

MARKET OF THE YEAR 2010

Entry Instructions:

In 3 pages or less, tell us about your market. You may include up to 5 supporting documents such as photos, posters, and advertising.

Subjects you may want to cover:

- What makes your market special?
- Has it grown?
- How has it met the needs of your community?
- Have your market manager/officers or vendors attended any workshops, conferences or farm tours?
- Have you incorporated AgriMissouri into your market's promotions?
- Why should your market be chosen Market of the Year?
- How is your market of value to your community, both patrons and vendors?

MARKET OF THE YEAR JUDGING CRITERIA:

- Market must be a current member of MFMA and AgriMissouri
- How is AgriMissouri incorporated into the market?
- Does the market have a wide mix of produce/product, with emphasis on locally grown?
- Do vendors or managers participate in training/learning opportunities?
- What is the general health of the market?
- How does the market interact with the community?
- What kinds of partnerships or community relationships does the market have?

MARKET OF THE YEAR PRIZE

- \$1,000 cash
- Market banner proclaiming award
- 500 refrigerator magnets personalized for winning market
- A press release distributed to local and regional media

FUN AWARDS

In addition to the Market of the Year award, several Fun Awards are up for grabs. Please limit to one page per category and label category entered.

- Best advertising/marketing
- Best event
- Best motto/catch phrase
- Best photo

Winners in the fun category will receive a certificate and bragging rights.

CHAMPIONS OF THE YEAR 2010

Entry Directions

In one page, describe someone who has gone above and beyond or someone who has made a positive impact on your market. You may include up to 3 supporting documents like photographs or newspaper articles. More than one champion may be selected in 2010

CHAMPION PRIZE

Each champion receives:

- Basket of AgriMissouri products
- \$50 gift certificate redeemable at their local market courtesy of MFMA
- Certificate
- A press release distributed to local media

DEADLINES – applications must be postmarked no later than February 1, 2010, and submitted to:

AgriMissouri
Missouri Department of Agriculture
PO Box 630
Jefferson City, MO 65102

The awards will be announced in mid-April.