

Fringe Benefits of Selling at Farmers Markets

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South Mississippi Farmers Market
Association

Gain new customers



Sell to local restaurants



Chef Alex of Vestige in Ocean Springs buys produce at OSFM to use in his restaurant.

Island View Casino shops each Wednesday at Gulfport Harbor Farmers Market for the Farmers Market Special that is featured on the C & G lunch menu.

The Mary C Café is starting a new menu sourcing as much as possible from OSFM.

Sell to other food producers at the market(s)

One farmer sells peppers etc to the boiled peanut vendor at Gulfport for seasoning.

Another farmers sells eggplant to the Italian Cookie vendor at OSFM who makes Caponata to sell at the market.

Chef Danie, who sells at OSFM, buys all her produce at the market.

Networking with other farmers and food producers



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Inclusion in Farmers Market Festivals



MS Certified Farmers Markets

- No sales tax payable on food sales at Mississippi State Certified Farmers Markets.
- Price cards and stickers for farmers.
- Selling point – a certain standard has been met for the market.

Instant customer feedback



Try out value added products



Publicity opportunities

- Ed and Karon Engel with Old River Road Blueberry U-Pick Farm will be among the vendors at the Red, White & Blueberry Festival on Saturday at the Old L&N Depot Plaza in Ocean Springs.
- She and her husband, Ed Engel, have the Old River Road Blueberry U-Pick Farm in Vancleave. They will be serving glasses of blueberry lemonade and selling blueberry and thornless blackberry plants as well as homemade blueberry soap.