**Features** are facts about products or services

* Organic
* Local
* Grass fed
* Seasonal
* Diversity of products
* 50+ vendors
* Clean and ready to eat
* Unique products
* Freshly harvested
* EBT and debit cards accepted
* Open all year long
* Concerts and events
* Brand new products

**Benefits** give customers a reason to buy because they explain how your product or service improves their lives

* Keep synthetic chemicals out of your body
* Support a healthy earth through sustainable agriculture
* Feel good about supporting your local economy
* Participate in a thriving economy
* Enjoy food that is at its peak freshness
* Enjoy a broad selection of items to purchase
* Reduce shopping time by finding all the items you want in one place
* Enjoy the health and flavor benefits of food at its peak freshness
* You are not limited to cash only sales
* Easy to make the farmers market part of your weekly routine
* Experience fun entertainment
* Enjoy the adventure of trying new foods
* Have fun with your friends and neighbors