# FARMERS MARKET CORE CONTACT LIST

With all the moving parts it can be hard to know everyone involved and where to find them. Having one person in charge of keeping the master contact list up-to-date can give everyone confidence about who to contact and that their information is correct.

## FARMERS MARKET’S PUBLIC INFORMATION

Public information is what is published and listed in directories and other promotions. This is what shoppers, the media, and the general public find if they are to contact the market.

|  |  |
| --- | --- |
| Market’s public name: |  |
| Public email: |  |
| Public phone number:  |  |
| Type of phone number? Cell? Virtual phone? Landline? *This matters because only cell phones that receive texts can be used for two factor authentication.* |  |
| Website: |  |
| Mailing address: |  |
| Physical address for market business (“office”): |  |
| Physical address where the market is held: |  |

## MARKET STAFF

Farmers market staff may be full-time employees or contractors, part-time or seasonal, or both. The Market Manager or Director should have a designated market phone number that can be used for market management, especially communicating with vendors.

Phone features:

* Is this a market phone or personal?
* Can this phone be used for texting?
* Is this a published phone number?
* If personal, is staff receiving a phone stipend?
* If market phone, whose name is phone in?

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Position** | **Phone:**  | **Email** |
|  |  |  |  |
|  |  |  |  |

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*Do not ask your market staff to use their personal phone numbers for market business. Having a dedicated public number for the market and possibly a second one for the manager, makes keeping phone numbers updated much easier during any transition. It is also less confusing for key stakeholders because they will hold on to the numbers they have even when a person has left the market.*

## MARKET BOARD OF DIRECTORS

Board questions:

Who are the Board Officers (President, Vice President, Treasurer, Secretary)?

Who is the main point of contact for Market staff?

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| --- | --- | --- | --- |
| **Name** | **Position** | **Phone**  | **Email** |
|  |  |  |  |
|  |  |  |  |

## MARKET VOLUNTEERS

Who are the key market volunteers that you rely on to manage the market during the season and/or on market day?

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| --- | --- | --- | --- |
| **Name** | **Position/Job** | **Phone**  | **Email** |
|  |  |  |  |
|  |  |  |  |

## MARKET PROFESSIONAL SERVICES

Organizations rely on a team of professional service providers to take care of technical and other specialized tasks.

Professional service providers may include:

* Bookkeeper
* Accountant
* Insurance agent
* Graphic designer
* Printer
* Translations
* Equipment supplier

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Company** | **Prof Service/Project** | **Phone** | **Email** |
|  |  |  |  |  |
|  |  |  |  |  |

## MARKET ACCOUNTS & PASSWORD MANAGEMENT

Managing account information is a challenge and setting up a good system will save a lot of time, money, and frustration.

* Name of vendor/service provider
* Name on the account
* Username for the account
* Email used for the account
* Account number
* Account security questions
* If paid, date service/account renews

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*Use the same email address for every business account. This reduces the guessing which email or having to change email when a key person (and their email) leaves. How about using the same answer for every security question? For example, for every question about a pet’s name use Farmer. Every city question use Tacoma. Every family question answer use Washington.*

## Password Best Practices[[1]](#footnote-1):

* Use multifactor authentication (may also be called 2 Factor Authentication) wherever possible. However, be sure that whatever phone number is used can receive texts.
* Avoid using publicly available data in your passwords. This includes birthdays, addresses, staff or family member’s names, and other similar information. If it is something a hacker could get from your Facebook account or other social media presence, it shouldn’t be in your market’s account password.
* If using a password vault, using randomly generated passwords created by the software is preferrable. If you must manually draft the password, use a passphrase instead of a password; it should be easy to remember but hard to guess. For example, “Yes! The Magnolia Farmers Market is now open on Sundays at 9 AM!” could be used to generate a secure password using the first letter of every word and character “Y!TMFMinooSa9AM!”
* Consider using an online password vault to store passwords instead of writing them down. However, any documentation of passwords in case of emergencies or turnover is helpful. Know where a copy is securely stored (virtually and/or physically).

# FARMERS MARKET EMERGENCY CONTACT LIST

All on-site market staff and volunteers should know to call 911 if there is a life-threatening emergency. They should also know how to direct emergency personnel to the market site.

## Market address, cross streets, and local landmarks?

|  |
| --- |
|  |

## Where to shelter or rendezvous in case of an emergency?

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| --- |
|  |

Does the market have Emergency Plans? Are they reviewed before each season starts by all on-site staff and key volunteers?

Other key contacts for when something goes wrong:

## Police or Private Security

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Title** | **Phone** | **Email** |
|  |  |  |  |
|  |  |  |  |

## Fire Department

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Title** | **Phone** | **Email** |
|  |  |  |  |
|  |  |  |  |

1. Adopted from the Michigan Farmers Market Association’s Password Resource document. [↑](#footnote-ref-1)