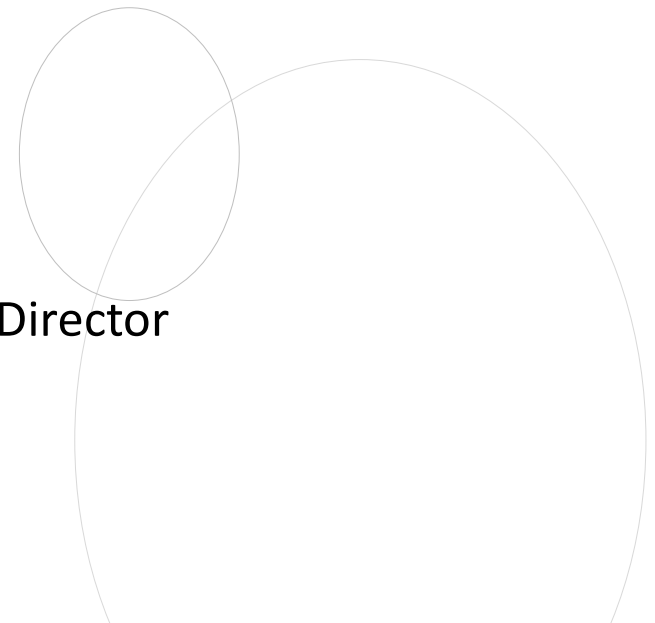


FARMERS MARKET DESIGN



April Sims Poulsbo Farmers Market Co-Manager

Matt Kelly, Queen Anne Farmers Market Executive Director



Overview



- About QAFM
- Market Layout:
 - Site Maps
 - Vendor mix and placement
 - Signage
 - Safety
- Questions



PFM AT A GLANCE

VALUES

- Support
- Intentionality
- Fun
- Transparency
- Inclusivity
- Relationships

The Poulsbo Farmers market gathers to support local agriculture, artisans and makers through sales, education and advocacy.

OUR ROOTS

The Poulsbo Farmers Market is an open air market that takes place in the parking lot of the Gateway Fellowship Church. The market runs every Saturday from 10:00am until 2:00pm – rain or shine – from April through December. The market showcases locally produced foodstuffs and artisan items. There is a live music stage with performances taking place from April through October. The market keeps local dollars in Kitsap County and helps sustain local farms and businesses. Your dollars make a difference and are greatly appreciated.



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)

5,874 lbs of produce donated to local food banks

326 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.

700+ kids served in 2023, & \$4,800 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

