



Kittitas County Farmers Market

Sell More! Farmers Market Booth Guide for Vendors

- Market Day Check Lists**
- Customers Expectations**
- Customer Service**
- Displays**
- Signage**
- Banners**
- Booth design**
- Promotions**
- Sampling**
- Hand washing**
- Accepting FMNP & SNAP**
- Accepting credit/debit**
- Tracking Sales**
- Farmers market 101**
- WA State FM resources**
- Have fun!**

This guide was created by Colleen Donovan of the WSU Small Farms Program with grant support from the WSDA Specialty Crop Block Grant Program. The best ideas are from Washington State managers and farmers. We especially want to thank Zack Cook, Karen Kinney, Judy Kirkhuff, and Kate Selting for their expertise and edits. Please send suggestions on how to improve this resource to Colleen Donovan (colleen.donovan@wsu.edu). Spanish translation by Leigh Newman-Bell.





Market Day Booth Check List

Market:

Date:

Yes

No

Ideas for next week

Name:

1. Did you bring your best, highest quality products to market?			
2. Are all your products visible to customers?			
3. Can customers easily see what products cost?			
4. Are all products labeled? Bonus: with specific variety or type?			
5. Can customers easily identify the farm?			
6. Can customers easily find a bag or container?			
7. Can customers see who to pay or talk to at your booth?			
8. Is the person working at your booth smiling?			
9. Do customers know what their payment options are without talking to anyone at your booth?			
10. Can customers see or smell any garbage, compost or empty boxes? Does your space look clean and tidy?			



Market Day Booth Check List

Market:

Date:

Yes

No

Ideas for next week

Name:

1. Are products grouped by dynamic color display?			
2. Does your booth create an overall sense of visual excitement? Does your booth have a clear theme or “message”?			
3. Are perishable products rotated or sprayed with water for freshness?			
4. Are product values or attributes clear to customers (i.e., organic, local, GMO-free, picked today, heirloom, etc.)?			
5. Can customers easily recognize the farm by name and location? Are they on your mailing list or social media?			
6. Do customers know the names of people selling at your booth?			
7. Do customers know if there is a featured or seasonal product? Are samples offered?			
8. Do you have any special featured promotions? Or recipes?			
9. Can you accept credit/debit directly?			
10. Do people selling have gloves (if handling product) and functional hand washing station?			

QUALITY PRODUCTS

WHAT DO CUSTOMERS EXPECT AT A FARMERS MARKET?



HEALTHY



FRESH



NATURAL



LOCAL



SUSTAINABLE



INTERESTING & UNIQUE

TO SUPPORT FARMS

WHAT DO CUSTOMERS EXPECT AT A FARMERS MARKET?



THE STORY OF YOUR FARM

Authenticity, transparency, trust



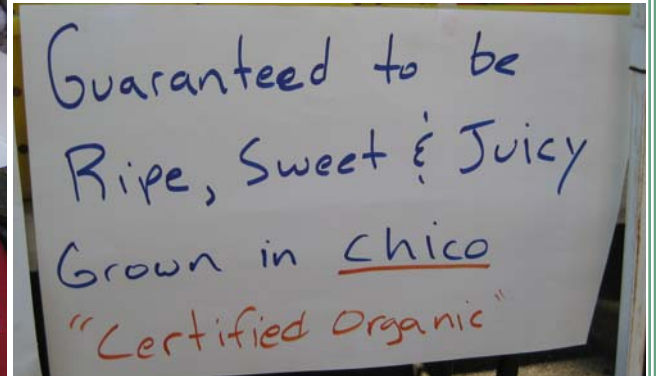
THE STORY OF THE PRODUCT

Seasonality? How grown/raised?
How is it special? How to cook?



