Welcome!
Starting at 9:00am (Pacific)

Boot Camp is designed for connecting and having candid conversations. It will not be recorded. All materials will be shared via email and/or posted on your Boot Camp webpage: https://wafarmersmarkets.org/boot-camp-resources/

2023 Fast Feedback Form: click here

Day 1:
- 2023 Boot Camp Presentation Slides
- Organization Finance Calendar (in Excel), example for you to customize
- Nonprofit Information Inventory from Third Sector
- Effective Leadership Through Better Governance from BC Association of Farmers Markets
- Example of Sponsorships from North Bend Farmers Market (WA)
2023 Farmers Market Boot Camp

Feb 9 Big Picture  Feb 10 Market Operations  Variable State Day

Remember to breathe

We are here.

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2023 BOOT CAMP

- Alaska Farmers Markets Association at info@alaskafarmersmarkets.org
- Colorado Farmers Market Association at cofarmersmarketassociation@gmail.com
- Idaho Farmers Market Association at info@idahofma.org
- Ohio Farmers Market Network at hello@ohiofarmersmarketnetwork.org
- Oregon Farmers Markets Association at info@oregonfarmersmarkets.org
- Utah Farmers Market Network at info@utahfarmersmarketnetwork.org
- Washington State Farmers Market Association at info@wafarmersmarkets.org
# 2023 State Day Schedule

**TUES, FEBRUARY 14:** Ohio (1 of 2): from 7:00 to 8:30 pm (Eastern Time) via Zoom

**THURS, FEBRUARY 16:**
- **Washington & General**: 9:00am to 12:00pm (Pacific Time) via Zoom
- **Oregon**: 9:00am to 12:00pm (Pacific Time) via Zoom
- **Utah**: 10:00am to 1:00pm (Mountain Time) via Zoom

**FRIDAY, FEBRUARY 17:**
- **Idaho**: 9:00am to 12:00pm (Pacific Time) via Zoom

**TUESDAY, MARCH 7:**
- **Ohio (2 of 2)**: from 7:00 to 8:30 pm (Eastern Time)

**APRIL:**
- **Colorado**: Pending confirmation, via Zoom.
- **Alaska**: Recording will be emailed directly to you.
The Farmers Market Year

Thursday Market in South Perry
(Spokane, WA)

Karyna Goldsmith, Executive Director
Pre-Season Check List

Vendor Applications
- Effective systems
- Vendor Mix
- Product Mix
- Shopper projections
Connect with other Farmers Markets

[Map showing different locations and markets]
Overview

- About QAFM
- Market Layout:
  - Maps
  - Vendor mix and placement
  - Signage
  - Safety
- Questions
QAFM AT A GLANCE

- SUPPORTING FARMERS
- BUILDING COMMUNITY
- CHAMPIONING LOCAL

Founded in 2008, Queen Anne Farmers Market (QAFM) is Seattle’s only independent farmers market, organized & managed by Queen Anne neighbors. The market’s mission is to support small farms and to provide a vibrant marketplace for our community.

HIGHLIGHTS

- 100,000+ community market goers (2019)
- 85 farmers, food artisans and prepared food businesses (average 45/market day)
- 5,674 lbs of produce donated to local food banks
- 336 jobs supported by QAFM
- $9,372 provided to local low income residents
- 2,300+ hours donated by QAFM volunteers
- $620 additional dollars spent by market goers at local businesses
- 1,686 acres of farmland preserved

KEY PROGRAMS

FOOD ACCESS: Fresh produce can be purchased at our market using EBT (Food Stamps), SNAP Market Match, Senior Farmers Market Nutrition Program (FMNP/WIC), & the City of Seattle’s Fresh Bucks Program

ROOTS TO SHOOTS: Fun learning experience focused on the youngest market goers. 500+ kids served in 2019, & $3,700 provided to kids to spend on produce at the market

COMMUNITY BOOTHS: Free booth spaces provided at the market to nonprofits serving the food sector or local communities

CONSUMER EDUCATION: We pioneered chef demos in Seattle to help consumers learn how to prepare produce purchased at the market & to have chefs meet our farmers. Chef demos are now a staple at farmers markets all over the city.
PURPOSE OF
Site Maps

Permits & Licenses

Orientation

Vendors

Customers

Exercise #1 –
What do you see?

