




**Boot Camp 101:
From Pre-Season Prep to
Post-Season Thanks
What You Need to Be Successful!**

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WSFMA Conference
February 21, 2020
Hotel Murano, Tacoma

Learning Objectives:

1. To understand larger farmers market landscape/ecosystem and how your FM fits in.
2. To get practical resources and tools for the long and the short of market operations. Minimum structure to be successful!
3. To know where to find additional resources!

The background is a textured teal color with faint, light-colored curved lines scattered across it. The text is centered in a bold, black, sans-serif font.

What is a Farmers Market?

It All Starts Somewhere:

**Starting from scratch or entering
into an existing market, here are some
best practices and reminders**

- **Foundation and Boundaries**

- Utilizing Organizational Structure to Maximize your Input

- **Mission, Vision, Values**

- What is driving decision making?

It All Starts Somewhere:

Starting from scratch or entering into an existing market, here are some best practices and reminders

- **The “Who” of the Farmers Market**
 - Identifying Stakeholders (the Team and Resources)
 - Who is the Farmers Market Customer?
- **Communication and Access**
 - Farmers Market Services
 - Roles, Responsibilities and Expectations
 - How are we receiving feedback? Creating opportunities?
- **Ask Questions!**

The Arc of the FM Year!

Organizational and Operational Tools

- Market Rules and Policies, ROOTS Guidelines, Permits**
- Vendor Roster**
- Communications/Outreach**
- Development Plan & Budget**
- Market Work Plan**

Example Work Plan

Market Opening Work Plan CCFM

February

Permitting

- Apply for Columbia Park Permit (provide Janet with a market map) (Janet)
- Check on Permit status (fire, park use, street closure, hd, gas tank, etc)? (Janet)
- Send Street Closure Authorization forms to adjacent properties with deadline (TDS, Southside Commons) – give to Janet for permit application (MM)
- Check application status for FMNP/WIC? (Janet)

Marketing

- Check in with office staff about staffing, poster re-printing, merch, events (MM)
- Do merchandise inventory and place order for whatever merchandise we need (MM)

Operations

- Determine needs for signage (parking, exits, bathrooms...) - order from Tina, Ballard Outdoor or National Barricade. (MM to CL)
- Check in with Kids Tent coordinator racheleharrison@gmail.com about season regarding interest and to update forms (MM)

Vendors

- Finalize market schedule and permits to sell (MM)

Special Circumstances

- Meeting with PCC re: CCFM Redevelopment
- Meeting with School re: CCFM/school garden plan

March

Permitting

Marketing

- Order 450 3-up flyers from Janet (MM)
- Coordinate the putting up of Rainier Ave Banners (14) w/George (679-2945) - split billing with CCBA (MM)

Operations

- Send Gleaning Agreements to all three food banks – confirm dates (Janet)
- Send Utilities Agreement to South Side Commons (MM)
- Contact businesses for Parking Sponsorships (MM)
- Set up Santican: United Site Services 832-3023 acct# PNW-04733: Ask to “chain to utility pole between park and alley.” End service in Fall. (MM)
- Set up Garbage, Recycling bags and pick up: Waste Management 762-3000
 - o Account Address: 4801 Rainier Ave S.
 - o acct# 493-257 Recycling
 - o acct# 498-362 Garbage
 - o (Still have ½ rolls from 2014 season) Order 33gal green bags and 33gal orange bags. (MM)
- Set up Compost Bin and pick-up: Cedar Grove Compost
Casey Funke | Delivery and Sales Specialist | Cedar Grove Composting | office - 206.832.3000 | cell - 206.491.5427 | casey.funke@cgcompost.com

Vendors

- Send out Permits to Sell- March 1st
- Remind vendors to apply for FMNP/WIC by April 1st

Special Circumstances

Make it manageable and identify role expectations!

Seasonal Success: Monthly/Weekly Tools for Success

- Vendor Relations and Expectations ...Cliff notes!**
- Safety and Being Proactive**
- Marketing and Promotions**
- Weekly Report and Data Collection**
- Market Profile**

Expectations: Cliff Notes!

VENDOR RULES TO REMEMBER

Make sure you and your sales staff are familiar with all NFM rules and guidelines before selling at our markets.