VALUE

Fair prices, honest information





Gretchen Hoyt Alm Hill Gardens

It's cheaper to keep current customers than find new ones.

rappor * recognition * reliability * responsiveness * resolution

PRODUCT DISPLAYS



Sense of Abundance



Clear signage



Colorful



Vertical



Boxes and baskets



Eye catching



Full tables



Attractive tablecloths



Combine products



1. PRICE SIGNS



2. PRODUCT SIGNS



3. BANNERS



Your Signage: MAKES A GOOD FIRST IMPRESSION, PROVIDES INFO TO ATTRACT/INFORM CUSTOMERS, ADDS CHARACTER & CREATES A BRAND

- Make signs as legible and easy to read as possible.
- Signs that are read close up (e.g., price signs) can be smaller while signs read from further away should be larger.
- Use same colors, fonts, and materials to reinforce your brand.
- Use materials that are durable, reusable, and can be edited (if possible).
- Place signs where people can see them.
- Select the most important information to promote and share with customers.
- Keep signs simple and crisp; resist the urge to say everything.
- Provide information in more than one way.
- Take care of signs and replace them when they look bad to customers.
- Don't forget to put them out!

Una guía breve ilustrada para hacer un gran

Letrero

para los mercados de agricultores

#1

Mientras más sencillo, mejor

Ponga solo la información más importante: el nombre de su granja, dónde está y quizás su logo si tiene, o un ímagen llamativo si no tiene logo. No sobrellene el espacio. Tenga en cuenta que a la mayoría de la gente no les gusta leer mucha información. Entre menos palabras usa, más grandes pueden ser y más fáciles de leer.

SÍ

Fácil de leer, incluso desde lejos

La información más importante sale más grande

1 ímagen sencillo y memorable (una vaca que habla?)



No

Demasiado información!

El nombre de la granja sale pequeño y se pierde entre todo

Difícil de leer el texto y tampoco se ve bien la ímagen del fondo



#2

Hagalo fácil de leer

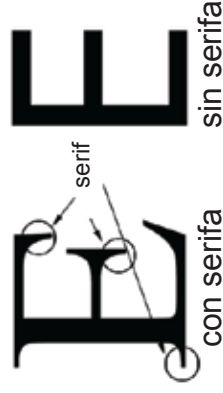
Hay tres cosas que hacen que las palabras en un letrero sean fáciles o difíciles de leer: el tamaño de letra, el tipo de letra y el contraste (si las letras sobresalen o si se mezclan con el fondo).

En cuanto al tamaño, cuanto más grande, mejor.

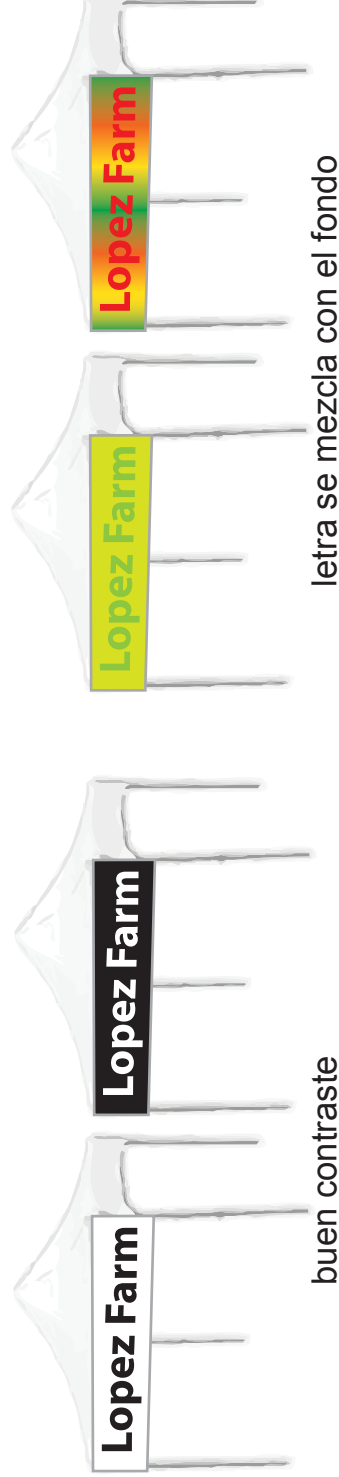


Este tamaño
sera más
facil de leer
desde lejos.

