VENDOR & PRODUCT MIX

Jennifer Antos, Executive Director
Neighborhood Farmers Markets

VENDOR MIX

Types of Vendors

Farmers & Producers

Processors

Prepared Food

Artists & Crafters

Other Vendor or Booth Types

Sponsors
Community Orgs

Service Providers
Events & Programs

Vendor Variety

Same Model: Different Execution
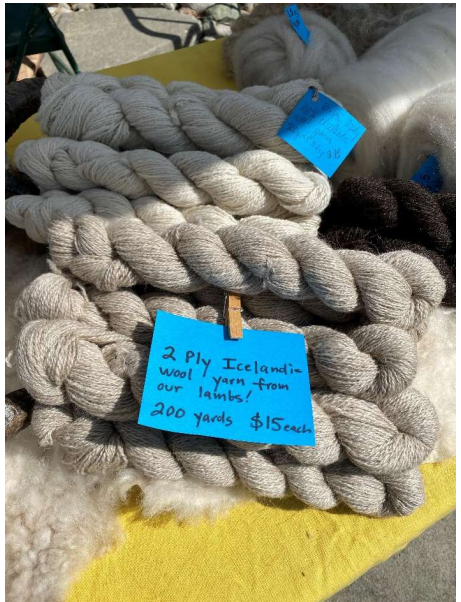
Capitol Hill
Farmers Market

Phinney
Farmers Market

PRODUCT MIX

How Does Variety Meet Your Shopper Demand?

Product Mix Tool

	A	B	C	D	E	F	G	H	I
	Market Managers: Indicate product needs with an "x" and add specific descriptions when applicable. Feel free to add any notes that might help VOS team with prioritizing recruitment needs.		**2024 MARKET NEEDS**						
			C2FM	CCFM	CHFM	LCFM	MGFM	PHFM	UDFM
25	sauces	sauces					x		
26	fish/shellfish	finfish				x		x	
27		shellfish					x		
28		processed							
29	flowers								
30	frozen/heat-at-home	specify							
31	honey		x			x		x	
32	hot prepared	specify		X		x			
33				X					
34									
35	meat/poultry	beef							
36		goat							
37		lamb							
38		pork							
39		poultry							
40	mushrooms	cultivated						x	
41		foraged							
42	non-alcoholic	kombucha						x	

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Food Product Categories

alcohol

berries

bread/bakeries

dairy

pastries/ candies/ desserts

eggs

ferments/ preserves/ sauces

fish/shellfish

flowers

frozen/heat-at-home

honey

hot prepared

meat/poultry

mushrooms

non-alcoholic beverages

orchard fruit

other processed/ value-add product

plant starts

row crops/mixed vegetables

greenhouse/specialty farm

Other Considerations

Other Considerations

Price Points

Product Quality

Display & Merchandising

Customer Service

Market Fees

Signage

Business Model

Market Day & Time

RETENTION!

Tips for Enforcing Rules

Tip #1: Signal Change

- Understand what you're inheriting

- Establish communication channels

- Communicate change before it happens

Tip #2: Be Consistent

- Always maintain an even playing field

- Do for everyone what you do for one

- Consistent enforcement creates consistent behavior

Tip #3: Manage or Solve?

- A policy isn't needed for everything

- Ask yourself: is this something I need to manage or solve?

- Document what you wish you had as a new manager

Relationships