INSTITUTE OF APPLIED AGRICULTURE

COLLEGE OF AGRICULTURE & NATURAL RESOURCES

Brandywine Farmers Market

PALS Project

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Brandywine Farmers Market

Final Report

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Overview

Our mission is to aid in the establishment of a farmers market in Brandywine, MD, and to help its people grow as a community. This report sets out strategies and considerations for establishing a local farm market.

- Develop, critique, revise, and refine a strategic communication plan for Partnership for Action Learning in Sustainability (PALS), including needs assessment, stakeholder identification and analysis, and message development.
- Collaborate and communicate with Technology of Fruit and Vegetable Production (PLSC 433) class to succeed in the practical application of strategic communication disciplinary knowledge in agriculture.
- Campaign objectives are SMART and address the client organization's problems and opportunities
- Recommend communication strategies and tactics that are realistic for the client/PALS.
- The organization, appropriate for achieving the stated objectives and supported with convincing arguments.
- Create a comprehensive list of expenses associated with implementing the recommended strategies and tactics and a detailed critical activities timeline.
- Identify Key Performance Indicators (KPIs) and associated benchmarks.
- Establish clear procedures for farmers market produce.
- Create and present finished products with finds and opportunities to clients and PALS.

Project Goals

- Understand how an organization can use communication purposefully to fulfill its mission.
- Demonstrate knowledge of the fundamental concepts and best practices of strategic communication management, including how to research, plan, execute, and evaluate strategic communication initiatives.
- Apply relevant and appropriate internal and external communication tools and techniques.
- Select and critically evaluate strategic communication in agriculture.
- Develop, critique, revise, and refine a strategic communication plan for a client organization, including needs assessment, stakeholder identification and analysis, and message development.
- Collaborate and communicate with others to succeed in the practical application of strategic communication disciplinary knowledge in agriculture.

Location

Our criteria for determining the farmers market's best location were visibility, available space, residential familiarity, accessibility, and operating times, if applicable. The analyzed sites included Chapel of Incarnation, Sona Bank, and Gwynn Park High School. However, we concluded that the Southern Area Aquatic and Recreation Complex (SAARC) would be the best location for the farmers market.

The Chapel of Incarnation, at 14070 Brandywine Road, is visible from the road, is located near other stores and local businesses, and has a lot of residential familiarity. However, this site doesn't have enough available space for vendors and customers. It's also located at an intersection, which poses traffic concerns.

Sona Bank, at 14118 Brandywine Road, has numerous advantages. It is visible from the road and positioned near other stores and local businesses, so it has a lot of residential familiarity. However, like the Chapel, the site doesn't have enough space to accommodate the farmers market, especially because it shares a parking lot with a church.

Gwynn Park High School, at 13800 Brandywine Road has three spacious parking lots. The community is familiar with this local school site, which is easily accessible via public transportation. However, the farmers market might operate and times might conflict with school events.

We recommend the Southern Area Aquatic and Recreation Complex (SAARC), at 13601 Missouri Avenue, as the best location for the farmers market. It is an established community center and the market would be highly visible. Also, SAARC has an entrance off the main road, so the presence of the farmers market would not be a significant traffic concern. The center's operating hours align well with our recommendations for market dates and times. Since SAARC is open during these times, it makes the farmers market more visible and accessible to potential customers. Most significantly, of all the options, SAARC has the most space to accommodate parking and set-up requirements.

After surveying the available space at SAARC, we recommend establishing the farmers market in the parking lot to the right of the entrance. The lot has 86 spaces and giving vendors four spaces each would accommodate 21 vendors. However, it is essential to consider the current pandemic. To adjust for COVID-19 and social distancing, we recommend reducing the number of vendors to 17, each with four spaces, and placing an additional parking space between each vendor.

Vendors

A successful market starts with a diverse group of vendors. To help set a successful market, we took a farmer-centered approach and researched current area farmers markets and grocery stores to learn the number of current markets, their frequency, their distance from Brandywine, and the number of vendors at each market. Next, we developed a survey and compiled a list of area farmers to determine potential vendors. Information collected from the survey will help prevent potential market competition and help recruit a diverse group of farmers and products.

Deliverables to help recruit vendors

1. List of surrounding farmers markets
   - 30 Farmers Markets spread across six counties and the greater DC area:
     Anne Arundel (5), Calvert (5), Carroll (1), Charles (2), Montgomery (2), Prince George's (11) and D.C. (4). The closest market is eight miles away in Upper Marlboro at the St. Thomas Church (Table 1).