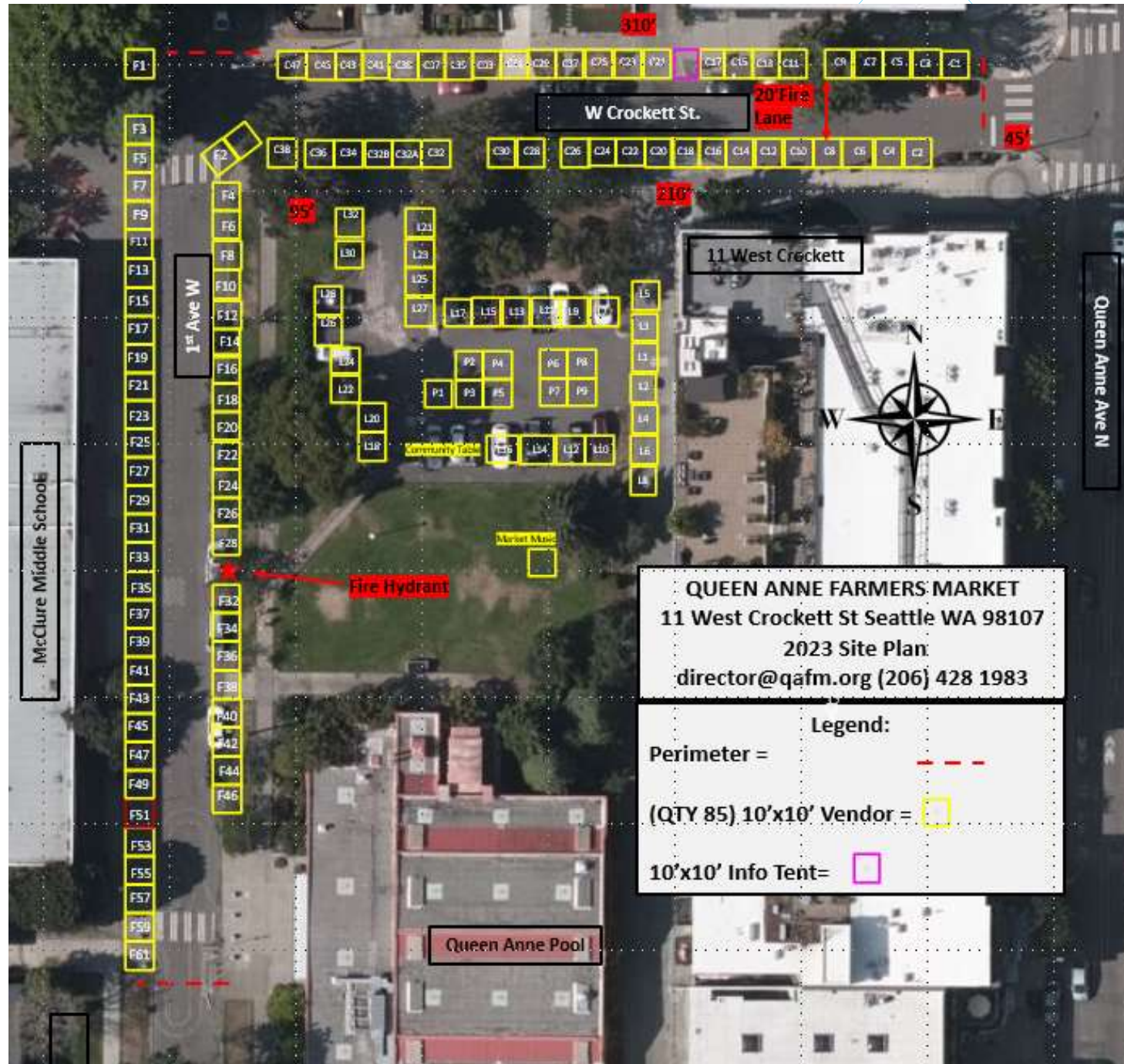




EXERCISE #1 – WHAT DO YOU SEE?

IN CHAT:

Write a Site Map
element that is
helpful that see in
the example.



