

FARMERS' MARKET ACTION GUIDE

RESOURCES FOR OXFAM AMERICA VOLUNTEERS



GRÖW
FOOD. JUSTICE. PLANET.

 **OXFAM**
America
Right the Wrong

DEAR FRIENDS,

Ever wonder how you can connect your efforts to make your community healthier with your desire to do the right thing for farmers in developing countries? That's where Oxfam can help. This season, join fellow volunteers at farmers' markets around the country and help spread the word about the simple steps we can all take to support farmers worldwide.

Oxfam America is a global organization working to right the wrongs of poverty, hunger, and injustice. GROW is Oxfam's campaign to build a better food system: one that empowers poor people to earn a living, feed their families, and thrive. (You can learn more about the GROW campaign on page 2 of this guide.)

This season, join the effort and set up a table at your local farmers' market to talk with people in your community about global hunger issues. Because it's not just about farmers close to home; we're all in this together. No matter where we live, we rely on farms and farmers to grow the food we eat. That's why supporting farmers everywhere helps to ensure that all of us have access to healthy food in abundance.

This guide includes the tools you need to get started. If you have questions, or need help, just contact us at **actfast@oxfamamerica.org**, or call (617) 728-2538. Thank you for all of your efforts.

Appreciatively,

CLARA HERRERO
COMMUNITY ENGAGEMENT SPECIALIST
OXFAM AMERICA

VOLUNTEERING AT YOUR LOCAL FARMERS' MARKET: THE BASICS

When you host a table at a farmers' market, you can reach a large number of people, ask them to take a specific action (such as trying the GROW Method), and give them an opportunity to learn more. All you need is a table and chairs, some Oxfam materials, and a helping hand from your friends, family, or fellow volunteers.

What better time to talk to people about supporting farmers worldwide than at a place where they can buy food directly from the farmers who grow it? When you set up a table at your local farmers' market and talk to shoppers about Oxfam's GROW campaign, you are spreading knowledge and building a movement of people who care about global food and hunger issues.

Many shoppers at farmers' markets already want to feed their families in a sustainable, healthy way. That's good news! You can then tell them about the GROW Method, five simple steps that people can take here in their own kitchens to help fight world hunger. We'll go over the GROW Method in this guide, but you'll probably find in your conversations that most farmers' market shoppers already follow many of the five principles without even knowing it. Use the GROW Method not only to thank them for supporting their local farmers, but to congratulate them on taking the first steps toward fighting world hunger.

In this guide, we'll outline four key principles for volunteering at your local farmers' market:

1. KNOW YOUR FACTS
2. KNOW YOUR GOALS
3. KNOW YOUR RESOURCES
4. KNOW YOUR TIMELINE

1. KNOW YOUR FACTS

WHY CARE ABOUT FOOD JUSTICE?

One in eight people goes to bed hungry every night. Not because there isn't enough food, but because of deep imbalances in access to resources like fertile land and water. The power to control these resources sits neither with the billion-plus farmers who produce food, nor with the billions of consumers who eat it.

Instead, companies and governments control the global food system—and they often determine who eats and who doesn't.

HOW CAN YOU HELP?

All of us, in this generation and the next, deserve enough to eat. To meet the needs of humankind and take pressure off the planet, we need to grow more fairly and sustainably and choose cooperation over division. Together, we can fight hunger by urging governments and companies to do the right thing—and help protect farmers living in poor and marginalized communities worldwide.

Oxfam has launched the GROW campaign to build a better food system: one that sustainably feeds a growing population (estimated to reach nine billion by 2050) and empowers poor people to earn a living, feed their families, and thrive.

Join Oxfam and help make sure everyone has a seat at the table. Here's what we need to do, starting now, to grow food and justice without wrecking the planet:

- Increase the productivity, self-reliance, and economic opportunity of small-scale farmers, especially women, who depend on agriculture for income and food.
- Increase farmers' access to resources like water and land, and make sure they don't have to unfairly compete with big companies for ownership of these resources.
- Increase farmers' preparedness in the face of more-frequent and more-extreme droughts, floods, and storms.
- Modernize our food aid programs so they are more effective, efficient, and fiscally responsible, improving the global response to natural disasters and food crises.
- Hold governments and businesses accountable for the impacts of their policies and practices on global food security.

