Develop Your Community’s Farmers Market

This guide was created for communities that are interested in planning a farmers market in their communities. This step-by-step guide provides detailed instructions on how to start and continue a successful farmers market that is a good fit for your community.

How To Use This Guide

Watch this video to learn how to use this guide:

[insert video placeholder]

This guide includes two parts:

1. First, download the **Example Farmers Market Guide** and use it as a reference to help you fill out your community’s farmers market guide, or use it when you don’t have access to the internet
2. Second, click on **Your Community’s Farmers Market Guide** to help you plan, start, and continue a farmers market that’s a good fit for your community. This guide is designed for the Community Advisory Board and partners to complete.

This guide contains six sections to help you plan a farmers market in your community:

Section 1: Visioning the Farmers Market

Section 2: Gathering Community Partners

Section 3: Planning and Conducting a Needs Assessment

Section 4: Developing an Evaluation Plan

Section 5: Farmers Market Implementation Plan

Section 6: Farmers Market Sustainability Plan

Examples are included throughout these guides to help you get started. Feel free to build upon the examples, or completely change them, to best fit your needs - you know your community best!

Example Farmers Market Guide

Make Your Community’s Farmers Market Guide

Section I.

Visioning the Farmers Market

**OVERVIEW**

Farmers markets can increase community access to locally-grown/produced foods, such as fruits, vegetables and prepared foods. They can also bring activity into an area, and increase income for farmers and vendors. Farmers markets can also increase a sense of community, improve connections between farmers and community members, and increase how much local food is grown and eaten in the community. To start working towards your community’s farmers market, think about your vision for the market. This section will help the Community Advisory Board (CAB) start to think through your goals for the market, list potential community partners, and look for local and state-level policies/guidelines that could impact a farmers market in your community.

**Your Organization**

**Your Community Name**

**Today’s Date**

**Names of Individuals/Organizations Preparing This Plan**

**VISIONING WORKSHEET**

This worksheet is designed as a guide to visioning farmers markets in your community. Fill in the spaces below each question to help formalize ideas of what your community’s farmers markets could look like.

**Farmers Market Goals**

Some questions to consider as the CAB thinks through the community’s farmers market include: What do you hope the farmers market will provide for the community? Why would you like to have a farmers market in your community? Some of your goals may conflict with each other, and you may want to list them in order of importance to determine which goals are most valuable. Some examples of goals for a local farmers market are included below:

*Our community would like to start a farmers market in order to:*

*Goal 1: Promote fresh fruits and vegetables*

*Goal 2: Promote local farming/gardening*

*Goal 3: Financially support local farmers, vendors, and artists*

*Goal 4: Educate our community on the importance of a healthy diet*

Goal 1:

Goal 2:

Goal 3:

Goal 4:

Goal 5:

Goal 6:

Goal 7:

Goal 8:

Goal 9:

Goal 10:

**Farmers Market Description**

After the CAB has written down some goals for the farmers market, write a description of the farmers market that you would like to see in your community, and how it relates to your goals. An example of a farmers market description is included below:

*At our farmers market, local farmers and vendors will sell affordable healthy food and related items directly to our community members. We see the farmers market as a weekly gathering where the whole community is involved in either selling items, purchasing items, sampling new foods, or participating in cooking demonstrations and wellness activities held during the market.*

**IDENTIFY A LEAD ORGANIZATION**

Designate a lead organization who will take responsibility to guide the farmers market. A lead organization may already be committed to the farmers market because it is in line with their organizational mission. Decide on what the lead organization will do in their role as a leader. This organization may already be a part of the Community Advisory Board that guides the Feast for the Future programs. Suggestions of organizations to approach to be the lead agency include tribal agricultural departments, natural resource departments, and health and wellness programs. A sample job description is included in the **example farmers market guide**.