Example 1



VENDORS

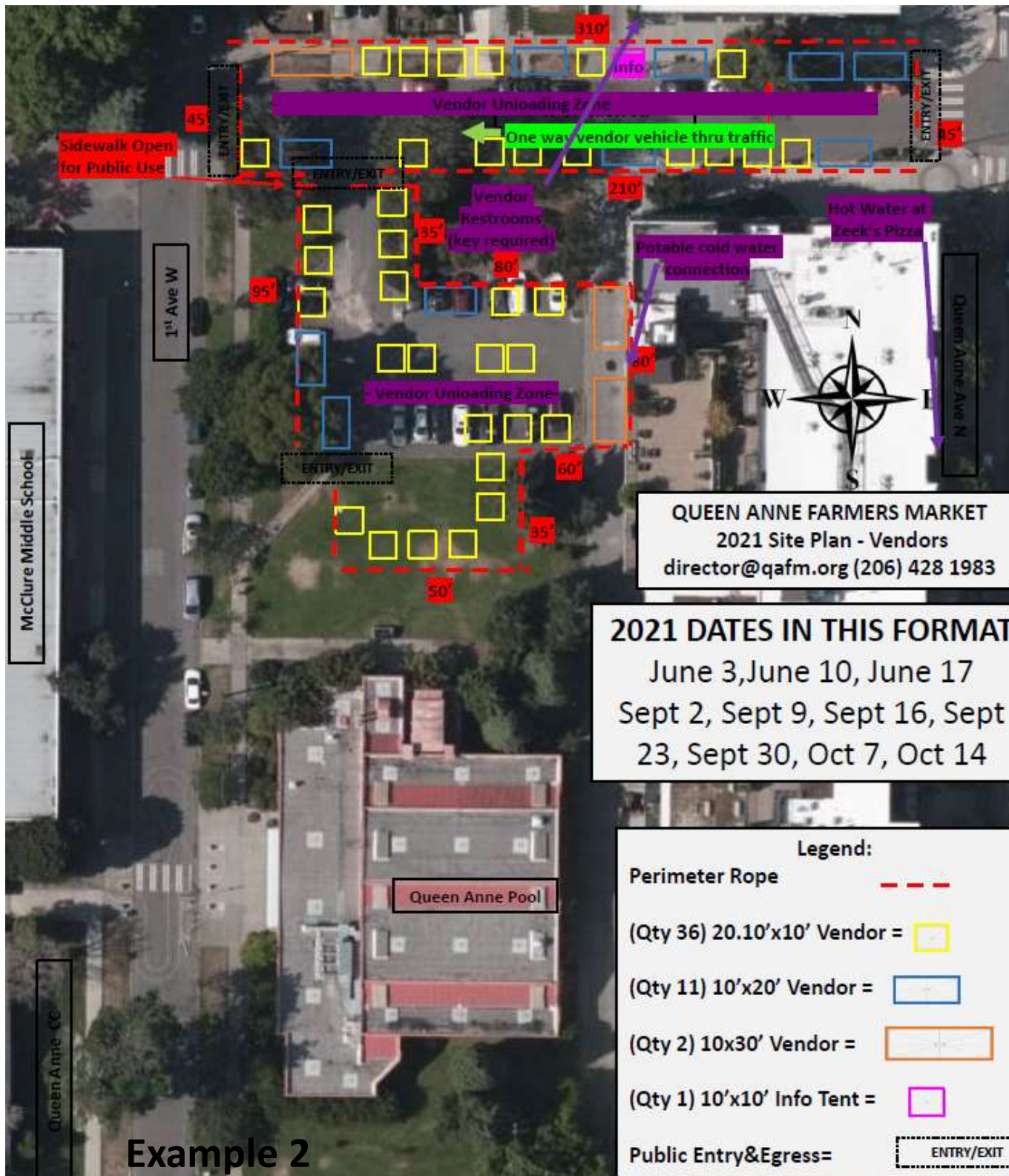
Complexity

Traffic Control

Utilities/Restroom

Unloading

Booth Sizes



Example 2



CUSTOMERS

Locate a vendor at the market

Learn more about a vendor

Links

Market Dates

“Who was that guy with the goat cheese? No, not that guy... the one by the Apples. No not that apple grower. The other one...”

Parking

Restrooms

Queen Anne Farmers Market 2022

Scroll through the list of vendors for more information about who is at this market date, and where they are located.

Market Date:

- Sam Choy's Poke to the Max
- Seattle Pops
- Seeking Kombucha
- Shipwreck Apianes
- Sidhu Farms
- Skinny Kitty Farms
- Sweet Alyssum Farm
- Tamale My Life
- Taqueria Los Chilangos
- The French Guys
- The Mediterranean
- Tielon Farm & Creamery
- Tonnemaker Family Orchard
- Vespucci Pizza
- Xiong Cha and Cha Gardens

