



# *St. Francisville Farmers' Market*



A Community  
Endeavor

# Truck Farm



**m**oore **f**arms

Weyanoke, LA

# From the Beginning

- Who - Susan Lindsay & Michelle Roth

- What - Community Market

- Where - St. Francisville

- When - Summer 1999



- How - Personal Initiative

# BREADA

BREADA sponsors The Red Stick Farmers' Market and The Community Garden Project, and is a leading participant in the local sustainable agriculture initiative.

Baton Rouge Economic and Agricultural  
Development Alliance (BREADA)

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# Our Market's Philosophy

## Our Members (Vendors) Participate as a Unit

- Operate as a 501 (c)(3) Nonprofit Org.
- Set of Rules to Abide by as administered through a Board of Directors
- A Volunteer Booth allows for seasonal, unique items and 'small producers'
- Engender the Agricultural Way of Life - establishing knowledge in the way our food grown & marketed
- Demonstrate a Rural Quality of Life - sharing the fruits of our land & labor

# The Summer of 1999



Submitted photo  
every Saturday In June.

## Interest in the upcoming Saint Francisville Farmer's Market was generated by the presence of the gaily painted produce wagon which rolled up and down the streets of the Historic District every Saturday In June.

### *Community ready to organize Farmer's Market*



Susan Lindsay and Michelle Roth prepare to market locally home-grown veggies, herbs, flowers, fresh eggs and fruit.

Yet another community in Louisiana is organizing to offer local growers a chance to market their vegetables, fruit, eggs, honey, nuts, herbs and flowers in an open-air farmer's market.

Residents of West Feliciana Parish will hold a fact-finding meeting in order to form the St. Francisville Farmer's Market.

The meeting, scheduled for 7 p.m. on Aug. 10, will be held at the West Feliciana Parish branch of the Louisiana Cooperative Extension office, at 5924 N. Commerce Street in St. Francisville.

Guest speaker will be Ms. Kay Roussel, from the Economic Institute in New Orleans.

Ms. Roussel, who has extensive experience with similar ventures in New Orleans and Covington, will present vendor guidelines for such markets.

All local growers, buyers and interested citizens are invited to participate.

For more information, call Michelle Roth at (225) 635-4463.

Two civic minded Gardeners present local vegetables from a horse drawn carriage along the streets of St. Francisville - Historical Perspective.

# Fall 1999



# Parker Park

# Spring 2001



Community

Recycle

Barn



Display Each Market Day

# Marketing

● Letterhead →



● Fliers →

● Email

● Country Roads

● Democrat

Magazines &  
News Papers



# From the Beginning....



to  
now



# .....to 4 - Years Later

- 10 Producers
- Multitude of Vegetables
- Repeat Customers



*St. Francisville  
Farmers' Market*

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Enhancement of the  
Community