

A MESSAGE FROM DR. ALFONSO MORALES:

Friends in IOWA farms and markets!

THANKS much to Donna Brahms, Paul Ovrom, and ALL the Board for the invitation to speak with you.

I have three messages for you.

1. My slides are available to you and the brief version of the report describing the increase in SNAP at the Brown Deer WI market are online. I hope to spread that work this summer.

2. Sometimes a market needs a tool to manage the market, I suggest <https://marketwurks.com> or maybe the market or vendors need insurance, if so, you can get a discount from FLIP, enter F2F10 at checkout from this (LONG) link: https://www.flipprogram.com/farmers-market-insurance?utm_source=f2f&utm_medium=partner-link&utm_campaign=2020-f2f

3. I can consult for you in economic impacts of your markets, etc., ALSO, please look at farm2facts.org for the most accurate and reliable in data collection, analysis, and reporting for markets and market organizations.

Remember this: you make communities better by giving people something to participate in and be proud of and call their own. The trust you build, the relationships you support, the fun you help people have transform your community from a bunch of individuals to WE and OURS. I hope you grow that WE and OURS to share the benefits of local food to more and more people.

Finally, THANKS and all best wishes,

Alfonso



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Positioning Your Market as a Community Asset

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IFMA

February 8, 2020

Who I Am

Lover of food and agriculture.

Expert in local food systems.

Teacher

Scientist



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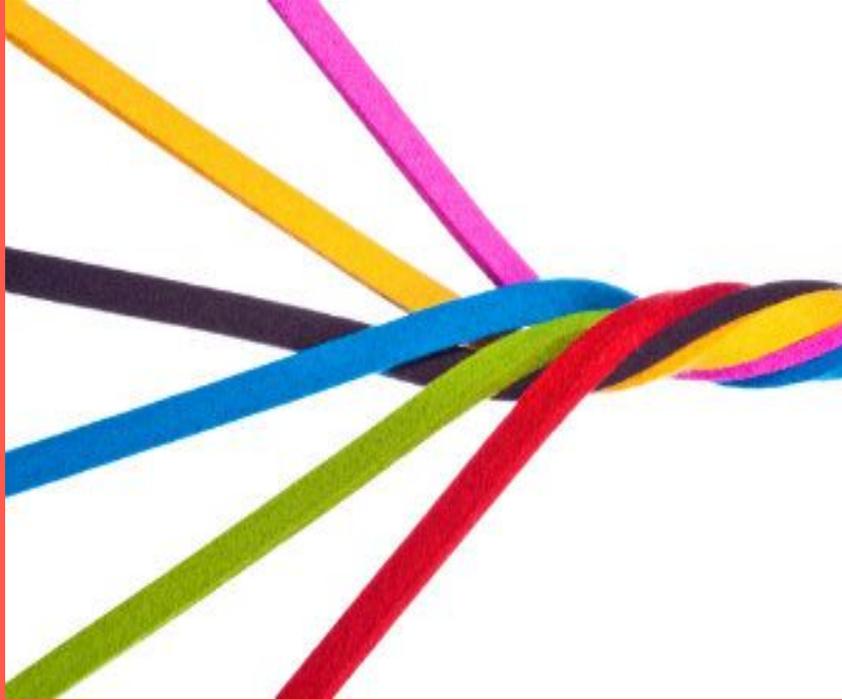
Today's Objectives

1. Learn About Assets from Some History
2. Define and Exemplify Assets, Positioning, and relate these to Values
3. Provide Examples of Putting Assets in Action and Positioning Your Market

This afternoon more about assets and an exercise.



