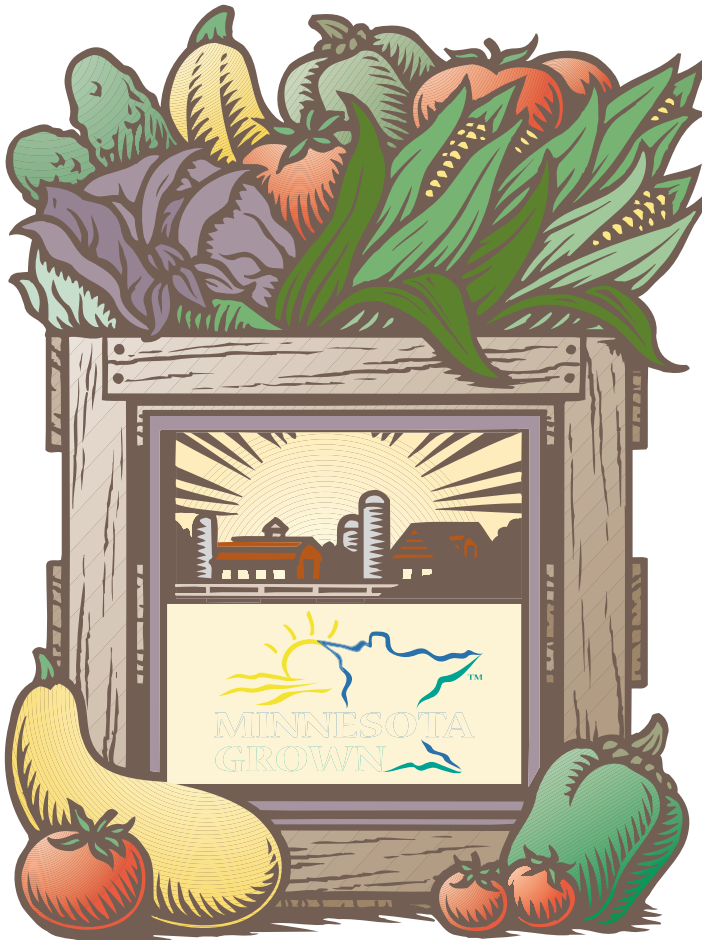


STARTING A FARMERS' MARKET



OBJECTIVES

Every farmers' market begins differently. The surroundings will have a major effect on your market. But the main objectives are usually the same. The market should provide an outlet for the farmer profitably to sell his produce and to make fresh, wholesome produce available to people who would not have otherwise had any other opportunity to receive it. This could also improve diets of your community. A successful market also can rejuvenate a downtown economy. Determine what you want your market to do for you as vendors. Have a plan.

START THE PLANNING PROCESS EARLY

The planning of an efficient market needs to be started early. The entire process can take several years to get the market off and running. There are many things that need to be done in advance. The securing of a site is very vital to this process. You need to obtain permits, licensees, and contracts need to be executed and signed. This takes time to accomplish.

MAKE LOCAL INQUIRIES- RECRUIT FARMERS

You must have interested farmers that will be committed to bringing produce every week to the market. Before recruiting the farmers, gather facts

and information. Visit and talk with existing farmers' markets.

Prepare a written handout stating the objectives you are trying to accomplish. Take these handouts with you when recruiting so that they may review the information that you have discussed with them. Place your name and phone number on the handout so that they can call you with any questions. When recruiting farmers get their name, address and phone number so that you can contact them at a later date informing them of the progress or for soliciting their help.

Some of the following organizations may be a good source to obtain farmers:

- Community Garden Clubs
- School or University Ag Departments
- Local county extension service
- County Farm Bureau or Farmers Union
- Food Banks
- Consumer Cooperatives
- Church Groups
- Service Organizations (Elks, Rotary, etc.)
- Chamber of Commerce

Once you start making contacts with farmers it can be easier because of their contacts and the list may grow via word of mouth.

