



# The New Farmers' Market: Farm-Fresh Ideas for Producers, Managers & Communities

*Vance Corum, Marcie Rosenzweig, Eric Gibson*

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The farmers' market renaissance continues to grow throughout the country, and this is the revised and expanded edition of the book that has become the farmers' market "bible." *The New Farmers' Market, 2nd Edition* includes new chapters or sections on how farmers' markets are increasing sales by expanding product mix, and how farmers and farmers' markets are utilizing social media and internet marketing to increase markets success. Serving as a three-part guide, the book is for those who want to learn how to sell produce at a market, promote the market, and foster appreciation for farmland while reinvigorating economic and social vitality in urban areas.

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