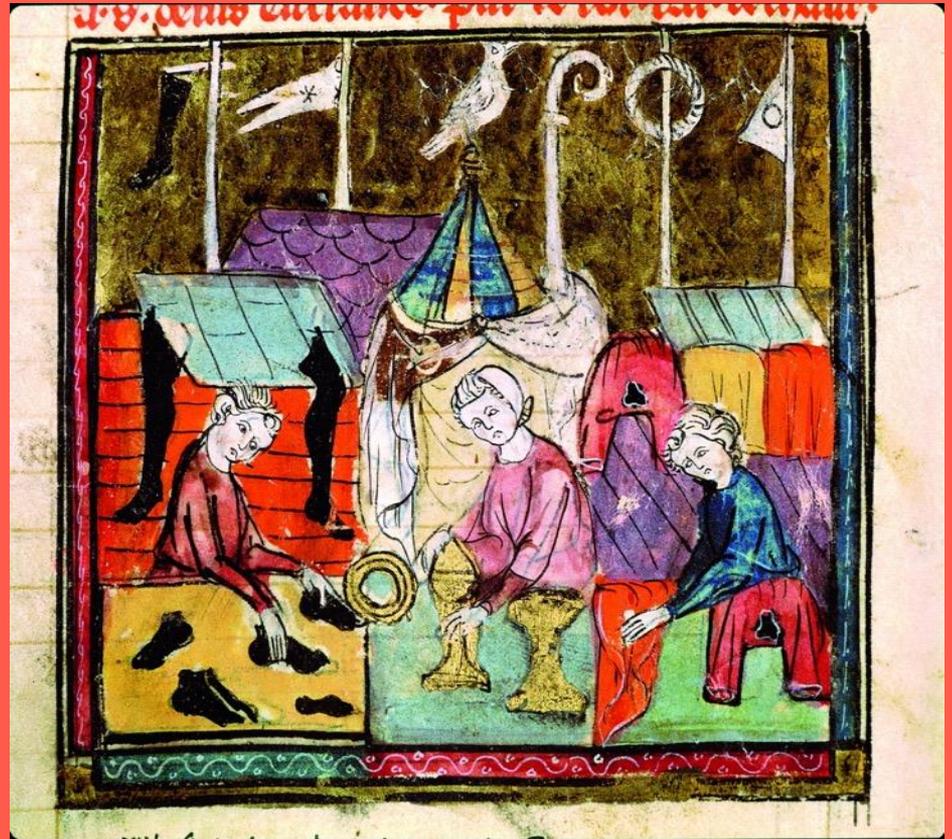
Historical Perspective



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Historical Europe Perspective

- Status was in demand
- Trade needed Law
- Markets inspired trade, infrastructure; modern law**



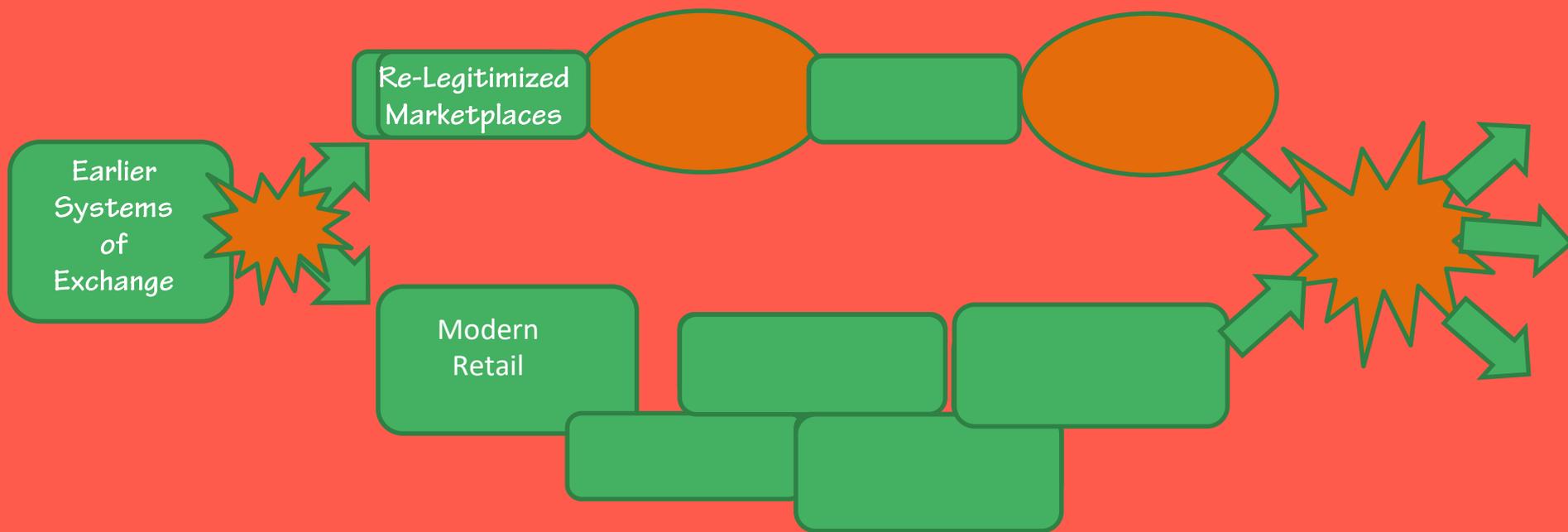
Historical Europe Perspective



"If I really didn't need nutmeg, do you think I'd ask you to go out and get it?"

