



**FMA**

**List 5-10  
strengths/assets  
of your farmers  
market.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



**FMA**

**Write down 1-3 things that makes your farmers market stand out from the pack.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What makes you different from other farmers markets?**

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**OFMA**

**What are the 5 most important values of your farmers market?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



**Based on your previous responses, how would you describe your farmers market in 1 sentence?**

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**How would you make that 1 sentence even shorter?**

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**Now, what spaces would be most impactful to share this message?**

- Social media descriptions
- Website heading
- Welcoming board
- Other: \_\_\_\_\_