



# ENERGIZING ENTREPRENEURIAL COMMUNITIES

*A Pathway to Prosperity*



Source: *Entrepreneurs in Action* newsletter, provided by [Rural Action](#)

## A Growing Season for Shawnee Farmers Market

The Shawnee Farmers Market had its inaugural season this summer, taking place on the first Friday of every month from June to October. The market grew gradually over the course of the summer with more vendors popping up and with new and returning customers coming to meet them. The vendors tucked in at the bottom of a sloped open lot at the entrance to Shawnee and offered shoppers freshly baked goods, ripe tomatoes, and sunflowers that towered out of full tote bags. The market was complemented by live music and food from the Back Tracks Food Truck, operated by Bev Trovato and Deb Huntmire who steer the organization Destination Shawnee.



The Farmers Market was a project organized by Destination Shawnee and was supported with Community Investment Funds from Rural Action's Entrepreneurial Communities program. These funds supported pop-up tents for vendors, the materials to spruce up the entrance to the town, and community necessities such as public trash cans. The market offered anyone who had goods available to sell a chance to be a vendor. This opportunity provided an easily accessible entry point to entrepreneurship. The pop-up tents will also be used at other community events for vending such as Shawnee Second Saturdays. Also, as fresh fruits and vegetables are not readily for sale in Shawnee or surrounding communities, the market also provided monthly access to healthy, locally grown produce.