IN CHAT:

Write a Site Map element that is helpful that isn't the example.
Vendors

Complexity
Traffic Control
Utilities/Restroom
Unloading
Booth Sizes

Example 2

20

Customers

Locate vendor at market
More about vendor
Links
Market Dates

Example 3

21
Vendor Mix & Placements

- Know your market
- Season Schedule
- Stall Assignments

Know Your Market
“123 Know Thy Market”

In Chat:

Type the #1 If you know the highest sales vendor at your market (or who’s sales you’re looking to build this season)

Type the #2 If you know where the best booth placements are in your market

Type the #3 If you know the most popular product at your market

Stall Assignments

• What’s the psychology of your space?
• Vendor Relationships
• "We’ve always been here”
• Rotating vendor types?
• Stuck and Unstuck vendors
• What vendors may be complimentary together
• Consistency
• Are there blind spots in your market?
• Vendors that need more space
• How will programming support or interfere with vendor sales?
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Safetypic
Food Safety

- Monitor food vendor compliance with local health department requirements
- Maintain and monitor temperatures
- Avoid cross-contamination
- Maintain good personal hygiene
- Sampling
- Labeling, ingredient lists, and packaging
- Equipment

Farmers & Vendors

- Load-in/out safety
- Traffic
- Market Integrity
- Offer consistency
- Builds customer confidence and trust for those that associate with your market
Customers

- Accessibility
- Hazards
- Traffic Management
- Security
- Emergency Procedures
- Public Safety
- Deescalation

Volunteers

- Provide an orientation to all volunteers and training, appropriate with their duties.
- Be sure to emphasize safety rules
- Supervision is important
THANK YOU

director@qafm.org
www.qafm.org
@QA Farmers Mkt
@Queen Anne Farmers Market

Break Time!
We’ll start again in 15 minutes
Vendor Signage (Menus)