**Lead Organization Contact Information:**

Organization Name:

Address:

Telephone #:

Fax:

Website:

**Lead Organization Responsibilities:**

Examples of responsibilities for a lead organization are included below:

*The lead organization will:*

* *Have experience working in an office setting on a computer, using Word, Excel, and email.*
* *Coordinate farmers/vendors/artists.*
* *Facilitate community partner meetings.*
* *Take the lead in advertising the farmers market.*
* *Report to community partners on the successes and challenges of the farmers market.*
* *Raise funds for operating expenses.*

**IDENTIFY POTENTIAL VENDORS**

Decide what kind of vendors the CAB would like to have at the farmers market. Only farmers? Farmers and prepared food vendors? Farmers, prepared food vendors, and artists? After you’ve decided what kind of vendors you’re looking for, work with your Community Advisory Board to identify local farmers, vendors, and/or artists who could sell produce or other products at your community’s farmers market. You may also visit neighboring farmers markets, meet with people in your community who farm or garden, or reach out to organizations in your community that serve farmers, food vendors, and/or artists. An example of how to keep track of the farmers/vendors/artists you identify is included as an example below:

| ***Farmer/Vendor/ Artist Name*** | ***Produce/ Products*** | ***Telephone*** | ***Email*** | ***Notes*** |
| --- | --- | --- | --- | --- |
| *Local Farmer 1* | *Seasonal squash and beans* | *XXX-XXXX* | [*XX@XXX.com*](mailto:XX@XXX.com) | *Squash and fresh beans available July-Sep., dried beans available year-round. Some other produce available seasonally* |
| *Local Chef 1* | *Bread and Sandwiches* | *XXX-XXXX* | [*XX@XXX.com*](mailto:XX@XXX.com) | *Fresh bread available year-round, could sell sandwiches made with local ingredients at market* |

| **Farmer/Vendor/ Artist Name** | **Produce/ Products** | **Telephone** | **Email** | **Notes** |
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If you have a lead agency willing to organize the farmers market, and at least a farmer or two that are willing to participate, then it is possible to begin a farmers market in your community! If there are not enough farmers/vendors/artisans in your community to create a farmers market, or if there are other challenges that would be difficult to overcome, consider:

* Joining an already existing nearby farmers market.
  + Contact the leadership of an existing farmers market nearby to discuss this possibility.
* Encouraging farming within your community. This is a long-term project. Starting with community farms, gardens, or orchards may be a way to begin **community farms/gardens/orchards**.
* Recruiting from outside your community to get the market started.
  + Identify potential farmers/vendors/artists outside the community and gauge their willingness to join a farmers market.

**IDENTIFY COMMUNITY PARTNERS**

Work with the other members of the Community Advisory Board (CAB) to identify multiple organizations or individuals who may become community partners. These organizations or individuals may encourage people to attend the farmers market, help to advertise, donate space or equipment, or otherwise contribute to the market. Consider tribal councils, local leadership, health departments, schools, Indian Health Service organizations, local diabetes/obesity prevention organizations, health and nutrition advocates, economic development boards, tribal grant writers, churches/religious organizations, farming/gardening clubs and organizations, senior citizen organizations, state/local governments, cooperative extension services, or other community organizations.

An example of a way to keep track of the potential community partners your team identifies is included below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Potential Community Partner*** | ***Role/Organization*** | ***Telephone*** | ***Email*** | ***Notes*** |
| *Person 1* | *Director of Tribal Clinic* | *XXX-XXXX* | [*XX@XXX.com*](mailto:XX@XXX.com) | *Could offer information on nutrition at market. Offered to host market in clinic parking lot* |
| *Person 2* | *Coordinator of local 4H Club* | *XXX-XXXX* | [*XX@XXX.com*](mailto:XX@XXX.com) | *Could bring youth farmers to sell produce* |
| *Person 3* | *Manager of local grocery store* | *XXX-XXXX* | [*XX@XXX.com*](mailto:XX@XXX.com) | *Could offer sales on fresh fruits and vegetables in conjunction with farmers market* |

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| --- | --- | --- | --- | --- |
| **Potential Community Partner** | **Role/Organization** | **Telephone** | **Email** | **Notes** |
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**RELEVANT COMMUNITY, TRIBAL, AND STATE/FEDERAL GUIDELINES**

Search for regulations that may impact the potential farmers markets. Some types of guidelines that could impact your farmers market are given below:

* Some tribes may require tribal approval for a farmers market.
* Some local housing/zoning boards restrict where farmers markets can be held.
* Some states allow farmers markets to register to receive state assistance for market promotion.
* Some states require establishments selling prepared food to have a license and abide by state Food Codes.
* Some tribes may require all vendors to become certified Food Handlers through the Indian Health Service. Find out more information at: <https://www.ihs.gov/foodhandler/>
* Your farmers may want to become certified in Good Agricultural Practices and Good Handling Practices through the United States Department of Agriculture (USDA). Find out more information online at: <https://www.ams.usda.gov/services/auditing/gap-ghp>