1. **CONCERNS:** If a vendor has a concern about Market policies or other vendors, please contact the Manager and fill out a Vendor Concern Form (available at the Market Information Booth).
2. **TENT WEIGHTS:** Tents and umbrellas must be securely weighted down with 25 pounds per tent leg or umbrella stand. Vendors cannot set up tents or umbrellas without proper weights. Any damage incurred by a vendor due to insufficient weights will be at the expense of that vendor. The market will charge \$20 to borrow a tent and \$5 per tent weight.
3. **PUNCTUALITY:** Vendors must be at the Market site at least 30 minutes before the Market opens and be ready to *sell* at the opening bell. Vendors are not allowed to set up until the Market area has been chalked and the Market Manager gives permission. Vendors who arrive fewer than 30 minutes before Market opening will load off from the street and find other parking for their vehicle. Vendors must pay their daily fee no later than one hour after the Market is closed.
4. **SELLING TIME:** Selling starts at opening bell, no selling before. All vendors are required to stay until closing. Vendors who sell-out early should post a sign, "Sold Out," and not leave their vehicles or possessions unattended.
5. **SIGNAGE:** Vendors must post a sign identifying the name of the farm/business represented and where it is located. Signs should be at least 24" wide by 8" high. Signs must be displayed before sales begin. *The NFM can assist vendors in obtaining signs.*
6. **PRICE SIGNAGE:** All goods for sale must be clearly marked with their price.
7. **LOCAL SOURCING SIGNAGE:** All prepared food vendors are required to display at least one sign that identifies farms and ingredients which they are currently sourcing.
8. **DISPLAY/SELLING SPACE:** Booths and/or vehicles must not extend beyond allotted booth space. Signs and displays must allow clear visibility to adjoining booths. Display and selling techniques must not impair other vendors' ability to sell, nor create a hazardous situation for customers.
9. **STALL SPACE CLEAN UP:** Vendors are required to maintain their individual selling space in a clean, safe and sanitary manner (protect the pavement from vehicle/cooking drips). Each vendor is responsible for complete clean up of their space at the close of the Market (haul away trash/garbage, sweeping up any product debris). **PACK OUT ALL TRASH.**
10. **SAMPLING:** To sample, vendors must have the appropriate King County Health Department permit(s), a hand-wash set up (including waste water bucket), and sneeze-guards protecting the samples. All non-farmer vendors must have a food handler's permit in order to sample.
11. **REPORTING SALES:** Report daily gross revenue accurately. This data is integral in the NFMA's efforts to acquire necessary support from local governments and the communities that host our markets. We only share this information in the aggregate; your data will never be shared.
12. **USE OF HOT WATER:** Vendors must bring hand-wash containers full of hot water. Vendors may fill up hand-wash containers on-site in cases of emergency.
13. **FOOD BANKS AND GLEANING PROGRAM:** Food banks are scheduled around closing to collect donations. Please talk to the Market Manager about any issues and avoid donating to nonscheduled groups.
14. **VENDOR PARKING:** Vendors may park in designated parking areas as directed by the Market Manager.

First time violation of each of the above rules will result in a verbal warning from the Market Manager. Additional violations will result in fines of varying amounts (as specified in the NFM's Policies and Guidelines) and the possible termination of the vendor's Permit to Sell.

Shows you are actively working to create a safe, accessible market place

Holding everyone to the same standards is appreciated by staff and vendors

Spell it out, be honest and consistent, and a new precedent is set!

Market Day Data by Season

XYZ Farmers Market 2019							
		# Shoppers	Sales	# vendors	Weather	EBT Redeemed	Fresh Bucks Redeemed
1	6/10	1,608	\$19,300	29	sun, clouds	\$347	\$248
2	6/17	1,670	\$20,044	27	sunny, breezy, 60's	\$361	\$260
3	6/24	1,907	\$22,884	29	60's, breezy,	\$412	\$286
4	7/1	2,255	\$27,060	29	sun, 70's	\$487	\$392

Market Day Data by Season

Date	Produce	Plants	Processed	Prepared	Artisan	Service	NP Sales	Total Gross	Vendor fees	Vendors
5/27	\$1,157.00	\$603.00	\$550.00	\$362.00	\$674.00	\$85.00	\$390.00		\$1,630.00	38
	\$835.00	\$162.00	\$410.77	\$315.50	\$127.00					
	\$689.00		\$268.00	\$900.00	\$350.00					
	\$700.00			\$223.00	\$513.00				<u>Info</u>	
	\$1,120.00			\$287.00	\$88.50				Market Booth	1
	\$149.00			\$331.00	\$215.00				Master Gardners	1
	\$579.00			\$500.00	\$418.00				SLC	1
	\$675.00			\$1,045.00	\$315.00					
	\$90.00			\$280.00	\$2,430.00				Total Vendors	41
	\$1,475.00			\$680.00	\$536.50					
	\$111.00			\$628.50						
	\$755.00			\$785.00						
				\$225.00						
				\$300.00						
								Total Gross		
	\$8,335.00	\$765.00	\$1,228.77	\$6,862.00	\$5,667.00	\$85.00	\$390.00	\$23,332.77		

Year to Year Comparison

XYZ Farmers Market 2019												
										<u>Cumulative Change</u>		
		# Shoppers	Sales	# vendors	Weather	2018	# Shoppers	Sales	# vendors	2019 Sales	2018 Sales	Change
1	6/10	1,608	\$19,300	29	sun, clouds	6/11	1508	\$18,096	30	\$19,300	\$18,096	7%
2	6/17	1,670	\$20,044	27	sunny, breezy, 60's	6/18	1452	\$17,424	31	\$39,344	\$35,520	11%
3	6/24	1,907	\$22,884	29	60's, breezy,	6/25	1704	\$20,448	23	\$62,227	\$55,968	11%
4	7/1	2,255	\$27,060	29	sun, 70's	7/2	2002	\$24,024	34	\$89,287	\$79,992	12%

Vendor Sales Reporting

Daily Market Sales Sheet

Instructions: Please complete the top, Gross Sales and Inventory Notes portions of this form. Sign it at the end of the day, then place it with your payment(s) in the envelope (do not separate white/yellow copies). Turn the envelope in to NFM staff. NFM staff will verify, then give you the yellow copy.



