

HOW TO START OR REBOOT YOUR FARMERS' MARKET!

SESSION 4

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 hour maximum
- Facilitators will be introduced in each session



UPCOMING LEARNING CIRCLES TOPICS:

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



WHAT SELLS BEST AT FARMERS MARKETS?

- As you might expect, **fruits and vegetables** are easily the best-selling farmers market items.
- In fact, 99.6 percent of markets sell fruits and vegetables! (National Agricultural Statistics Service (NASS) farmers market statistics 2019).



WHAT DO PEOPLE LOOK FOR AT A FARMERS MARKET?

- **Most customers who attend a farmers' market want to learn more about what they're buying.**
 - *They want to make a connection to the farmer, producer, and to the land!*
- **They will have questions!**
 - The vendors and the farmers market need to be ready for them.
 - Vendors be prepared to share information on the history of your business, your practices (growing or crafting methods), and how to enjoy your product.



WHO WILL BE YOUR VENDORS?

Decisions to be made before season opens:

- **Vendor mix?**
 - Which products can and cannot be sold at the market?
 - How many overlapping products or vendors are allowed?



VENDORS

1. Where will the vendors come from?

- Farmers/growers, producers, Home-Based Vendors, food retail vendors, retail vendors, artisans, crafters, etc.

2. Will your market establish geographic boundaries for the vendors?

- Are those restrictions limited to

vendors by state(s), region(s), county or town or city.

- Are those boundaries by miles?



THINGS TO CONSIDER ABOUT YOUR VENDORS

Who will sell at the market?

- **Farmer/grower only**

- Everything sold is produced and grown locally within your county

- **Producer only**

- Only products allowed must be items grown or produced by the person selling them

- **Co-ops**

- A group of farmer/growers or producers

that combine as one vendor and cooperatively sell using one booth

- **Percentage**

- Rules that allow for a percentage of the items a vendor is selling to fall under a resale category (51% self produced/49% sourced locally!)

- **Re-sale/brokers**

- Vendors who have bought produce, plants or flowers from a grower and do not grow anything themselves

THINGS TO CONSIDER ABOUT YOUR FARMERS

1. When are crops available?

2. What will be sold at the market?

- Fresh farm produce
- Value-added commodities – frozen meats, poultry and eggs
- Plants? Flowers? Dried flowers?
- Processed goods (producer) – Popcorn, honey, maple syrup, etc.
- *Do you allow food sampling?*

- Home-Based Vendors
- Retail food - Jerky, Ice cream, coffee & tea, etc.
- Retail goods –home-made creams, candles, etc.
- *Food retail - Food prepared and sold on site:*
 - *Booth space or food truck*
- *Arts and crafts*
- Flea market items



HOME BASED VENDORS – LEGISLATION:

- **HBV Law – HEA 1309 (2009)**
- **HB 1149 (2022) – Home – Based Vendor updated**



HOME BASED VENDORS – INDIVIDUAL WHO:

- *Has made, grown, or raised a food product at their primary residence, property owned or leased by them
- *Is selling the food product they made, grew or raised only at a roadside stand or farmers market; poultry, rabbit and eggs may be sold from the farm
- *Complies with IC 16-42-5-29

A “Roadside Stand” is – A place, building, or structure along, or near, a road, street, lane, avenue, boulevard, or highway where a HBV sells food product(s) to the public.



EXAMPLES OF HBV PRODUCTS:

- Baked goods – cakes, fruit pies, cookies, brownies, dry noodles
- Candy and confections –caramels, chocolates, fudge, hard candy
- •Whole, uncut produce
- •Tree nuts and legumes
- •Honey, molasses, sorghum, maple syrup
- •Jams, jellies, preserves –only high acid fruit in sugar
 - *May be temperature controlled only for quality
- •Some rabbit (frozen), poultry (frozen) and in-shell chicken eggs
- •Fermented produce “traditionally pickling”... when not in an oxygen sealed container

WHAT CAN'T BE DONE AS A HBV:

- Pickles, made by acidification or fermentation, cannot be sold by a HBV if the product is sold in an oxygen sealed container
- •“Low acid” and “acidified foods” cannot be done by HBV
 - Examples: –Green beans, pickled beets, salsa, etc.
- •Shell eggs not from a domestic chicken (duck, quail, turkey)

There's more to being a HBV at farmers market!

IDOH has a presentation on HBVs!

FOR ALL THINGS WHO CAN SELL AT FARMERS MARKETS:

- www.in.gov/health/food-protection/farmers-markets-value-added-foods/



FOR MOBILE UNITS (FOOD TRUCKS) AND PUSH CARTS AT FARMERS MARKETS

- www.porterco.org/1053/Mobile-Food-Units-and-Pushcarts



OPERATING THE FARMERS' MARKET

FARMERS' MARKETS RULES & REGULATIONS

*Vendor Guide – actual manual with policies and procedures of the market

*Vendor application - used to register & important screen tool to help in selecting vendors for each market season

Sharing examples:

Ft Wayne Farmers Market and Home Grown Orange County



OPERATING THE FARMERS' MARKET

FARMERS' MARKETS RULES & REGULATIONS

Sharing examples:

Ft Wayne Farmers Market

[https://ftwaynesfarmersmarket.com/
vendor-resources-and-rules](https://ftwaynesfarmersmarket.com/vendor-resources-and-rules)

Vendor Application

[https://ftwaynesfarmersmarket.com/
new-page-2](https://ftwaynesfarmersmarket.com/new-page-2)

Home Grown Orange County

[https://orangecountyhomegrown.org/
applications.html](https://orangecountyhomegrown.org/applications.html)

- Vendor Rules
- Vendor Application



VENDOR GUIDE WILL INCLUDE:

- What's expected of vendors!
- Weekly attendance
 - Set up/take down out times
 - Parking
 - No show policy
- Vendor registration – application + fee
 - *Charge a fee because takes time to process all!*
- Who can sell; what can be sold; etc.
- Vendor pricing of products
- Vendor insurance
- Farmers market managers will inspect booth & business location



VENDOR GUIDE WILL INCLUDE:

- **Vendor space at market**
 - ***Booth fees:***
 - Flat fee per season or weekly fee?
 - Fee scale for different vendor types?
 - Membership fee?
 - Discounts (grant funded or fundraised)
 - ***Booth fees:***
 - One rate for veteran vendors and higher rate for new vendor
 - 1x monthly vendor
 - bimonthly vendor
 - **Booth assignments**
 - Premium space costs?
- **Other fees?**



REFERENCES

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