2. Local agricultural enterprises
   - 38 established farms in Brandywine, MD and the greater Brandywine area:
     7 farms within a 10-mile radius, 8 within a 20-mile radius, 9 within a 30-mile radius and the remaining 14 between 31 and 151 miles from Brandywine (Table 2).

3. Brandywine area food markets
   - 10 area food markets:
     Brandywine (4), Waldorf (5), and Upper Marlboro (1) (Table 3).

Vendor Survey

After researching area farmers markets and enterprises, we developed a survey to help the future Brandywine Farmers Market Manager recruit vendors. The survey will provide information on the number of farmers interested in participating, the days and times that work best for interested vendors, the products they'll sell at the market, and equipment needs. The target audience of this survey will be local agricultural enterprises (specialty crop producers and artisans).

Survey Questions:

1) Are you interested in participating in a Brandywine Farmers Market?
   - Yes
   - No
   - Maybe

   If yes…

2) What days and times of the week would you be available to participate in the farmers market?

   - Sunday, 8:00 am - 12:00 pm
   - Sunday, 10:00 am - 2:00 pm
   - Sunday, 2:00 pm - 6:00 pm
   - Sunday, other, please specify preferred times _____
   - Monday, 8:00 am - 12:00 pm
   - Monday, 12:00 pm - 5:00 pm
   - Monday, 3:00 pm - 6:00 pm
   - Monday, other, please specify preferred times _____
   - Tuesday, 8:00 am - 12:00 pm
   - Tuesday, 12:00 pm - 5:00 pm
   - Tuesday, 3:00 pm - 6:00 pm
   - Tuesday, other, please specify preferred times _____
   - Wednesday, 8:00 am - 12:00 pm
   - Wednesday, 12:00 pm - 5:00 pm
   - Wednesday, 3:00 pm - 6:00 pm
   - Wednesday, other, please specify preferred times _____
   - Thursday, 8:00 am - 12:00 pm

- Thursday, 12:00 pm - 5:00 pm
- Thursday, 3:00 pm - 6:00 pm
- Thursday, other, please specify preferred times _____
- Friday, 8:00 am - 12:00 pm
- Friday, 12:00 pm - 5:00 pm
- Friday, 3:00 pm - 6:00 pm
- Friday, other, please specify preferred times _____
- Saturday, 8:00 am - 12:00 pm
- Saturday, 12:00 pm - 5:00 pm
- Saturday, 3:00 pm - 6:00 pm
- Saturday, other, please specify preferred times _____

3) How frequently would you be able to participate in the farmers market?
   - Weekly
   - Bi-weekly
   - Monthly
   - Other, please specify:____

4) What products would you be interested in selling?

- Fresh, local vegetables
- Fresh, local fruits
- Eggs
- Cheese
- Plants
- Fresh cut flowers
- Fresh herbs
- Meats
- Crafts
- Homemade baked goods
- Wines
- Homemade jams and jellies
- Other, please specify: _____

5) Would you need any setup equipment, such as tents and tables, provided for you?

- Yes, I need setup equipment provided
- No, I will provide my own setup equipment
- No, but I would prefer to use the provided setup equipment if possible

6) Would you be willing to accept EBT or SNAP benefits from your customers?

- Yes
- No

7) Would you come if you had exclusivity? That is, would you be more interested in selling at the farmers market if you were the sole vendor of a product?

- Yes
- No
- Indifferent

8) Please provide contact information for who we should reach out to for participation in our Brandywine Farmers Market.

- Contact name
- Name of business
- Address of business
- Preferred phone number
- Preferred email address

If no…

1) Please let us know why you are not interested in participating in a Brandywine Farmers Market (select all that apply).

I already participate in a Farmers Market (please list Farmers Market_____)

- We sell on-farm and are not interested in participating in a Farmers Market
- Brandywine is too far of a drive
- We do not have cold storage
- Other, please specify:_____

If maybe…

- Please provide contact information so we can reach out and discuss how we can help you be a part of the Brandywine Farmers Market:_____

A link to the survey questions can be found here.

