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.
2010
- Open under new pavilion with restrooms and ADA access.
- Season expands again (June – September).
- 18 vendors, including value-added producers and artisans for 1st 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.
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

Slide/Image Credit: WCFM Presentation Feb 2014
Vacant lot to Venue
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.

Slide/Image Credit: WCFM Presentation Feb 2014
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

- Hire a part-time paid market manager in 2014. (Completed)
- Use an EBT machine for food stamps in 2014. (Completed)
- $100,000 in sales in 2014.
- 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.

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

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

Long-Term Food System Vision
We discovered we were more than just a Farmer’s Market. We are an Agro-Entrepreneurial Incubator.
We had found a tool to spur entrepreneurship that could lead to full time businesses in our Downtown.
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.
BECOMES THE WRIGLEY TAPROOM
CASE STUDY - DEWDROP POTTERY
CONCLUDING REMARKS

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