

Subject: Farmers Markets Proliferating

Story Summary: While the farm economy is still suffering difficult times and the number of farms is steadily dropping, the number of farmers markets in the nation has seen a dramatic increase. The personal contact between consumer and farmer, as well as help from federal funding, are considered primary reasons for the surge.

TRT: 1:58

Suggested Lead: You may think working a farmers market is just a way for farmers to make a little extra cash, but for more of them it's becoming their primary money maker. Johnna Miller explains why.

Suggested Supers: Washington, DC
@ :03

Maggie Reid
Reid's Orchards
@ :14

Mary Lee Zechman
Patterson Farms
@ :24

Ron Gaskill
American Farm Bureau Federation
@ 1:09

Johnna Miller
Reporting
@ 1:50

Suggested Tag: The new farm bill provides an additional \$20 million for the Farmers Market Nutrition Programs.

Farmers Markets Proliferating
Johnna Miller Reporting
June 27, 2002

Shots from farmers markets	VO/ THEY'RE POPPING UP ALL OVER. (SFX) IN FACT, THE NUMBER OF FARMERS MARKETS IN THE UNITED STATES HAS ALMOST DOUBLED IN THE PAST EIGHT YEARS. (SFX)
Quick bite with market vendor (NO SUPER)	SOT/ RIGHT NOW I'M DOING FOUR FARMERS MARKETS A WEEK.
Maggie Reid, Reid's Orchards	SOT/ IT'S SO MUCH MORE FUN TO COME DOWN AND DEAL WITH THE CUSTOMERS AND IT'S MORE PROFITABLE, TOO.
Customers buying produce Mary Lee Zechman, Patterson Farms	SOT/ I SEE THIS GROWING. I SEE EACH YEAR THAT WE GET MORE PEOPLE, REGULAR CUSTOMERS THAT DEPEND ON US BEING HERE SO THEY CAN BUY THEIR FRESH PRODUCE.
People buying stuff Money exchanging hands	VO/ THOSE REGULAR CUSTOMERS MAY NOT REALIZE THEY'RE BECOMING AN IMPORTANT COMPONENT OF THE FARM ECONOMY. THE MARKETS ALLOW FARMERS TO SELL THEIR BOUNTY AT PRICES BETTER THAN MOST PROCESSORS OR GROCERY STORES WILL PAY. CONSUMERS LIKE BUYING FROM THE FAMILIES THAT ACTUALLY GROW THE FOOD.

<p>NATSOT Vendor putting maple syrup in bag</p>	<p>NATSOT/ WOULD YOU LIKE SOME RECIPES?</p>
<p>Shots of Zechman</p>	<p>VO/ MARY LEE ZECHMAN'S FAMILY HAS MADE MAPLE SUGAR ON THEIR PENNSYLVANIA DAIRY FARM FOR THREE GENERATIONS, BUT AS DAIRY PROFITS HAVE PLUMMETED THEY DECIDED TO MARKET THIS FAMILY TRADITION.</p>
<p>SOT</p>	<p>SOT/ ON THE FARM WE ARE IN THE COUNTRY. SO WE WOULD NOT HAVE ACCESS TO THE PUBLIC VERY WELL. SO BY GETTING OUT TO THE FARMERS MARKETS YOU ARE GETTING OUT WHERE THE PUBLIC IS.</p>
<p>Ron Gaskill, American Farm Bureau Federation</p>	<p>SOT/ CONSUMERS FEEL FAR BETTER ABOUT WHAT THEY'RE PURCHASING WHEN THEY CAN LITERALLY SEE RIGHT ACROSS THE COUNTER WHO EXACTLY PRODUCED THE PRODUCT AND IS ACTUALLY BRINGING IT TO THE MARKET AND THE PRIDE THAT THEY BRING WITH THE PRODUCT.</p>
<p>Wide shot of farmers market Closeups of produce</p>	<p>VO/ PROGRAMS WITHIN THE FARM BILL HELP FARMERS MARKETS FLOURISH, PROVIDING FUNDING TO DEVELOP MARKETS AND PROMOTING THE IMPORTANCE OF FRESH FRUITS AND VEGETABLES IN OUR DAILY DIETS.</p>

<p>SOT</p> <p>Shots of hands handling produce, etc.</p>	<p>SOT/ THEY CREATED FUNDING PROGRAMS LIKE THE FARMERS MARKET NUTRITION PROGRAM THAT HELPS BEING PEOPLE TO FARMERS MARKETS THAT HADN'T BEEN THERE BEFORE: PEOPLE WITH LIMITED INCOMES, SENIORS. THEY'RE NOT ABLE TO USE THESE PROGRAMS FOR THE PURPOSE OF PURCHASING FRESH FRUITS AND VEGETABLES FROM THE FARMERS THAT ARE THERE.</p>
<p>Generic farmers market stuff</p> <p>Johnna Miller, Reporting</p>	<p>VO/ WHILE ENCOURAGING HEALTHIER EATING HABITS, THESE PROGRAMS ALSO CONTRIBUTE TO A HEALTHIER FARM ECONOMY. IN WASHINGTON, I'M JOHNNA MILLER.</p> <p>IN WASHINGTON, I'M JOHNNA MILLER FOR U.S. FARM REPORT.</p> <p>IN WASHINGTON, I'M JOHNNA MILLER REPORTING FOR AG DAY.</p>