



Tool Box

Market Maps



Extension
UNIVERSITY OF WISCONSIN-MADISON

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Farmers Market Guide to Creating Market Maps

Market Maps

FARMERS MARKET How-To Guide

Creating a Farmers Market Map

ENHANCING THE MARKET EXPERIENCE FOR ALL

Whether you're organizing your first farmers market or looking to refresh an established event, a well-designed market map is a vital tool for success. This guide walks you through the key reasons to create one, the core components to include, and pro tips for design and distribution.

WHY EVERY FARMERS MARKET NEEDS A MAP

- Elevates the visitor experience
- Helps shoppers confidently navigate to their favorite vendors, amenities, and services.
- Saves time and reduces confusion, especially for newcomers and those with mobility needs.
- Encourages visitors to explore more of the market, leading to longer and more frequent visits.

MAXIMIZES VENDOR VISIBILITY

Ensures all vendors, big or small, get noticed.

Special zones (like "Bakery Row" or "Kids Corner") can group similar offerings and direct traffic. Identify vendors participating in programs like nutrition incentive programs or kids coins.

STREAMLINES PLANNING AND PROMOTION

Enables better event coordination (music, daily vendors or special activities).

Serves as compelling pre-market content for social media or newsletters.

Helps partners—like health educators or SNAP program coordinators—plan effective outreach.

IMPROVES ACCESSIBILITY AND INCLUSIVITY

Marks ADA-compliant pathways, shaded seating, and quiet zones for a welcoming environment.

Bilingual and symbol-heavy designs make navigating easy for all, regardless of language.

Allows visitors to find essential services like bathroom, EBT redemption or information booth.

HOW TO DESIGN AN EFFECTIVE MARKET MAP

Keep It Simple

Focus on clarity—use bright colors, clean lines, large size and simple font, and intuitive icons to prevent visual clutter.

Highlight Key Elements

Always mark:

- Entrances and exits
- Restrooms and handwashing stations
- EBT/SNAP booths and information desks
- Special attractions (entertainment, kids activities, etc.)

Showcase Your Brand

Incorporate your market's logo, color palette, and design style to make the map both useful and memorable.



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CHOOSING YOUR MAP FORMAT

- **Printable Handouts:** Perfect for information booths, new vendor orientations and pre-season vendor meetings, or check-in stations.
- **Large Signage:** Place at main entrances and central points for easy reference.
- **Digital Versions:** Host on your website, share on social media, share with vendors during/after application process, or offer an interactive version via QR code.

Map EXAMPLES

CREATIVE FEATURES TO INSPIRE ENGAGEMENT

- Include short vendor bios or highlight a “Vendor of the Week.”
- Add QR codes that link to recipes, vendor stories, or seasonal produce guides.
- Update maps seasonally to reflect new vendors or market layouts.

PRO TIP: EASY DESIGN TOOLS

If you're using platforms like Canva, start with a blank floorplan or template. Layer in your chosen features, prioritize readability, and avoid overloading users with too much information.

You can also utilize Google Sheets to create a very basic map for market vendor management.

A thoughtfully designed farmers market map brings your market to life. It welcomes visitors, supports vendors, and helps your community thrive. With this guide, you're ready to create a map that's as vibrant and inviting as your market itself!



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