Sidhu Farms

Puyallup, WA

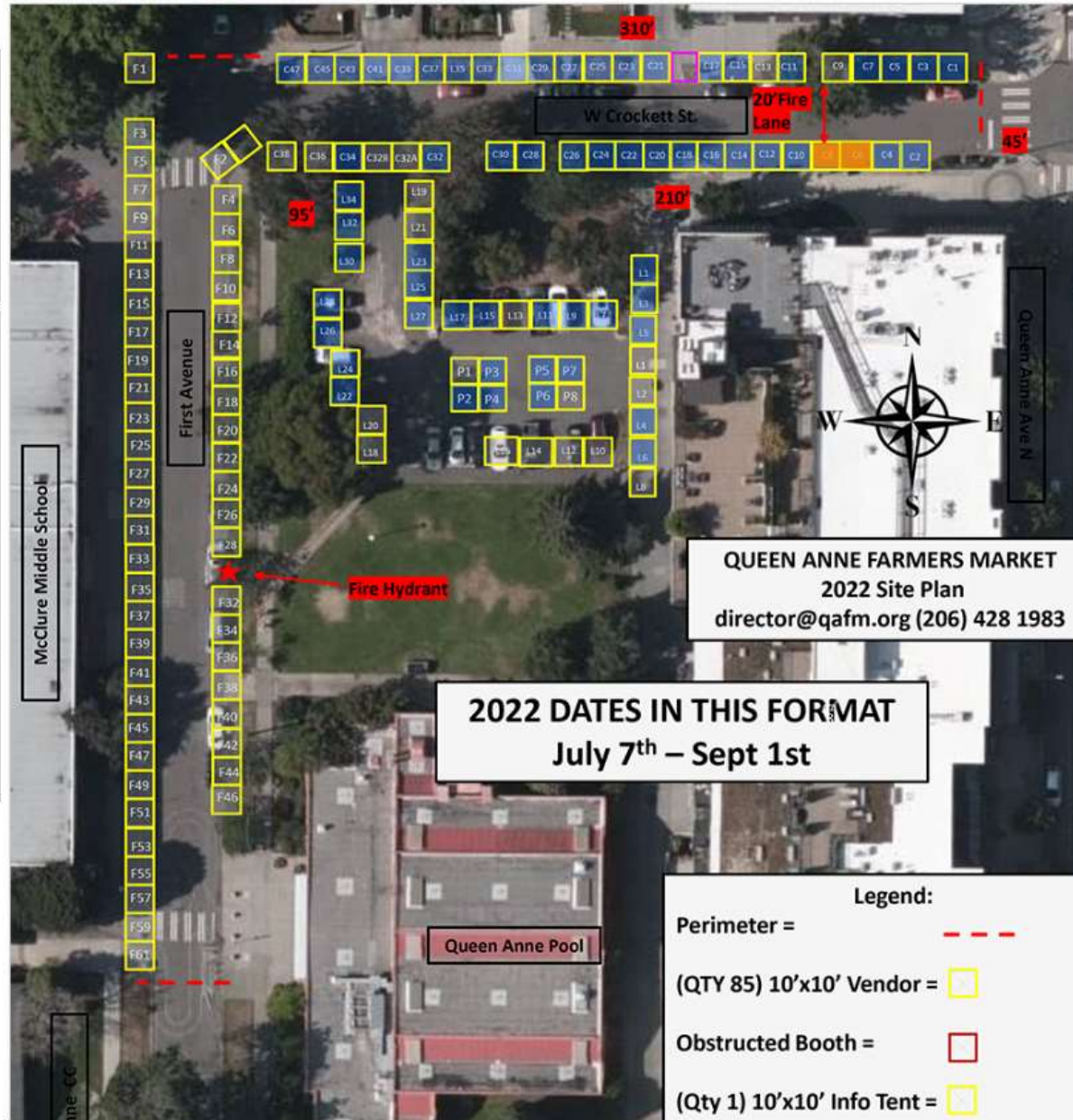
[Website](#) [Facebook](#) [Instagram](#) [Email](#)

253-651-3755

Sidhu Farms is an Organic Blueberry Farm in the heart of the Puyallup Valley, we mainly grow Blueberries, but we also have Strawberries, Raspberries, Blackberries, Marionberries, Boysenberries, Tayberries, Black Cap Raspberries, Gooseberries and Currants. We are mainly a berry business, but we also grow a wide assortment of vegetables such as tomatoes, cauliflower and brussels sprouts just to name a few.

- certified organic business
- sells organic products
- certified naturally grown business

(ctrl + to zoom in, ctrl - to zoom out)



Example 3



BRING IT TO LIFE

You can have the best map on paper, but bringing it into reality is just as important.

Practical application of true dimensions is important both on market day and across your season.

Follow all regulations in making any permanent or semi-permanent 'improvements' to market space.





VENDOR MIX & PLACEMENTS

- Know your market
- Season Schedule
- Stall Assignments





Take a moment to reflect!

Quality booth placement is one tool to recruit and retain strong vendors in your market

- High foot traffic
- Customer line of sight
- Exposure to the elements
- Ease of load-in/out
- Corners
- Depth vs. Frontage
- Even ground
- Dry ground
- Clearly marked
- Consistent placement



Know Your Market



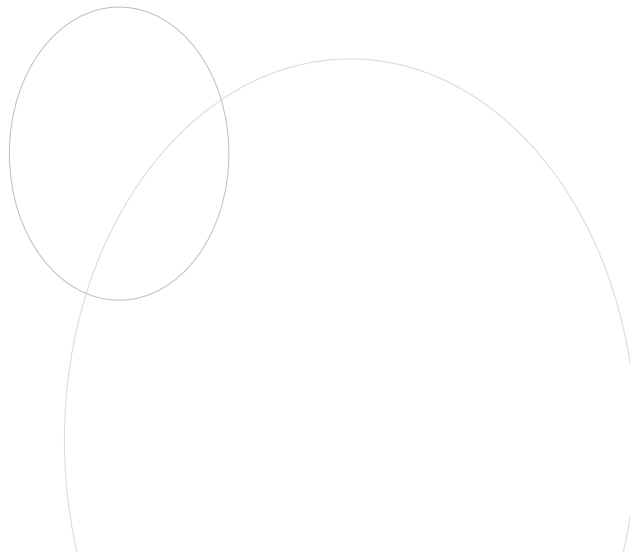


Exercise #2 – What's your best?