Describe those guidelines below, as a resource to keep in mind during your planning process:

Guideline 1:

Guideline 2:

Guideline 3:

Guideline 4:

Guideline 5:

Guideline 6:

Guideline 7:

Guideline 8:

Guideline 9:

Guideline 10:

**Sharing Farmers Market Vision With Community/Tribal Stakeholders**

To get community input and approval to move forward with the farmers market, share your vision for the farmers markets with community and tribal stakeholders. Include all individuals involved in the farmers market up until this point, in addition to the tribal government/council. Determine if there are any additional processes to attain tribal approval. Work to meet tribal approval before moving forward with the farmers markets. These processes vary widely by tribal community, and completing them can take a few weeks to several months.

Section 2.

Gathering Community Support

**OVERVIEW**

This section is about planning and hosting a meeting of the Community Advisory Board members and other interested community members and organizations who are interested in helping with the farmers market.

**GATHERING COMMUNITY SUPPORT WORKSHEET**

This section is designed as a guide for gathering community partners for the farmers market. Complete this section before, during, and after the first meeting of community partners. Your team may want to revise **Section 1. Visioning the Farmers Market** after the first meeting.

**First Meeting of Interested Groups/Individuals**

Work with the other members of the Community Advisory Board to invite potential community partners, farmers/suppliers, and the lead organization/individual to a meeting to talk about the potential farmers market. If additional individuals/organizations are interested in helping with the farmers market but are not available on the date of the meeting, note their name and contact information, and remember to follow-up. Advertise the meeting, and hold it in a place that is accessible to everyone. Providing food may encourage attendance.

Decide on the date, time, and place of the initial meeting, and write that information below:

Date:

Time:

Place:

Determine who will facilitate the first meeting, and write their name below:

Write down the name of the person who will take notes at the first meeting:

**Agenda**

Write down an agenda for the first meeting of community partners. An agenda might include:

* *Introductions (about 5-10 min.)*
* *Describe the agenda for the meeting (about 5 min.)*
* *Share what has been learned so far from the search for relevant guidelines (from Section 1) (about 10 min.)*
* *Share the description and goals of the farmers market (from Section 1) (about 15 min.)*
* *Brainstorm next steps for the farmers market to happen (including finding/reserving space, finding/contacting farmers, advertising, etc.), and an associated timeline (about 15 min.)*
* *Set a time, date, and place for the next meeting (about 5 min.)*

A full sample agenda is included in the **example Farmers Market Guide**. Write the agenda for the first meeting below:

**Next Steps**

At this first meeting, decide on your group’s next steps. Write down what these next tasks will be, when they will be completed, and who will take the lead on each task. Determine how each lead will communicate that their task has been completed, and who will check in with each lead to follow-up.

An example is included below:

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| ***Task*** | ***Lead Individual/ Organization(s)*** | ***When Should it be Completed?*** | ***Then What?*** | ***Notes*** |
| *Contacting farmers (Luke, Terry, and Raphael)* | *Adrian* | *Before next meeting* | *Share info at next meeting* | *Contacting to see if they might be interested in selling at the farmers market* |
| *Come up with list of questions to ask store owners* | *Katya and Nisha* | *Before next meeting* | [*Share*](mailto:XX@XXX.com) *questions at the next meeting* |  |
| *Find a space where the market could be held* | *Diabetes Prevention Organization* | *Before next meeting* | *Share at the next meeting* | *Will contact the church, the store, and the community center* |

Write your team’s next steps below:

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| --- | --- | --- | --- | --- |
| **Task** | **Lead Individual/ Organization(s)** | **When Should it be Completed?** | **Then What?** | **Notes** |
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**Next Meeting**

At the initial meeting, decide when the next meeting of community partners will be, and write down the date, time, and place below:

Date:

Time:

Place:

**Revisions**

Your team may want to revise **Section 1. Visioning the Farmers Market** in response to the community’s input at this initial meeting.

**Thinking Ahead**

At each following meeting, create a new agenda, task list, etc. that fits the needs of your community. Your agenda might include introductions if anyone new is at the meeting, checking in on the progress of tasks from the previous meeting, and deciding on tasks to be accomplished by the next meeting. The community partner meetings should be ongoing, and each future section in this document can be completed with your team as part of a community partner meeting.

