



Farmers' Markets



**Food Security Network of
Newfoundland and Labrador**
www.foodsecuritynews.com

Farmers' Markets

Agenda

1. What is a Farmers' Market?
2. Why Start a Farmers' Market?
3. Forming a Working Group
4. Planning for Success
5. Organizational Structure
6. Location
7. Funding
8. Market Manager
9. Policies & Procedures
10. Vendor Recruitment
11. Market Promotion
12. Running a Market



What is a Farmers' Market?



- Fresh fruits and vegetables
- Dairy, meat, fish, and eggs
- Preserves, baked goods and other prepared foods
- Flowers and plants
- Artwork and crafts

Why Start a Farmers' Market?

- Economic benefits and 'multiplier effect'
- Availability and variety of local food products
- Food education and awareness
- Supports small and medium sized farms
- Community space and social interaction
- Encourages entrepreneurial businesses



Forming a Working Group



Planning for Success

Market Feasibility:

- Need and support for a market?
- Is there a suitable site available?
- What is the potential customer base?
- Revenues, costs, and sources of funding?
- What is the potential for vendor profitability?
- What is the optimal vendor make-up?
- What are some possible organizational structures?



Strategies to Develop:

- Farmer outreach
- Vendor relations
- Volunteer recruitment
- Health and safety
- Media and marketing
- Consumer education

Organizational Structure



- Sponsorship
- Incorporation
 - Non-profit
 - Co-operative
- Charitable organization
- 'Friends of the Market'

Location

- Visibility from the road
- Accessibility, public transit, bike racks, and parking
- Shelter (indoor/outdoor)
- Public washrooms
- Garbage and recycling
- Food preparation and eating areas
- Water and electricity
- Green space



Funding



- Sponsorship and donations
- Vendor fees
 - Annual
 - Daily
 - Percentage
- Membership fees
- Grants
- Fundraising

Market Manager

Duties include:

- Enforcing market rules
- Mediating disputes between vendors, customers, and the market
- Ensuring the market and vendors adhere to all applicable local, provincial, and federal regulations
- Maintaining market records
- Recruiting and organizing vendors
- Promoting the market publicly
- Coordinating set-up and break down of the market
- Supervising/coordinating volunteers



Policies and Procedures



- Vendor Rules and Regulations
 - Fees
 - Table allocation
- Food Safety
- Food Handling
 - Clean, cook, chill, separate
- Insurance
 - Market
 - vendors

Vendor Recruitment

- Determine vendor interest before opening market
- Farmers are difficult to attract – start recruiting 6 to 8 months in advance
- Encourage variety
- Non-farmer vendors include:
 - Arts & Crafts
 - Pottery
 - Jewelry
 - Preserves
 - Baking
 - Prepared food
 - Clothing
 - Beverages



Market Promotion



- Public Service Announcements (PSA)
- Cable TV shows
- Radio call-in shows
- Tourism directories and summer entertainment guides
- Flyers
- Facebook and Twitter
- Seasonal events
- Children's events
- Community events



Running a Market

Market day activities

- Set-up tables, booths, tents, chairs, garbage and recycling
- Signage and posters
- Washrooms clean and well-stocked
- Visitor count
- Collect vendor fees
- Ensure compliance with market regulations
- Market clean-up





Thank you!



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