Farm/Business Name: _____

CIRCLE ONE: CHFM CCFM LCFM MFM PFM UDFM WSFM

Today's Date: _____

Vendors: Detail Your Gross Sales Here	Gray Section to be Completed By Market Staff:
Cash Sales \$ _____	5% 6% 7% 8% 9%
Credit Card Sales \$ _____	Total Stall Fee \$ _____
Tokens \$ _____	User Fee if applicable + \$ _____
Fresh Bucks, Market Bucks, etc. \$ _____	Additional Fees if applicable + \$ _____ <i>(e.g., parking, electrical, equipment rental, fines)</i>
WIC & Senior Vouchers \$ _____	AMOUNT OWED \$ _____
TOTAL GROSS SALES \$ _____	Less EBT Tokens (red 'X') - \$ _____
<i>Of your total sales reported above, please tell us how much of it was:</i>	Less Tokens (no 'X') - \$ _____
Wholesale & Restaurant Sales \$ _____	Less Fresh Bucks, Market Bucks - \$ _____
CSAs sold today \$ _____	Less Other - \$ _____
Other (explain): _____ \$ _____	TOTAL CASH/CHECK PAID \$ _____

Inventory Notes (e.g., sell-out time; sales on particular products like eggs, cider; meat vs.cheese; flowers vs. produce, etc.)

I hereby declare that this produce and/or food product is grown and/or produced by the seller and is brought to this market in accordance with the rules of this market, and all other pertinent regulations. I also declare that all information and gross sales written here accurately reflect my sales for this market day.

Signature _____ Print Name _____

112412

Vendor Sales Reporting

Downtown Farmers Market Market Receipt



Date: _____

Vendors Name: _____

Vendor Type

- Farmer/Processor Jr. Vendor
 Artisan/Crafter Non-Profit
 Prepared Foods Other

Daily Market Fees

MEMBER

General Market Row	\$30
General Market Corner	\$35
Pavilion & Premium	\$45
Non-Profit	\$25
Junior	\$15

NON-MEMBER

General Market Row	\$40
General Market Corner	\$45
Non-Member Pavilion	\$60 (If available)

Office Use

Rec'd by: _____
 Cash: _____
 Check: _____

Space Fee \$ _____
 Electricity \$ _____
 Total \$ _____

GROSS MARKET SALES

Produce \$ _____
 Plants \$ _____
 Prepared Foods \$ _____
 Processed Foods \$ _____
 Artisan/Craft \$ _____
 Service \$ _____
 Non-Profit \$ _____
 TOTAL \$ _____

(Your gross sales for the day)

MARKET CURRENCY

EBT \$ _____
 CC-17 \$ _____
 CC-Old \$ _____
 FB \$ _____
 Other \$ _____
 TOTAL \$ _____
 DFM _____ VENDOR

This information is confidential for Downtown Farmer's Market use only.

SUB TOTAL	\$ _____
FEE	\$ _____
TOTAL	\$ _____
CK#	_____

Please reserve _____ space(s) for me next week, or this return date: _____
 Contact Shane: shane@downtownwallawalla.com

Thank You

Summary of Vendor Sales

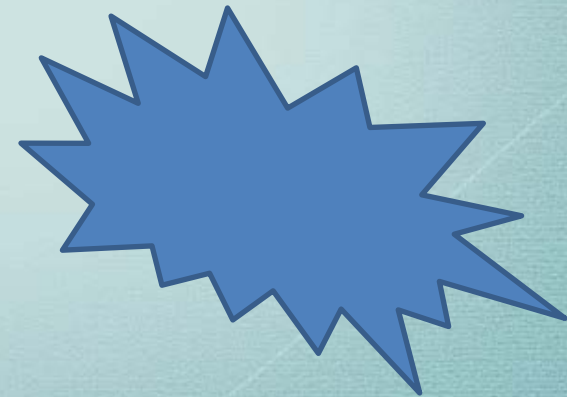
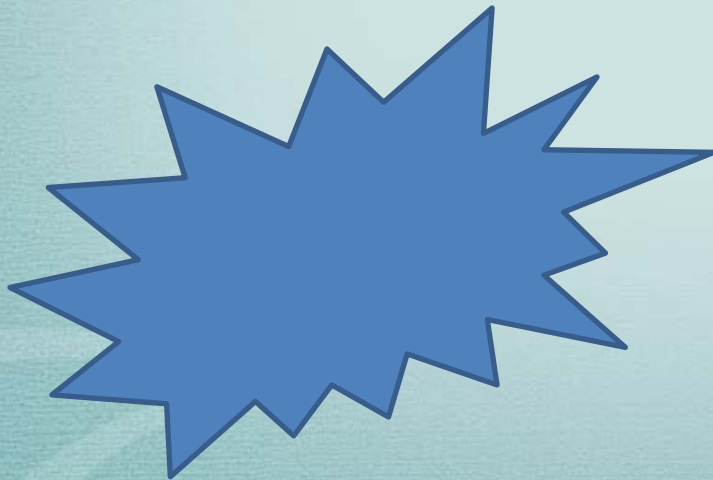
XYZ Farmers Market 2019					
Tuesdays 10am-2pm	6/10	6/17	6/24	7/1	Total
Berries	\$ 986	\$ 1,173	\$ 1,664	\$ 2,126	\$ 5,949
Row Crops	\$ 958	\$ 1,375	\$ 1,981	\$ 2,038	\$ 6,352
Row Crops	\$ 1,022	\$ 1,080	\$ 1,239	\$ 1,957	\$ 5,298
Berries	\$ 848	\$ 1,114	\$ 1,278	\$ 1,924	\$ 5,164
Orchard	\$ 552	\$ 389	\$ 1,397	\$ 1,575	\$ 3,913
Specialty Farm	\$ 891	\$ 961	\$ 1,139	\$ 1,556	\$ 4,547
Orchard	\$ 1,517	\$ 999	\$ 915	\$ 1,134	\$ 4,565
East Side Farm	\$ 871	\$ 921	\$ 851	\$ 1,316	\$ 3,959
Flowers	\$ 1,100	\$ 1,002	\$ 880	\$ 1,080	\$ 4,062
East Side Farm	\$ 450	\$ 1,079	\$ 475	\$ 601	\$ 2,605
Rancher	\$ 890	\$ 673	\$ 884	\$ 1,045	\$ 3,492
Prepared Food	\$ 825	\$ 990	\$ 858	\$ 677	\$ 3,350
Eggs and Poultry	\$ 646	\$ 764	\$ 892		\$ 2,302