En cuanto al tipo de letra, las letras de molde se leen más fácilmente que las cursivas. Las letras sin serifa se leen más fácilmente que las que tienen serifa. Una serifa es un pequeño remate puntiagudo que adorna los finales de cada letra (ver los ejemplos al la derecha)



En cuanto al contraste, busque una combinación de letra y fondo que hace que el texto sobresalga. Según los expertos, las combinaciones que son más fáciles de leer son letra negra con fondo amarillo, letra negra con fondo blanco, letra amarilla con fondo negro, y letra blanca con fondo azul. Si quiere destacar cierta información tal como su lugar, use otro color.



buen contraste

letra se mezcla con el fondo

BOOTH DESIGNS

CREATING A FLOW



Have a shelter to protect you, your products & customers.



Make booth easy for customers to navigate.



Strategically place bags, scales & cash box to direct movement.



Try to face your customers and make eye contact.

Evaluate Your Booth from Customers' Shoes

- Does it invite you in to spend time (and money) or does it blend into the rest of the market? Is the backdrop cluttered and distracting?
- Watch customers' habits: what makes them stop? What don't they "see"? Are there sharp corners, head bonking bags, signs or boxes that blocks their view of products?
- Check details: can customers get what they want or do they have to stretch and bend? Are they afraid of knocking things over?



Keep It Clean. Sends message about safety of your food.

PROMOTIONS

AT THE FARMERS MARKET



Highlight or promote one product.



Prepare pre-measured quantities.



Help customers choose the "best."



Make cooking suggestions.

Have a discount of the day or special sale.



Suggest products that go together.



Promote your CSA, farm stand, sales to restaurants or other markets.



Give customers better deal for buying more.



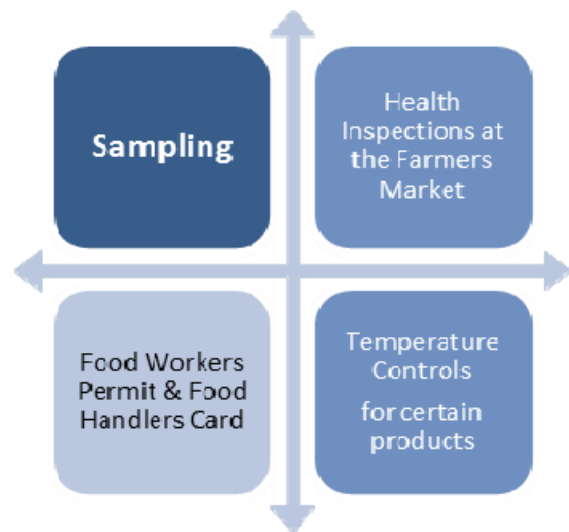
RULES AND REGULATIONS FOR FARMERS MARKETS



Washington State Retail Food Code
WAC Chapter 246-215 (May 1, 2013)

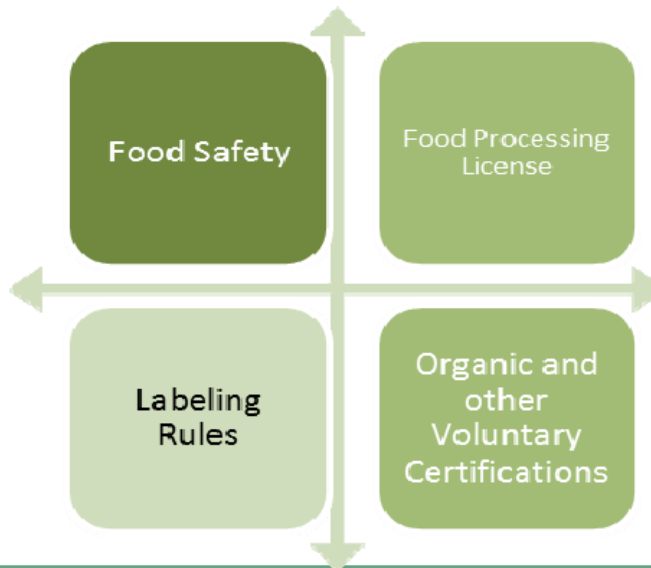
One Washington State Retail Food Code...