Resident Survey

The survey of Brandywine residents is composed of questions designed to reveal local demographics and shopping preferences. The short survey is anonymous and composed of 18 multiple choice and short answer questions. The responses will be critical for deciding the type of vendors, products, and atmosphere the residents would like to see at a farmers market in their community. With a population just under 10,000, it would be ideal if the entire Brandywine community was surveyed, but more realistically we are looking for responses from 5,000 individuals. We recommend a minimum of 200 individual responses to ensure sufficient data, and to observe any trends in preferences.

If two to three surveys were completed per day, the minimum goal of 200 responses would be achieved in two months. Two months allows more time to complete market planning and make adjustments as products are submitted.

Survey Questions:

1) Please choose the age range that best fits you.

- Under 20
- 20-24
- 25-30
- 31-35
- 36-40
- 41-45
- 46-50
- 51-55
- 56-60

- 61-65
- 66-70
- 71-75
- 76-80
- over 80 years old

2) Employment status
    - Employed, full time
    - Employed, part time
    - Not Employed
    - Student
    - Other:_____
3) What price range are you comfortable spending at a farmers market per week?
    - $1-$20
    - $21-40
    - $41-60
    - $61 or more
4) What is your preferred payment method?
    - Cash
    - Debit or credit
    - EBT, SNAP or any other assistance
5) Do you have any dietary restrictions?
    - Yes
    - No
6) How often do you attend a farmers market or grocery store?
    - Weekly
    - Bi-weekly
    - Monthly
    - Other:_____
7) How much do you spend on groceries weekly?
    - less than $40
    - $50-$100
    - $101-150
    - $151-$200
    - $201-$250
    - more than $250

- Other:_____

8) Do you buy local food regularly?
    - Yes
    - No
    - Not sure
9) What would be a preferred day for a farmers market for your attendance?
    - Monday
    - Tuesday
    - Wednesday
    - Thursday
    - Friday
    - Saturday
    - Sunday
10) What would be a preferred time for a farmers market for your attendance?
    - 7-10am
    - 11am-2pm
    - 3-6pm
    - Other:_____
11) What would you like to see at the farmers market?
    - Just food vendors
    - Food vendors and non edible items
    - Food vendors and non edible items and live music
    - Just food and live music
    - Other:_____
12) Is anyone in your household physically handicapped?
    - Yes
    - No
    - Other:_____
13) Do you have reliable transportation?
    - Yes
    - No
    - Maybe
    - Other:_____
14) Would you want the market to be pet friendly?

- Yes
- No
- Maybe
- Other:_____

15) Are you following us on social media (Facebook and Instagram) for updates? @Brandywinefarmersmarket
    - Yes
    - No
    - No, but I will now
16) Are there any vendors you would recommend? Please provide a name and/or contact information if possible
    - _____
17) Would you be interested in becoming a board member for this farmers market? Any service would be greatly appreciated.
    - Yes
    - No
18) If answered yes to the above question please provide your contact information below. Email is preferred (the other survey questions will remain anonymous).

A link to the survey questions can be found here.

Social Media

We chose to create Instagram and Facebook accounts for the Brandywine Farmers Market because of the popularity of these social media platforms and their usefulness in helping companies bring in new customers.

The best days to upload to these platforms are Mondays and Thursdays. Updates for vendors and potential visitors could be posted Monday, the first day after a weekend market and on Thursday, two days before the market. Posts should be made on these accounts two to three times a week to increase public feedback and help gauge their opinions and interest in the market. The posts could also help attract visitors to the farmers market when they see vendors and products.

Instagram and Facebook were chosen because many of the potential vendors have accounts on one or both platforms. We've been posting one to two times per week but hope to post every day once the market opens.

Using social media platforms helps attract future vendors and customers and is essential for keeping the community updated about market events, vendors, and products. The board should continue to post on these platforms to keep future customers updated about the progress in establishing the market. (See social media usernames and passwords in Appendix C)

Website

A Wix server was used to create the Brandywine farmers market website. The website is accessible to the public and should be updated with new events, vendors, or board members. This website contains vital information that the community and vendors should be aware of.

Once the market is established, the website will include details on upcoming events, board members, and vendors selling at the farmers market. The website includes a tab with directions to the market location and access information. The image shows the layout of the home page.

Other Media

The best media outlets to submit press releases to include local newspapers such as *The Southern Maryland Newspaper* and *Maryland Independent*, Facebook pages, and the Southern Area Aquatic and Recreation Complex (SARCC) webpage. These media outlets are frequently accessed. Also, since older generations are less likely to have social media accounts, press releases to local newspapers would keep those individuals informed about the market. Facebook is ideal for submitting a press release because of its popularity, accessibility, and use for educating the public about local events.