USE THE MEDIA

Sometimes the media will have special "spots" that are free for a community project such as a new market. Call and ask if that is anything they have available. Newspapers usually have a special community event section that may be

done free of charge. Some radio stations will do free public service announcements or short “community interest” bulletins. This is not to advertise the market but to announce an organizational meeting. Television should be saved to emphasize a major event such as opening day.

HOLD INFORMATIONAL DEVELOPMENTAL MEETINGS

After you have contacted several interested farmers who have shown some interest, plan a meeting to get them involved with the initial planning of the market. Share with them what should come from the market. Explain to them the advantages of selling at the farmers’ market. Following are some of the advantages in selling at the market:

- Higher return
- Growers set their own price (within reason)
- Cash sales, immediate payment
- Can help maximize utilization of family labor
- Gives opportunity to meet the consumers of their products
- Provides an additional outlet for their produce

DECIDE IF THERE IS ENOUGH INTERESTED VENDORS

Survey area in which market will be held to solicit farmers. If there are enough interested vendors you then need to survey what produce each vendor grows. You need a variety of

produce and the quantity needs to meet the demand. The growers need to make a firm commitment so that when the market opens their will be vendors to supply it. A good way to do this is to develop an application with a possible set of rules that will be used at the market.

Decide what type of market you are going to establish.

- Just produce grown in MN only or allow produce from other states
- Resale items
- Crafts

Some Farmers’ Markets groups’ idea is to have it be considered a farmers’ market was just to offer fresh MN grown produce. Once you start with resale items and crafty items it takes away the meaning of a true farmers’ market.

FORM COMMITTEES TO OBTAIN INFORMATION ON SOME OF THE FOLLOWING TASKS:

Assess start up costs with initiating a farmers’ market. Some of the initial costs that you may incur are site expenses and advertising. Some cost-effective choices to investigate are parking lots of malls or chain stores, park land, church parking lots or closed city streets.

THE MARKET

Determining a favorable location is very significant to the success of the

market. It should be located in a visible, well traveled, and easily accessible location. Near public transportation is a plus as is an ample parking lot. Is there room for expansion? Will this location be available longterm, as people don't like to be searching for the market at a new location. Before finalizing the location, investigate local zoning regulations. Public facilities (bathrooms, telephones, etc.) and utilities should be looked into at this time. These are a plus but not essential to operate a market. Shade is an additional benefit.

Stall size should be determined to make sure the location is large enough to accommodate all the vendors. A general guideline for minimum width to be considered is the width of car with side doors open.

Check for the competition (Grocery stores supermarkets- Do they carry local produce? if so, how much volume do they sell?) in the area. Keep the communication open with them.

Get input and opinions from your community service agencies (public works, health, police and fire departments). These services may be utilized in the future.

Determine day and time according to what is best for the farmer and customer. Some things to keep in mind are your location: Is it on the way home from work?, Is it on the way to or from the lake? Would over the lunch hours

time be good because of location being close to businesses? Start with one or two days, you can always increase but it is not good to subtract days as it confuses the customer. The convenience to of your customers should be a primary consideration.

Determining a name and logo can be very beneficial for something the customer can identify you with.

Form as a business. The farmers' markets that have started with some type of structure tend to be more successful and are more stable. Even if a board of directors are elected it is good to solicit a market manager (smaller markets may have volunteer—larger markets may have paid manager). This person would collect fees, organize markets events, and handle concerns that may arrive during market days. Have written duties of board members, managers, etc.

Develop simple enforceable bylaws. It is also helpful with these bylaws to have a general set of rules for the market to follow. (See Appendix I, Sample Bylaws.)

FUNDING MECHANISM

Some type of funding mechanism is valuable to the market. Make a budget of what you think you will need to be a successful market. With this information then develop the revenue to support it. Membership/grower fees are a beginning source. Look for sponsors.

