

STARTING and OPERATING a FARMER'S MARKET

Patrick McNiff
&
Paul A. Roselli

Farmers' Markets in Rhode Island

- * May to October
- * 25 farmers markets in 2007
- * More in 2008
- * First Providence Wintertime Farmers' Market in RI at ASA 220
- * Selling everything from wool to eggs, meat to vegetables, fruit to nuts, seedlings to cheese



Farmers' Markets in Rhode Island

- * Why do people visit farmers' markets?
- * A chance to buy good, local food
- * Meet the local farmer
- * Socialize with friends
- * Another town attraction
- * Price



Farmers' Markets in Rhode Island

- * **Patrick McNiff** -
Coastal Grower Farmers'
Market at Casey Farm
and Broad street
Farmers' Market at
Southside Community
Land Trust
- * **Paul A. Roselli** -
Burrillville Farmers'
Market



Who started

Our Farmers' Markets

- * Coastal Grower Farmers' Market at Casey Farm and Broad street Farmers' Market at Southside Community Land Trust
- * Burrillville Farmer's Market was started by the Burrillville Land Trust



Why start a local, town wide Farmers' Market

- * Promote local food & local food production
- * Get people back to nature, the land & back to those who produce food
- * Preserve farms
- * Healthy living, better foods
- * Reduce global warming
- * And more



Starting a Farmers' Market

Getting started

- * Need a site - Where will the market be held?
- * Need parking - Does the site have adequate parking?
- * Symbiotic effect - Is the site close to other activities in town?
- * Walking routes - Is the site close to where people normally walk?



Starting a Farmers' Market

Getting started

- * Insurance
 - * Liability insurance - Slips, trips, & falls
 - * Product liability insurance
 - * Growers should have their own product liability insurance
 - * Town may require insurance
 - * How much is enough?



Starting a Farmers' Market

Getting started

- * Type or Class of market
- * Producer only
- * Reseller
- * Local produce only
- * Food, apple cider, eggs, pies, & other products



Starting a Farmers' Market

Getting started

- * Organizational status & structure
- * Non-profit or For profit
- * Who runs the market?
 - * Farm, growers, or organization



Starting a Farmers' Market

Getting started

- * Vendors - you need growers
 - * Recruitment
 - * Publicity on town web sites
 - * Grange & other associations - Rhody Warm for example
 - * Word of mouth
 - * Publicity in newspapers
 - * Sign-up sheets at town events
 - * Growers talking to growers



Starting a Farmers' Market

Getting started

- * Types of vendors
 - * Full time growers
 - * Backyard, part-time enthusiasts
 - * Garden Clubs
 - * Specific product - honey, turkeys, eggs, milk, woolen blankets, plants, & more



Starting a Farmers' Market

Getting started

- * Vendor application
 - * Why important?
 - * Requirement of organization
 - * Validate insurance certificate if needed
 - * Gives other growers chance to review
 - * Maintain records - good business practice



Starting a Farmers' Market

Getting started

- * Application & Market day fees
- * Fees for application
- * Vendor fees to help offset cost of insurance
- * Vendor fees to help pay for publicity
- * Vendor fees for signs, handouts, etc.



Starting a Farmers' Market

Getting started

- * Market publicity - must be constant
 - * Town website
 - * Farm Fresh RI, Natural News Network & other web sites
 - * Local press feature stories - opening day, local farmers, & more.
 - * Paid ads in local press
 - * Banners, handouts, tee-shirts, aprons, hats, magnets, etc.



Farmers' Market

Opening Day - Market staffing

* Market Coordinator

- * Set up vendors on site, collect fees, collect insurance certificates, handle issues

* Market Volunteers

- * Poll customers
- * Greet customers, hand out schedules, flyers, etc.
- * Sign-up customers using e-mail addresses



Farmers' Market

Keeping the Market going

- * Publicity - must be constant - e-mail list of customers “What is Fresh at the market this week.”
- * Vendors - Connect weekly for weekly specials
- * Invite other town organizations to the market



Farmers' Market Special Events

- * Cooking classes
- * Meet the farmer
- * Tastings - *if insurance allows*
- * Children's events
- * Agricultural demonstrations - Wool spinning, cider press, etc.
- * Music
- * Master Gardeners & composting experts
- * Town recycling coordinator



Farmers' Market

How you know you are successful.

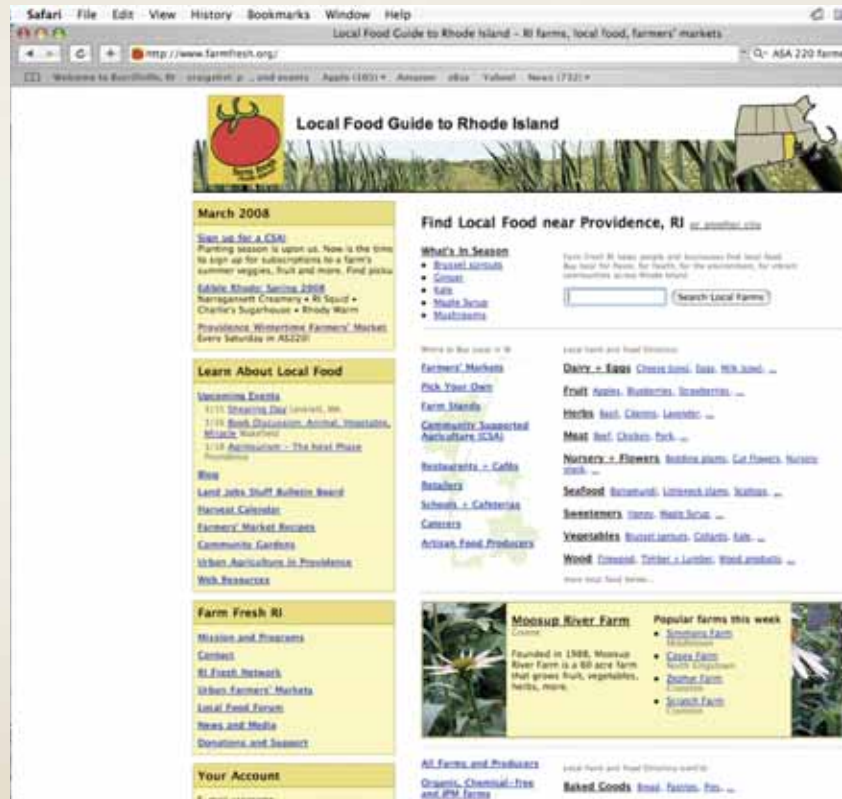
- * Fulfill mission
- * Provide customers with what they want
- * Produce vendors are calling you
- * Town is praising you in town resolutions
- * Local food stores are coming to visit the market for ideas
- * Market coordinator wants to quit



Starting and Operating a Farmers' Market

Other Resources

- * Funding sources - RI Foundation, New England Grassroots Environmental Fund, and more
- * RI Department of Agriculture, Farm Fresh RI, and other farmers' markets
- * WIC, Food Stamps, Senior Citizens Farmers' Market Coupons
- * And more.



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Patrick McNiff - patrick_mcniff@hotmail.com

&

Paul A. Roselli - proselli@cox.net