Press releases could also be sent to schools in Prince George's County and surrounding communities to inform parents and students about the market. However, the SAARC page is the most ideal location for press releases because the page already has interest and SAARC will be the market location.

Press releases should be submitted once the market has determined a location, time, and vendor participation list. The press releases cannot be presented before this because the point of a press release is to inform the public about the market by answering what, when, where questions about it. By releasing the press release once this information is available, individuals will be more informed about the market.

In addition to press releases, advertising the farmers market could also be done using billboards or large signs posted along Routes 5 or 301. Press release attached here.

Board of Directors

The Board of Directors will organize events as well as make decisions concerning the hiring and firing personnel, dividend policies and payouts, and executive compensation. The following positions will balance the workload so each area receives adequate attention.

- Market Director: manages all staff, including seasonal and program employees. They are also accountable for maintaining a balanced workload among staff and ensuring that staff meets performance expectations.
- Farm Market Manager: attends the market, takes attendance of vendors, and ensures the market runs smoothly.
- Vendor Manager: responsible for developing the organization's vendor strategy for both markets.
- Social Media Manager: posts upcoming events, oversees advertising, and works to increase market's popularity.
- Public Relations Manager: recruits members and future partners, replies to emails and phone calls with information about the market.

Market Days and Times

We recommend the farmers market operate on Saturdays from 7am-12pm, 8am-12pm, or 9am-1pm, or on Sundays from 9am-2pm. A weekend market can serve customers when they typically have more free time and are available to go shopping.

We recommend an operating time of 4-6 hours, starting early in the morning and ending mid-day. The Board will need to approve operating a winter market, gauging whether there is public interest. A winter market in Brandywine would most likely see fewer vendors and less entertainment but could still include vendors with seasonal products.

CDC COVID-19 Requirements

If the market is established while the COVID-19 pandemic is still taking place, the market will need to follow all CDC guidelines as well as city and state regulations. This includes wearing face coverings and practicing social distancing. Gatherings at the market will be limited and the number of people who enter and leave the market will be counted.

Social distancing will mean fewer vendors. They will be spaced apart from one another, with a gap of one parking space between them. The market layout will be adjusted to allow adequate space for vendor pick-up and to add social distance markers.

Funding and Signage

Funding needs for this project include the cost of signage and postcards. Signs will act as advertising and also direct customers to the market. The signage should include market information such as the name, location, hours of operation, and website.

Vistaprint offers 18” x 24” temporary yard signs for $16 each and a 6’ x 12’ banner costs $121. When a final location is established and permission is granted to add a sign to a property, a permanent sign would cost around $500.

Advertising flyers and postcards will be distributed to encourage Brandywine residents to take the survey. A pack of 5,000 postcards on Vistaprint costs $2,196. These postcards will have a QR code to scan to access the survey and will include the market’s website address.

Future Possibilities

Our mission is to aid in the establishment of a farmers market in Brandywine, MD, and to help its people grow as a community. One way we hope to do this is through donations to community efforts, such as the revitalization of local buildings.

Challenges, Developments, Corrective Action, and Implementation Plan

We experienced a few challenges and developments outside of the project’s original scope (Appendix B). The most notable challenge was the restrictions imposed by COVID-19 and learning how to communicate in a group setting using a relatively new platform. To keep the project moving forward, we developed an implementation plan that includes links to documents created for this product and to publicly available resources (Table 5).

Appendix A. Area Markets

Table 1. Area Farmers Markets by County and State

Name	City	Distance from Brandywine (miles)	Days Open	Goods Available	Vendors
Anne Arundel County, MD					
Pennsylvania Dutch Market	Annapolis	35	Thu. - Sat.	Restaurant, fresh produce, BBQ, candy, ice cream, salads, cheeses, meats, bakery, furniture, bulk foods	na
Anne Arundel Farmers Market	Annapolis	28	Sat.	Fresh produce	15
Crofton Farmers Market	Crofton	26.5	Every other Sat.	Produce, meats, dairy, breads, flowers, specialty foods, collectibles and crafts	50+
Piney Orchard Farmers Market	Odenton	31	Wed.	Foods grown or produced in the area. Vendors are local farmers and artisans	na
Severna Park Farmers Market	Annapolis, MD	38	Sat.	Fresh confections, breads, pies, vegetables, fresh cut flowers, coffee, flowers and honey	17
Calvert County, MD					
Calvert County Farmers Market	Prince Frederick	44	Tues.	Late spring markets include bedding plants (vegetables, herbs, and flowers), hanging baskets, salad greens, asparagus, kale and strawberries; selection varies by market	na
Calvert County Farmers Market CalvertHealth	Prince Frederick	26	Closed for the season	Unavailable	na
Calvert County Farmers Market	Dunkirk	21	Closed due to COVID-19	Unavailable	na