INSURANCE ISSUES

Address liability insurance issues. Insurance can sometimes be added to individual farmers policy for liability at the market or the market organization can purchase it as a group.

Inquiry regarding necessary licenses or rules or codes of area is a must before opening. Other issue to address weight and measures specifications, animal product regulations, labeling requirements, sales tax reporting, vehicle permits, processed food handlers license.

State food laws can be addressed through the MN Dept. of Agriculture, Dairy and Food Inspection Division. (See Appendix II, Procedures of Operation and Appendix III, Food Sampling Guidelines.)

If your market receives grant money from any source you will need to obtain a state and federal ID number.

You can receive a state ID number by calling the Dept. of Revenue at (651) 282-5225 to request one. This can be done over the phone in less than 5 minutes.

A federal ID number application can be obtained by calling the Internal Revenue Service, Dept. of the Treasury or writing to Internal Revenue Service Center, ATTN: Entity Control, Stop 57A, 2306 E Bannister Rd, Kansas City, MO 64131.

MN Department of Public Service,

Weights and Measurers is where you would contact regarding if you will be weighing items. The scales need to be calibrated.

MN Department of Revenue, Sales Tax is where you can obtain information on items that you need to charge sales tax on.

PROMOTION OF THE MARKET

Signs\banners should be noticeable. Big, easy to read is recommended.

- Bright colors
- Pictures of produce
- Use logos to establish connection (as in MN Grown logo or your own market logo)
- Not overwhelmed with information (See Appendix IV, Critiquing Signs)

Make sure you know where they are allowed to be placed always ask first!!! Or if there are rules as to size.

The market area should be an appealing, clean and happy place to shop. Display produce attractively. You do not need to have elaborate equipment, but it should be clean, sturdy, raised off the floor and protected from the rain and sun. Be positive, helpful and courteous when dealing with the customer. SMILE- it is important to your customers!!

Plan events to attract buyers: kids day, a certain produce day or coordinate with town event.

APPENDIX I: SAMPLE BY-LAWS

BY-LAWS

(Enter Your Farmers' Market Name)

ARTICLE I. NAME

The name of the association shall be (Enter Your Farmers' Market Name).

ARTICLE II. ELECTION PROCEDURES

(Or some method of selection of officers.)

One vote per grower, family, or partnership.

Officers will be elected by majority vote.

Officers will be elected for (*put in number*) year term.

If a vacancy on the Board of Directors appears the remaining board members shall fill the vacancy by appointment until the next annual meeting at which time membership shall elect someone to complete the remainder of the term.

ARTICLE III. BOARD OF DIRECTORS\OFFICERS

(Not necessary to have a Board but some type of delegated group to make decisions)

The board of directors shall consist of (*number of members*) members, including (*suggestions: Chair, Vice-Chair, Secretary | Treasurer and/or separately.*


Directors shall serve (*number of year(s)*) year terms. (*When initial terms determine which members will start out for 1 year, 2 year and 3 years so that all the members terms do not expire at the same time.*

ARTICLE IV. ROLES AND DUTIES OF BOARD OF DIRECTORS\OFFICERS

(These duties need to be done for market operation. Below are suggestions on titles and roles.)

The Board of Directors\Officers shall set the policies of the organization. This must include deciding the rules, location, hours of operation, dues and/or fee structure and membership requirements and enforcement procedures.

Chair-shall preside at all meeting, oversee the management, organization and execution of the business of the Market.



Vice-chair shall perform the duties of the Presidents absence.

Secretary/Treasurer shall record the minutes of all proceeding of the market. He\she shall perform all duties incident to the office of Treasurer and present a complete statement of the financial affairs of the organization to the annual meeting.

ARTICLE V. MEETINGS

The regular Annual Meeting shall be held at such time and place as determined by the Board of Directors\Officers.

Notice of annual meetings shall be published to membership at least 30 days prior to date of annual meeting and shall include the report of the nominating committee.

The Farmers Market shall meet at least annually.