In Chat:

Type a few words that describe your market's 'Best Booth'

Or what characterizes your vendor's view of the best booth?





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?





Exercise #3 – 123 Go!

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 your 'best' booth placements are in your market

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



SEASON SCHEDULE

SCHEDULED VENDORS	28-May	4-Jun	11-Jun	18-Jun	25-Jun	2-Jul	9-Jul	16-Jul	23-Jul	30-Jul	6-Aug	13-Aug	20-Aug	27-Aug	3-Sep	10-Sep	17-Sep	24-Sep	1-Oct	8-Oct
Alvarez Organic Farms (Vegetables & Peppers)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Amador Farmers (Fruit & Vegetables)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Aslan Brewing Company (Beer)		1		1		1		1		1		1		1		1		1		1
Bowhill Blueberries	1	1	1	1	1															
Collins Family Orchards (Fruit)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Finnriver Farm and Cidery		1		1		1		1		1		1		1		1		1		1
Foothills Farm (Vegetables & Eggs)		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Fortuity Cellars	1		1		1		1		1		1		1		1		1		1	
Happy Gnome Farm (Vegetables & Eggs)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Harvest Moon Hollow (Vegetables)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Hayton Farms Berries	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Hierophant Meadery (Mead)	1		1		1		1		1		1		1		1		1		1	
Jonboy Caramels	1		1		1		1		1		1		1		1		1		1	
La Liath Bakery (Baked Goods)		1		1		1		1		1		1		1		1		1		1
La Pasta (Pasta & Sauces)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Local Color Farm and Fiber (Vegetables, Fiber & Flowers)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Martin Family Orchards (Fruit)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
McIntyre Family Farm (Vegetables, Lamb & Fiber)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Nature's Last Stand (Pork)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Our Family Farm (Berries)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Patty Pan Cooperative (Tortillas & Frozen Foods)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Pete's Perfect Toffee		1		1		1		1		1		1		1		1		1		1
Pie Love (Pie)		1		1		1		1		1		1		1		1		1		1
Salt Blade (Cured Meat)	1		1		1		1		1		1		1		1		1		1	
Sena Sea Seafoods	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?	?
Shipwreck Apiaries (Honey, Beeswax & Soaps)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Sidhu Farms ((Vegetables & Berries)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Skinny Kitty Farms	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Skagit Sun Farm (Berries)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Sweet Alyssum Farm (Flowers)	?	1	1	1	1	1	?	1	1	1	1	1	?	1	1	1	1	1	?	1
Tall Grass Bakery (Baked Goods & Granola)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Tieton Farm & Creamery (Cheese)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Tonnemaker Family Orchard (Fruits & Vegetables)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Wild Canary Farm (Flowers)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Xiong Cha and Cha Gardens (flowers)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Totals	27	30	29	30	29	29	27	29	28	29	28	29	27	29	28	29	28	29	27	29



SEASON SCHEDULE

Stall	8/3/2023	8/10/2023	8/17/2023	8/24/2023	8/31/2023	9/7/2023	9/14/2023	9/21/2023	9/28/2023
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Market: Start Date: End Date:

Zoom Level: 42%

View Mode:

C1	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard
C2	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens
C3	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard	Tonnemaker Family Orchard
C4	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens	Xiong Cha and Cha Gardens
C5	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms
C6	Sidhu Farms	Sidhu Farms	Sidhu Farms	Sidhu Farms	Sidhu Farms	Sidhu Farms	Sidhu Farms	Sidhu Farms	Sidhu Farms	Sidhu Farms
C7	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms	Skinny Kitty Farms
C8	Sidhu Farms	Sidhu Farms	Sidhu Farms	Sidhu Farms	Sidhu Farms	Sidhu Farms	Sidhu Farms	Sidhu Farms	Sidhu Farms	Sidhu Farms
C9										



Placing booths with intention takes!