Summary of Vendor Sales

Date	Produce	Plants	Processed	Prepared	Artisan	Service	NP Sales	TOTAL
05/06/17	\$4,650.50	\$1,919.50	\$1,920.00	\$5,856.25	\$4,973.76	\$7.00	\$926.00	\$20,253.01
05/13/17	\$4,459.00	\$2,096.00	\$1,192.00	\$4,581.75	\$4,644.70	\$83.00	\$1,155.00	\$18,211.45
05/20/17	\$5,807.00	\$1,307.50	\$1,926.00	\$4,400.50	\$3,616.50	\$105.00	\$1,185.00	\$18,347.50
05/27/17	\$8,335.00	\$765.00	\$1,228.77	\$6,862.00	\$5,667.00	\$85.00	\$390.00	\$23,332.77
06/03/17	\$8,896.00	\$723.00	\$1,270.68	\$5,698.75	\$6,367.30	\$282.00	\$435.00	\$23,672.73
06/10/17	\$7,710.00	\$33.00	\$1,140.00	\$4,960.25	\$4,758.51	\$20.00	\$20.00	\$18,641.76
06/17/17	\$8,160.00	\$378.00	\$2,160.75	\$9,332.50	\$5,421.00	\$55.00	\$50.00	\$25,557.25
06/24/17	\$9,276.75	\$270.00	\$1,179.94	\$5,706.25	\$3,415.91	\$60.00	\$43.00	\$19,951.85
07/01/17	\$10,051.50	\$76.00	\$1,411.75	\$5,477.75	\$3,498.36	\$105.00	\$73.00	\$20,693.36
07/08/17	\$9,438.50	\$0.00	\$1,059.00	\$3,788.83	\$2,810.00	\$0.00	\$121.00	\$17,217.33
07/15/17	\$10,342.85	\$0.00	\$898.00	\$3,974.00	\$3,215.50	\$55.00	\$65.00	\$18,550.35
07/22/17	\$10,274.73	\$0.00	\$850.00	\$5,797.03	\$4,044.50	\$120.00	\$168.00	\$21,254.26
07/29/17	\$11,660.50	\$0.00	\$1,482.00	\$3,927.35	\$3,083.50	\$60.00	\$65.00	\$20,278.35
08/05/17	\$8,727.50	\$0.00	\$1,098.50	\$4,105.67	\$922.00	\$120.00	\$6.00	\$14,979.67
08/12/17	\$11,331.50	\$0.00	\$1,804.00	\$4,691.35	\$1,595.00	\$0.00	\$3.00	\$19,424.85
08/19/17	\$12,417.75	\$0.00	\$1,292.00	\$5,565.30	\$3,024.50	\$50.00	\$72.00	\$22,421.55
08/26/17	\$14,094.00	\$0.00	\$2,217.00	\$6,418.75	\$2,968.00	\$65.00	\$0.00	\$25,762.75
09/02/17	\$10,413.60	\$0.00	\$1,149.00	\$5,348.00	\$1,929.50	\$0.00	\$0.00	\$18,840.10
09/09/17	\$8,965.10	\$0.00	\$751.00	\$5,020.00	\$2,774.30	\$0.00	\$76.00	\$17,586.40
09/16/17	\$9,639.00	\$0.00	\$1,153.00	\$3,964.95	\$3,041.00	\$0.00	\$99.00	\$17,896.95
09/23/17	\$8,233.59	\$0.00	\$1,306.00	\$4,000.50	\$3,408.50	\$0.00	\$21.00	\$16,969.59
09/30/17	\$8,841.00	\$0.00	\$1,506.00	\$3,580.25	\$3,781.00	\$0.00	\$0.00	\$17,708.25
10/07/17	\$7,713.45	\$0.00	\$1,416.00	\$2,479.00	\$4,071.00	\$0.00	\$14.00	\$15,693.45
10/14/17	\$5,217.50	\$0.00	\$1,232.00	\$2,225.50	\$2,767.50	\$0.00	\$0.00	\$11,442.50
10/21/17	\$5,412.00	\$0.00	\$964.00	\$2,507.00	\$1,494.00	\$0.00	\$0.00	\$10,377.00
10/28/17	\$6,053.33	\$0.00	\$1,289.00	\$3,122.50	\$2,434.75	\$0.00	\$0.00	\$12,899.58
	\$226,121.65	\$7,568.00	\$34,896.39	\$123,391.98	\$89,727.59	\$1,272.00	\$4,987.00	\$487,964.61



Time for a quick 10 minute break!



