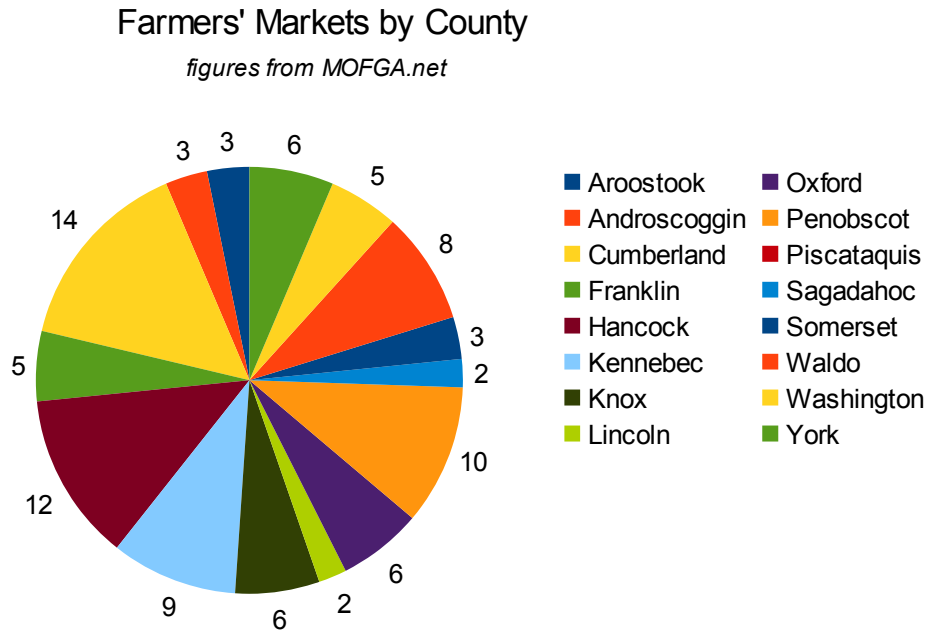


Proposal for developing MFFM regions

Background information on farmers' market distribution as of 26-Jan-11.

County	Markets
Aroostook	3
Androscoggin	3
Cumberland	14
Franklin	5
Hancock	12
Kennebec	9
Knox	6
Lincoln	2
Oxford	6
Penobscot	10
Piscataquis	0
Sagadahoc	2
Somerset	3
Waldo	8
Washington	5
York	6
TOTAL	94



This proposal is to develop regions of MFFM based on geographic and demographic similarities that have little to do with county divisions. MFFM needs to be able to deal with promotions, market problems, etc. based on markets that are near one another and that are selling to similar populations. Markets in border areas could choose which area they are in.

Proposed Region	Definition.
Southern	South of Brunswick
Midcoast	Brunswick to Searsport
Downeast	Ellsworth to Eastport
North	Lincoln to Fort Kent
Central	Orono to Gardiner
Western	Auburn to Skowhegan and westward.

How else could regional divisions be made?"

Divide by . . .	Pro's	Con's
1. Equal number of markets.	Seems "fair".	Markets come and go, regions would have to be re-defined frequently.
2. By County.	Easy because these divisions already exist.	Some counties have few or no markets, some have many. Would need 16 BOD seats.
3. By Market Size.	Separate regions for small, medium and large markets.	Large and small markets near each other have more in common than similar size markets at opposite ends of the state.
4. By Rural vs. Urban.	Some commonality in shopper demographics and market setting.	Not all rural—nor all urban—markets have much in common demographically.