Calvert County 2020 Holiday Farmers Market Cardinal Creek Plant Farm	Prince Frederick	22	First three Saturdays in Dec.	Local farmers and crafters sell homemade and homegrown goods; held inside the greenhouse	na
Calvert County Online Farmers Market	Prince Frederick		Pick up Fri. am; delivery Fri. afternoon	Calvert County Farmers Market Association has found new and innovative methods to continue offering produce, meats and products all season long. Can purchase directly from local farmers and vendors	na
Carroll County, MD					
Carroll County Farmers Market	Westminster	76.5	Sat.	Seasonal produce, home-baked goods, gourmet foods, local eggs, pasture raised meats, handmade crafts, house plants, seasonal plants, and decorations	50 - 65
Charles County, MD					
La Plata Farmers Market	La Plata	16	Wed./Sat.	Fresh fruits and vegetables; home-baked goods, jams, jellies, pickled vegetables, local spirits, home-made crafts and bath and body products. Features food trucks with a variety of ready-to-eat foods, drinks, and snacks	na
Waldorf Farmers Market	Waldorf	9	Sat.	Local, fresh produce; baked goods; cut florals	na
Montgomery County, MD					
Rockville Farmers Market	Rockville, MD	45	Sat.	Local produce, bread, fresh pasta, local meats, pickles, etc. Vendors subject to change	24

Takoma Park Farmers Market	Takoma Park	26.5	Sun.	Local, seasonal produce, breads, pasture raised meats, artisan cheese, eggs, baked goods from farms within 125 miles of Takoma Park	17
Prince George's County, MD					
Bowie Farmers Market	Bowie	25	Sun.	Vendors include Coffee del Cerro, Vic's homemade goodies, and Doug Bowling Honey Farm	12
Cheverly Community Market	Cheverly	26.5	Every other Sat.	Unavailable	na
Dutch Country Farmers Market	Laurel	34	Thu. - Sat.	Baked goods, dairy products, BBQ, candies, organic meats. Merchants: Beiler's Meats, JR's Candies and bulk foods, Stoltzfus Bakery, Lydianne's Soft Pretzels, Beiler's CheeseBbarn, Dutch Country Corner, Lancaster County's Cheesecakes, Sammie's Produce	na
Glenn Dale Farmers Market	Glenn Dale	26	Sat.	Alternative healthy products and foods—fresh, locally grown produce, meats, eggs, fruit, cut flowers, plants, breads, pastries, vegetarian and vegan entrees	na
Greenbelt Farmers Market	Greenbelt	27	Sun.	Fungi, fresh fruit, seafood, soap, fresh vegetables	na
Hollywood Farmers Market	College Park	29	Sat.	Variety of vendors; monthly newsletter about the market, vendors, COVID guidelines, etc.	na
Hyattsville Farmers Market	Hyattsville	28	Fri.	Local, fresh produce and live music every 3rd Friday	na
Montpelier Farm and Market	Upper Marlboro	15	Fri. - Sun.	Seasonal goods	na

Our Local Bounty Farmers Market at St. Thomas Church	Upper Marlboro	8	Sat.	Unavailable	na
Port Town Farmers Mercado	Bladensburg	22	Sat.	Unavailable	na
Arlington, VA					
Arlington Farmers Market	Arlington	24.5	Sat.	Produce, meat, bread, flowers	na
City of Alexandria, VA					
Del Ray Farmers Market	Alexandria	21.5	Sat.	Fruits and vegetables, meat, poultry, fish, eggs, cheeses, breads, fresh pasta, baked goods, and cut flowers	20+
West End Farmers Market	Alexandria	26	Sun.	Wide variety of products including herbs, cheese, salsa, jams, tea, and soap	na
Hanover County, VA					
Montpelier Farmers Market	Montpelier	106	Tuesday	Offers workshops and a large selection of vendors	na
District of Columbia					
Eastern Market	D.C.	18	Tue. - Sun.	Meats, poultry, seafood, produce, pasta, baked goods and cheeses. Music on weekends. Produce from farmers in DE, PA, MD, VA, WV, fruits, vegetables, and flowers. Exhibitors of handmade arts, crafts, jewelry, and antiques	na