Sponsor & Program Signage (Booths)
Market Signage

Signage List

Queen Anne Farmers Market 2023 Signage

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<th>Signage Type</th>
<th>Signage</th>
<th>Position</th>
<th>Notes</th>
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<td>1. Market Sign (painted)</td>
<td>Printed signboard</td>
<td>Next start of line outside market</td>
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<td>2. Vender List (chalked)</td>
<td>Printed signboard</td>
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<td>3. Welcome Sign</td>
<td>Printed signboard</td>
<td>17th Ave. &amp; W. Crockett St.</td>
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<td>4. Stand &amp; Sell Apron</td>
<td>Printed signboard</td>
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<td>5. Stand &amp; Sell Apron</td>
<td>Printed signboard</td>
<td>Sign at front of market</td>
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<tr>
<td>6. Stand &amp; Sell Apron</td>
<td>Printed signboard</td>
<td>Near end</td>
<td>1</td>
</tr>
<tr>
<td>7. Tree Trunk with Sanitation Station</td>
<td>Printed signboard</td>
<td>Tree Trunk with Sanitation Station</td>
<td>1</td>
</tr>
<tr>
<td>8. Free Standing Hand Sanitizer Stand</td>
<td>Printed signboard</td>
<td>South side of street corner</td>
<td>1</td>
</tr>
<tr>
<td>9. Free-Standing Hand Sanitizer</td>
<td>Printed signboard</td>
<td>East side of street corner</td>
<td>1</td>
</tr>
<tr>
<td>10. Sponsor Banners 1 &amp; 2</td>
<td>Printed signboard</td>
<td>East wall</td>
<td>2</td>
</tr>
<tr>
<td>11. David Ross &amp; Sons 1</td>
<td>Wooden Sandwich Board</td>
<td>Place next to handwash station</td>
<td>1</td>
</tr>
<tr>
<td>12. David Ross &amp; Sons 2</td>
<td>Wooden Sandwich Board</td>
<td>Place next to handwash station</td>
<td>1</td>
</tr>
<tr>
<td>13. Handwash Station A</td>
<td>Printed signboard</td>
<td>Place within immediate area of market entrance</td>
<td>1</td>
</tr>
<tr>
<td>14. Handwash Station B</td>
<td>Printed signboard</td>
<td>Place on corner of 17th Ave. and 1st Ave. W.</td>
<td>1</td>
</tr>
<tr>
<td>15. Lime Green Entry</td>
<td>Laminated sign</td>
<td>City to north (1st Ave. and W. Crockett St.) sides of vendor</td>
<td>1</td>
</tr>
<tr>
<td>16. Low Walls, free market capacity in 40 ft.</td>
<td>Wooden Sandwich Board</td>
<td>Dall Entry</td>
<td>1</td>
</tr>
<tr>
<td>17. Sponsor Flag (painted)</td>
<td>Printed signboard</td>
<td>City to north (1st Ave. and W. Crockett St.) sides of vendor</td>
<td>1</td>
</tr>
<tr>
<td>18. Information Tent sponsored by QA Stores</td>
<td>Printed signboard</td>
<td>Mount on entrance facing line</td>
<td>1</td>
</tr>
<tr>
<td>19. Your gift makes market work</td>
<td>Vinyl banner</td>
<td>Mounted on side of eggs</td>
<td>1</td>
</tr>
<tr>
<td>20. Don't miss &quot;Market Fresh&quot; signboards</td>
<td>Printed signboard</td>
<td>Hang on market boundary marker</td>
<td>1</td>
</tr>
<tr>
<td>21. David Ross Banner</td>
<td>Vinyl banner</td>
<td>Hang on boundaries on 1st Ave.</td>
<td>1</td>
</tr>
<tr>
<td>22. David Ross Banner</td>
<td>Vinyl banner</td>
<td>Hang on boundaries on 1st Ave.</td>
<td>1</td>
</tr>
<tr>
<td>23. 24&quot;x36&quot; Banner</td>
<td>Vinyl banner</td>
<td>Inside facing side of red street on QA &amp; Crockett</td>
<td>1</td>
</tr>
<tr>
<td>24. 24&quot;x36&quot; Banner</td>
<td>Vinyl banner</td>
<td>Outside facing QA Avenue on red street</td>
<td>1</td>
</tr>
<tr>
<td>25. Market Entrance</td>
<td>Laminated sign</td>
<td>Mounted on什面 in the area designated as market entry</td>
<td>1</td>
</tr>
<tr>
<td>26. Social Distance DIY Signs</td>
<td>Laminated paper</td>
<td>Mounted in areas near market line</td>
<td>10</td>
</tr>
</tbody>
</table>
### Visualize your booth:
- Tent/canopy
- Weights/bungees
- Tables
- Banner or farm sign
- Certified scales
- Cashbox + change (card reader?)
- Display items
- Produce bags
- Garbage cans
- Handwashing station?
- Amenities for your staff

### Market Kit:
- Price signs
- Index cards & markers
- Tape (duct, etc.)
- Business cards
- Small tools to fix tent or display items
- Post it notes or note pad
- Promotional materials for your products
- Spray bottle for misting veggies?
- Small display items (clothes pins, etc.)
FARMERS MARKETS

Current Trends

Key Data to Collect

Practices/Tools for Collecting & Managing Data
Why do you need data?

- Tracking trends
- Baselines
- Informing decisions
- Justifying decisions
- Reporting
- Promotions
- Media
- Fundraising
- Partners
- WSFMA application

Member Data

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL VENDOR SALES</td>
<td>$37,286,688</td>
<td>$59,545,267</td>
</tr>
<tr>
<td>TOTAL FARM SALES</td>
<td>$22,567,323</td>
<td>$30,770,367</td>
</tr>
<tr>
<td>MARKET DAYS</td>
<td>2,355</td>
<td>2,746</td>
</tr>
<tr>
<td>TOTAL SHOPPERS</td>
<td>2,219,924</td>
<td>3,389,885</td>
</tr>
</tbody>
</table>

Source: WSFMA
“Market Vitals” Project

CRITERIA
1. Realistic for a single manager with one market to collect.
2. Be meaningful.
3. Be able to be aggregated with other farmers markets’ data.