On page 6, you'll find "Table for Nine Billion," Oxfam's menu for growing food and justice without wrecking the planet. Print and share this simple menu with shoppers and fellow volunteers as a way to educate them about the GROW campaign.

You can also learn more about the GROW campaign and find the latest ways to help at oxfamamerica.org/grow.

WHAT IS THE GROW METHOD?

Did you know that one-third of the world's food gets lost on the journey from farm to fork? What if this wasn't the case? What if we could make changes in our own kitchen that would change the way the world eats?

The GROW Method is a brand-new way of thinking about food—and the way we buy, prepare, and eat it. Trying any of these five simple principles, and encouraging your friends and family to try them as well, could make a real difference in the fight against global hunger.

The best part is, you're probably already taking many of these steps without even knowing. In addition, these steps will likely already be familiar to farmers' market attendees, and they are a great way to get a conversation rolling.

You can learn more about the GROW Method—plus find recipes, tips, and more—at oxfamamerica.org/growmethod.

THE GROW METHOD



SAVE FOOD: The amount of food thrown away in rich countries is almost the same as that produced in sub-Saharan Africa each year. By planning your meals and saving your leftovers, you'll reduce this waste and be responsible for fewer greenhouse gas emissions.



SHOP SEASONAL: We waste lots of energy trying to grow food in the wrong place, at the wrong time of year. Discover what's in season near you, and you'll find perfectly delicious fruit and vegetables to eat that aren't using all that energy to reach your plate.



LESS MEAT: If you eat a little less meat and a little less dairy, you'll dramatically reduce the impact of your diet on the environment.



SUPPORT FARMERS: By supporting small-scale food producers, you're supporting the 1.5 billion people who live on small farms in the world, and you're helping protect our ability to produce food in the future through sustainable farming practices.



COOK SMART: Try cooking with as little water as possible, using a flat-bottomed pan, covering your pan with a lid, and reducing the heat as soon as the water starts to boil—you'll save energy, water, and money!

2. KNOW YOUR GOALS

STARTING A CONVERSATION

When talking to farmers' market shoppers, break the ice by asking for their tips and tricks to save food or cook smart and share your favorite seasonal recipe. At this point, let them know about the GROW Method and use your knowledge to create the conversation. For example, mention that by making one meal a week with lentils instead of beef, a family of four can save the equivalent of 17 bathtubs full of water.

Once they're on board with the GROW Method, keep the conversation going by telling them about the GROW campaign and ask them to sign our current petition.

PETITIONS AND SIGN-UPS

Your goal is to inform and engage people in the fight against hunger. One significant way for farmers' market shoppers to make a difference is by signing Oxfam's latest petition. We use these petitions to call on world leaders and corporations to change the injustices that keep people trapped in poverty.

Be sure to contact Oxfam to check for the latest petition before you go to your farmers' market. You'll want to encourage people to sign the petition as one of the ways they can take action. Remember: We need an email and a ZIP code for a signature to matter. If signers are cautious about giving out their email address, let them know that they can opt out of email updates at any time.

At the end of each farmers' market, make sure that you send the petitions to Oxfam, along with the "Tell Us About Your Event" form on the last page of this guide. Keep in mind that we need to receive the signed petitions in order to deliver them. Here's how to get the event form and petitions back to Oxfam:

Scan and email

actfast@oxfamamerica.org

Mail

Oxfam America
ATTN: Farmers' Markets
226 Causeway Street, 5th Floor
Boston, MA 02114

Fax

ACTFAST Farmers' Markets, (617) 502-2531

3. KNOW YOUR RESOURCES

MATERIALS

Oxfam can send you a packet of free materials to use when tabling at farmers' markets. To request your materials packet, email us at least four weeks prior to your event at **actfast@oxfamamerica.org**. Make sure to include "Farmers' market packet" in the subject line, and include the date and place of the farmers' market in your message, as well as your mailing address.

