



Renovating and Promoting Kanab Farmer's Market

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Extension
Utah State University



Introduction

- The farmer's markets in Utah show the values of the Utah communities
- Many towns and cities in Utah have Farmer's Markets managed by the USU Extension service
- Previously, Kane county had multiple farmer's markets or seasonal outdoor markets organized by individuals or city offices
- Average number of vendors is 5 in the 2020 and 2021 season
- In September 2021, Kanab Farmer's Market was overseen by the Kane Co. Extension
- 2022 season has been managed by the Kane Co. Extension

Goal

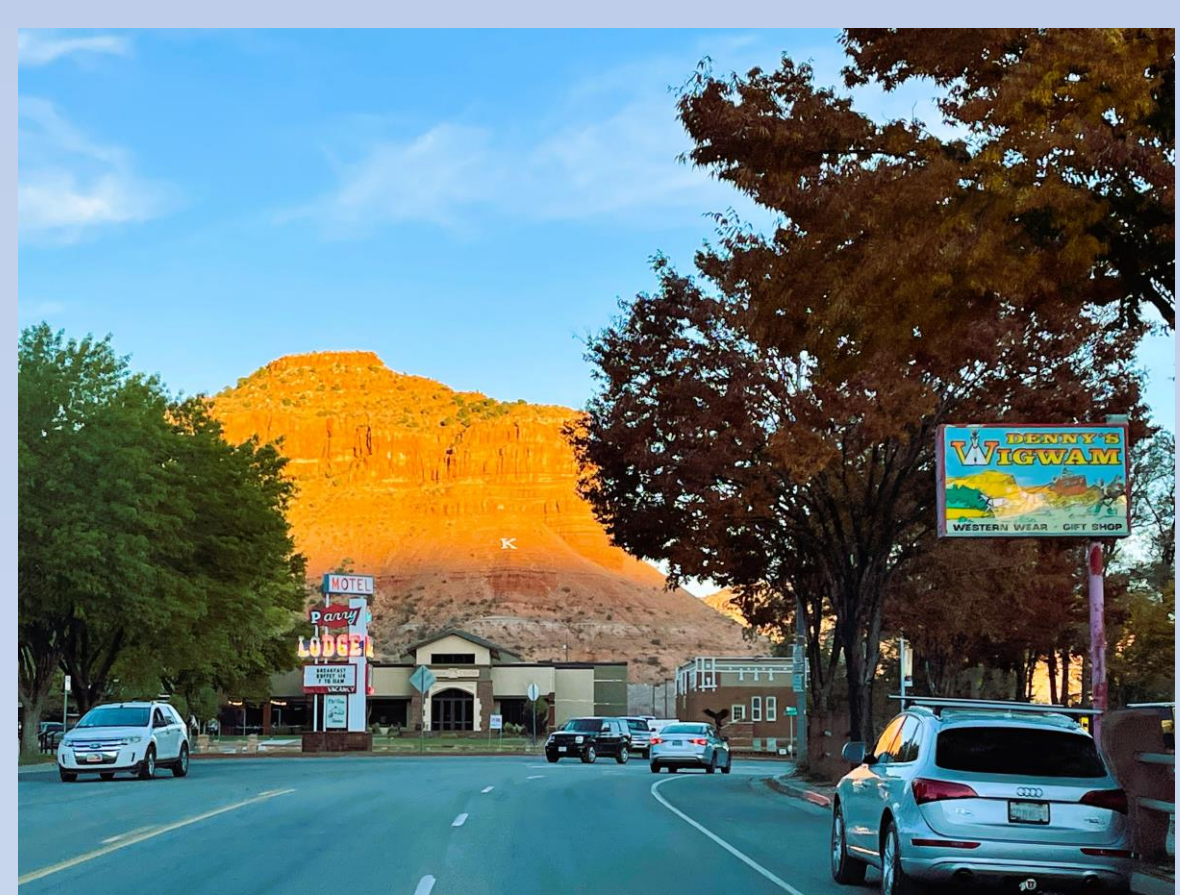
- Supporting community with high-quality home-grown, home-processed, home-produced produce and productions
- To promote tourist attractions and support local produce and business

Market Slogan

"Every cool town has a Farmer's Market"

Acknowledgment

Utah State University
Kane County Art Board
Kane County Office of Tourist



Strategies

- Pre-season preparations:
 - Secured one location with a longer season
 - Applied and secured PR grant
- In-season on-site service
 - Location set-up with signs and flags
 - Extension booth
 - Collaborations for more community events
 - Weekly social media posts
- Evaluation and survey for feedback
 - Eval -- vendors
 - Survey -- customers