However, each county can decide to administer it differently AND add rules. Know the rules *in the county where you are selling.*

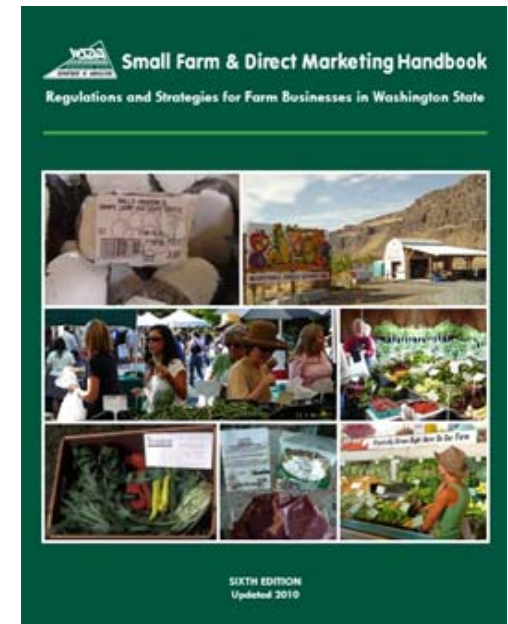


Washington State Dept of Agriculture

- State and federal food safety regulations
- Organic certification
- Fruit and vegetable Inspections
- Certifies scales
- Licenses “food processors” & food processing facilities
- Licenses dairies, eggs and most poultry/rabbit.



Red meat sold at farmers markets must be processed in USDA inspected facility.



The “Green Book” is available online.

Planning Required

1. KNOW THE RULES



2. WASH IT DOWN

3. SERVE IT RIGHT



SAMPLING

- Know the rules for sampling by contacting the local health department or district where the farmers market is located.**
- Bring sanitizing cutting boards, knives and other sampling tools. Keep them clean throughout the market.**
- Wash your hands thoroughly before working, before putting on gloves, and throughout the market.**
- Food needs to be washed according to health department's protocol before serving.**
- Provide convenient and visible trash bag for customers. Empty or change throughout the market.**
- Wear plastic gloves when serving (and replace them if you touch anything else). Especially money. Yuck!**
- Place samples in individual serving cups or provide single use utensils such as tooth picks.**
- Keep samples covered and fresh!**

HAND WASHING STATION

- At least 5 gallons of warm water (minimum of 100°F) in an insulated container.
- Spigot that stays open for continuous flow.
- A bucket for wastewater.
- Pump soap.
- Paper towels.

Do not use hand washing station to wash produce for sampling.



Wash Your Hands!

¡Lávese Las Manos!



1 Wet Hands
Mójese las manos



2 Soap
Enjabónese



3 Wash for 20 seconds
Lávese las manos por 20 segundos



4 Rinse
Enjuáguese




5 Dry
Séquese las manos



6 Turn Off Water with Paper Towel
Cierre el grifo usando una toalla de papel

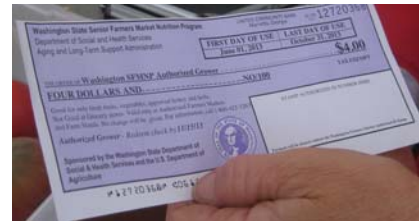


Did you put up your FMNP signs?

 Washington State Department of Health (DOH)	
Who is eligible to receive FMNP checks?	Families the WIC program (WIC FMNP) and low-income adults over 60 (Senior FMNP)
When can FMNP be used?	June to October
Currency	Paper checks worth \$4.00 each (in 2013).
How much are FMNP checks worth?	WIC get \$20 per participant or up to \$40 per household per season. Seniors get \$40 per season.
What can benefits be used to buy?	Washington State fresh fruits, vegetables & cut herbs. Senior FMNP checks can also be used to buy honey.
Where can benefits be used?	At authorized farm vendor booths at authorized farmers markets or authorized farm stands.
How do I get authorized for FMNP and other help?	www.doh.wa.gov/YouandYourFamily/WIC/FarmersMarket.aspx



Let your customers know what you do as a thoughtful, responsible community member.



AFTER THE MARKET

Bring FMNP checks to the market information booth for stamping. (Unless your farm has permission from DOH to stamp your checks yourself.)

DOH has threatened to de-authorize farmers markets that appear to have low numbers of FMNP checks being redeemed. So, it is important to list the correct farmers market number on each check. That way FMNP data is accurate and better inform decisions.