Farmers Market Data

- Customers
- Vendor sales
- Donations
- Special events
- Volunteer hours
- Staff hours
- Number & types of vendors
Farmers Market Data Collection Tools

- Vendor application
- Roster of vendors
- Market day data: vendors, sales, products, shoppers, volunteers, conditions
- WIC/Senior FMNP
- SNAP & SMM
- Event info
- Special projects – photos, video, interviews, RMAs
- End of Season report
- WSFMA application

Shopper Counts
Collecting Sales from Vendors

What are your market policies?

- Set expectations early.
- Explain (repeatedly) why it is important.
- Think through how you collect sales data.
- Educate about multiple currencies
- Be rigorous about protecting vendor privacy.
- Share what you learn!
Web-Based
Farmers Market Sales report Systems

Logistics

- Vendors get emailed a link (can be the same every week)
- Vendors fill out a form on their device or from home
- Vendors can borrow the market device if needed
- Reminder emails can be used to follow up

Web-Based
Farmers Market Sales report Systems

Pros

- Very efficient
- No stacks of paper!
- Electronic records
- Accuracy
- Vendors can report when they get home
- Employees handle less cash (or no cash)
- Great for evening markets & bad weather days

Cons

- More technology for vendors to deal with
- Managing due dates and late-reporting policies
- Requires attentive follow-up
Online reporting with Google Forms

Vendor Sales Summary & Invoice

<table>
<thead>
<tr>
<th>Receipt for:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total direct food sales</td>
<td></td>
</tr>
<tr>
<td>(Cash, Checks, Credit Card,</td>
<td>$844.00</td>
</tr>
<tr>
<td>payments and App-based</td>
<td></td>
</tr>
<tr>
<td>payments)</td>
<td></td>
</tr>
<tr>
<td>Total SNAP Sales</td>
<td></td>
</tr>
<tr>
<td>Total Senior Nutrition Voucher Sales</td>
<td></td>
</tr>
<tr>
<td>Total SNAP Market Match</td>
<td></td>
</tr>
<tr>
<td>Voucher Sales</td>
<td>$84.00</td>
</tr>
<tr>
<td>Total credit card sales</td>
<td></td>
</tr>
<tr>
<td>Booth Fee</td>
<td>$5.00</td>
</tr>
<tr>
<td>Bonus Fee</td>
<td></td>
</tr>
<tr>
<td>Gross sales</td>
<td>$838.00</td>
</tr>
<tr>
<td>Gross sales over $500</td>
<td>$884.00</td>
</tr>
<tr>
<td>Percent of sales over $500</td>
<td></td>
</tr>
<tr>
<td>4% of Gross Sales over $500</td>
<td>$33.72</td>
</tr>
<tr>
<td>Total owed by Market</td>
<td></td>
</tr>
<tr>
<td>(Refund of Sales Owed + Booth Fee)</td>
<td>$94.28</td>
</tr>
<tr>
<td>Total Garden Owe to Market</td>
<td>$9.48</td>
</tr>
<tr>
<td>Paying Vat</td>
<td></td>
</tr>
<tr>
<td>Paying</td>
<td></td>
</tr>
</tbody>
</table>

Vendor Owes Market $26.28

Please pay this amount to
https://www.paypal.me/farmermarket

Venue: @farmersmarkets

Online reporting with Cognito Forms*

Daily Vendor Checkout Form

<table>
<thead>
<tr>
<th>Market Code</th>
<th>Market</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Business Name

Contact Email

In-House

Vendor Category

Cash Direct to Vendor Sales (Cash, Cards, Checks, Paypal etc.)

Cash sales do this Credit Card Sales (Addition to Sales over $500)

Cash 5075 (Cash Sales)

Cash SNAP Match (Cash Sales)
Web-Based
Farmers Market Sales report Systems

Data management

Many markets use excel!
But there are software options meant for markets.

