

How to...

Get a Senior Center to Tour your Market

Senior Centers often organize farmers' market tours to help seniors utilize their FMNP checks. If you can facilitate this, it's a great way to ensure that seniors use their checks (and farmers get more customers!) while promoting the market at the same time.



Equipment:

A small "Greenmarket literature packet" for each senior participating. Example packet:

- Greenmarket map
- Your market's flyer
- Pick-Your-Own handout
- Pride of New York's Seasonality Calendar
- How to Keep Produce Fresh Longer handout
- Edible Manhattan/Brooklyn/Queens
- Any other flyer/brochure/handout you like
- Any recipes you like

Partner:

No partner necessary, but a volunteer may be useful this day. Ask your Regional Coordinator if this is possible.

What to do:

Office -

1. Contact the Senior Center near your market in early June. You want to get in touch with the director of this center.
2. Introduce yourself (manager of ____ Greenmarket) and say you want to help seniors use their FMNP checks. See if they are interested in organizing a tour of the market—tell them you'd

guide the group through the market, introducing each farmer and answering all their questions. The tour would be no more than 30 minutes. You'd give each participant a free take-home packet (your "Greenmarket literature packet").

Note: This is also an appropriate time to suggest you visit the Senior Center (read "How To Do Outreach at Senior Centers").

3. Pick a day/time/meeting location (Greenmarket Info Tent).
4. Call a few days before the tour and ask how many people will be coming.
5. At the office, make a few more literature packets than the number given.

At market –

1. Greet seniors at the Information tent and give them a short market history (how long the market's been there, how it's changed).
2. Walk them through the market, telling them the names of each farmer, where the farm's from, and what they grow.
3. Be mindful of customers—ask seniors to keep to one side, and don't stop the group in congested market areas.
4. If there is a particularly friendly farmer at your market, ask him to say a few words about his experience farming over the years and selling at Greenmarket.
5. Once you've reached the end of the market, usher the group aside and ask if they have any questions. Keep this question and answer session to 5 minutes.
6. Bring them back to the Information Tent and give them each their free packet.
7. Encourage them to go shopping! You're done with your job.

Post Event -

1. Note your experience and any tips for future market managers (including updated contact information) in your Market Contacts excel spreadsheet.

Note: Many Senior Centers can only arrange transportation for weekday trips, so this "How To" applies mainly to weekday markets. However, if a senior center is located within walking distance of your market, you can suggest that a group meets at the Senior Center on a weekend morning and walks together to your market.