The impact of farmers market ownership on conduct and performance

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“Who owns the market?”

<table>
<thead>
<tr>
<th>Legal designation</th>
<th>Governing body</th>
<th>Vendor-led</th>
<th>Community-led</th>
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<tr>
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<td>8</td>
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<tr>
<td>SUBENTITY</td>
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<td>9</td>
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Impacts of ownership

• WHO has control of the market
  • Role of governing body and manager autonomy

• WHAT does the market seek to achieve
  • Mission of the market
  • Prioritization of goals

• HOW does the market access and use resources
  • Sources of financial support
  • Manager compensation

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Conclusions and recommendations

- Being a subentity provides benefits but also limitations.
- Market goals and operations are becoming more diverse.
- Governing bodies with diverse members have strengths.
- Partnerships can increase market capacity and impact.