

HOW TO START OR REBOOT YOUR FARMERS' MARKET!

SESSION 5
HOSTED & FACILITATED BY
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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 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.



WHO WILL FUND THE MARKET?

1. Municipalities - Cities, towns
 - Line item in their budgets?
 - City hospitality taxes revenue?
 - Mainstreet program
2. Communities
 - Community Development Corporations
 - Neighborhood associations/organizations
 - Church/churches
3. Hospital, Military, or company?
4. Merch: Market products and concessions
5. Fundraising
6. Grants
 - Local foundations
 - State and federal grants
 - County or city block grants

MONEY, MONEY, MONEY

- **Determine the operating budget for the farmers market:**
 - Starting capital – what are you starting with?
 - Cash available?
 - Equipment, supplies, available etc.?
 - What fees will you charge?
 - Any sponsorships?
 - Start-up grants?
 - Fundraising?



FARMERS MARKET FEES – MAIN SOURCE OF INCOME!

1. Booth fees

- Annual fee
- Daily fee
- Percentage fee – new vendors vs seasoned vendors

2. Vendor Application fee – for larger markets

3. What other fees?



DETERMINE OPERATING EXPENSES

Cost to operate the farmers' market

- Business registration with the state
- License(s) and health dept. registration fee(s)
- Farmers' market insurance
- Site/location maintenance costs



DETERMINE OPERATING EXPENSES

Cost to operate the famers' market

- Accounting software - Quick books
- Farmers Market Management Software
- Equipment & Supplies
- Paid staff
- Marketing & Promotional costs
- ASCAP & BMI for music played at farmers markets



FUNDRAISING – WHY?

To offer Nutrition Incentives at the farmers market.

- Nutrition incentives are a matching or doubling program with SNAP EBT
- Typically dollar per dollar match (1:1) or it can be 1:2 or 1:3 match
- The matching dollars come from money raised by the farmers market either through grant(s) or fundraising or sponsorship



FUNDRAISING – WHY?

To offer youth programs such as Power of Produce (PoP).

- Youth are given tokens with a set dollar amount that they may spend with fruits and veggie vendors.
 - Encourages kids to try new produce
 - Activities are also available for the youth to participate in and explore the farmers market
- Money raised by the farmers market either through fundraising or sponsorship or grant(s)



GRANTS

- USDA AMS – Farmers Market Promotion Grant and Local Food Promotion Grant – Dollar matching is required
- GusNIP – Gus Schumaker Nutrition Incentive Grant (was FINI) – Dollar matching is required
- State grants – Federal dollars that are administered through IDOH, IN Dept of Ag;
 - Specialty Crop Block Grant;
 - Local Food Promotion Application; etc.
 - SARE Grants – requires partnering with PEX
- Community Foundation Grants
- Hospital Foundation Grants



FUNDRAISING

- Host events to raise money for market programs
- Sell farmers market merch
- Crowdfund
- Offer sponsorships

