**Building and Refreshing Your Manager Binder**

*This content was created for the 2025 WSFMA Farmers Market Conference*

*and presented in a workshop by Cascade Community Markets.*

**What is a Manager Binder?**

A Manager Binger is an essential tool for the smooth operation of your farmers market. A manager binder contains all the necessary instructions, forms, and tools that Market Staff will need to know and use on a daily basis as well as all of the documents and procedures for the rare and unforeseeable circumstances that they may encounter.

**Why Do I Need One?**

Market organizers are capable of setting up and running a market with their eyes closed, but even they can’t keep 100% of their policies and procedures in their minds. It is essential to have the contents of the Manager Binder on hand as a reference for the sake of consistency in ordinary times and for smooth operations in the event of any of the following:

* Inspections from governing authorities such as the health department or FNS
* Accidents and Emergencies
* Vendor complaints or vendors breaking rules
* Inexperienced staff is managing the market due to unexpected staff absences/illness

**Building Your Manager Binder**

1. First, assemble the supplies you will need:
   * One 1.5” 3-Ring Binder
   * Page Protectors (approximately 50-75)
   * Dividers or Tabs
   * Dry Erase Pen (optional)
   * FNS Manual Vouchers - order online: https://shop.goebt.com/ebt-manual-vouchers.html
   * Deposit Slips (optional)
2. Second, follow the checklist below to assess what documents are ready for print or need work.
3. Prepare the documents that you need to update or create. Fillable versions of the Personnel Handbook from Seattle Neighborhood Farmers Markets and the Emergency Plan & Contacts from the Michigan Farmers Market Association are available on the WSFMA website.
4. Print all the files & assemble your binder! Review the starred files in the checklist on an annual basis.

**Manager Binder Checklist**

*Based on Cascade Community Markets Binders, 2025*

*\*\* = Needs to be revised or replaced annually.*

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| Document | Ready for Print | In Binder |
| Table of Contents |  |  |
|  |  |  |
| **Market Operations Divider** |  |  |
| Check Lists for Setup & Cleanup |  |  |
| Market Rules in English & Spanish\*\* |  |  |
| Vendor Contacts\*\* |  |  |
| Market Personnel Handbook\*\* |  |  |
| Market and Area Maps |  |  |
| **Food Access and Alternative Currencies Divider** |  |  |
| Food Access Currency Distribution Manuals with Offline Instructions |  |  |
| Eligible Products Chart for All Currencies (English & Spanish) |  |  |
| SNAP Market Match/Incentive Distribution Tracking Sheets |  |  |
| FNS Manual/Offline Vouchers (in pocket) |  |  |
| WSFMA Food Access Signage Check List |  |  |
| FMNP Vendor Portal Instructions Brochure & Website QR Code |  |  |
| FNS Legal Paperwork & Signage |  |  |
|  |  |  |
| **Permits & Insurance Divider** |  |  |
| Market Venue Permit(s)\*\* |  |  |
| Market Insurance Certificate\*\* |  |  |
| Vendors Insurance Certificates\*\* |  |  |
| Health Department Paperwork for Market\*\* |  |  |
| Health Department Permits for Prepared Food Vendors & Vendor Food Handler Cards\*\* |  |  |
| Document | Ready for Print | In Binder |
| **Emergencies Divider** |  |  |
| Inclement Weather and Market Cancellation Policies |  |  |
| Emergency Plan & Contacts\*\* |  |  |
| Incident Report Forms |  |  |
| Accident/Injury Report Forms |  |  |
| Suspect Description Forms |  |  |
|  |  |  |
| **Forms & Records Divider** |  |  |
| Vendor Sales Report Forms\*\* |  |  |
| Customer Attendance Records |  |  |
| Newsletter Sign-up Sheets |  |  |
| Vendor Concern Forms |  |  |
| Product Challenge Forms |  |  |
| Daily Manager Reports |  |  |
| Donation Tracking Sheets |  |  |
| Deposit Slips & Envelopes |  |  |
|  |  |  |
| **References Divider** |  |  |
| Spanish (or other language) Phrase Sheets |  |  |
| WSFMA Roots Guidelines |  |  |
| Yellow Book: Signage Standards & Organic Integrity at Farmers Markets |  |  |
| WSDA Vendor Scale Regulations for Farmers Markets |  |  |
| Handbook for Small and Direct Marketing Farms |  |  |
| Pocket Guide to Farmers Market Terms English/Spanish |  |  |
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