Key factors I keep an eye on over the course of the season:
- % of sales from farms
- Comparing sales to previous years on the same week
- Trends associated with weather & events

SEASON WRAP UP

<table>
<thead>
<tr>
<th>DATA</th>
<th>VENDORS</th>
<th>STAFF</th>
<th>BOARD</th>
<th>PUBLIC &amp; VOL</th>
<th>STAKEHOLDERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Individual Sales Summary</td>
<td>Big Picture Numbers</td>
<td>Detailed Numbers</td>
<td>Big Picture, Annual Report?</td>
<td>Big Picture, Annual Report?</td>
</tr>
<tr>
<td>SEASON</td>
<td>Vendor Meeting or Poll</td>
<td>1:1 Meetings or All-staff Meeting</td>
<td>Observations, Highlights &amp; Lowlights</td>
<td>Customer Poll</td>
<td>Meet with site host!</td>
</tr>
<tr>
<td>EVALUATIONS</td>
<td>Vendor Meeting</td>
<td>Storage Inventory &amp; Notetaking</td>
<td>Replacements &amp; Upgrades</td>
<td>Customer Poll</td>
<td>Meet with site host!</td>
</tr>
<tr>
<td>EQUIPMENT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>REVIEW</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THANK YOU'S</td>
<td>Via email, social media &amp;/or note</td>
<td>Via email, social media &amp;/or note</td>
<td>Thank BM's that are leaving!</td>
<td>Social media, newsletter</td>
<td>Board can help here!</td>
</tr>
<tr>
<td>CELEBRATION</td>
<td>Vendor Meeting</td>
<td>All-staff meeting /dinner/coffee</td>
<td>Social Board Gathering</td>
<td>Fundraising Opportunity!</td>
<td>Fundraising Opportunity!</td>
</tr>
</tbody>
</table>
3 REASONS TO DONATE TODAY

#1 SUSTAINABLE LOCAL ECONOMY
The Jefferson County Farmers Markets (JCFM) incubate local small businesses and family farms through direct-to-community marketplaces. This year JCFM served 90+ small farm, food, and art businesses helping them generate over $1.3M in sales—money that stays in our community, rippling out to strengthen our local economy.

#2 COMMUNITY CONNECTION
The Port Townsend and Chimacum farmers markets are hubs for connection, building friendships, and belonging. They foster direct relationships between community members and farmers, which create a more fair and sustainable food system.

#3 FOOD SECURITY/HEALTH
JCFM serves about 800 income-qualifying households annually through our food assistance programs. Last year, we supported community members in bringing home more than $90K in fresh, nutritious food from our markets. Your support helps nourish your neighbors.

JEFFERSON COUNTY FARMERS MARKETS (JCFM)
PO BOX 1384
PORT TOWNSEND, WA 98368
JCFCMARKETS.ORG/DONATE

This Year We...

30 Years! Celebrated the 30th Anniversary of the Port Townsend Farmers Market

$1.65 M in Small Business Sales Supported the growth of local businesses generating a combined $1.65 Million in agriculture, food, and art small business sales. The benefit ripples our supporting local jobs and our economy.

38 Incubated New Businesses Welcomed 38 new, food, and art businesses along with 42 returning vendors

Local Food Security Fostered community food security with locally grown food. Served about 800 local households with low incomes supporting 120 families and individuals to bring home almost $96,000 in local food.

Culinary Education Celebrated community and local food with 16 chef demonstrations

Family Fun In partnership with the Port Townsend Public Library, we hosted 52 Storytimes

Live Music Hosted 52 free concerts
February 24 & 25, 2023
WSFMA
FARMERS MARKET Conference

- Networking with farmers market peers
- Practical tips, tools, and experience
- Emerging trends and opportunities
- Recharging for the 2023 market season!

Thank you &
See you at your State Day!

Please share your “Fast Feedback” by clicking the link in the chat.

2023 Farmers Market Boot Camp