Market Profile

WEDNESDAYS – Columbia City Farmers Market, CCFM

Location: S. Edmunds St between 35th Ave S and 37th Ave S at Columbia Park, 98118
Between Martin Luther King Way and Rainier Ave S

Market dates: May 9 – October 10, 2018 Market Hours: 3pm – 7pm
Market Manager Phone Number: 206-428-8230 Market Manager: Jonica Strongman

MARKET PROFILE

The Columbia City Farmers Market has been open since 1998, and has grown with the diverse and cohesive community around it. The market averages over 2,500 shoppers a day, with many families using the park to gather and picnic on market day. There are an average of 50 vendors occupying S. Edmunds and Columbia Park.



OPERATIONAL GUIDELINES

CCFM Information Booth

- Located on S. Edmunds near the alley between 35th and 36th.
- If using GPS to locate market, search PCC Columbia City.
- If you do not have a space assignment, please stop by the Information Booth or look for the manager.

Unloading and Loading

- Unloading time begins at 12:15pm and no earlier.
- Vehicles may not enter the park.
- All vehicles must exit the market by 2:30 and may not re-enter until 7:15.
- Breakdown is not allowed before the market closes at 7 p.m.
- The loading protocol is based on your location in the market. Please see below.

Parking

- We will provide a map of available parking in the neighborhood.
- Vendor staff and extra vehicles must park more than 3 blocks away to allow for shopper access to the market.

Restrooms

- Bathroom facilities are available in PCC.

Water

- Non-potable water is available from the garden hose at the southwestern edge of the park, off the South Side Commons building, and eventually at the PCC.

ATM

- The closest ATM machine is located at the Bank of America on the corner of Edmunds and Rainier.

Food Bank Collection

- The Rainier Valley Food Bank collects donated food at the end of each market day.

Social Media

- Facebook: [facebook.com/ColumbiaCityFarmersMarket/](https://www.facebook.com/ColumbiaCityFarmersMarket/)
- Twitter: [SeattleFarmMkts](https://twitter.com/SeattleFarmMkts)
- Instagram: [@seattlefarmersmkts](https://www.instagram.com/seattlefarmersmkts)

Weather-related cancellations

All NFMA markets are open rain or shine. However, since markets are held in open-air venues, we reserve the right to close a market if it is determined that severe weather conditions could compromise the safety of vendors and shoppers. See our vendor rules for guidelines.

Driving Directions

Nearby landmarks: Columbia Park, PCC
Natural Markets Columbia City

From the South

- Follow I-5 N to Martin Luther King Jr Way S in Tukwila. Take exit 157 from I-5 N
- Follow Martin Luther King Jr Way S to 37th Ave S in Seattle, 4.1 mi / 9 min
- Turn right onto S Alaska St
- Turn right onto Rainier Ave S
- Take the next right onto S Edmunds St

From the North

- Take I-5 S
- Take exit 163A toward Columbian Way
- Merge onto S Columbian Way
- Slight right onto 15th Ave S
- Slight left onto S Columbian Way
- Continue onto S Alaska St
- Turn right onto Rainier Ave S
- Take the next right onto S Edmunds St

Make the tools fit your needs! No need to keep repeating yourself!

Columbia City Farmers Market Loading Protocol:

Vendor East of the Info Booth/Alley:

1. Enter from Rainier
2. Park on the North side of the street leaving room for vendors to pass to the south.
3. Bring your vehicle only after you have broken down and are ready to load.
4. Please be considerate of your neighbors!

