



**FRESHFARM Markets**

*and*



LOVE &  
CARROTS

*Present...*

***“A Practical Guide to Eating Local  
All Year Long”***

# WHO WE ARE

## LOVE AND CARROTS

Designs, installs, and maintains organically grown vegetable gardens, transforming your backyard, no matter how large or small, into a fresh, organic banquet.

## FRESHFARM MARKETS

A 501 (c) 3 non-profit and DC's largest network of producer only farmers markets. We provide economic opportunities for local farmers through our markets and educate the public about food and environmental issues through our programs.

LOVE &  
CARROTS

**GARDEN HACKS**





# FRESHFARM Markets

**Tip ONE:** Plant what you LOVE.





# FRESHFARM Markets

## Tip TWO: Assess the Sunlight





# FRESHFARM Markets



## Tip Three: Take a Soil Sample

- **University of Massachusetts Soil Testing Laboratory**  
*413-545-2311*
- **University of Delaware Soil Testing Program**  
*302-831-1392*
- **A&L Eastern Agricultural Laboratories, Inc.**  
*804-743-9401*



# FRESHFARM Markets

## Tip **FOUR**: Get Creative.





# FRESHFARM Markets

## Tip FIVE: Don't be afraid to ask for Help.

- Community Gardens
- Gardener Communities
- Master Gardener Programs
- Non-Profits
- Local Nurseries and Composters

•& Yours Truly ...



LOVE &  
CARROTS





# FRESHFARM Markets

## Love & Carrots Customized Services for:

- Beginner?
- Busy Schedule?
  - Kids?
  - DIY-er?

We can take care of YOUR GARDEN all year. All you have to do is ENJOY the basket of vegetables on your doorstep!

Email: [garden@loveandcarrots.com](mailto:garden@loveandcarrots.com) to start Today!



# FRESHFARM Markets

## MARKET HACKS





# FRESHFARM Markets

Started with one producer-only farmers market in 1997.  
Grown to be the largest network of farmers markets in  
the Chesapeake Bay region operating 13 markets in  
DC, MD and VA in 2015.





# FRESHFARM Markets

## Our Mission

The mission of FRESHFARM Markets is to educate the public about food and environmental issues, and to provide vital economic opportunities for local farmers. We accomplish this through our farmers markets and our five outreach and educational programs.





# FRESHFARM Markets



- Benefits for the Farmer
- Keeps family farmers on their land and in business
  - Farmers reinvest into their soil and resources -- a sustainable farm is a profitable farm.
  - Farmers build relationships, selling directly to consumers
  - Access to healthy food



# FRESHFARM Markets

## Benefits for the Consumer

- Sustainably grown/  
humanely raised
- Heirloom varieties
- Less food miles
- Food last longer, less time  
in transit more time in your  
kitchen
- Fresh and seasonal means  
more taste and flavor
- Better for your health!





