

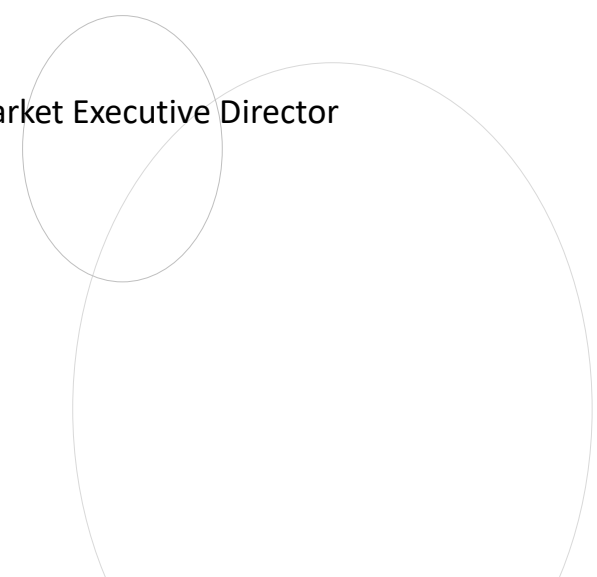


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MIRACULOUS! THE ART AND SCIENCE OF SCHEDULING VENDORS

February 22, 2025

Matt Kelly, Queen Anne Farmers Market Executive Director





Overview

- Optimizing your market's vendor schedule
 - What can you do post-application & pre-season
 - The 'ideal' vendor mix for your market?
 - Layout & Design
 - Management Tools
 - In-season
 - Managing absences
 - Realtime adjustments to market layouts
 - Community groups and non-vendors



Vendor Mix

WSU EXTENSION | ORGANIZATIONAL DIMENSIONS OF FARMERS MARKETS IN WASHINGTON STATE

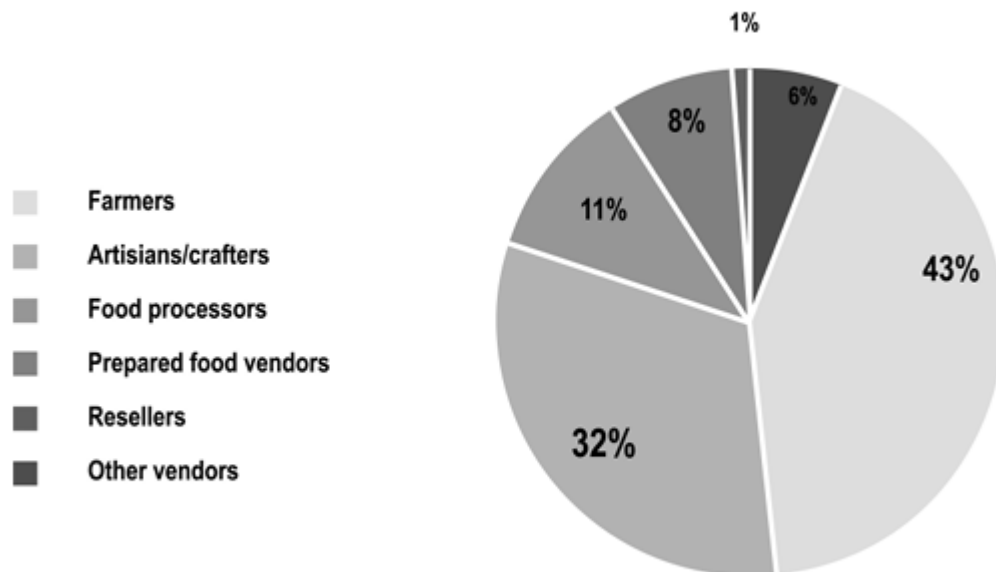


Figure 6. Aggregated vendor mix at farmers markets. (Does not total 100 due to rounding errors. This data represents the aggregation of all vendor slots at responding markets. It does not represent the unique number of individual vendors participating in markets as many vendors sell at multiple markets.)