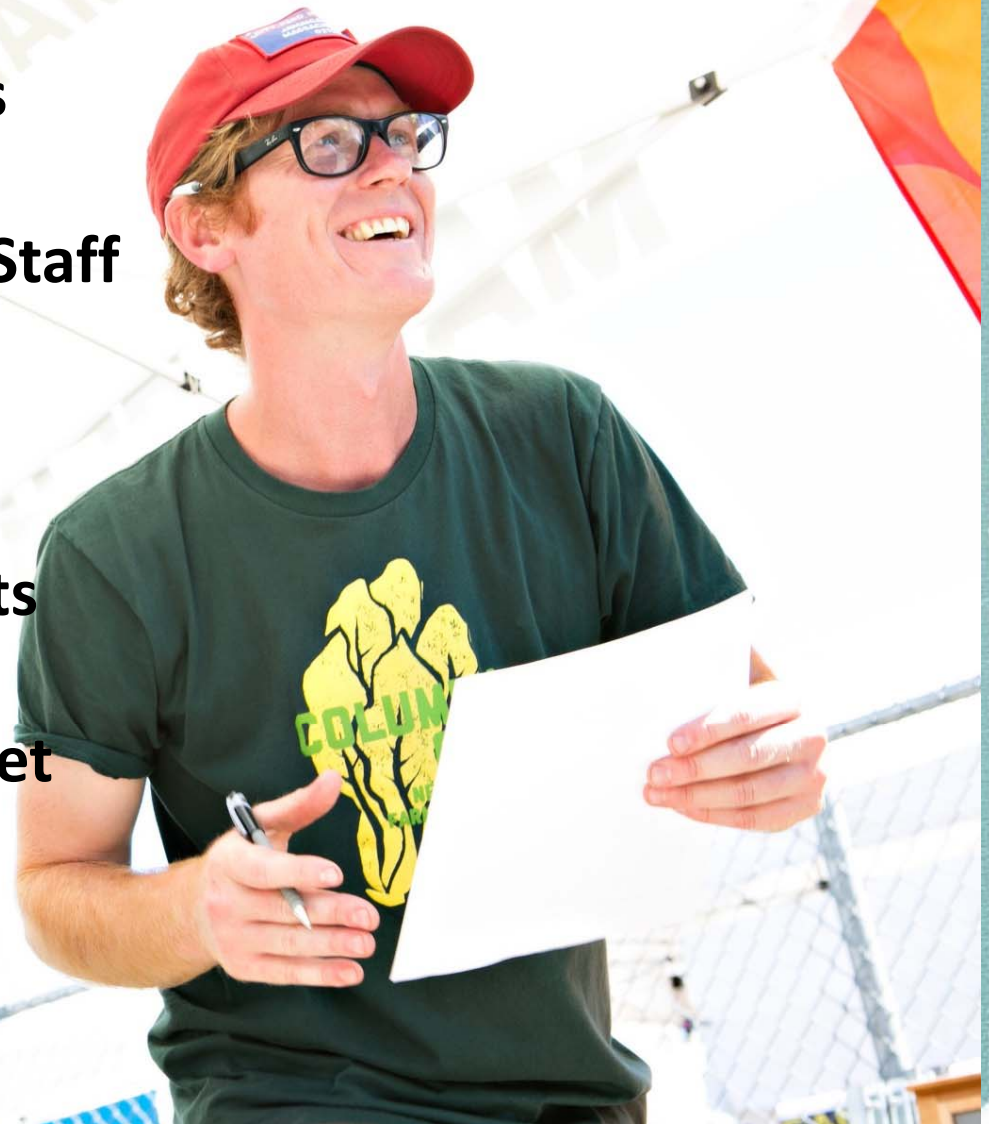
Vendor West of the Info Booth/Alley:

1. Enter from 35th
2. Park on the South side of the street leaving room for vendors to pass to the north
3. Bring your vehicle only after you have broken down and are ready to load.
4. Please be considerate of your neighbors!



Day of Success!

- **Farmers Market Coordinator Check lists**
- **Market Checklist and Staff Tasks**
- **Market Concern Forms/Incident Reports**
- **Multiple Currency Sheet**
- **Layout & Vendor Mix**



Design and Layouts

Visualize both inside the market and from the street

**Maximize frontage & square footage
ie: “Pile it high, and watch it fly!”**

Design with intention

**Unintended consequences of
neighbor businesses...**

Collaboration vs conflict!

