

## Developing a Marketing Strategy for Farmers' Markets

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**Abstract:** In the context of globalization and increased competition in the agricultural market, farmers' markets are faced with the need to revise traditional marketing approaches. Modern consumers value not only the quality of products, but also a unique shopping experience that includes emotional involvement, environmental awareness, and support for local traditions. The article presents an analysis of existing models and approaches for developing marketing strategies (4P, 4C, SIVA, 5A, 5C, 4E, CASE, HEART) and proposes a new model FARMER, aimed at creating a unique experience, integration into the daily life of consumers and the formation of long-term relationships with customers, including through native economic and ethical manipulations in communications with customers.