



Re-Assessing Your Market Through an Anti-Racist Lens

Keynote Speakers:
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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

ALTADENA
FARMERS
MARKET

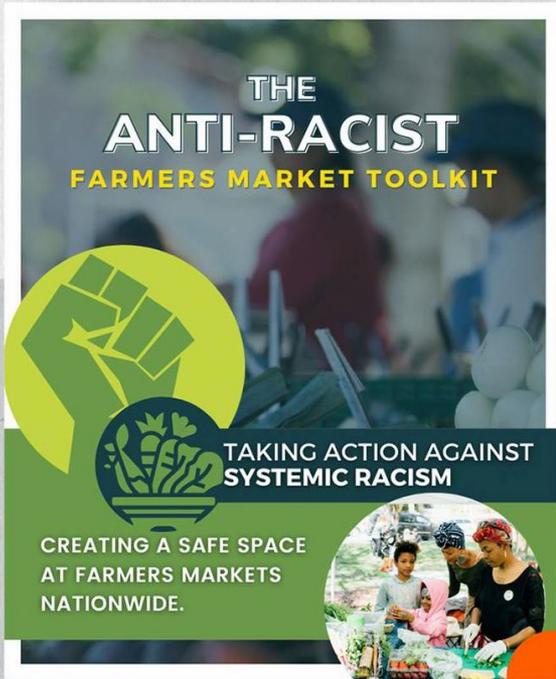




Introduction to the Anti-Racist Toolkit

THE ANTI-RACIST

FARMERS MARKET TOOLKIT



THE ANTI-RACIST FARMERS MARKET TOOLKIT

TAKING ACTION AGAINST SYSTEMIC RACISM

CREATING A SAFE SPACE AT FARMERS MARKETS NATIONWIDE.



INTRODUCTION TO THE TOOLKIT

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

The authors of this toolkit say make progress because anti-racism is a lifelong commitment, it's an active daily practice. Although this guide is written with farmers market managers at the center, it should also serve to support anti-racist organizational development for many types of markets and food systems organizations.

The recommendations in this toolkit require a market manager to have authority to make changes to the policies, practices (formal and informal), and procedures of a market.

Anti-racist efforts will fall flat without sufficient ability to make change. All anti-racist efforts also benefit from an understanding of intersectionality. That is, social constructs like race, class, and gender create interconnected systems of oppression.

You'll find definitions of these and other frequently referenced concepts in the Glossary section of the toolkit. In each section a curated set of resources are presented to support taking action against systemic racism and related intersectional forms of oppression.



KIMBERLE CRENSHAW
THE URGENCY OF INTERSECTIONALITY

Now more than ever, it's important to look boldly at the reality of race and gender bias.

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 for Black, Indigenous, People of Color (BIPOC) and BIPOC communities; however, the authors' lens explicitly centers Black people and Black communities.

TOOLKIT FRAMING

It is important to understand that for Black community members, the collective and the individual are inextricable; to support one is to support the other. As Taya and Cynthia Gordy Glwa of Black-Owned Brooklyn note, "Supporting Black businesses also means supporting Black communities, as they are usually more than just places that offer goods and services."

They point out that strengthening Black businesses is a way of strengthening Black communities. To this end, if the market wants to be a viable space for Black and other vendors of color, the market has to be seen as strengthening and improving those communities in the places they intersect with the market.

BLACK INDIGENOUS PEOPLE OF COLOR



PROUDLY FUNDED BY

FARMERS MARKET COALITION

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 work is intended to improve market experiences BIPOC and BIPOC communities.

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TOOLKIT
FRAMING

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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.



**ANTI-RACISM
BENEFITS
EVERYONE.**

TOOLKIT

ORGANIZATION



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.

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.

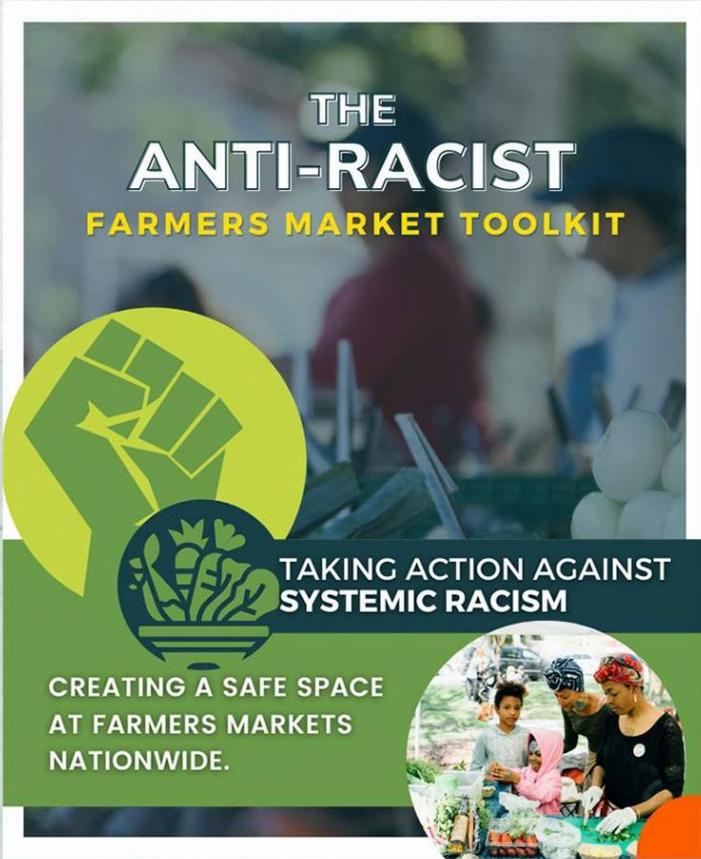
MESSAGING

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

A photograph of two people, likely volunteers or staff, at a farmers market. They are wearing face masks and caps. The person on the left is wearing a pink shirt and a black cap, and the person on the right is wearing a blue patterned shirt and a black cap. They are both wearing gloves and are handling fresh produce, including leafy greens and colorful bell peppers, in a wooden crate. The background is blurred, showing other people and market stalls.

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](https://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

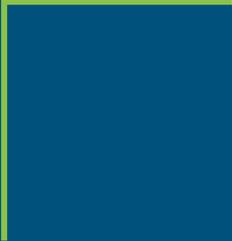
“How to be an inclusive leader” Jennifer Brown

Links to customer and market surveys in the chat



Connect with the Toolkit

[Anti-Racist Farmers Market Toolkit Speakers Bureau Request Form \(google.com\)](https://www.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**

Scenario 1

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?