

2025 WSFMA Conference

Pricing with Purpose: Vendor Fees Worksheet

No matter the fee structure, your farmers market provides important services and significant value to its vendors!

Instructions: Take a minute think about these questions and write what you know. We'll ring a bell, find a neighbor to discuss what you wrote/remember.

1. How much does your farmers market charge vendors for a regular (10' x 10') booth space?

Consider: Are all vendors charged the same rate, or does it vary by vendor type, booth size or location? Are fees different in the shoulder season or winter? Harvest/holiday markets?

2. What factors went into how your farmers market determined what to charge vendors for their booth fee?

Consider: Is this written down? Who would remember? When was the last time your vendor fees were reviewed?

3. What services does your farmers market provides to its vendors? Please describe as many as possible. In other words, what do vendors receive in return for what they pay?

*Consider: **Sales outlet:** a retail space for their business, in a desired location, shopper traffic (how many? what kind of shoppers?), shopper parking/transit. **Access to sales from federal nutrition program benefits** such as SNAP, SNAP Market Match, and WIC and Senior FMNP. **Risk management:** insurance, response in emergencies, problem-solving, backup equipment. **Marketing and visibility for their business/products** such as social media, newsletters, or website. **Business support** such as access to technical assistance, mentors, educational opportunities? **A sense of community**, access to other vendors, external support networks, information.*

4. How does your farmers market communicate the services it provides to vendors?

If you're not sure, what are some ways that might be effective or worth trying this season?