

HOW TO START OR REBOOT YOUR FARMERS' MARKET!

SESSION 2

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LEARNING CIRCLES:

- Goal of our learning circle is to explore a topic through guided discussion and sharing
- Introduce yourself in chat!
- Type your questions in chat
- Raise hand icon, if would like to share
- Be respectful of each other
- **Be mindful of time** to keep learning circle to 1 hour maximum
- Facilitators will be introduced in each session



UPCOMING LEARNING CIRCLES TOPICS:

- Session 2
 - Location, Location, Location
 - Farmers market is a business
- Session 3
 - Operating a farmers market
 - Manager's Responsibilities
- Session 4
 - Vendors! Vendors! Vendors!
- Session 5
 - Money, Money, Money
 - Funding a farmers market
- Session 6
 - Promotion & Marketing

WHAT IS A FARMERS' MARKET?

Farmers' markets are regular or seasonal community gatherings where local farmers, ranchers, producers, food vendors, and artisans sell their *local and sustainably made products* directly to community members.



LOCATION, LOCATION, LOCATION


WHERE WILL THE FARMERS' MARKET BE LOCATED?

- Who are your customers?
 - SNAP EBT
 - WIC & Senior FMNP
 - Require 3+ farmers/producers
 - Same location (address) from one market to the next
 - Nutrition Incentives Program
- What is your *Mission – Vision - Purpose



LOCATION, LOCATION, LOCATION

WHERE WILL THE FARMERS' MARKET BE LOCATED?

- Who are your customers?
 - **Hoosiers by the Numbers** – county highlights!
 - <https://www.hoosierdata.in.gov/highlights/default.asp>
 - **ESRI**
 - <https://www.esri.com/en-us/arcgis/products/data/data-portfolio/tapestry-segmentation>
 - **United Way of Indiana** 
 - <https://iuw.org/>
 - **SAVI for Central IN**
 - <https://www.savi.org/data-tools/>



LOCATION, LOCATION, LOCATION

WHERE WILL THE FARMERS' MARKET BE LOCATED?

Depends on type of farmers market?

- Staple
- Food security
- Flagship
- Boutique
- Campus

LOCATION, LOCATION, LOCATION

WHERE WILL THE FARMERS' MARKET BE LOCATED?

Identify a physical location:

- The location will determine the type of farmers market and “atmosphere” of the market
- Determines size and opportunity for expansion
- Is there a cost or fee for use of the location?

LOCATION, LOCATION, LOCATION

What type of farmers market?

- Open-air market – most common!
 - Seasonal – summer & fall - in Indiana
- Shed roof market or open shelter
 - Parks?
- Market hall or enclosed structure (building)



LOCATION, LOCATION, LOCATION

Location considerations:

- Does location require zoning permit?
 - Who are the closet competitors:
 - grocery stores, other farmers market, farmstand, etc.
 - Proximity to downtown, eateries, and shopping?
 - Connectivity to the market and to other destinations?
- How do your customers get to the farmers market?
 - Is there adequate parking?
 - Is there free parking?
 - Is it on a bus route?
 - Accessible sidewalks?
 - Bike trails/paths?



OTHER LOCATION CONSIDERATIONS

- Will the ground surface be safe for all customers?
- Will the ground surface be suitable for various weather conditions?
- Does the location have near-by facility with necessary features?
 - Access to electricity?
 - Access to restrooms?
 - Place to wash hands?
 - Easy access to trash bins?
 - For outdoor markets, a roofed facility for weather protection?

LOCATION CONTINUED...

- Is the location accessible to all, compliant with ADA?
 - Accessible and safe for wheelchair users?
 - Older adults?
- Will this location be suitable for future growth and expansion as needed?
- Conduct a walking and biking suitability assessment of your location site with help from local health coalition or PEX Community Wellness Coordinators.



LOCATION LAST CONSIDERATION...

- Location will or can determine partners!
 - Community partners
 - Business partners
- Location will or can determine events and sponsorships!

*Mission – Vision - Purpose



LEGAL OPERATION OF THE FARMERS' MARKET

A farmers market is a business!

Common types of business entities

- Sole proprietorships
 - Partnerships
 - General Partnership (GP)
 - Limited Partnership (LP)
 - Family Limited Partnership (FLP)
 - Limited Liability Partnership (LLP)
 - Limited Liability Corporations (LLC)
- Corporations
 - Cooperatives (Co-op)
 - Non-Profit
 - A program functioning under a business entity, typically a non-profit



LEGAL OPERATION OF THE FARMERS' MARKET

****Consult with an CPA and/or attorney for business structure!**

Great resource to check out:

FARMERS' MARKET LEGAL TOOLKIT – your go to website for all things legal

- **<https://farmersmarketlegaltoolkit.org/>**

REFERENCES

- <https://extension.psu.edu/types-of-farmers-markets>
- <https://extension.purdue.edu/extmedia/EC/EC-739.pdf>
- <https://farmandanimals.com/how-to-start-a-farmers-market-in-your-town/>
- <http://sba.gov>