Items to consider working on at following meetings are:

* Planning and conducting a needs assessment (see **Section 3**)
* Working to enable customers to be able to use EBT/SNAP, WIC, and Senior Vouchers at the farmers markets (see the **Additional Resources Section**)
* Thinking of events held at the market, such as cooking demonstrations, exercise classes, or free food samples
* Becoming an “entity” – a nonprofit or business – to receive donations and apply for grants
* Researching grant options to pay for the costs of the market
* Finding a way to create a paid farmers market manager position

Section 3.

Planning and Conducting a Needs Assessment

**OVERVIEW**

While your team may have all the information they need to move forward with the farmers market, there may be additional information you would like to learn from people in the community. If there are unanswered questions, it may be helpful to ask people in your community those questions to better understand what kind of a farmers market would be best in your area.

**NEEDS ASSESSMENT PLANNING**

This section is a guide to talking with people in your community to better understand what kind of farmers market would be best for your community. Asking individuals or groups to figure out what they might need or want can be called a needs assessment. If the Community Advisory Board and community partners would like to ask questions of the community, complete this section after the first meeting of community partners (as described in **Section 2**). If the Community Advisory Board has no questions they would like to be answered prior to implementing the farmers market, then proceed to **Section 4. Developing an Evaluation Plan.**

**Needs Assessment Questions**

What questions would your team like to have answered by the community? The table below gives a few examples of questions your community may be able to answer, who in your community may be best able to answer those questions, and ways to ask those questions.

Depending on the questions your team would like to have answered, you may need to speak with local farmers, community members interested in coming to the farmers market, local store owners, or others in your community.

| ***Questions to Answer From The Needs Assessment*** | ***Who You Will Need to Talk With To Answer These Questions*** | ***How Your Team Will Ask These Questions*** |
| --- | --- | --- |
| *What kinds of products do farmers have available to sell?* | *Farmers* | *Call each farmer to ask* |
| *How much are local stores selling similar products for?* | *Local store owners* | *Go to the local store(s) to ask* |
| *When and where is a good time time for the farmers market?* | *Community members who might be interested in coming to the farmers market* | *Invite some community members to come together to chat about the best place and time for the market* |

*The questions your team would like to have answered for your community’s farmers market may be different than the examples given above. Revise, or totally change, the examples given above to better fit your community.*

On the table below, fill in questions your team has, who you would need to talk with to answer those questions, and how your team will go about asking these questions. On the table below, each row represents one question you’d like to have answered from your needs assessment.

| **Questions to Answer From The Needs Assessment** | **Who You Will Need to Talk With To Answer These Questions** | **How Your Team Will Ask These Questions** |
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**Planning for the Needs Assessment**

Decide who will ask questions to each group of people (i.e. farmers, local store owners, interested community members). Different members of your team may contact each different group of people, and several team members may be needed to reach all of one group if your team plans to ask questions over the phone or one-on-one.

Determine when and how each of the questions will be asked. A sample plan for three different groups of people is included below, although your community may have different needs:

* *Tracy will call the People’s Farm and Sam will call the Mountain View Farm next week to talk withfarmers.*
* *Valerie will invite community members that may be interested in coming to the farmers market to gather at 3pm next Sunday at the Community Center.*
* *Yvonne will visit the local store(s) on Wednesday to talk with local store owners.*

Write your plan for how each group of people will be contacted below:

**Planning for the Results of the Needs Assessment**

Decide who will summarize the results of the needs assessment (this person may be different for each group your team talks with). Determine what format the summary should be in, such as sharing the results verbally, in a presentation, in a written hand-out, etc. An example of this plan is included below:

* *Tracy will write down key themes from the farmers and email those out to the community partners before the next meeting.*
* *Valerie will share the findings from the community members interested in coming to the farmers market in a short PowerPoint presentation at the next community partner meeting.*
* *Yvonne will share key themes from the store owners verbally at the next community partners meeting.*

Write down your team’s plan for who will summarize each part of the needs assessment, what format the summarized results will be in, and when the results will be shared:

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| **Group asked** | **Who will summarize** | **Summary format** | **When/How results will be shared** |
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Use the space below to write in common themes/recommendations that you learned from the summaries of each group your team talked with:

**How the Needs Assessment Informs the Farmers Market**

Based on the findings from the needs assessments, how have your plans for the farmers market changed? Write down your findings below:

Section 4.