Layout and Design



Downtown Farmers Market – Walla Walla

Layout and Design



Downtown Kennewick

Layout and Design

Columbia City Farmers Market

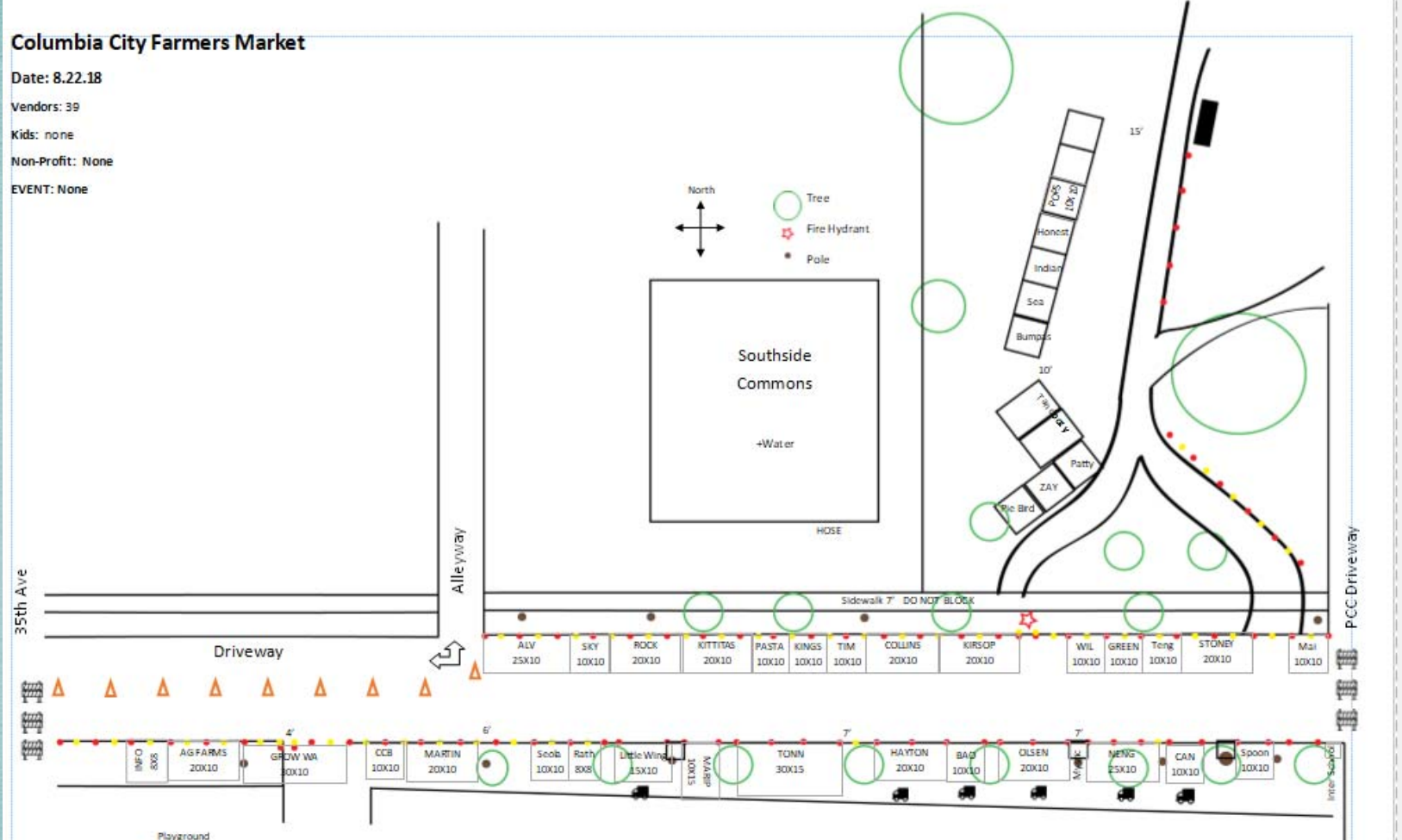
Date: 8.22.18

Vendors: 39

Kids: none

Non-Profit: None

EVENT: None



Columbia City Farmers Market

Market Check List/Tasks!

CCFM Day of Procedures 2016

10:00 am (MA1: Thea)

- Unlock signs (combo lock: 7-9-35)
- Place directional signage around the neighborhood
- Stage street closure signage at East and West ends
- Open Shed – combo 4-2-1-2

11:00 (Market Manager) Arrives

- Chalk vendor stalls (MM)
- Monitor vehicles coming in and out, notify drivers of street closure (MM/Thea)
- Stage street closure signs (MM/Thea)
- Clean street/doggie patrol (MM)

12:00 pm

- **CLOSE STREET** (MM on west end, Thea on the east)
- Stage kids and manager tent (Thea)
- If there are cars still parked in the street (MM)
 - call SPD Non-Emergency: 3518 S Edmunds St
- Unlock and move picnic table – combo 7-9-35 (MM with Vendor (Tandoozy/Lily's))
- Monitor vendor parking and loading: keep street mostly closed (MM)
 - Put out 'No Left Turn' sign at alleyway (backside of chef's parking sign)

1:00-2:30 pm (MA2 Arrives @1pm: Connor)

- Monitor driveway (MM/Thea/Connor)
- Set aside Construction No-Parks (Connor)
- Line waste cans, place waste bins at East, West and Park (Connor)
- Place A-Boards in park and stage at Manager tent (Connor)
- Set up Kids tent (tent, table, 2 chairs) (Thea, if needed)
- Set up Music Tent (tent, 2 chairs) (Connor, if needed)
- Set up Info Tent (tent, 2 chairs) (Thea)
 - Set up display for merch and info
- Put out 3 3x3 white plastic tables w/chairs in park with table cloths (Connor)
- Fill up water for drinking and hand wash station/ set up hand wash station (Thea)

2:00 pm (MA3: Sarah-Manager's Booth)

- Stage cones at alley on Edmunds (Sarah)
 - Line up when all vendor vehicles are cleared (Sarah, MM, Connor)

Staff Hours:

Nina (MM): 11:00-8:30/9
Thea (MA1): 10:00-8:00
Connor (MA2): 1:00-8:30/9
Sarah (MA3): 2:00-8:30/9

- Secure handicapped and Chef parking spot Edmunds w/handicapped sign (Sarah)
- Set up materials at Info Booth (Thea and Sarah)
- Arrange info table, put up EBT banners & signage (Thea and Sarah)
- Write up and display signs for special events, what's fresh, etc. (Sarah)
 - A-Boards throughout market (Sarah/MM)

3:00pm

- Open Market with bell

3:00pm-7:00pm

- Staff Info Booth (MM, Thea, Connor, Sarah)
- Run EBT transactions (MM, Thea, Connor, Sarah)
- Health Dept. logs @ 3:15 (Sarah)
- Shopper Counts/Check All Trash/Eating Tables/Barnacles- (Rotate)
- Cover staff breaks (MA1 3:30-4:15, MM 4:15-4:45, MA2 4:30-5:00, MA3 5-5:30)

6:00 pm

- Pass out vendor envelopes (MM)
- Take down kids tent/umbrellas in playground plaza (Connor)
- Collect neighborhood directional signs and place beside shed (Thea)