“Each market creates its own, often dynamic, “vendor mix” depending on its mission, management, shopper base, and the availability of vendors.”



WHAT INFORMS YOUR MARKET'S MIX?



WSFMA Roots Guidelines



Market-Specific vendor criteria or ratios



Application close date or ongoing applications



Target vendor count and/or sales volume



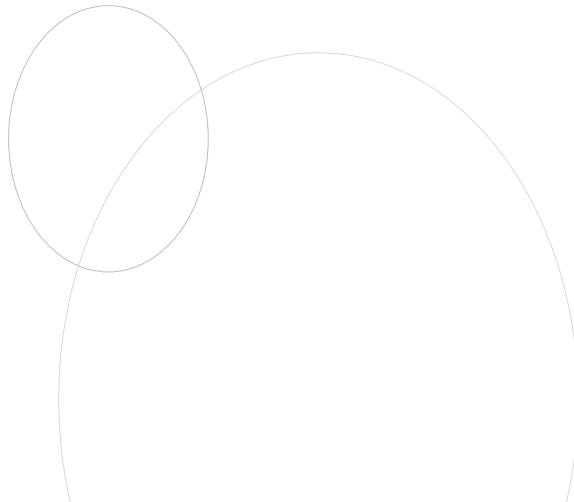
Market Programs, Sponsors & Community Groups



Exercise #1 – (2 Minutes)

Discuss with a seatmate or two:

What is the #1 Challenge you face in maintaining your vendor mix during the market season?





LAYOUT AND DESIGN



No two markets have exactly the same vendors, produce varieties, value-added products, layouts, music or activities.