Developing an Evaluation Plan

**OVERVIEW**

Once there is a farmers market in your community, how do we know whether or not it’s accomplishing the goals your team outlined in **Section 1. Visioning the Farmers Market**? What is going well about the farmers market and how could it be made even better for your community? These are questions answered as part of an evaluation. Ongoing evaluation of your community’s farmers markets from the very first market can help your team understand what’s working about the farmers markets, and point out areas where the market could be made better. Consult with your community partners at one of the ongoing meetings to plan the ongoing evaluation.

**EVALUATION PLANNING**

This section is designed as a guide to evaluating your community’s farmers market starting with the very first market. This evaluation section should be completed at least a couple of weeks before the first farmers market.

**Planning for Ongoing Evaluation**

What are your goals for the farmers market and how will they be evaluated? Below are some examples of farmers market goals and an evaluation plan to help determine how those goals are being met:

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| ***Farmers Market Goal*** | ***How The Goal Will Be Evaluated*** |
| *Promote local farming/gardening* | *Christopher will count the number of farmers at each farmers market and record the number in an Excel spreadsheet tracking log next to the date of each market. The CAB would like to see an increase in farmers over the course of the season.* |
| *Financially support local farmers, vendors, and artists* | *Christopher will ask each farmer/vendor at the end of each farmers market how much produce they sold and how much money they made. He will record the total $ amount of products sold at each market in an Excel speradsheet tracking log next to the date of each market. The CAB would like to see an increase in the total $ amount of products sold over the course of the season.* |
| *Pomote fresh fruits and vegetables* | *At the end of the first farmers market season, Katie will ask community members if they are eating more fresh fruits and vegetables as a result of the farmers market. She will record how many “yes” and “no” answers she gets, and write down all of the community members comments in Microsoft Word on a laptop she brings to the market. The CAB would like to see at least 2/3 of community members answer “yes,” and read comments from community members about why they answered “yes” or “no.”* |

An example of a farmers market tracking log and a community satisfaction survey are included in the **example Farmers Market Guide**.

Your community may have different goals for your farmers market, and different ways to evaluate those goals. Fill out the table below with your goals for the market, and how your team will evaluate those goals. **Keep in mind to only track what is feasible**!

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| **Farmers Market Goal** | **How The Goal Will Be Evaluated** |
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**Sharing Evaluation Information**

Once the evaluation information has been collected, how will it be shared with the community partners/organizers of the market? An example plan to share evaluation information is included below:

*The tracking log that Christopher uses will be shared via Dropbox with the Community Advisory Board. Once a month, Christopher will create a 1-2 page document with a graph of the number of farmers/vendors and the dollar amount of goods sold at each farmers market. Christopher will email this document to the community partners.*

*Katie will email the full text of all comments to the community partners a week after the last farmers market, including the number of “yes” and “no” answers.*

Write down how the information your team has collected will be shared. Include what format they information will be shared in (i.e. presentation, printed handout, emailed document, etc.) and who will take responsibility for sharing the information.

Section 5.

Farmers Market Implementation Plan

**OVERVIEW**

Based on the results of your community’s needs assessment and with your Community Advisory Board and community partners’ support, your farmers market is ready to begin! With your careful planning and responsiveness to community needs, your farmers market will be off to a great start. Consult with the rest of the Community Advisory Board and community partners at the ongoing meetings to plan and implement the first farmers market.

**IMPLEMENTATION PLANNING**

This section is designed as a guide to implementing your community’s first farmers market. Work through this section before, during, and after the first market. Based on the results of the needs assessment (**Section 3**) and the evaluation plan (**Section 4**), the following questions will ask your team to determine the place, time, date, advertising plan, and additional steps you will need to take to start the markets.

**Finalizing the Location**

Has your team already chosen a location from the needs assessment?

🞏Yes – great!

🞏No – consider the questions below when thinking about potential locations:

* Where is there already a lot of foot traffic in your community?
  + Where will people be able to see the farmers market from a distance?
  + Where is an easy place for the community to get to (i.e. highway access or bus/train stops), including those who require handicap accessibility?
  + Where is there enough space for farmers to set up displays and customers to park?
  + Where are there available facilities like bathrooms and running water?
  + Where has protection from bad weather?
  + Who owns the potential market space and how expensive would it be to use (would the owner consider donating the space)?

