Good Employees

How to find them
& then
How to Keep them!
1. Where to look for them

We like to look for local people at farmers markets
Pros:

* They already know where the market is located and can get there without transportation from you
* They know the neighborhood and may be able to help with local trends, contacts and patterns
Cons:

* They might not have transportation to work at other markets
* They might not be able to help load/unload before and after markets
Employee references are key!

Employees know the job and will recommend people they feel can handle what the job entails.
Resumes

Are only worth the paper they are written on if you don’t check their references. Buyer beware!
2. How do you find them?

* Look inside first
* Ads in trend papers
* Social Media
What do you ask about them?

What do you tell them about the job?
Pay vs. life choice
These people will represent “your business”
3. How do you keep them?
Surround them with other good people
Your staff will tell you who they do like working with and who they don’t like working with.
Ask for their input whenever you can, especially on market decisions that they may have better first-hand knowledge about.
Give your staff autonomy
Employee functions create a team feeling
When possible, take employees to your farm – helps them feel connected to what you are doing.
Match skill sets – heavy lifter, sign maker & money handler

* Balance your crew’s talents
* Enables people to feel needed
* People have designated tasks
Pay them a fair wage
4. How do you train them?
Start out Slow

Set them up for success
Tell them why you farm

* YOUR story

* YOUR goals
Give them product descriptions
Money handling procedures:

* Credit card security
* Cash handling
* EBT & Market tokens
Paperwork:

- I-9
- W-4
- DMV report (driving record)