Customers swipe their Quest card at the market information booth to get SNAP EBT tokens, usually in \$1 or \$5 units.

SNAP EBT “matching” or “incentive” programs are a new trend in WA. Goal: to bring new customers into the market.

FRESH BUCKS

Subject to Change

- Goals, funding & rules will vary.
- Incentive \$ may look different from tokens.
- Check eligible products and deadlines.

Ask for updates, frequently.



Washington State Department of Social and Health Services (DSHS)

Who is eligible to receive SNAP?

Low income individuals or households that meet poverty guidelines and other criteria.

When can SNAP be used?

Year-round.

Currency

EBT card (Quest card)

How much do people receive from SNAP?

The average monthly benefit per person in WA is around \$126.

What can benefits be used to buy?

Any food for home consumption (i.e., breads and cereals, fruits, vegetables, meat, fish, poultry, dairy) and plants that produce food.

Where can benefits be used?

At any authorized SNAP EBT retailer, including over 75 farmers markets (2013).

Can my farm accept SNAP EBT at this farmers market?

If the market accepts EBT through a token or scrip program, then you can accept the EBT tokens as long as you sell eligible products (listed above). The market has the authorization from USDA, accounts for federal funds, encourages people with SNAP benefits to shop at the market, and keeps up with technology.

How do I redeem the SNAP EBT tokens?

Each market has its own policies. Be sure to find out:

1. When do tokens need to be redeemed?
2. How will you be compensated? By check? Paying your booth fees?
3. How often do you need to turn in tokens? Is there a deadline?

One Way

Another Way

TOKENS

SMARTPHONE

Token Program at the Farmers Market.

Square or other technology to accept credit /debit cards directly.



Do customers know that you accept Credit and Debit cards?





TRACKING SALES

ON MARKET DAY

Sales Records

	Farmers Market 1	Farmers Market 2	Farmers Market 3
Date			
1. Total Cash Start			
2. Total Cash End			
3. Total Cash Net			
4. Tokens Credit/Debit			
5. Smartphone Credit/Debit Sales (if applicable)			
6. Tokens SNAP EBT			
7. FMNP checks			
8. Other Market \$			
9.			
TOTAL (3 to 9)			

Market Sales Notes

	Farmers Market 1	Farmers Market 2	Farmers Market 3
Date			
Weather			
Number of customers			
Average customer sales			
Best selling products? Why? Price? Quality? ??			
Any red flags? Price, display, location in market?			
Best customers? Women—Men, Age, Families/ Single, Regular or new shopper? Language/culture? Food budget?			
Any market events or promotions? Help sales?			

FARMER MARKET 101

It takes a village.



BOARD OF DIRECTORS

Most markets have a volunteer board of directors (or sponsoring agency) that responsible for fulfilling the market's mission. Also manages budget, does fundraising, finds local partners, gets permits, insurance, is responsible for city, county and state regulations, taxes, public safety, and sets policy, such as:

- Market location, dates, hours
- Vendors and products allowed
- Cost of booth space
- Required licenses, permits, and insurance
- Hiring the market manager



MARKET MANAGER

Responsibilities vary depending on market size, age, location, and funds. Duties typically include:

- Selecting vendors that fit market policies and vision
- Opening and closing the market
- Creating a site plan
- Maintaining order and cleanliness
- Enforcing market rules and compliance with health codes;
- Collecting vendor fees;
- Getting shoppers to the market
- Communicating other markets, city and state agencies, partners
- Managing complaints
- Running info booth and tokens
- Represent market to public



VENDORS

Vendors are at the heart of any market and the whole should be greater than the sum of its parts.

To participate, vendors

- Honestly represent themselves, their farm and products to the market organizers & shoppers
- Have all required City, County and State licenses and permits
- Understand/follow market rules, policies and culture
- Communicate in good faith with public, market, vendors
- Strive for the highest quality products and sales

Just Google

Washington State Resources for Farmers Market Vendors



Farmers Market Coalition



Tilth Producers of Washington



WA Farmers Market Association



Small Farms & Direct Marketing



WSU Small Farms Team

Washington State Office of Farmland Preservation's monthly newsletter. Sign up at <http://ofp.scc.wa.gov>.

NOTES: