Group seeks a better way to do farmers’ markets

By WHITNEY PIPKIN
AFP Correspondent

Can you make a living selling at farmers’ markets? Yes, says the Maryland Farmers’ Market Association, but it’s not as easy as setting up a stand and selling out.

Helping producers navigate the unique economics of selling at farmers markets is a goal of the organization, which recently issued a new guide to that end.

“People who don’t know about farmers’ markets think it’s this spontaneous community and everyone just shows up and sets up a stand,” said Juliet Glass, the association’s external relations coordinator. “But farmers markets are a lifestyle choice. You’re going to spend a lot of time off the farm and money to do direct marketing.”

Glass, who worked with FRESHFARM Markets

Local ‘face’ of agriculture making connections

By JAMIE CLARK TIRALLA
AFP Correspondent

HARRISONBURG, Va. — When the average consumer thinks of a farmer, it’s not likely that they imagine Lauren Arbogast. She’s the face behind the blog Paint the Town Ag and one of the newest ‘faces’ of the U.S. Farmers & Ranchers Alliance public relations program, the Faces of Farming and Ranching.

“No one was more surprised

Calvert Co. hires Pettko as marketing specialist

By JONATHAN CRIBBS
Associate Editor

PRINCE FREDERICK, Md. — For years, farmers across Calvert County have been asking for full-time marketing assistance from local government.

In 2017, they got what they wanted.

The county hired Jennifer Pettko in January as its new agricultural marketing specialist charged with networking the peninsula’s increasingly diversified farming community and promoting its products to the public.

It’s part of larger, regional push to promote local agriculture to a public hungry for local, transparently produced food. (Next door, Charles County also announced in January its intentions to hire an ag marketer.)

“What I’ve heard most is the marketing help they need. Someone to reach out to the public and let them know they’re there. Because a lot of our farms are small. We’ve got some small meat producers who produce beef and pork and chicken and lamb.

Having grown up in Newport News, Va., Lauren Arbogast thought “nobody’s going to want the girl from the city” when she applied to be one of the U.S. Farmers & Ranchers Alliance’s Faces of Farming and Ranching.

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PETTKO

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