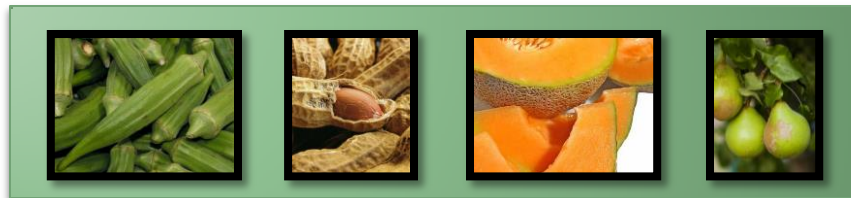


Starting a Farmers Market

Growing Success



- 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



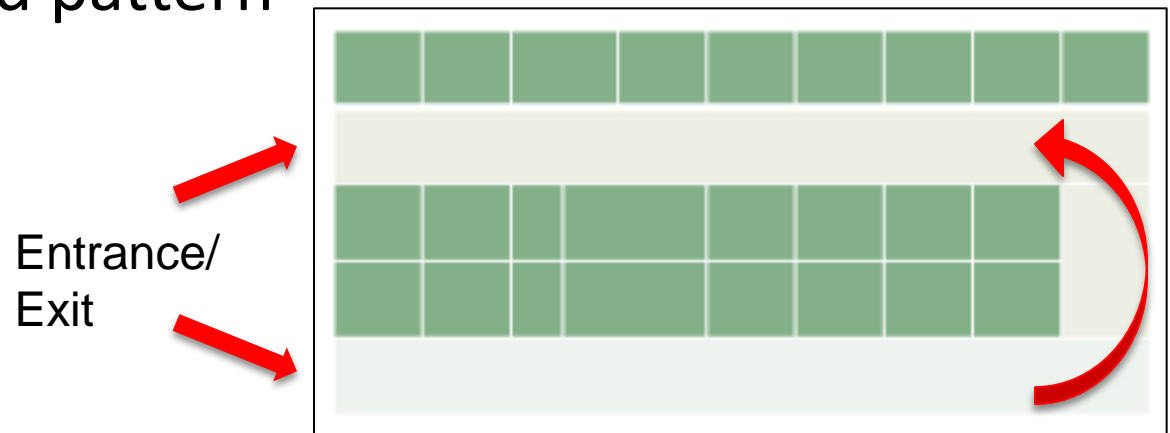
Operations - Management

- Market Manager
 - Qualifications
 - Authorities
 - By-laws



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

Supplemental Nutrition Program

- Participants use their EBT card in exchange for wooden tokens
- Card machine provided for free
 - www.fns.usda.gov/snap
- Wholesome Wave
 - <http://www.wholesomewavegeorgia.org/>

WIC Farmers Market Nutrition Program

- Senior citizens and women with children under age 5
- Eligible WIC participants use FMNP coupons at the market
- Market submits coupons for reimbursement at bank/state agency

Questions

