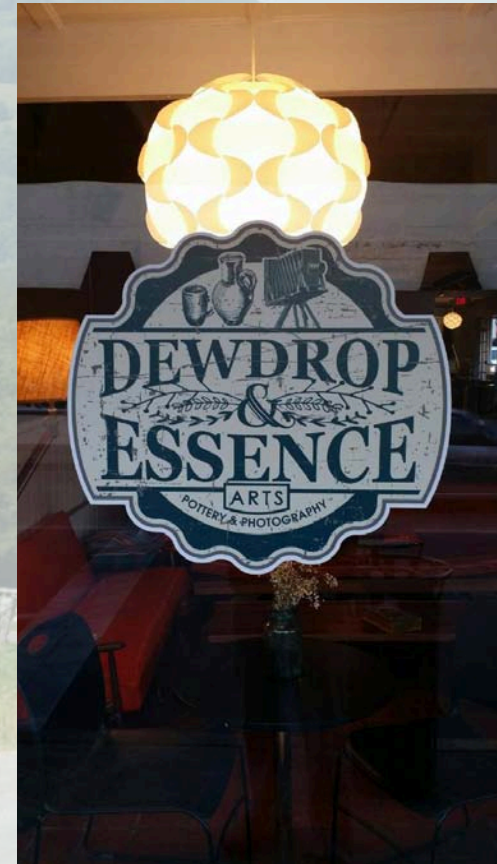
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# BECOMES THE WRIGLEY TAPROOM



# CASE STUDY - DEWDROP POTTERY



# CONCLUDING REMARKS

- ③ Use your markets to nurture Agro and Craft based Entrepreneurs.
- ③ If they out-grow the market they won't forget their roots.
- ③ Provide as many opportunities as possible for these businesses to gain exposure and succeed (Year round market, advertising etc.)