Recent U.S. Perspective – 1920s

Progressive Era
Social Changes

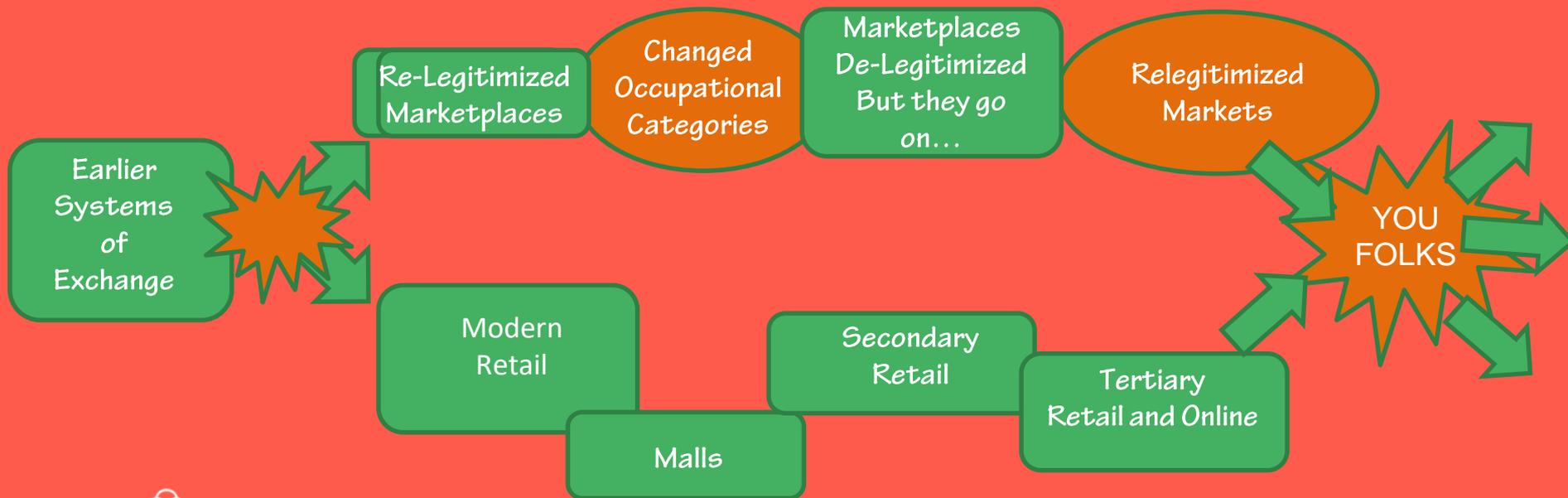


Recent U.S. Perspective – 1930-60s



Recent U.S. Perspective – 1970s – today

Re-emergent concerns with
Immigration, Employment,
Health and etc.



Process Perspective

You work helps produce GREAT Communities and a GREAT Country,...

Like the common good, markets are never finished.

---People's interests, goals, and tastes change over time, as do relationships.

---Today, the economy motivates much behavior, but markets are richer than the economy

First STOP AND THINK

Consider this history – write the non-economic benefits your market produces. Who benefits? What relationships make that happen? What B/R would you like to produce?



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Positioning

What is Positioning?

Positioning is about relationships. How you see what you provide and the picture others have of the market.

A position (image) does not exist unless people see it so. People must interact with or relate to something to see its position.

So, positioning is about perception. What you want is a deep and thick story about your market that shows it as an attractive place for different types of interaction.



Assets

What is an Asset?

Assets are relationships.

An asset cannot be an asset if it is not valued by someone, people must interact with or relate to something to make it an asset. This is also storytelling.

So, we need to make our markets attractive places for different types of interaction.



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Asset Example: Law

The Dane County Farmers Market is producer only, 200+ vendors, and only WI products.

This positioned the market as an alternative to grocery stores.