Results and Impact

- 25-week long season, consistent location
- \$1200 PR fund for
 - Banners and feather flags with new logo
 - Newspaper and Meta ads
- 3 times more vendors are recruited (fig.1)
- 100% return rate for next season
- Improved facilitations
- 4 Collaborated events
- Social media outreach
 - 400% ↑ Facebook followers and interaction with 30 posts
 - Highest Reel w/ 11,782 views
 - Doubled set interviews for the SUN
- Eval and feedback
 - Averagely 2X profit for returned vendors
 - 80% of new vendors profited
 - 25%+ expected
- Customers: 95% Satisfied – location
90% Satisfied -- Management
90% Satisfied -- Time
80% Wish for more vendors

Future Plans

- Longer season: 30+ weeks
- More vendors, more art & fresh produce
- Bigger facility w/ severe weather protection
- More local newspaper exposures
- More consistent social media posts
- COOLER

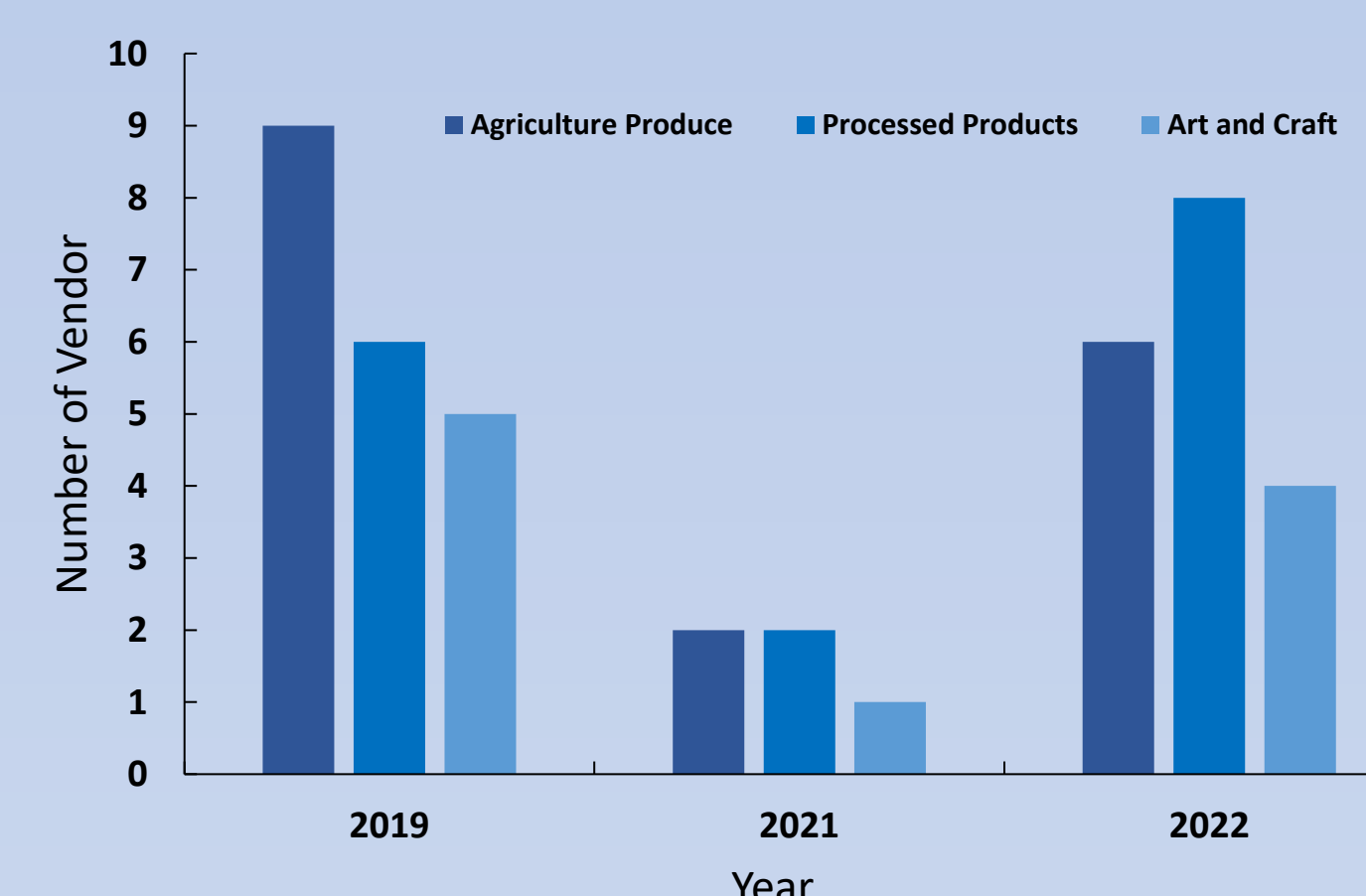


Fig. 1 Number of vendors in 2019,2021, and 2022 of three different categories

Contact Information



USU Extension Service Kane County



Kanab Farmers Market Facebook