In the space below, write down the location for your community’s farmers markets, and your team’s reason for choosing that location. Also write down any steps your team may need to take to reserve the space:

**Finalizing the Date and Time**

Your team may already have a date and time for the first farmers market. If so, great! If your team is still considering the best date and time for the market, some questions to consider include:

* Is it possible to have the market at a time people are already passing through the area – like having the farmers market near a business at lunch, or near a store on the weekend or after work?
* Is it possible to have the market at the same time people usually shop for groceries – i.e. soon after payday, on the weekends, etc.?
* Is there enough interest and support to conduct the farmers market more than once a week? If so, would the second day be in a different location?
* Think about when produce is available in your community – maybe start the market when there is a lot of produce available to attract new customers.
* Ask the farmers when they will be ready to start and end the market, depending on the availability of their produce.
* Also consider community norms around purchasing local produce – is there a way that the market can build on locations or times that people already engage with local farmers?

In the space below, write down the date(s) and time(s) of the first farmers market, as well as your team’s reasons for choosing that date and time.

**Advertising the Farmers Markets**

Consider advertising in ways that will catch people’s attention and appeal to your community members, as well as are appropriate for your community.

Decide how your team will advertise the first market, who will be responsible for each form of advertising, and describe why you’ve chosen each advertising method. An example an advertising plan is included below:

| ***Advertising Method*** | ***Plan*** | ***Person/People Responsible, and their Roles*** | ***Why this method?*** |
| --- | --- | --- | --- |
| *Flyers* | *Posted at area stores that sell produce* | *Mary will make the flyers, Gordon will put the flyers in stores* | *To attract individuals who shop for produce* |
| *Sandwich Board* | *On the road near the farmers market* | *Javier will paint the signs, Veronica will store the board, and set it up at each of the markets* | *To alert drivers that the market is happening* |
| *Social Media – Tribal Facebook pages/ Twitter accounts* | *Create a Facebook page for the farmers market, and invite community members to the first market as an “event”* | *Jessica* | *To reach community members who use social media* |

Fill out the table below to describe how your team will advertise the first markets, who will be responsible for each form of advertising, and why you’ve chosen each advertising method:

| **Advertising Method** | **Plan** | **Person/People Responsible, and their Roles** | **Why this method?** |
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**Finalizing Plans**

What remains to be done before the first farmers market? Consider:

* Creating a policies and procedures manual that will outline policies for your farmers market about what can be sold (only what a farmer has grown/gathered?), and how to participate in the market, as well as what items the market provides vs. what the farmer/vendor is responsible for (i.e. Tables? Canopies? Cash boxes?). Additional information on farmers market policies and procedures can also be found online at <http://farmersmarketsnovascotia.com/policies-procedures/>
* A vendor application. A sample vendor application is included in the **example Farmers Market Guide**.
* A welcome packet for farmers that includes the farmers market goals and mission (see **Section 1. Visioning the Farmers Market**) as well as the vendor application and market policies. Sample farmers market policies are included in the **example Farmers Market Guide**.

Use the following table to write down what your team will need to complete before the first farmers market, who will take the lead on each task, and when each task will be completed. Sample tasks are included in the **example Farmers Market Guide**:

| **Task** | **Deadline** | **Lead** |
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Section 6.

Farmers Market Sustainability Plan

**OVERVIEW**

To continue your farmers markets, the Community Advisory Board and a strong team of committed partners that continue to meet regularly will help the markets improve, meet envisioned goals, and sustain for the benefit of the community. Consult with your community partners at the ongoing meetings to plan for sustainability.

**SUSTAINABILITY PLANNING**

This section is designed as a guide to continuing the momentum of the farmers markets in your community to create a sustainable market plan.

**Farmers Market Leadership Team**

A team of individuals, each with unique contributions, will help make the farmers markets a success. Determine who will coordinate which aspects of the market to ensure sustainability. An example of potential roles and responsibilities is included below:

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| --- | --- | --- |
| ***Name*** | ***Role*** | ***Responsibilities*** |
| *Franklin* | *Financial Manager* | *Managing the budget and expenses such as renting the space, insurance, permitting, advertising costs, staff salaries, etc.* |
| *Dustin* | *Fundraising Coordinator* | *Managing/generating income, including potentially seeking sponsorship or other outside funding.* |
| *Jackie* | *Operations Manager* | *Recruiting farmers/vendors, resolving any disputes during the market, and day-to-day oversight of the market.* |
| *Milan* | *Marketing Coordinator* | *Advertising the market.* |
| *Darrell* | *Community Outreach Coordinator* | *Work with community organizations to bring in related events to the market (such as cooking demonstrations, nutrition education, an in-market dance class, etc.).* |