Table 2. Local Agricultural Enterprises

Farm	City	Distance from Brandywine (miles)	Contact Information	Goods Available
Anne Arundel County, MD				
Chase's Product	Davidsonville	25	(301) 798-1580	Fresh sweet corn, peaches, green beans, squash, cucumbers, potatoes, cantaloupes, peppers, watermelons, tomatoes
Upakrik Farm	Deale	21.5	(301) 261-5802	Peaches, nectarines, oriental persimmons; White Pine, Douglas Fir, Canaan Fir, Blue Spruce Christmas trees; Wreaths available Thanksgiving through Christmas
Country Aire Farm Product	Lothian	17	(301) 943-1471	Strawberries
Home Grown Produce	Odenton	27	(443) 558-4401	Vegetables, fruits, pies, and jellies
Calvert County, MD				
Monnett Farms	Prince Fredrick	24.5	(410) 535-4357	Specialize in meats
Spider Hall Farm	Prince Frederick	22.5	(410) 610-0094	Milk, meat, and fresh produce
Swann Farm	Owens	26	(443) 770-3510	U-Pick berry farm
Horsmon Farm	St. Leonard	32	(443) 532-5761	Specialize in meats
Carroll County, MD				
Baugher's Orchard	Westminster	79	(410) 848-551 orchardpeople@yahoo.com	Large diversity of fruits, limited vegetable selection
Charles County, MD				

L & J Homestead Farm	Faulkner	23	(301) 934-9004	Closed for the season. Product information not available
Serenity Farm, Inc.	Benedict	18.5	(301) 399-1634	Meats, fresh produce, and farm products
Forrest Hall Farm	Mechanicsville	26.5	(301) 884-3086	Meats, fresh produce, and seasonal products
Karl's Farm	Pisgah	23	(301) 743-7941	Large variety of vegetables
Shlagel Farms	Waldorf	6	(301) 645-4554	Large diversity of fruits and vegetables; U-Pick strawberries and pumpkins; CSA options
Zekiah Farms	Waldorf	13.5	(240) 216-4065	Honey, beef, pork, lamb, chicken, eggs, seasonal vegetables
Montgomery County, MD				
The Farm at Our House	Brookeville	50.5	(301) 330-0165	Seasonal vegetables including perennial and annual vegetable crops
Fox Hollow Farm	Gaithersburg	57.5	301-330-0165; stephanie@foxhollowfarm.org	Lamb, sheep, pork, beef, goat, chicken, eggs, honey, Christmas trees, soaps, lotions, herbs
Butler's Orchard	Germantown	58.5	(301) 428-0444	U-pick; 23 different fruit and vegetable varieties, pumpkins, Christmas trees
Homestead Farm	Poolesville	58	homesteadfarmemail@gmail.com	Pumpkins and U-Pick cherries, blueberries, peaches, apples, blackberries
Heyser Farm	Silver Spring	40	(301) 384-7859	Fresh fruits and vegetables, apple cider, baked goods, flowers, local milk, eggs, ice cream, honey, jams
Koiner	Silver Spring	35.5	(301) 589-2074; hannah@ckcfarming.org	U-pick honey, flowers, herbs, and figs