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Asset Examples

- Good Will
- Partner or Umbrella organizations
- Government agencies
- Library
- Schools and school clubs
- Volunteers
- Sales
- Civic or religious organizations, etc.
- Vendors, variety and values
- Customers, visitors, etc
- Physical locations
- Neighbors of the market
- Friends
- Managers

STOP AND THINK

WHICH OF THESE DO YOU HAVE? HOW DO YOU KNOW?



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Market Motivation

What is your market's story? What position do you have?

- Is it there to build community?
- To promote economic activity?
- To promote ecological or human health?
- Can you be more specific? What makes the market different?

This is about how people see your market, finding and developing that niche.

What values do those common purposes express? Whose perspectives are expressed?



Company Values

Barnes & Noble

--Customer Service, quality, empathy, respect, integrity, responsibility, teamwork

Ben & Jerry's

-- Dedicated to minimizing negative impact on environment, involved in and care about community, support nonviolent ways to achieve peace and justice, support sustainable and safe methods of food production that reduce environmental degradation, etc

Build-A-Bear

--Reach, learn, di-bear-city, colla-bear-ate, give, cele-bear-ate

Whose perspectives are these?



Reflection

What are your values?

Who thinks of you as an asset?

Local business, small farmers, consumers, old folks, folks with families, food insecure folks, musicians, schools, entertainers, government offices, tourists, sponsors, lovers of local...?

What perspectives and values do you share?

What do you need from each other?

Who would you like to think of you as an asset? Do you want a relationship? How do you develop one?



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Market Assets and Positions - I

Markets express and produce the common good. Which, if any, goals should you pursue? How would it change your position?

--Local foods and farmers – take one to school – it's work for both sides...

--Ecologically important – cannot hurt health...

Bike/Walk, Carbon Sequestration

--Supporting food security – Example of Brown Deer WI



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Markets and Common Purposes II

--Religion and Politics – where did Lincoln and Douglas debate?

--Entertaining and inclusive places

Market birthday party?

--Community gathering/unity/information and resilience/spirit

Example of the Oneida

--Supporting, promoting and providing health

Example of the Fondy Market Veggie prescription program



Markets and Common Purposes III

- Economic contribution
 - Kitchen incubators, inclusive ethnically and otherwise
 - Arts/crafts
 - Business (immigrant and other)
 - Positive relationship to local businesses



Conclusion of Part 1

Markets are never finished, assets are not things, positions are yours to play with.

Assets, Markets, and Positions represent relationships over time. Partners can help remake your market and help people and organizations relate their activities and values to your market.

Markets express many goals and values – and you want to celebrate these, tell you story, build on these!



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Next Session



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Part 2

Markets are never finished, assets are not things, play with positioning.

HOW DO YOU KNOW THE WORK WILL BE WORTH IT?

Markets build assets, individual, household, and community.

Williamson, West Virginia

Fond du Lac, Wisconsin

Denver, Colorado



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Denver, Colorado

**Markets are
community assets.**



Fond du Lac, Wisconsin

Markets make immigrants - assets

OH.
MY.
GOURD.



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Williamson, West Virginia

**Markets
support
people -
one
person at
a time**



An Exercise in Design Thinking I

Develop Markets Assets - Position Your Market

-- Right now, for some of you, your hard work is not being noticed and people question the value of your market.

-- Rethink your knowledge and perception of your market

-- An example: Canela... 😊

STOP AND THINK - WHAT IS MY MARKET LIKE?

My market is like a _____.



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An Exercise in Design Thinking II

Monroe WI

85 miles from Chicago suburbs, 120 from Chicago

Saw Illinois plates - wanted to know more about this.

Did some research - discovered many Chicagoland visitors.

Wanted to increase market visibility, wanted sponsors.

Showed sponsors the data and a plan...



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An Exercise in Design Thinking III

-- people make your market, from their different perspectives...and purposes

--Design so that each understands their role

--Design so that each role sees how they fit

--No need to do BIG things, what are the things people think are important that the Market can support?

-- A great community is built from the small things that we do every day – Make your market where those things are seen and practiced.



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An Exercise in Design Thinking IV

- Start by ACCEPTING your market as it is**
- What's the situation? opportunity or problem?**
- Some research - What do you know? data is not just numbers - ask questions about this opportunity/problem**
- Define the situation - would different people and perspectives accept this definition?**
- Ideas - what ideas might address the situation, what needs to be done to get those ideas going? next step...?**
- Implement - Evaluate**





Questions?

Thank you for having me.