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**FIVE DOUGLAS COUNTY FARMERS MARKETS TO BECOME
“THE MARKETS OF THE UMPQUA”**

Grant provides funds for advertising and vendor workshop series

Roseburg, OR –A collective marketing campaign is underway to brand five Douglas County farmers markets as “The Markets of the Umpqua” this spring.

The USDA will provide NeighborWorks Umpqua \$100,000 over two years for marketing and advertising for Sutherlin Farmers Market, Canyonville Farmers Market, Lookingglass Grange Farmers Market, Old Town Market in Roseburg, and Umpqua Valley Farmers Market in Roseburg. A workshop series to educate new and experienced market vendors is also part of the project.

Pooling resources among five markets for advertising is a practical approach, but is also an innovative strategy, according to Heather Barklow, Umpqua Valley Farmers Market manager.

“Rather than being in competition with one another, we realized that we could achieve a lot more and reach many more people by working together. I think we won the award because our collaborative approach stood out from the rest,” said Barklow.

The advertising campaign is expected to generate more business for farmers and vendors, who are small business owners. But that’s not all, says Virginia Elandt, Microenterprise Development Manager at NeighborWorks Umpqua.

“Virtually all of this funding will be spent locally, creating work for designers and photographers, and generating advertising dollars for local media outlets. This grant is a needed boost to our local economy.”

A workshop series funded by the grant will train new and experienced market vendors to give their customers the highest quality product and service possible. Workshops are planned through March and



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upcoming topics include social marketing, financial planning and meat processing. All workshops are open to the public and cost \$10.

“If you’re trying to shop locally, eat healthier or become a farm market vendor, now is a great time to start,” said Barklow.

“This is just the latest in a series of projects NeighborWorks Umpqua has undertaken to empower small business owners in Douglas County,” said CEO Betty Tamm.

Umpqua Local Goods in downtown Roseburg provides retail space for farmers and artisans to sell their products. Commercial kitchen rentals at the same location allow food entrepreneurs to operate a business while avoiding high start-up costs. Assistance from the microenterprise program aids in successful business planning. The Think Local Umpqua initiative, in its fifth year connects consumers with local services and food producers in the Roseburg area. For a list of classes and more information, visit thinklocalumpqua.com.