

UNIVERSITY OF ARKANSAS

MISSION

Tri Cycle Farm's has partnered with Trinity United Methodist Church to develop an accessible "after school, after work week" market to provide nutrient-dense, chemical-free food for people of all socioeconomic backgrounds in the NWA region.

- Empowers consumers
- Expands nutritional options
- Creates an educational forum
- Benefits health of individuals and community

MARKET

-Location

Across the Street from Tri-Cycle at Trinity Church!

-Vendors

A collection of local farmers from Benton, Washington, Madison, and Carroll county creating all their goods chemical free!

-Customers

The locavores in Fayetteville! Easy access with the Blue, Gray and Red bus route!

(Hofmann & Dennis, 2007)

METHODS

- Created an agreed upon market contract
- sourced all the food laws and permits
- Created posters and signs to advertise and promote the market
- Went door to door to send out an invitation to the market
- Designed the market layout with the vendor produce
- Created an educational aspect
 - Master gardeners
 - Bike tune-ups
 - Cooking/Nutrition

CROSSROADS FARMERS MARKET

VALERIE SPAINK and EMILY JACKSON

ECONOMICS and ANTHROPOLOGY DEPARTMENTS



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SUSTAINABILITY

MANAGED SYSTEMS

- Fees (commission/application) allow for continuous operation of the market
- Feedback sheets provide for continuous improvement
- SNAP/EBT available
- Diversity of products provides access to a marketplace for small local vendors
- Potential for future grants

SOCIAL SYSTEMS

- Provides an arena for community engagement
- Promotes education, empowering individuals to gain independence
- Unique as a market as TCF produces and sells directly at source, increasing visibility of the farm
- Benefits students and community through the market's proximity to campus and location on three public bus stops

THIRD SHARE INITIATIVE:

- 1/3 Sell
- 1/3 Share
- 1/3 Give

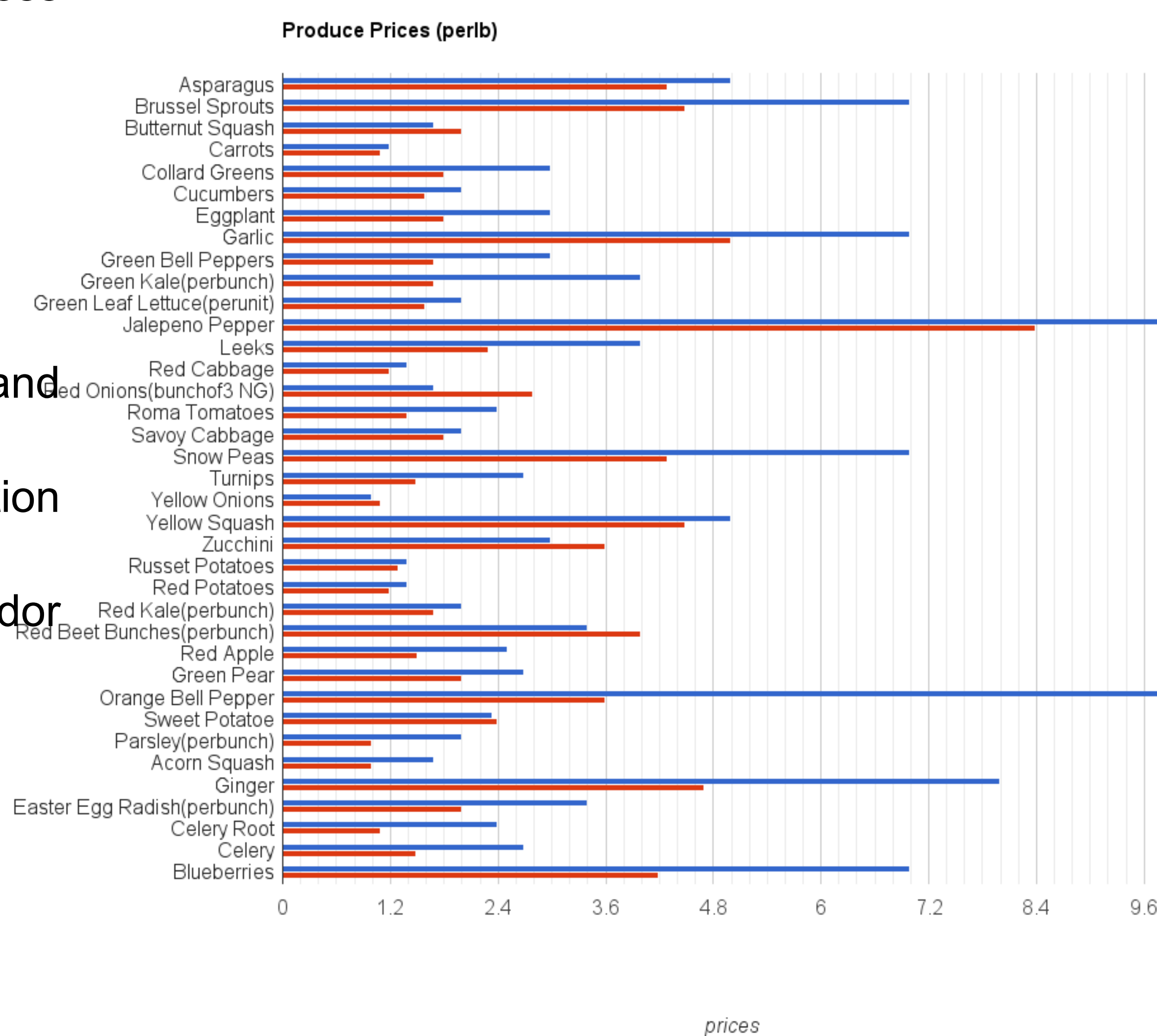
Through this experience, we have been introduced to several area specialists in a variety of fields pertinent to market research and sustainable agriculture. We learned how to build a grassroots market while developing lasting relationships with our community. Our ultimate goal is to serve the health of the NWA community through ensuring access to affordable, chemical-free food for locals by locals.



"1/4 the people in NWA face food insecurity daily"
 – NWA food bank

"Think you can't taste the difference between lettuce picked yesterday and lettuce picked last week, factory-washed, and sealed in plastic?"
 –localfoods.com

"Never underestimate your power to inspire and affect your community around you. Even the smallest of acts can really ripple out."
 - John VanDeusen Edwards, Founder of The Food is Free Project



Hofmann, C., & Dennis, J. (2007). *Starting a Farmers' Market*. Purdue University, Purdue Extension.
 "Northwest Arkansas Food Bank." Northwest Arkansas Food Bank. 1 Jan. 2015. Web. 14 Apr. 2015.
 "Local Foods." *Local Foods*. 1 Jan. 2015. Web. 14 Apr. 2015.
 "Food Is Free Project." *Food Is Free Project*. 1 Jan. 2015. Web. 14 Apr. 2015.