Urban Farm				
Prince George's County, MD				
Villa de Alpacas Farm	Aquasco	11.5	(301) 888-2742	Alpaca textiles: scarves/shawls, socks, blankets, capes, vests, sweaters, and purses
Robin Hill Farm and Vineyards	Brandywine	9	(301) 643-5619 info@robinhillfar mandvineyards.com	Wine
Makkah Farm	Brandywine	3	(703) 307-4676	Specialize in meats
Gemeny Winery and Vineyards	Brandywine	5	(301) 442-4670	Wine
Pines Farm	Brandywine	9	(301) 579-2522	Horse breeders
P.A. Bowen Farmstead	Brandywine	12	(301) 579-2727	Artisan cheese, beef, chicken and eggs, turkey, pork
Nature's Caretaker Farm	Brandywine	2	(571) 215-9449	Microgreens
Romano Vineyard and Winery	Brandywine	8	(301) 752-1103	Wine
Janemark Winery and Vineyard	Brandywine	7	(301) 535-9126	Wine
Miller Farms	Clinton	9	(301) 297-9370	fruits, vegetables, and processed goods
Eco Farms	Lanham	25.5	(301)-459-6991 sales@ecofarm.co m	Organic vegetables, herbs, and flowers
Kingdom Farm	Upper Marlboro	19	(301) 249-6131	Unavailable
Montpelier Farm and Market	Upper Marlboro	15	(410) 320-0464 pgcornmaze@aol. com	Seasonal goods
Owl's Nest Farm	Upper Marlboro	14	(847) 989-2347	Unavailable

Dicot Farm	Waldorf	8.5	dicotfarm@gmail.com	Variety of spring, summer, and fall vegetables
St. Mary's County, MD				
Hancock Family Farms	La Plata	19	301-752-2353 hffmeats@yahoo.c om	Specialize in meats
Worcester County, MD				
Twin Oak Farms	Stockton	151	(443) 235-0203	Jams, relish, salsa, and meat specialties

Table 3. Grocery Stores and Food Markets in and around Brandywine, MD

Store	Location
Costco	16006 Crain Hwy, Brandywine, MD 20613
Target	15922 Crain Hwy SE, Brandywine, MD 20613
Walmart	11930 Acton Ln, Waldorf, MD 20601
Safeway	15916 S Crain Hwy, Brandywine, MD 20613
Aldi	7500 Albert Rd, Brandywine, MD 20613
Golden Grocery	2242 Crain Hwy, Waldorf, MD 20601
Abuja International Food Market	2290 Old Washington Rd, Waldorf, MD 20601
Los Compadres Latin Market	2419 Crain Hwy, Waldorf, MD 20601
Food Lion	9500 SE, Crain Hwy, Upper Marlboro, MD 20772
Shalimar Grocery	11850 Park Waldorf Ln, #112, Waldorf, MD 20601

Appendix B. Challenges, Developments, Implementation

Table 4. Challenges, Developments and Corrective Action

Challenges	Corrective Action and/or Project Change
UMD COVID-19 in-person restrictions	
All group activities were planned to accommodate the University's social distancing guidelines	Online group meetings via Zoom were technologically cumbersome and limited group interactions and brainstorming sessions.
Students couldn't make site visits to Brandywine	Relied on Google Earth photos
Maryland Farmers Markets COVID-19 restrictions	
Many markets werent able to operate in 2020 and are unsure of operations for 2021	Number, location and frequency of markets may not reflect the actual number of markets in non-pandemic years
Developments	
IRB Approval	
To share information collected from farmers, we need IRB approval	Submitted proposal requesting IRB approval
Won't receive IRB approval before the semester ends	Developed a survey that could be distributed at a later date

Appendix B, cont'd.

Table 5. Brandywine Farmers Market Implementation Plan

Action Item	Who	Resources
Consider Your Community	Brandywine Stakeholders	Brandywine Preservation Study (completed 2011)
		Brandywine Community Survey
Hire Market Manager	Brandywine Stakeholders	Starting a Farmers Market in Maryland
Establish Guidelines	Market Manager	Market Manager Resources
		Information for Starting a New Farmers Market in Maryland
		Maryland Regulations
		Farmer's Market Legislation & Food Safety Regulations
		NASS 2019 Farmers Market Survey
		Farmers Market Coalition
Recruit Your Farmers and Vendors	Market Manager	Maryland Farm Locations
		Letter Template for Survey
		Farmer Interest Survey
		A Farmer's Guide to Selling at Maryland Farmers Market
Plan your opening day	Market Manager	Brandywine Farmers Market Website
		Marketing and Promotion for Market Managers

Appendix C. Social Media and Logo

Table 6. Social Media, Email, and Website Information

Social Media Suite	Username	Password
Instagram	Brandywinefarmersmarket	INAG253
Facebook	Brandywine Farmers Market	farmersmarket321

Email

Username	Password
brandywinefarmersmarket@gmail.com	INAG2530

Website

Username	Password
https://brandywinemarket.wixsite.com/bwfm	

Appendix C

Brandywine Farmers Market Logo