The materials available include the following:

- **Oxfam recipe cards** Featuring recipes from well-known chefs linked to the principles of the GROW Method, these cards are great for grabbing attention and starting a conversation.
- **Oxfam banner** Tape our banner to your table to get Oxfam's name out there—and to show farmers' market shoppers who you are.
- **GROW Method pocket guides** These catchy little booklets give farmers' market shoppers a look into habits that can help end world hunger.
- **GROW fact sheets** Fact sheets are the perfect resources for those looking for more information on Oxfam and GROW.
- **GROW coloring sheets** Coloring sheets are a great way to involve farmers' market attendees of all ages. Remember to bring the markers too!
- **Buttons, pins, and stickers** Perfect takeaways! Buttons, pins, and stickers are fun to wear and are a great way to spread the word.
- **GROW petition** These forms contain the latest action from Oxfam. We'll deliver your petitions to local and national politicians to help change key policies surrounding food justice. Remember to mail us your petitions after your farmers' market event!
- **Oxfam America fact sheets and brochures** The materials are a great way to educate people about Oxfam's efforts to right the wrong of poverty in more than 90 countries worldwide.

AREA MARKETS

Before setting up your farmers' market table, research which of your area markets will be most worth your time. Some markets simply don't have the foot traffic to get many petition signers. Others have shorter hours and may not be worth the travel and setup time. Still others may have fees or full-day requirements for nonprofit tables.

Once you identify possible farmers' markets in your area, get in touch with the market's organizers. Make sure you speak directly with someone who can answer any questions regarding fees, setup schedules, and time commitments. Some

area markets may not turn out to be the right fit, so don't be afraid to ask questions to get the information you need before committing.

VOLUNTEERS

If other volunteers have offered to help table, make sure you know their schedules and availability in advance. If you have a full-day commitment at a farmers' market, make sure you have confirmed shifts from all of your helpers.

When you're at the farmers' market, your volunteers will be your best resource. Not only can you tag team the crowd and get more signatures, but setup time is cut in half. Bring along this guide and share some materials to get your volunteers quickly up to speed prior to the event.

SUPPLIES TO REMEMBER

Be sure to bring clipboards, pens, markers, paperweights, and tape. These essentials are easy to forget but important for successful tabling.

FURTHER HELP FROM OXFAM

We're here to help! Take this guide with you to farmers' markets for backup and quick reference. Also, don't hesitate to email us at **actfast@oxfamamerica.org** if you need help setting up your farmers' market visit, organizing volunteers, or getting more materials.

4. KNOW YOUR TIMELINE

To set up your farmers' market table, you'll need to start calling local markets and figuring out your options in advance. Just follow the timeline below to keep on track.

ONE TO TWO MONTHS BEFORE: SCHEDULING

Contact your local farmers' markets. Some may not be able to schedule you just yet, but because tabling spots fill up quickly, it's good to get an early start. A quick internet search should lead you to the contacts for tables at your farmers' markets. Get in touch and see what their schedule looks like and what sort of commitment they're looking for. Make sure to ask key questions such as the cost, setup time, minimum or maximum time commitments, and whether you can collect signatures. Keep in mind that you can usually schedule multiple tabling dates at once.

FOUR WEEKS BEFORE: ORDERING MATERIALS AND RECRUITING VOLUNTEERS

Oxfam can send you a packet of free materials to use when tabling at farmers' markets. To request your materials packet, email us at least four weeks prior to your event at actfast@oxfamamerica.org. Make sure to include "Farmers' market packet" in the subject line, and include the date and place of the farmers' market in your message, as well as your mailing address.

At this point, you should also begin to reach out to potential volunteers. Be sure to give them a clear idea of what you need them to do, confirm their interest, and let them know you'll get back to them with final details prior to the event.

TWO WEEKS BEFORE: FINALIZING PAPERWORK

Make sure you have turned in all the paperwork that the farmers' market needs from you. Also, check with the market's organizers to confirm the times for setup and breakdown of your table.

