

Tool Box

photography



Extension

UNIVERSITY OF WISCONSIN-MADISON

Funding for this project was provided by the United States Department of Agriculture's Agricultural Marketing Service Farmers Market Promotion Program.

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Sharing your Markets Story with Photographs

Great photos breathe life into your market, showcasing vendors, engaging visitors, and drawing in new crowds. Follow this step-by-step guide to make the most of every snapshot.

1. PLAN YOUR PHOTO DAY

Create a Shot List: Be sure to include a variety of subjects—vendors, colorful produce, guests, musicians, pets, market signage, and wide-angle views to capture the full atmosphere.

Pick the Right Time: Early morning light is soft and flattering, while mid-morning captures the bustle of peak activity.

Ask Permission: Always get verbal consent before photographing individuals, especially children and families. Consider posting a photography notice at the entrance of your market.

2. SUBJECTS TO PHOTOGRAPH

SUBJECT	TIPS
Vendors	Highlight friendly faces, interactions with customers, or moments arranging their products.
Produce & Products	Shoot close-ups with natural light to bring out vibrant colors and textures.
Guests	Capture candid moments of people shopping, chatting, or enjoying the food and ambiance.
Pets & Kids	Show these market regulars from their level—these shots add warmth and personality.
Booths & Layout	Take wide shots that display the market's overall energy, layout, and crowd flow.
Special Events	Don't miss unique moments like live music, contests, cooking demos, or scavenger hunts.

3. COMPOSITION TIPS

Rule of Thirds: Position main subjects off-center for more dynamic images.

Backgrounds: Look for clean, uncluttered backgrounds to keep the focus on your subject.

Angles: Try shooting produce from above or get down low for playful shots of children and pets.

Details: Zoom in on textures—think the crust of fresh bread or dew on leafy greens.

4. EQUIPMENT & EDITING TOOLS

Smartphones: Today's phones deliver high-quality images for on-the-go shooting.

DSLR or Mirrorless Cameras: Use these for higher resolution and creative control.

Tripod: Stabilize your camera for group shots or recipe demonstrations.

Editing Apps: Brighten, crop, and enhance with apps like Canva, Lightroom, or Snapseed.



5. ORGANIZING & STORING PHOTOS

Create folders by date or event—like “2025 Opening Day” or “August Basket Drawing.”

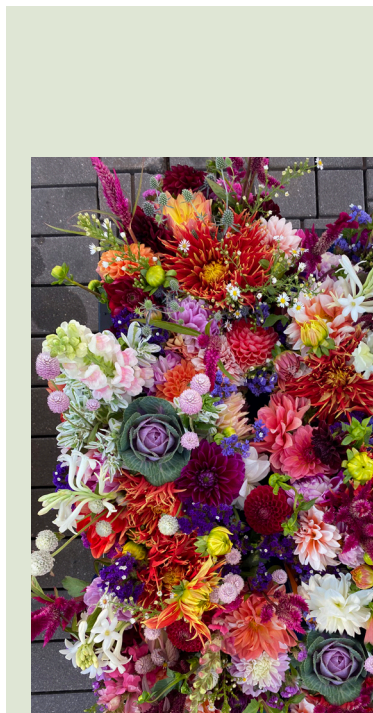
Tag images with vendor names or themes for easy searching later. Upload favorites to shared drives.

6. SHARING YOUR PHOTOS

CHANNEL	USE CASE
Social Media	Feature weekly posts, vendor spotlights, or event teasers to keep followers engaged.
Newsletters	Share recipes, market news, and community stories with engaging visuals.
Flyers & Posters	Use eye-catching images for print advertising and promotion.
Reports	Highlight community impact and participation with well-chosen photos.

With thoughtful planning and a creative eye, your farmers market photos will help your community grow and thrive!

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EXAMPLES



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