6:30 pm

- Begin clearing info table (MM)
- Collect in-market signage (Sarah)
- Collect Farmer Posters (Thea)

7:00 - 8:00 pm

- Check out vendors (MM/Thea)
- Monitor vendor load out (Connor)
- Take down music tent, extra tables and all equipment: pack in shed (Connor/Sarah)
 - Wipe Down Tables and Chairs
- Dispose of garbage/recycling into PCC dumpsters - (Connor/Sarah)
- Break down Info Tent (MM/Thea)
 - Take supplies to shed (Connor/Sarah/MM)

8:00 pm (MA1: Thea Leaves)

- Re-Open street when vendors are cleared (MM/Connor/Sarah)
- Load market boxes in manager vehicle (MM)

Staff and Volunteer Schedules

UDFM - PEAK STAFF SCHEDULE															
STAFF	5:30	6:00	7:00	8:00	8:30	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	Breaks	Shift Time
MM Ivy	Chalk	Close St Chalk/Tow Vehicles	Unlock U-Heights, Traffic	Traffic/vendor load in		Info/break/market walk through				N/A			10:30	5:30-12:00	
TC	5:45 Stage Signs	Close St/drop off detour signs/Open Water	Electrical, Info Booth Set Up	Info booth set up/Signs	Secure Street	Break(10:00, 12:00)/info				Info, Garbage Check (1:00)	Traffic/Tear down	St opens/sign pick up	10:00 & 12:00	5:45-4:00	
V (1)		Close St/Open Electrical	Parking Lot and External Signs	Info booth set up/Signs		Break (11:00)/info		Garbage Check (12:30)	A Board pick up (1:30)	Check out		11:00	6:00-3:30		
V (2)		N/A	Stage Internal Signs, Garbages	Farm Posters	Secure Street	Health dept (9:00)	Info (Garbage Check 12:00)		Info tear down (1:30)	Traffic/Check out as Needed		11:30	7:00-4:00		
V (3)		N/A				Break (12:30)/info		Envelopes/set up check out	Check out	St opens	12:30	11:00-4:00			

Multiple Currency Sheets

Seattle Neighborhood Farmers Market 2018 Funny Money					
Type of Funny Money	What it Looks Like	Who can accept it?	Expiration Date	What can be purchased?	How is it processed?
Gift Certificate Tokens No X		All vendors	No expiration date	All items sold at market, <u>change can be given</u>	Use towards market stall fee at any NFM Market.
SNAP/ EBT Food Stamp Tokens Red X		All non-hot prepared food vendors	No expiration date	All food EXCEPT prepared foods (NO alcohol or flowers)	Use towards market stall fee at any NFM Market.
Fresh Bucks SNAP Incentive 2018 Color RED Extended 2017 Color: GREEN		Vendors selling fresh produce	Dec 31, 2018	ONLY fresh produce, herbs, mushrooms, and food-bearing plant starts	Use towards market stall fee at any NFM Market.
Farm Buck 2018 Color MAGENTA EXPIRED 2017 Color: RED		FARM vendors (selling produce, meat, and dairy)	Dec 31, 2018	ONLY farmer grown (and produced) items	Use towards market stall fee at any NFM Market.
Market Bucks EXPIRED 2017 Color: RED		NO LONGER IN USE	NO LONGER IN USE	NO LONGER IN USE	NO LONGER IN USE

Downtown Farmers Market Currency Updated 7/2016

Tokens

Market Products \$5

EBT \$1

Special Tokens

Market Products \$5

Checks

You must be an authorized grower to accept these checks!

FMNP (WIC) - 2016 Pink

Only good for fresh fruits, veggies, and fresh cut herbs. **NO HONEY!!!**

SNMP (Seniors) - 2016 Blue

Only good for fresh fruits, veggies, fresh herbs AND honey.

Coupons

Fresh Bucks

A supplement to EBT.

Only good for fresh fruit, mushrooms, herbs, veggies, veggie plant starts.

Only accepted by vendors which sell breads & cereals; fruits & veggies; meats, fish & poultry and dairy products. Also can be used to purchase seeds and plants which produce food. No flowers. No change is given.

What can you do to make your job easier especially during a busy market day?

Post Season: Evaluating Your Market

There is VALUE in taking time to evaluate and debrief your market season

- What have you learned? Summarize the data!
- What stakeholders were missing?
- Is the organizational structure able to adapt to the changing needs of your stakeholders?
- How are market policies/procedures being enforced?
- Control versus Adaptability-What needs to change/stay the same?
- Give thanks! It takes a village and we don't acknowledge each other enough!



Resources:



- **WSFMA Website & Members Only ListServ**
www.wafarmersmarkets.org
- **Market Management ToolKit**
www.wafarmersmarkettoolkit.org
- **Small Farm Direct Marketing Hand Book (The Green Book!)**
<https://agr.wa.gov/Marketing/SmallFarm/greenbook/>
- **WSU Extension Agents**
<http://extension.wsu.edu/locations/>
- **Food Access Activities**
laura@wafarmersmarkets.org
- **FM Legal Toolkit**
<https://farmersmarketlegaltoolkit.org/>
- **Farmers Market Coalition**
www.farmersmarketcoalition.org
- **Other Farmers Markets!**