Downtown Farmers Market – Walla Walla





Downtown Kennewick Farmers Market





Auburn Farmers Market





Layout and Design

Columbia City Farmers Market

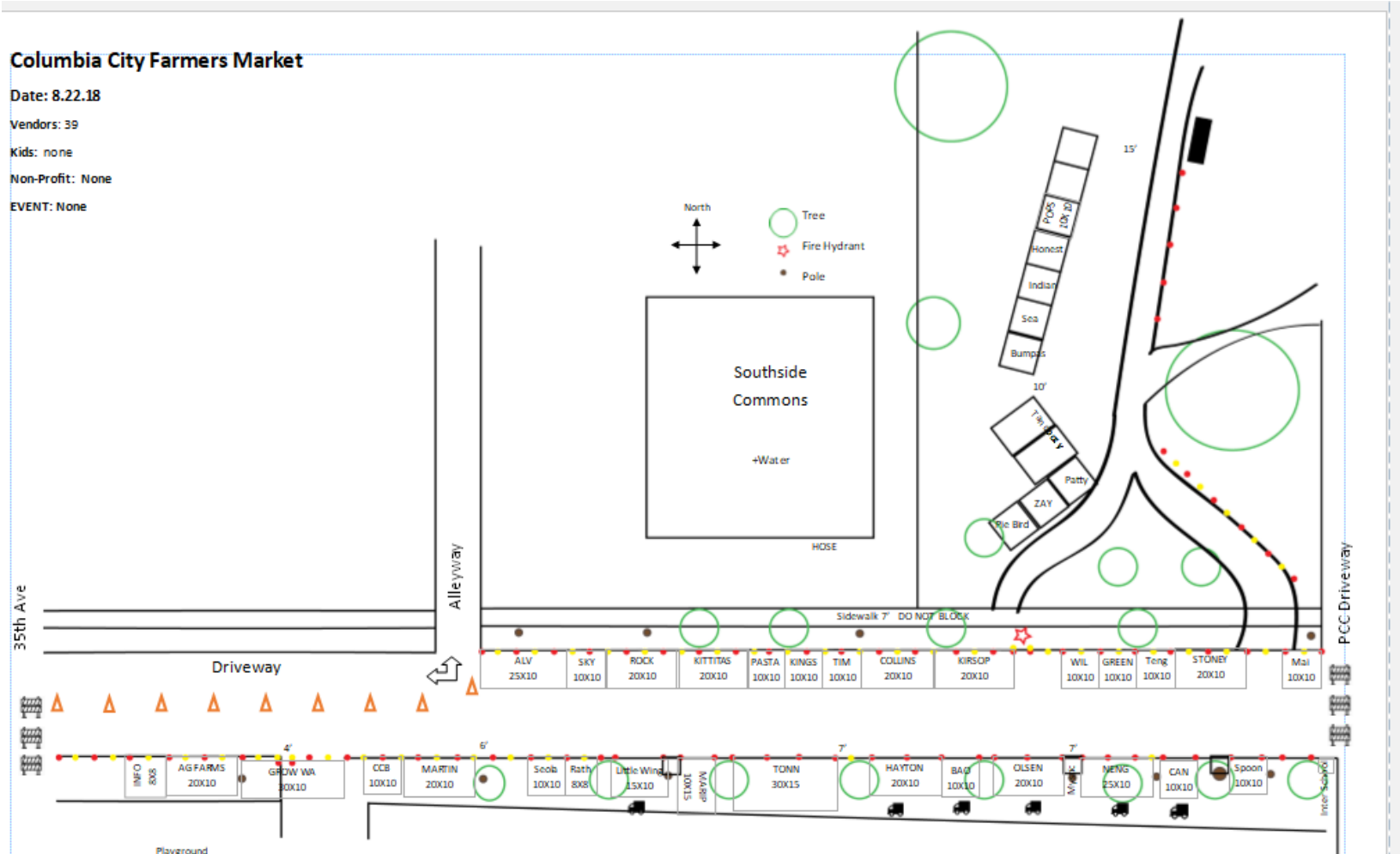
Date: 8.22.18

Vendors: 39

Kids: none

Non-Profit: None

EVENT: None



Columbia City Farmers Market





Management Tools: Vendor Date Requests

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



Management Tools: Booth Assignment Software

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
Queen Anne Farmers Market 2023

Start Date
8/3/2023

End Date
12/16/2023

Zoom Level: 42%

View Mode
Wide View

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										

Management Tools: By hand



Prescott Farmers Market, Prescott AZ



Management Tools: Tools!





Management Tools: Market Rules

- Application that includes date requests
- Market day cancellation policy
- Season cancellation policy
- Emergency, Excused or Unexcused attendance statuses
- Fines/fee policies





Exercise #2 – (2 Minutes)

Share with the group:

What is your most effective pre-season scheduling tool?





IN SEASON



Managing Vendor Absences, Real-Time Adjustments & Integrating Non-Vendors





Adjusting for absences & season cancellations

Know which vendors may want additional space if it becomes available

Waitlisted vendors

Vendors with fewer scheduled dates

Drop-in vendors

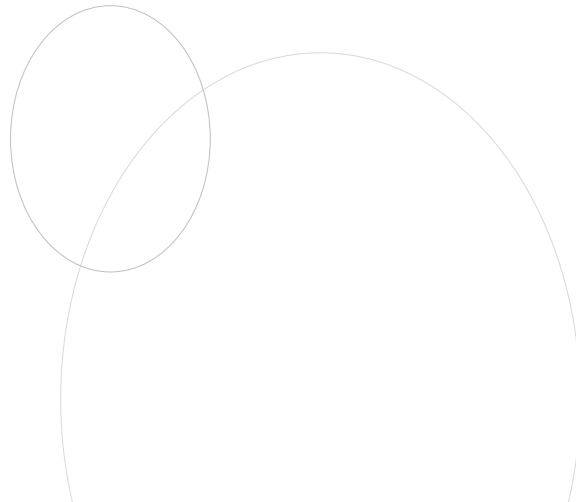
Mid-season sponsor booth offers



Exercise #3 – (2 Minutes)

Share with a seatmate?

What do weekly adjustments to your market schedule during the season look like?



Using space creatively to minimize absences impact on market day





Sponsors, Programs & Community Groups





QUEEN ANNE
FARMERS
MARKET
THE ONLY INDEPENDENT FARMERS MARKET IN SEATTLE



THANK YOU



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