



FARM 2 FACTS

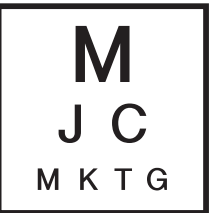
BRAND
BOOK

OUR ROOTS



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BRAND VOICE AND BOOK CREATED
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beseenclearly.com



WELCOME TO THE COMMUNITY

Welcome to Farm 2 Facts. We are excited to share with you how our business helps farmers markets grow. This guide provides the basic elements that inform Farm 2 Facts' brand identity. We create our identity by the way we interact with our members and how we present ourselves in all of our communications.

We are passionate about helping markets because at our roots we believe that farmers markets provide a pathway for anyone, and specifically marginalized communities, to achieve the American promise. Markets allow people to provide for their families, communities to provide their residents healthy places, and entrepreneurs to discover new opportunities.

Because we are a part of the larger University of Wisconsin-Madison community, we have access to scholars, university coders, scientists, and experts in a variety of fields who are committed to supporting our members.

With your help, markets will have powerful data that strengthen grant proposals, allow them to make informed business decisions, and demonstrate their contributions to local economic, social, and ecological goals.

Thank you for taking the time to learn how to help farmers markets grow with us!



MISSION & VISION

MISSION

Providing the data collection tools for farmers markets to stake a claim in achieving community goals.

VISION

Empowering markets for community growth.

VALUES

COMMUNITY EMPOWERMENT

Market organizers stake a claim in their communities ecological, social, and economic growth with Farm 2 Facts data.

INTEGRITY

Farm 2 Facts strives for honest, reliable data that illustrates the true impact of your market.

INNOVATION

We're committed to evolve and build on industry needs to provide the most meaningful data for our members.

WHO WE ARE

WE believe there is great value in the collective whole.

WE believe in equality and opportunity for all.

WE are sincere, helpful, and genuine.

WE want people to feel welcome.

WE are approachable, responsive, and friendly.

OUR MEMBERS

We primarily work with farmers market managers and market organization leaders. Their job descriptions include a long list of responsibilities that continue to grow and increase in complexity every year. They do everything from handle emergencies that arise during the market to recruiting vendors to writing grants, as well as updating websites and overseeing promotions. That's just about a half a percent of their job duties. In short, they are busy. Farm 2 Facts needs to provide an easy, straightforward, uncluttered, and friendly experience in all aspects of the brand.



HOW WE SOUND AND ACT

APPROACHABLE - Use colloquial language. Do not use complicated words or academic jargon. Be concise while maintaining a friendly, conversational voice.

ENCOURAGING - We know our members work hard. We support their efforts by being helpful and understanding, reassure them with sincerity, and thank them for making a difference.

EMPOWERING - We call attention to the importance of farmers markets socially, economically, and ecologically.

OUR VOICE

LOOK TO FARMERS MARKET CHAMPIONS AND OUR MEMBERS FOR INSPIRATION

“We are continually striving to help our communities establish effective ways of measuring and communicating the impact of our efforts on the local community.”

~ Errin Welty

“Former brownfields, depressed urban areas, and hard-hit rural towns blossom as eco-industrial parks, green enterprise zones, and eco-villages. Farmers’ markets, community co-ops, and mobile markets get fresh, organic produce to the people who can’t afford to shop at health-food stores.”

~ Van Jones



INSPIRING AND EMPOWERING WORDS

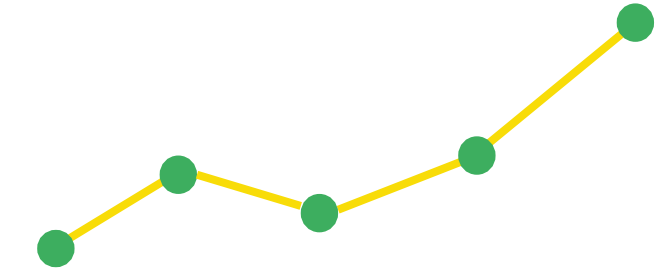
SOME ENVIRONMENTAL/ FARMERS MARKET INDUSTRY JARGON IS OK



FARM 2 FACTS

OUR VOICE

CONTINUED



COMPLIMENT EMPOWERING AND INSPIRING LANGUAGE WITH F2F DATA



ECONOMICS



FARM PRODUCTION



FOOD



VENDORS



EMPLOYMENT



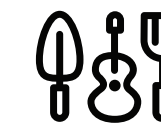
VISITORS



FOOD SECURITY



TRANSPORTATION



MARKET ACTIVITIES



COMMUNITY

MAXIMIZING MARKET MISSIONS

MEMBER SERVICES

We know our members wear a lot of hats and are very busy. Here are some ways we make them feel welcome while respecting their time.

WE address them by their name, like we would a friend.

WE are patient and supportive.

WE are positive, encouraging, and resourceful.

WE are efficient.

WE thank them for their work and their time with us.