ARTICLE VI. AMENDMENT PROCESS

(Or another established amendment process.)

These bylaws may be amended by 2/3 votes of members present at Markets Meeting.

APPENDIX IV: CRITIQUING SIGNS

KEY AREAS OF CONCERN

- Is the presentation clear and concise?
- Is the presentation reflecting your image?
- Is there consistency in style, copy and visuals?
- Are signs visible from desired locations?
- Are signs motivating customers to react?

TIPS FOR POINT OF PURCHASE SIGNS

- Be specific.
- What will it save?
- Pricing easy to understand?
- Sizzle, story, romance.
- Facts, not fiction.
- Explain what's not obvious.
- Help customers buy the best product.
- Help customers comparison shop.
- Logical needs.
- Don't say the obvious.
- Sign friendly.

LETTERING

Good lettering is essential on a sign. The lettering is the means through which the viewer receives the information which the sign is communicating. The four main communication factors include:

Visibility. This is the quality of a letter or number which enables an

observer to distinguish it from its surroundings.

Readability. This is the quality which enables the observer to correctly perceive the information content of letters or numbers grouped together in words, sentences, or other meaningful forms.

Noticeability. This refers to the quality of a sign which encourages people to look at it.

Legibility. This refers to the characteristics of letters or numbers which make it possible to differentiate them from one from the other.

A well-designed sign should score high on all four communication criteria. Since words are the most important elements of sign communication, lettering becomes a critical design factor.

Many signs utilize plain block lettering. This lettering tends to be the easiest to read. However, sign users sometimes forget that lettering can do much more than simply communicate a straight forward message. Lettering can also do much to enhance the image of the business which the sign presents.

Potential customers take many cues from subtle factors which go into the design of a sign. The lettering may suggest that a business is elegant and expensive, or it may suggest discount prices and efficiency.

*SOME FOOD FOR THOUGHT
ON... WHICH FONT?*

2001 NAFDMA

2001 NAFDMA

2001 NAFDMA

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2001 NAFDMA

*TIPS FOR PROMOTING
YOUR OVERALL MARKET
WITH SIGNAGE*

When you do something right, tell everybody.

Happy Holidays
from Smith's Store
As a token of our appreciation to you,
we are underwriting the performance of
THE NUTCRACKER
on Saturday, Dec. 15 at City Hall Center

Promote every service you offer.

12 CUSTOM-MADE GIFT PACKAGES
are displayed in our fresh produce area
Prices: \$15.00 to \$50.00
We'll Deliver for an extra \$5.00

Use customer signs for feedback.

**"I HEARD CUSTOMERS
ASK ABOUT..."**
Please tell us what you heard...
on these cards. Thanks for your help!

Sign upcoming events and activities.

**LEARN HOW TO:
WALLPAPER**
Expert demonstrations
Saturday, Sept. 15th
\$5 fee includes materials. Bring a friend. Tickets are 2 for \$8

Whenever you make a change to the customer, sign it.

CAUTION

PROGRESS ZONE

We're renovating to create a better store for you. Sorry for the temporary inconvenience.

Whenever you make a change to the customer, sign it.

**WE WILL CLOSE ON
CHRISTMAS EVE AT 4 P.M.
SHOP 9:00 'til 9:00
every day until then!**

Keep your "permanent" signs looking good.

