Farmers Market Development Outline

Advance Planning: This lists many of the items that should be decided at the start of the market program:

- Bringing together persons/groups to help organize the market
- Identifying sponsors
- Developing market organizing committee
- Identifying and securing market site: making land use agreements
- Generating local business support and local community support
- Dealing with competition and possible business or community opposition
- Outreach to farmers to announce market
- Developing a budget
- Identifying sources of funds, materials, equipment, etc.
- Develop a schedule

Schedule: This establishes a timetable for setting up each farmers market. This timetable covers activities described in this plan, including:

- Outreach to farmers; farmer information about the market
- Opening and closing dates for the season
- Preparation of promotional materials
- Preparing sites and facilities
- Developing materials for farmer training
- Promotion and public relations

Resources/Funding/Income:

- State assistance
- Local assistance
- Private assistance
- Farmers' fees
- Other

Market Site/Location: The location needs to take many factors into account:

- Proximity to other businesses or activity
- Population density, types
- Zoning rules
- Landscaping
- Parking
- Neighborhood attractiveness
- Size needs - number of farmers and parking
- Potential for expansion

- Layout
- Visibility
- Access, transportation options
- Traffic movement
- Maintenance and safety
- Storage of materials
- Availability, times/schedules
- Location of other (competing) produce outlets
- Structural qualities – e.g., ground surface, fencing, etc. - renovations
- Restrooms, food, water
- Weather protection - rain, heat/sun
- Legal permits
- Handicap access
- Space for other activities - e.g., music, crafts, displays, food demonstrations

Market Budget: This establishes the cost of setting up the market and running it for the first year.

- Site cost - if any
- Publicity and advertising – website, signs, posters, media, etc.
- Personnel - market manager
- Supplies - banner, signs, etc.
- Insurance, permits, etc.

Market Organization: Planning or Steering Committee:

- Market organizational structure - formal or informal; for-profit or non-profit or cooperative, partnership; or incorporated
- Committee composition
- Role of farmers
- Selecting the market manager
- Participation of neighboring community/businesses
- Structure, rules/by-laws
- Responsibilities
- Chairperson
- Meetings

Farmers' Market Operation: This covers the day-to-day running of the market:

Schedule:

- Dates of operation - length of season
- Number of days per week
- Hours open

Personnel:

- Sponsor agency or group
- Staff - market manager, volunteers - responsibilities
- Selecting market manager, setting responsibilities
- Market steering committee – functions

Operations: (market manager)

- Setting-up and closing the market
- Putting up banners and signs

- Number of farmers and their stall positions
- Collecting fees
- Resolving issues such as price, stall locations, eligible foods, etc.
- Cleaning and upkeep/maintenance and repair
- Enforcing guidelines
- Banking arrangements

Determining Products for Sale: This defines what can be sold and whom; and what is excluded:

- Unprocessed foods: - Fruits and vegetables, dairy, eggs, meats and poultry
- Processed foods: - Baked goods, honey, jams, other prepared or processed foods
- Non-foods: - Plants, nursery items, flowers, crafts, other non-foods; public information, other booths with information

Source of foods:

- Sell what you grow only.
- Cooperative or consignment sales

Rules and Guidelines: These are needed to establish how the market will be operated with standard rules for everyone and is important to help the market manager run a smooth market:

Market organization:

- Hours/months of operation
- Entry/exit
- Contacts
- Grievances

Farmers:

- Farmer eligibility to sell at the market
- Stall assignments
- Display
- Eligible products

Market operations regulations:

- Establishing duties of market manager and staff
- Setting and collecting fees
- Weights and measures
- Liability insurance
- Taxes, licenses
- Health code requirements
- Cleanliness, trash disposal

Other Services:

- SNAP
- Farmers' Market Coupons

Enforcing guidelines:

- Enforcement procedures and penalties
- Short-term or emergency decisions

Promotion: This describes the various ways the market can be publicized:

- Publicity budget

- Banners, flyers, brochures, posters
- Website, social media, newsletter
- Radio or TV
- Newspaper
- Other methods (bumper stickers, lawn signs)
- Stories, press releases, Public Service Announcements
- Special events - music, festivals, etc.
- Public Relations with neighboring merchants
- Chamber of commerce, or business associations
- Mailings
- Coupon discounts
- Contacting other groups and businesses