

HOW TO START OR REBOOT YOUR FARMERS' MARKET!

SESSION 3
FACILITATED BY CHRISTINA FERROLI
& GERRI BONNER



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 – 1 1/2 hour maximum
- Facilitators will be introduced in each session



UPCOMING LEARNING CIRCLES TOPICS:

- Session 4
 - Vendors!
- Session 5
 - Money, Money, Money
 - Funding a farmers market
- Session 6
 - Promotion & Marketing

OVERSIGHT OF THE FARMERS' MARKET

*If you are non-profit you will have a board of directors to help make decisions and provide oversight!

**Other business structures can establish an advisory committee

- **Determine and make decisions on:**

- Who will be the market manager (volunteer or hiring)
- What will the market manager's duties be
- How much will be charged in vendor fees and on what basis

- **Who is allowed to sell and what products will be sold**
- How will we handle quality control
- What hours will we operate
- How will vendor space be assigned
- How will we handle parking
- How will our market manager handle disorderly conduct for loitering
- Are signs needed and what type will the market use?

OPERATING THE FARMER'S MARKET

HOW DO YOU DECIDE?

1. When will the market operate?
 - Opening and closing dates?
 - How many day(s)/hours the market is opened per week?
2. Consider when are crops and products are available?
 - Determine seasonal availability
 - Farmers and vendors must be considered when determining the dates market will operate



OPERATING THE FARMERS' MARKET

Market managers responsibilities:

- Research all local permits, ordinances, and health regulation requirements
- Make sure farmers market & vendors are in compliance with all licenses & permits needed (State & county)
 - *Note that permits have deadline dates!*
- Secure insurance for the farmers market
- Collect certificate of insurance for all vendors including artists & musicians
- Recruitment of vendors

- Meet with vendors prior to start of market
- Recruitment of volunteers
- Promotion & marketing
- Actual running the farmers market!

What else does a market manager do?





OPERATING THE FARMERS' MARKET

FARMERS' MARKETS RULES & REGULATIONS

*Farmers Market or Vendor Guide = actual manual with policies & procedures of the market

**Vendor application = used to register & select vendors for each market season

Decisions to be made much before season opens:

- Which products can and cannot be sold at the market?

- How many overlapping products or vendors are allowed
- Booth fees and assignments
- Vendor space allocation at market
- **What's expected of vendors** – included in the Vendor Guide and reviewed before each season during vendor meeting.

WHAT ELSE?

OPERATING THE FARMERS' MARKET

Market Manager

- Volunteer or paid?
 - Depends on type of market & business structure!
 - Depends on size of market!
 - Handout of on Micro, Small, Medium & Large Farmers Markets



OPERATING THE FARMERS' MARKET

Market Manager Salary

- From Indeed:
Ave \$20/hour
- From Glass Door:
\$10 to \$27/hour across
the USA
- From Salary.com: Ave =
\$35,833 with salary
range between \$32,378
to \$40,817



OPERATING THE FARMERS' MARKET

KEEPING TRACK OF MARKET BUSINESS!

MARKET AND VENDOR MANAGEMENT PLATFORMS

- Manage My Market
- FarmSpread (MarketSpread)
- Market Wurks



OPERATING THE FARMERS' MARKET MARKET AND VENDOR MANAGEMENT PLATFORM

Features wanted:

- Easy to create vendor signup/application form
- Embed vendor signup form on your own website!
- Develop & embed market maps and vendor profile pages on farmers market's website
- Allow renewals with pre filled applications for returning vendors
- **Track and report vendor attendance**
- Send invoices to vendors and receive online payments
- **Tracking farmers market income/expenses**

OPERATING THE FARMERS' MARKET

MARKET AND VENDOR MANAGEMENT PLATFORMS

Features wanted:

- Add/edit notes
- Add/upload documents
 - Farmers market permits
 - Insurance COIs
- Add/remove tags
- Track document expiration!
- Bi-directional audit log
- Bi-directional comment log
- Point of Sale mobile App
- Build own online store
 - Farmers
 - Artisanal food producers

BUSINESS PLAN

TRADITIONAL BUSINESS PLAN FORMAT

1. Executive summary

- Explain how and why your farmers' market will be successful
- What to include:
 - Mission statement
 - Products to be sold at farmers market
 - Information about the farmers market
 - History, etc.
 - Employees or volunteers
 - location

2. Farmers' market description

- Give detailed information about your farmers'

market

- What to include:
 - Why or purpose of the farmers market
 - Consumers – who are they; where are they from; why the would shop at farmers market

3. Market analysis

- Understand your industry outlook and target market
- Market research
 - Trends and themes
 - What do your competitors do and why does it work? How can you do this better?

BUSINESS PLAN

4. Organization and management

- How will the farmers market be structured: who will run it include market manager, organizational management, and volunteers.
- **Legal structure:**
- Determine whether your business is a C or an S corporation, a general or limited partnership, or sole proprietor or limited liability company (LLC)
- Use and organizational chart to determine who is in charge of the farmers market
 - Include:
 - Resumes & CVs of important members from your team

5. Products, Services, Programs & Events

- Describe your products and services offered at the farmers market
- Describe events
- Explain how all the above benefits your customers

6. Marketing and Sales

- Marketing strategy should evolve based on the farmers market needs
- Describe how you will attract and maintain customers
- Develop a marketing plan which includes a timeline



BUSINESS PLAN

7. Budget

- Work on farmers market expenses
- Work on farmers market income
- Develop goals which include how much funds you will need (start-up or rebooting) and what you will use them for over the next 3 - 5 months, years or year-to-year
- Include:
 - Debt or equity
 - Terms
 - Length of time your funds currently available will cover
 - How you will use the money specifying what you need including:
 - Salaries
 - Bills (set payables)
 - Future plans

BUSINESS PLAN

8. Financial projections

- Convince others that your business is stable and successful
- If already established, include
 - Income statements
 - Balance sheets
 - Cash flow statements from

the last 6-12 months or 3-5 years

- Capital expenditure budgets



BUSINESS PLAN

9. Appendix

- Provide supporting documents
- Include
 - Credit histories
 - Resumes
 - Product pictures
 - Letter of reference
 - Licenses
 - Permits
 - Patents
 - Legal documents
 - Contracts



RESOURCES

1. Understanding Farmers Market Size and Management Organization
2. National Farmers Market Managers 2019 Summary
3. MIFMA Farmers Market Manager Report 2012

