Starting a Farmers Market

Growing Success

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Farmers Market

• Growing
• Local
Community Benefits

- Increase in foot traffic
- Increase in sales
- Stimulates local economy
- Stimulates community pride
- Encourages local entrepreneurs
- Educational opportunities
- Showcase for local farmers, musicians and artisans
Characteristics of Successful Markets

• 6 vendors per 100 customers (on average)
• Variety of vendors
• Centrally located
• Ample parking
• Pedestrian friendly
• Consistent management
• Stable funding source
• Community/political support
Planning for Success

Series of meetings:
- Exploratory
- Organization and by-laws
- Market analysis
- Location
- Operations
- Finances
- Promotion
- Vendors
Exploratory Meetings

• Examine and gauge interest
  ➢ Critical: advertise and promote meeting
• Establish realistic market goals
• Identify potential sponsors
• Discuss potential policies
• Poll general population
• Gauge farmer interest
Create a Sponsoring Organization

• Establish a governing body
• Create a mission statement
• Set goals
• Develop by-laws and operating rules and regulations
By-laws

• Describe and define responsibilities of directors, officers and market manager.
• Define the purpose, locations, and hours of operation
• Define membership, dues, and fees
• Describe election procedures
• Define amendment process
• Define vendor application process
Other considerations

- Product guidelines and definitions
- Disposal of leftovers
- Permits, licenses, or other credentials
- Food safety
- Insurance
- Hold harmless clause
- Municipal Support
Timeline

• The more detail the better!
• The sooner the better!

Nov/Dec
• Set goals and tasks
• ID vendors

Jan
• Location, legalities & publicity

Feb
• Seek funding & appoint manager

Mar
• Organize
• Fees

Apr
• Advertise to consumers

May
• Open market
• Promote market

June
• Peak season
• Promote market

Jul/Aug
• Sponsor special activity
Market Analysis

Market Size
• Space and appearance
• Number of vendors
  ➢ ratio to customers 6:100
Location - Considerations

- Zoning
- Accessibility
  - Parking
  - Public Transportation
- Traffic flow
- Competition
- Resources
- Amenities
- Signage
Operations - Management

- Market Manager
- Qualifications
- Authorities
- By-laws

You need the right person!
Operations – Market Layout

- Customer flow
- Compact
- Vender stall size
- Establish vendor mix and location next to each other
- Avoid scattered pattern
- Personalities
Operations - Food Safety

- Check with Georgia Dept. of Agriculture about approved food products
- Train vendors on food safety
- Provide bathrooms and hand washing stations
- Exclude pets

Display boxes should be lined with washable or disposable liners
Finances

- Initial capital
- Sponsors and donations
- Vendor fee structure
Promotion

- Logo and Sign
- Newspaper and Radio
- Email Newsletter
- Flyers and Social Networks
- Events and Contests
- Word of Mouth
- Print Ads
- Partner with Civic Organizations
Be Creative!
Locating Vendors

- Cooperative Extension
- Georgia Department of Ag.
- Advertising
# Government Programs

<table>
<thead>
<tr>
<th>Supplemental Nutrition Program</th>
<th>WIC Farmers Market Nutrition Program</th>
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<tbody>
<tr>
<td>• Participants use their EBT card in exchange for wooden tokens</td>
<td>• Senior citizens and women with children under age 5</td>
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<tr>
<td>• Card machine provided for free</td>
<td>• Eligible WIC participants use FMNP coupons at the market</td>
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<tr>
<td>▫ <a href="http://www.fns.usda.gov/snap">www.fns.usda.gov/snap</a></td>
<td>• Market submits coupons for reimbursement at bank/state agency</td>
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<tr>
<td>• Wholesome Wave</td>
<td></td>
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Questions