# FRESHFARM Markets

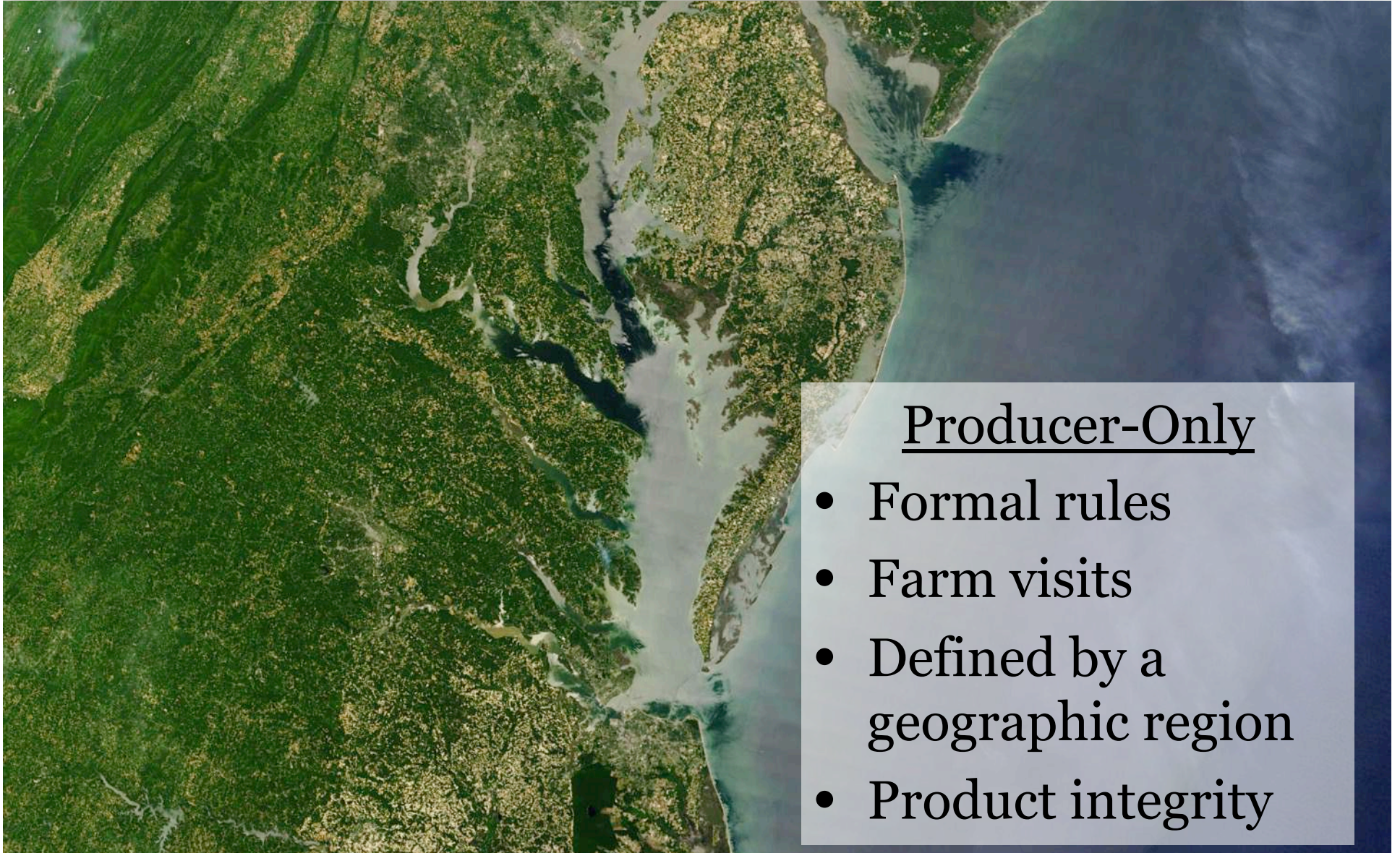
## TIP ONE

Shop at Producer-only farmers markets!





# FRESHFARM Markets



## Producer-Only

- Formal rules
- Farm visits
- Defined by a geographic region
- Product integrity



# FRESHFARM Markets

## **TIP TWO**

Bigger isn't always better!

## **TIP THREE**

Do your research.

## **TIP FOUR**

Be flexible!



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## TIP FIVE

Know your farmer.





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## TIP SIX

Use what you have.

Labor or services trades are a great way to stretch your dollar.





# FRESHFARM Markets

## Do's and Don'ts of Market Shopping

- Know when to haggle.
- Understand your region and the seasons.
- Respect the farmers time.
- Tell your friends!





**FRESHFARM Markets**

## **KITCHEN HACKS**





# FRESHFARM Markets

## TIP ONE

Keep it simple!

ALICE WATERS  
THE ART OF  
SIMPLE  
FOOD



ALICE WATERS  
THE ART OF  
SIMPLE  
FOOD II

VEGETABLE LITERACY



DEBORAH MADISON  
author of VEGETARIAN COOKING FOR EVERYONE





# FRESHFARM Markets

## TIP TWO

PLAN but BE FLEXIBLE





# FRESHFARM Markets

## **TIP THREE** SUPPLEMENT and BE REALISTIC!





# FRESHFARM Markets

## TIP FOUR

Eat what you LOVE!





**Let's talk!**

Gardening  
questions?

Market  
questions?

# CONTACT US

## **FRESHFARM MARKETS**

Nikki Warner

[nikkiwarner@freshfarmmarkets.org](mailto:nikkiwarner@freshfarmmarkets.org)

Caroline Michniak

[carolinemichniak@freshfarmmarkets.org](mailto:carolinemichniak@freshfarmmarkets.org)

## **LOVE & CARROTS**

Megan Rynne

[megan@loveandcarrots.com](mailto:megan@loveandcarrots.com)