

(Champion continued)

- The patron/customer who is always telling everyone they know and meet how great your market is, who is faithfully there shopping every week.
- Someone who is always there for the market, to support and uplift the market by words and deeds, a constant source of encouragement.
- Someone who has intervened with city officials, disgruntled customers, etc., for your market.
- A professional, who donated money, services, legal advice, free advertising for your events, designed your logo, etc.
- A benefactor who has secured or donated funds or materials for your market.

Champions must be associated with a market that is a member of MFMA and AgriMissouri.

With all contests listed in this brochure, the number of awards will depend on the number and quality of entries.

Entries must be postmarked no later than December 31, 2007, and mailed to:

Contests
AgriMissouri
PO Box 630
Jefferson City, MO 65102

Each entry should include:
Submitter's name, address, phone number and email (if available)
Market name



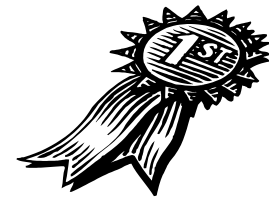
<http://www.agrimissouri.com/>

FARMERS' MARKET OF THE YEAR

&

MARKET CHAMPIONS OF THE YEAR

*Tell Your Market Success
Story to the Whole State!*



Easy Entry Instructions Within

Entries must be postmarked no later than December 31, 2007, and mailed to:

Contests
AgriMissouri
PO Box 630
Jefferson City, MO 65102

Sponsored by AgriMissouri and the
Missouri Farmers' Market Association

MARKET OF THE YEAR 2008

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?
- How 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?

PRIZES

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

FUN AWARDS

In addition to the Market of the Year award, several Fun Awards are up for grabs. Enter these contests separately or include them in your Market of the Year entry. If separate, please limit to one page per category and label category entered.

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

Winners in the fun category will receive a laminated certificate and a press release will be distributed to local and regional media.

CHAMPIONS OF THE YEAR 2008

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.

PRIZES

Each champion receives:

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

This award says thanks to the people who help your market succeed. Your champion could be:

- A volunteer who staffs the information booth every week, or puts out the signs, or helps with set up, etc.
- The mayor or city official who championed your market location, waived city fees etc.
- The market manager whose jobs are endless.

(Continued on next page)