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Mission

The Farmers Market Alliance is committed to building vibrant farmers' markets thereby supporting and ensuring economically sustainable small farms.

The objectives of the Farmers Market Alliance are comprehensive; the FMA WPA will endeavor to:

- Build a strong, collaborative network of farmers' market through the regional FMA WPA Board of Directors; one representative and one alternate from each member market is eligible for participation along with appropriate community members and public leaders
- Improve market management
- Improve vendors' marketing skills
- Facilitate cost-savings for market vendors
- Provide direct opportunities for local farmers to learn from other farmers and experts—locally and nationally.
- Enable small farmers to sell their products profitably
- Build consumers' appreciation of local, fresh and seasonal foods
- Promote farmers' markets within all demographic groups with a particular focus on young consumers and families
- Enhance public support for farmers' markets

The services of the FMA WPA are wide -ranging and meant to effect positive change within and collaboration between regional markets. FMA WPA will serve their member markets through:

- **Promotion:** *Bushels of Fun*, a promotional program of member markets' special events during autumn that include brochures, posters, photos, special features in local newspapers, radio, and television, activities and other market support.
- **Information Technology Assistance:** Help in the creation and management of individual market websites and farmer-to-farmer and farmer-to-consumer communication tools to be hosted through the larger FMA WPA website.
- **Insurance and associated benefits:** group rates for vendors and markets
- **Education:** annual one-day workshop to be held in southwestern Pennsylvania providing training specifically selected to meet the members' priority concerns.
- **Advocacy:** encourage local, state and national financial and regulatory support for farmers' markets.
- **Management Assistance:** one-to-one advice and information provided per request to help markets grow and resolve problems. Up to 3 hours of consulting service is available to each market per year as a membership benefit; additional consulting offered for a fee.

Membership is open to the following groups as defined:

Farmers' Market: a multi-vendor public market place primarily selling fresh foods produced by the people who have grown, gathered, raised, or caught them.

Farmers' Market Organization: organization representing and/or sponsoring 1 or more markets that fit the definition of a farmers' market.

Sponsor: individual and/or organization that support the mission and goals of the southwestern Pennsylvania Farmers' Market Association.