Fill in the following table with your sustainability team, their roles, and their responsibilities:

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Responsibilities** |
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If some individuals can no longer fulfill their role of the farmers market, transition another individual into that role to ensure sustainability of the market. Create an organizational chart to determine the structure of your farmers market team. A sample organizational chart is included in the **example Farmers Market Guide**.

**Moving Forward**

As your farmers market grows, consider working to:

* Monitor the market, and adjust based on evaluation outcomes
* Set up regular Community Advisory Board/community partner meetings to provide a forum for discussion and planning
* Plan for expansion if the need arises

**Congratulations on developing your community’s Farmers Market!**

Additional Resources

Numerous resources have been written to help assist with the planning and implementation of farmers markets. Some of these we found most helpful are listed below:

**EBT/SNAP, WIC, and Senior Vouchers**

Your community may want to use EBT/SNAP, WIC, and Senior Vouchers at the farmers market. More information about these programs is accessible below:

* Farmers markets may be eligible for free EBT processing equipment. Information from the United States Department of Agriculture (USDA) on EBT and SNAP at farmers markets is available online here: <http://www.fns.usda.gov/ebt/snap-and-farmers-markets>
* Your team may also want to apply for SNAP Double Up Food Bucks, which doubles the value of SNAP benefits at participating farmers markets. Lear more online here: <http://www.doubleupfoodbucks.org/national-network/>
* The WIC (Women, Infants, and Children) Farmers Market Nutrition Program provides coupons to WIC participants to purchase fruits and vegetables at farmers markets. More information is available online here: <http://www.fns.usda.gov/fmnp/wic-farmers-market-nutrition-program-fmnp>
* The Senior Farmers’ Market Nutrition Program provides low-income seniors with coupons that can be exchanged for eligible food at farmers markets. Find out more online here: <http://www.fns.usda.gov/sfmnp/senior-farmers-market-nutrition-program-sfmnp>

The lead organization, or another collaborating organization, may already work with EBT/SNAP, WIC, and Senior Vouchers and be able to provide these services at the farmers market, or help navigate how to access these services. Your team may also be able to connect with a statewide farmers market association or the State Department of Health for assistance.

**Resources on Developing a Farmers Market**

Many guides are available to help in developing a farmers market. Several guides that we found useful are included below:

* How to Organize and Run a Successful Farmers’ Market is a how-to guide for people thinking about starting a farmers market or who are already managing a market that is available at: <http://www.mass.gov/eea/agencies/agr/markets/farmers-markets/farmers-market-howtorun-generic.html>
* The website “Farm to Table. Farmers Markets in Tribal Communities: Starting Up and Sustaining Success” offers a brief overview of farmers markets and how to begin them in tribal communities. We accessed it online at: <http://farmersmarketsnm.org/wp-content/uploads/tribal_farmers_market_manual_compressed.pdf>

The Farmers Market Coalition website includes resources for community’s to run successful markets. The site also includes research on the impact of farmers markets, and opportunities like webinars and newsletters for networking and further information. Check out more online here: <https://farmersmarketcoalition.org/>

* The “Policies and Procedures for Your Farmers Market” website could be a useful template to adapt to your community’s farmers market. It’s available online here: <http://farmersmarketsnovascotia.com/policies-procedures/>
* “A Guide for Considering and Developing a Farmers Market in Tennessee is designed to help individuals considering developing farmers markets. The booklet includes samples and resources that may be useful in planning your community’s farmers market. We accessed the booklet online at: [https://extension.**tennessee**.edu/publications/Documents/PB1770.pd](https://extension.tennessee.edu/publications/Documents/PB1770.pd)f
* Indian Health Service Online Food Handler Training can be found at: <https://www.ihs.gov/foodhandler/>

**Resources on Evaluation and Research**

The Community Tool Box is a website that includes resources to learn a skill (such as conducting interviews, focus groups, or surveys) and general guidance on planning, taking action, evaluating, and sustaining work. We accessed the Community Tool Box online at: <http://ctb.ku.edu/en>