ONE WEEK BEFORE: CONFIRMING VOLUNTEERS

One week before is the time to confirm all shifts with your helpers and volunteers. Make sure they know when to arrive and how long they need to stay so you're not left without help. You can also send volunteers examples of Oxfam materials online or offline to give them more background about what you'll be doing. We recommend familiarizing volunteers with your efforts prior to the event to help ensure that everyone is on the same page.

THE DAY OF: TABLING

Remember your schedule and gather all of your materials. Plan for travel time so you'll be there in plenty of time to set up and meet your volunteers. Then once you're done, pack your materials and take note of what you'll need to order for next time.

RIGHT AFTER: GETTING IN TOUCH WITH OXFAM

We'd love to receive your photos, stories, and comments about your farmers' market tabling experience. What worked best for you? Which materials ran out the quickest? What do you need to reorder? Also remember to send your petitions and event form to us:

Scan and email

actfast@oxfamamerica.org

Mail

Oxfam America
ATTN: Farmers' Markets
226 Causeway Street, 5th Floor
Boston, MA 02114

Fax

ACTFAST Farmers' Markets, (617) 502-2531



TABLE FOR NINE BILLION

GROWING FOOD AND JUSTICE—
WITHOUT WRECKING THE PLANET.

MENU FOR FEEDING NINE BILLION PEOPLE BY 2050 *

INVEST IN SMALL-SCALE FARMERS

A fresh idea: What if the people who grew the world's food actually had enough to feed themselves and earn a living?



REGULATE LAND AND WATER GRABS

Guaranteed to leave a bad taste in your mouth, local elites and frantic investors are racing to gobble up the precious resources people need to farm.



MODERNIZE FOOD AID

A smorgasbord of special interests ensures that the government wastes up to 50 cents out of every \$1 of US food aid—meaning that half of US food aid never makes it to those who need it.



STOP GIVEAWAYS TO THE CORN-ETHANOL INDUSTRY

Flavored with even more greenhouse gases than conventional gasoline, the production of corn-ethanol turns much-needed food crops into fuel.



END EXCESSIVE SPECULATION IN AGRICULTURAL COMMODITIES

Excessive speculation by large investors makes prices fall and rise faster than a soufflé—and leaves the world's farmers struggling to keep up.

* Join Oxfam and help build a better food system: one that sustainably feeds a growing population and empowers poor people to earn a living, feed their families, and thrive. This five-point plan won't end hunger, but it will go a long way toward feeding a world population estimated to grow to nine billion by 2050. Together, we can fight hunger by urging governments and companies to make smarter investments in agriculture and climate preparedness, particularly in policies and programs that protect farmers living in poor and marginalized communities around the world.

oxfamamerica.org/grow



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oxfamamerica.org/grow



TELL US ABOUT YOUR EVENT

FILL OUT THIS FORM, SEND IT BACK TO US ALONG WITH THE SIGNED PETITIONS, AND WE'LL SEND YOU A 100 PERCENT ORGANIC COTTON OXFAM T-SHIRT AS A THANKS!

Please complete and return this form along with the petitions to Oxfam America.

By email: actfast@oxfamamerica.org

By mail: Attn: Farmers' Markets, 226 Causeway Street, 5th Floor, Boston, MA 02114-2206

By fax: ACTFAST Farmers' Markets, (617) 502-2531

YOUR INFORMATION

ORGANIZER / GROUP LEADER'S NAME

EMAIL

VOLUNTEER NAME (PLEASE USE BACK OF FORM FOR MULTIPLE VOLUNTEERS)

VOLUNTEER EMAIL

YOUR STREET ADDRESS

CITY

STATE

ZIP

PHONE

T-SHIRT SIZE

OXFAM ACTION CORPS? Y / N

CHANGE? Y / N

CAMPUS CLUB? Y / N

SCHOOL

YOUR EVENT

FARMERS' MARKET NAME

DATE OF TABLING

FARMERS' MARKET CITY AND STATE

FARMERS' MARKET ZIP CODE

APPROXIMATE NUMBER OF ATTENDEES

APPROXIMATE NUMBER OF SIGNATURES (PETITIONS ATTACHED)

COMMENTS

Right the Wrong



OXFAM
America