Re-Assessing Your Market Through an Anti-Racist Lens

Keynote Speakers:
Karla Forrest-Hewitt
Stacey Whitney
Introductions
Icebreaker

Poll 1:

What brings you to this forum?

- Our farmers market is having challenges with addressing social equity.
- Our farmers market is unaware of social inequities.
- Our farmers market is proactive in addressing social inequities, but could use more guidance.
- Our farmers market doesn’t know where to begin with this.
East Lansing Farmers Market
Altadena Farmers Market
Introduction to the Anti-Racist Toolkit
INTRODUCTION TO THE TOOLKIT

AN OVERVIEW
- TOOLKIT FRAMING
- TOOLKIT ORGANIZATION
- MANAGEMENT
- MISSION
- MESSAGING
- MEASUREMENT
- WHY AN ANTI-RACIST TOOLKIT
- ASSUMPTIONS

A BEAUTIFUL OPPORTUNITY FOR CULTURAL GROWTH.
April Jones
Now more than ever, it's important to look boldly at the reality of race and gender bias.

The Anti-Racist Farmers Market Toolkit exists to help farmers market managers make progress toward becoming anti-racist managers of anti-racist markets.

Anti-racism is a lifelong commitment. It’s an active daily practice.
The Anti-Racist Farmers Market Toolkit was developed by a group of Black food systems leaders and market managers to help offer ways for managers to put the concepts of anti-racism into practice and action within farmers markets.

The work is intended to improve market experiences BIPOC and BIPOC communities.
Poll 2:
How open is your market to implementing more inclusion practices (on a scale of 1-5):
1 being not very open, 5 being very open
● Vendors
● Market Employees
● Market Attendees
TOOLKIT ORGANIZATION

The toolkit uses a framework of four categories to organize the work: Management, Mission, Messaging, and Measurement. There is overlap between these categories.

All sections connect to and reference the Measurement section of the toolkit as it will be difficult to sustain change without an ability to demonstrate the real world impact of the work.
TOOLKIT
ORGANIZATION

MISSION
Historically and currently underserved people will need to be able to see their communities reflected in the market’s vendors, which may require bringing in new training programs. This section will support managers in making targeted and intentional change to the market’s mission.

MANAGEMENT
Anti-racist market management requires managers be prepared to address problem behaviors, design inclusive processes, maintain equity-oriented policies. This section will orient managers to determining the existing culture and climate of their market and making intentional shifts toward anti-racist market culture.

MESSAGING
Developing culturally relevant messaging about the market and its programs is a must.

This section will support managers in developing and disseminating new messaging.

MEASUREMENT
Making change requires first establishing a baseline understanding of how the market functions, establishing its current climate and culture. This section will support managers in choosing or creating tools for quantitative and qualitative market assessment.
WHY AN ANTI-RACIST TOOLKIT?

Addressing and eradicating white supremacy culture would almost certainly lead to an increased focus on solving “collective issues such as economic justice, climate action, regenerative living, class disparity, ecological preservation and gender equality.” - ERFIN DALIRI
**ASSUMPTIONS**

There are some operating assumptions to know about before engaging in the work of this toolkit. These are not strict conditions for getting started; however, the work will be easier if these needs are accounted for in advance.

- The market has a strategic plan in place and is willing to update it to account for anti-racist goals, objectives, and work plans.

- The market’s strategic plan includes a mission, vision, and values statement and the market is willing to update these statements to explicitly include a commitment to anti-racism.

- Market manager intends to pay people of color for their labor, including time spent giving feedback.

- Market has obtained additional funding or plans to obtain additional financial resources to support doing focused anti-racist market work. These resources may be needed to support community engagement, professional consultants, additional staff time, workshops, training materials, and more.
Poll 3

How helpful was this presentation?

- Very helpful
- Somewhat helpful
- These are things I already know
- Not very helpful for our market scenario
THANK YOU FOR YOUR TIME! ANY QUESTIONS?

FINAL TOOLKIT COMING SOON (MARCH 2022)

SUBSCRIBE FOR UPDATES

VISIT FARMERSMARKETCOALITION.ORG/THE-ANTI-RACIST-FARMERS-MARKET-TOOLKIT
Resources:

Suggested Books:
“How We Show Up” Mia Birdsong
“Emergent Strategy” Adrienne Maree Brown
“Inclusion on Purpose” Ruchika Tulshyan
“How to be an inclusive leader” Jennifer Brown

Links to customer and market surveys in the chat
Connect with the Toolkit

Anti-Racist Farmers Market Toolkit Speakers Bureau Request Form (google.com)
Market Scenarios

Addressing explicit and implicit bias related to race and equity at your farmers market
Ground Rules:

- Be respectful
- Accept participants where they are
- Avoid judgment of participants
- Raise virtual hand to speak
Every week, the market hosts musicians: local bands, high school music programs, buskers, acoustic guitar and banjo players, DJs, etc. Guests have mentioned that they love the music, and can be found dancing throughout the market.

On one occasion when a DJ was playing retro 80s R&B, an older White woman approached the market manager with an imperative that the “disco” music be turned off. She continued to explain that it was a “family” market, not a disco. This guest has frequented the market in the past, but this was her first time complaining about music.

How would you address this? What are some possible reasons for her objection to the music? How does music affect guests at the market?
Scenario 2

A local Eritrean chef wants to join the market. They plan to sell fresh-baked injera and other foods popular in Eritrea and Ethiopia. The market rejects this vendor without looking at their menu or trying their food, noting that the foods might be too “exotic” for the market crowd.

Let’s discuss what happened in this scenario, including missed opportunities for revenue and inclusion. How could the inclusion of this vendor harm the market? How might it improve the market? What do we know about Eritrean and Ethiopian culture as it relates to food?
Scenario 3

A visitor to the market comes up to the information booth. There are three market employees in the booth, two white and one of color. The visitor asks about the market vendor application process. The market manager, a woman of color, proceeds to answer but is ignored. The visitor does not see the only person of color in this scenario as the person in charge. The white staff person tells the visitors that the market manager that is next to them can best answer their questions. The visitor is clearly taken back and embarrassed.

- Let us discuss what happened in this scenario and how allyship can support BIPOC leadership.
Scenario 4

A vendor disagrees with a decision that the Market Manager and Lead staff has made. The vendor proceeds to berate the Market manager several times throughout the course of the market and in view of other vendors and customers. The vendor is repeatedly told to follow protocol and put their complaint in writing. The market manager is a woman of color and the vendor a white male.

- Let us discuss this scenario.
- What are some of the harmful social constructs that can be identified?