



Cultivating a community of practice for farmers markets to benefit farmers, consumers, and communities

WorldFMC Awards 2026

Second Edition – Official Regulation

1. Introduction and Purpose

Farmers markets are essential pillars of local food systems. They promote sustainable agriculture, protect biodiversity, strengthen local economies, and act as social and cultural hubs for communities worldwide. Their success depends on the daily commitment of farmers, market managers, associations, and public authorities who work to ensure that markets remain accessible, resilient, and innovative.

The WorldFMC Awards were created to recognize and celebrate excellence within the global farmers market movement. Through these awards, the World Farmers Markets Coalition (WorldFMC) highlights outstanding practices, leadership, and policies that contribute to the development and long-term sustainability of farmers markets.

Following the success of the first edition, WorldFMC is pleased to launch the Second Edition of the WorldFMC Awards, reaffirming its commitment to acknowledging those who play a key role in strengthening farmers markets worldwide.

2. Scope and Eligibility

The WorldFMC Awards are exclusively open to WorldFMC members, individual candidates (market managers and farmers) and cities must be nominated by a WorldFMC member association or organization.

Each member association:

- May submit multiple applications
- May nominate different candidates across the same or different categories
- May submit more than one nomination per category, provided each application refers to a different candidate or city
- May submit self-nominations



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3. Award Categories

The WorldFMC Awards 2025 include the following three categories:

3.1 Best Market Manager

This award recognizes a market manager who has demonstrated excellence in:

- Innovative and effective market management practices
- Community engagement through events, educational activities, or social initiatives
- Support for food access and inclusion, including programs for families or vulnerable groups
- Strategic actions to expand and strengthen farmers markets, particularly in urban contexts

Prize:

- A tablet (iPad)
- WorldFMC Award recognition plaque
- Victory certificate

3.2 Best Farmer

This award honors a farmer who stands out for:

- Commitment to biodiversity, sustainable, and agroecological farming practices
- Active and consistent participation in farmers markets
- Business development through direct-to-consumer market engagement
- Innovation in products, varieties, or production methods offered at farmers markets

Prize:

- A tablet (iPad)
- WorldFMC Award recognition plaque
- Victory certificate

3.3 Best City



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This award acknowledges a city that has demonstrated strong institutional support for farmers markets through:

- Policies and regulations that enable and strengthen farmers markets and local producers
- Urban planning strategies that integrate markets into public spaces
- Initiatives that enhance the social, cultural, and economic role of farmers markets within the community

Prize:

- WorldFMC Award recognition plaque

4. Application Process and Timeline

Applications must be submitted exclusively through the official WorldFMC online application form: <https://forms.gle/BiKypXaYAXC2eA1HA>

Key Dates:

- Opening of applications: 19 March 2026
- Closing of applications: 31 May 2026

Applications submitted after the deadline will not be considered.

Each application must provide complete and accurate information and be submitted by an eligible WorldFMC member association or organization

5. Evaluation Process and Jury

All applications will be evaluated by an independent jury appointed by the WorldFMC.

The jury will be composed of:

- Experts in farmers markets, food systems, sustainability, and local development
- Representatives with recognized experience at national and international level



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The evaluation will be based on predefined criteria aligned with each award category, including impact, innovation, sustainability, and contribution to the farmers market movement.

For each category:

- A shortlist of finalists will be identified
- One winner will be selected by the jury

The jury's decisions are final and not subject to appeal.

6. Award Ceremony

The winners of the WorldFMC Awards 2026 will be officially announced during the Award Ceremony, which will take place at the Fourth General Assembly of the World Farmers Markets Coalition in 2026

Details regarding the ceremony, including date and location, will be communicated directly to shortlisted candidates and member associations.

7. Final Provisions

By submitting an application, member associations and nominees:

- Accept the present regulation in full
- Authorize WorldFMC to use submitted materials for communication and promotional purposes related to the awards

WorldFMC reserves the right to amend the present regulation if necessary, while ensuring transparency and fairness throughout the process.

Richard McCarthy

President

Carmelo Troccoli

Secretary General