



Farmers Markets

and the role of Oklahoma Department of
Agriculture, Food and Forestry in the
local food market system

Market Development Division

- **Mission Statement**
 - Increase agricultural literacy
 - Increase consumer awareness of agricultural products
 - Stimulate rural economic development
 - Develop opportunities for producers, processors, wholesalers and retailers in domestic and international markets
- **Programs**
 - Ag in the Classroom
 - Farm To School
 - Agritourism
 - Made in Oklahoma
 - Market reporting
- **Refocusing on growth**





Farmers Markets

- Official definition of a farmers market
- Registry
 - OKGrown.com
 - OklahomaAgritourism.com
- Retail shopping bags at a reduced cost
- Marketing initiatives utilizing federal grant funds
- Educational programs with ONIE and OSU

Challenges

- New formats such as co-op style markets
 - Farmers Market Association
 - Help assess needs and identify solutions
 - New definition
 - Working with OSDH to ensure consumer safety
 - Clarifying concerns for all parties