Awareness

Time

Labor

Observation

Active Listening



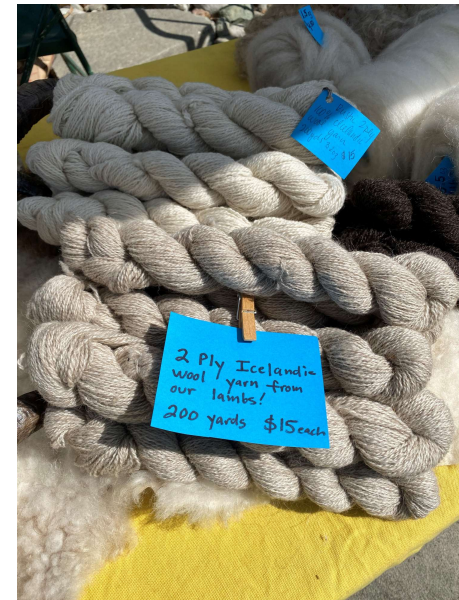
Prescott Farmers Market, Prescott AZ



Vendor Signage (Booths)



Vendor Signage (Products)



Vendor Signage (Menus)





Sponsor & Program Signage (Booths)





Market Signage





Signage List

Queen Anne Farmers Market 2020 Signage

Sign #	Description	Type	Placement	Quantity	Notes
1	Market Rules (chalked)	6' Upright Blackboard	Near start of line outside market	1	
2	Vendor List (chalked)	6' Upright Blackboard	Near start of line outside market	1	Needs updating weekly
3	Stand 6 Feet Apart	White Signicade	at 1st Ave & West Crockett St	1	
4	Stand 6 Feet Apart	White Signicade	W Crockett St mid-block	1	Put insert saying "one way foot traffic"
5	WA DOH A Frame	White Signicade	Sign in line for market	1	
6	Stand 6 Feet Apart	White Signicade	near entry	1	
7	Free Standing Hand Sanitizer QA Manor	Free Standing Hand Sanitizer	Beside Fire hydrant on 1st Ave West	1	
8	Free Standing Hand Sanitizer Aegis Living	Free Standing Hand Sanitizer	south side of West Crockett beside Eden Hill in curb cut	1	
9	Sponsor Barricade signs A	4x8 white vynl banner	Placed on barricades at QA Ave and W crockett/1st Ave inte	2	
10	Sponsor Barricade signs B	4x8 white vynl banner			
11	David Rice A frame 1	Wooden Sandwhich Board	Place next to handwash station	1	
12	David Rice A frame 2	Wooden Sandwhich Board	Place next to handwash station	1	
13	Handwash Station A	Correx on conduit	Place within immediate area of market entrance	1	Mount on conduit attached to footpeddle sink
14	Handwash Station A	Correx on conduit	Place on corner of W Crockett and 1st Ave W	1	Mount on conduit attached to footpeddle sink
15	Line Begins Here	laminated orange paper	Clip to south (1st Ave) or West (Crockett St) sides of vendor	31	
16	Line starts here market capacity is 60 thank	Wooden Sandwhich Board	At Entry		
17	Sponsor flag free standing	freestanding popup banner	bungie to info booth	1	
18	Information Tent sponsored by QA Frame	2x8 vynl banner	Mount on info tent facing line		
19	Your gift makes market day"	3'x18" correx	Mount on 2 sides of duck, duck must be placed near info booth		Write a message about being non-profit
20	Do not cross/ Thanks for using designated n	laminated blue paper	hang on market boundry ropes	20	
21	David Rice Banner	vynl banner 6'	Hang on barricades on 1st Ave	1	
22	Queen Anne Manor banner	vynl banner 6'	Hang on barricades on 1st Ave	1	
23	EXIT	3x5ft banner	inside facing side of red 5x5tent on QA & Crockett	1	
24	EXIT ONLY Market Entrance on 1st Ave W	3x5ft banner	outside facing QA Avenue on red 5x5 tent	1	
25	Market Entrance	3x8' banner	Mounted on 10x10 white canopy designated as market entr	1	
26	Social Distance DOH Signs	laminated paper	mount in areas near market line	16	



SAFETY



- Food Safety
- Farmers/Vendors
- Customers
- Volunteers



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
- De-escalation



Volunteers



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



QUEEN ANNE
FARMERS
MARKET
THE ONLY INDEPENDENT FARMERS MARKET IN SEATTLE



THANK YOU



director@qafm.org



www.qafm.org



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