

Nebraska Farmers' Market Association

August 27, 2001

Mission Statement:

Our mission is to promote the sale of Nebraska grown and produced agricultural products by direct to the consumer marketing, especially through farmers' markets.

Background of the Organization

Your Nebraska Farmers' Market Association (NFMA) was created so that all the State's farmers' markets, small and large, have an opportunity to work together to further the promotion and development of direct sale of Nebraska's small-scale family farm food products. The NFMA provides a networking system with State and local regulatory and non-regulatory agencies and with farmers' markets across the State to help and support those who participate in farmers' s' markets. In 2001, we received a Nebraska Department of Tourism grant to promote our markets to those who are visiting our State. We provide a liaison for the Senior Farmers' Market Nutrition Program with the Nebraska Department of Agriculture Division of Agriculture, Nebraska Health and Human Services, and the University of Nebraska to ensure the needs and concerns of Nebraska fresh produce growers and farmers' markets are represented in the administration of this USDA program.

Why do you want to join?

We offer the opportunity for education, awareness and development of farmers' markets throughout the State.

We offer information and training for market organizers.

We offer help with management and marketing skills.

We help to increase vendor knowledge about how they can participate in the markets across Nebraska.

We co-op advertizing and promotion opportunities in the state with all of the participating farmers' markets.

We work continually to inform the communities in Nebraska about the significance of farmers' markets and what it means to the community.

We enable a community to develop a local market with decision making at the local level.

We support sustainable community-based direct market systems that provide

opportunities for Nebraska produced products to be sold directly to the consumer.

We respect diversity – cultural, ethnic, racial, sexual, religious and spiritual diversity.

We encourage the sharing of innovative ideas that pique the interest of consumers and vendors to attend farmers' markets.

We are part of a whole new field of learning – “agricultural literacy” – the connecting of Country to City. As the people living in cities gain a better understanding of the steps and knowledge involved in bringing fresh food from the seed that was planted in the earth to their table, they will appreciate farmers and the high standards Nebraska farmers' have for food production.

The NFMA is an organization of individual food producers and market organizers, with the aim of enhancing the State's farmers' markets by networking with one another and with other statewide organizations to bring awareness, education, and social-economic development to communities and to the small-scale family farmer.

/s/ Billene Nemec, President (edited by L. Hodges May 2004).