2024 FARMERS MARKET BOOT CAMP

HOMEWORK

March 19, 2024

*A big part of the job is knowing where to find info and who you can ask. Good resources are the former market manager, long-time volunteers or staff, and board members may also know. Have a conversation! Have two! Check assumptions together. Note: some things change over time so this is more of a snapshot of where you are in March 2024, than written in stone.*

1. **What is your farmers market’s mission statement?**
2. **How is your farmers market organization incorporated?**
3. **How many staff does your market hire each year? How many volunteers help?**
4. **What types of vendors does your market currently allow? Need?**
5. **How many vendors do you usually have during peak season? How many farmers?**
6. **Who are your farmers market’s core shoppers\*?** Core shoppers buy as much as they can at the FM and shop more frequently.
7. **What are your farmers market’s most effective promotions?**
8. **What food access programs does your farmers market offer?**
9. **What permits and licenses does your market have/need for 2024?**
10. **Where can you go for help during the season?**