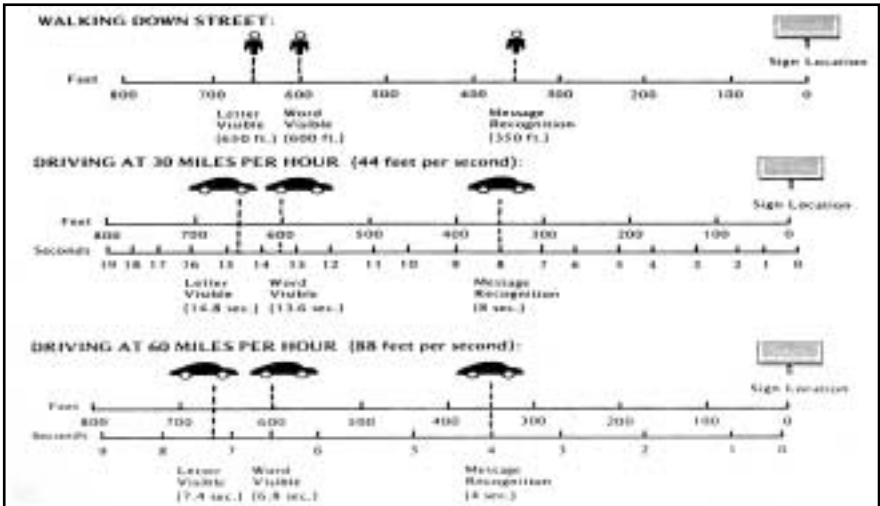
CONSIDER EFFECTIVE USE OF COLOR

Listed below are the best color combinations used in lettering of outdoor advertising displays ranked in order of legibility of letters viewed from a distance.

1. Black on Yellow
2. Black on White
3. Yellow on Black
4. White on Blue
5. Yellow on Blue
6. Green on White
7. Blue on Yellow
8. White on Green
9. White on Brown
10. Brown on Yellow
11. Brown on White
12. Yellow on Brown
13. Red on White
14. Yellow on Brown
15. Red on Yellow
16. White on Red

Source: Claus and Claus, 1974.

SIGN VISIBILITY CHART For 10" Black Block Lettering on White Background



Source: W.S. Meyers and R.T. Anderson, 1974.

THE PSYCHOLOGICAL CONNOTATIONS OF COLOR

In selecting colors for a sign which will be appropriate to business, it is important to consider the psychological connotations of different colors as well as the factors affecting visibility and legibility. Although some attributes have come to be associated with certain colors, these are not hard and fast rules. A sign designer should be guided by their own sense of what is appropriate.

Red. Exciting, active color. Used to suggest boldness, quickness, efficiency. Its warmth is appetite-inspiring.

Yellow. Another color frequently used by restaurants to create a welcoming atmosphere. A warm color, suggests light and activity, especially in redder shades and tints.

Green. Living things, and there for freshness, youth and purity are often associated with green. Green is the predominate color in nature and therefore must be used carefully in rural settings so it does not fade into the surroundings. Powerful in suggesting naturalness, vitality and peacefulness.

Blue. Its coolness tends to connote dignity, serenity, wisdom, and quiet. May be used to suggest a leisurely pace and atmosphere of cultivation and calm. Often used by banks and large corporations.

Purple. Purple come to be associated with royalty, pomp and luxuriousness. Visibility factor is low making it unsuitable for freeway signs, but is often used for personal service businesses such as beauty salons.

Brown. Brown is the color of the earth and tends to connote naturalness and strength. Businesses which want to indicate their strength and mainstream value system often use brown and wood hues in their signs. Also used in ranching and farming interests. Brown is basically neutral due to its association with earth and wood, it is not a color to catch your eye and suggest action.

White. In western society white has been the color of innocence. On a sign it can be used to suggest cleanliness and purity.

Black. Black can be used effectively in signage to create an impression of low-keyed crispness and sedateness. Sophistication also is suggested, if large areas are used.

In assessing all of these colors, the point needs to be made that fairly subtle shifts in tint and tone can create large differences in how colors are perceived. While red is appropriate when used in fairly limited area, when used over too broad of an area it can give the impression of being overpowering. Similarly, pale yellow can suggest daintiness, whereas deeper yellow becomes a very sensuous and powerful color.



APPENDIX V: Further Resources

INTERNET

www.mfma.org

www.minnesotagrown.com

www.ams.usda.gov/directmarketing

www.ams.usda.gov/tmd/wam/wam.htm

www.ams.usda.gov/farmersmarkets