

TIPS ON HOW TO BE SUCCESSFUL AT NFM FARMERS MARKETS

- **Be a Good Neighbor**
- **Show up on your permitted dates.** We took a lot of time to create and balance the vendor schedules. If you cannot make a given day, you must cancel 48 hours ahead of time by calling the office or the manager. If you must cancel in less time than that, let the manager know as soon as possible by calling the market cell phone. (See attachment: Market Cell Phone Numbers.) **DO NOT TEXT.** Call!
- **Be prepared.** (See attachment: A Checklist for a Sane and Successful First Day)
- **Communicate**
- **Collaborate with your neighbors/farmers** and vendors to make something more meaningful for shoppers (a recipe idea, a unique product combo, etc.)
- **Loading and unloading** during a busy market can be stressful. One misplaced vehicle can inconvenience the entire rest of the market.
 - When unloading, please drop off your goods and move your vehicle before setting up. There are a lot of people trying to do the same thing in the same small place!
 - At the end of the day, vendors can only bring their vehicle back on site once they have broken down and are ready to leave. Please move your vehicle and pay after loading.
- **Hawking** (yelling to shoppers) and playing loud music is against our rules and also annoying. Creating an enticing display that's stops people in their tracks, however, is a great idea.
- **Listen to the manager and market assistants** The market day is not the place for lengthy discussions. Follow up during the week if you need to discuss something or get further explanation.
- **Appeal to Seattle Shoppers**
- **Branding and Consistency.** If you have a high quality product and you're selling it from a dirty tent out of old paper bags, it probably won't sell... Get beautiful labels, have someone make you a logo, invest in display elements like table cloths, baskets, wooden boxes, etc.
- **Signage is required** including name of business and location. The best/easiest signage is usually a vinyl banner, but pay a little extra for yours to be well printed and beautifully designed.
 - **Local Sourcing is REQUIRED** for all processors and prepared food vendors, as is signage letting shoppers know your sourcing. Promoting your sourcing and other farmers is appealing to shoppers as well. Create signage that matches your look (or we'll make you put up one of ours that doesn't!).
 - **Price listing and vendor scales** must always be visible to customers and properly weighted. Shoppers value transparency, and this signage can be another branding opportunity. Feature particular items and put them on sale. You can price by the bunch instead of by the pound. (1 for \$2 or 3 bunches for \$5!)
- **Display**
 - Go vertical!
 - Abundance equals sales! Place your "hook" or best eye catching items front and center. Repeat bountiful displays of a product so it catches a shopper's eye more than once. Have "impulse items" already bagged and ready to go by your cash register. Celebrate what makes your stall unique!
- **Hire friendly, engaged sales people and treat them well.** Shoppers often look for that familiar face before the business itself, so hire the right people, train them well, and keep them happy. (Staff people looking at their phones=sales opportunities missed.)

NFM is here to support the community, the vendor and the customers alike! It can be challenging, and we are here to help and adapt to the ever changing market. If something needs to be addressed, talk to your market staff!

CONNECT WITH US!

Social Media, Outreach, Ripe and Ready Newsletter

Keeping your online presence up to date allows us to easily find information when featuring your business and sharing what's new/in-season.



NFMA Social Media platforms

- Instagram: @seattlefarmersmkts (11000 followers)
- Facebook: @SeattleFarmersMarkets, plus individual market pages
- E-Newsletter: Ripe and Ready (subscribe here)
- Twitter: @SeattleFarmMkts (15000 followers)
- Blog: www.ripeandreadyseattle.com

Ripe + Ready Newsletter: Our e-newsletter goes out every week before the first market day in order to promote what will be at the markets that week. We list:

- Exciting new products
- What's fresh
- New and returning vendors
- Upcoming events
- Press articles

We source this information from what we hear from you, what we see on your social media, or what was at the market last week. If you have something you want to feature, we're happy to include it the best way we can.

Email us your suggestions at outreach@seattlefarmersmarkets.org



Remember to **like, share and repost** anything you're mentioned in and comment on other pages so you can build up your network. Use common hashtags like #seattlefarmersmarkets, #seattlefoodie #eatlocal #ig_seattle and get creative!!

VENDOR RULES TO REMEMBER

Make sure you and your sales staff are familiar with all NFM rules and guidelines before selling at our markets.

1. CONCERNS: If a vendor has a concern about Market policies or other vendors, please contact the Manager and fill out a Vendor Concern Form (available at the Market Information Booth).
2. TENT WEIGHTS: Tents and umbrellas must be securely weighted down with 25 pounds per tent leg or umbrella stand. Vendors cannot set up tents or umbrellas without proper weights. Any damage incurred by a vendor due to insufficient weights will be at the expense of that vendor. The market will charge \$20 to borrow a tent and \$5 per tent weight.
3. PUNCTUALITY: Vendors must be at the Market site at least 30 minutes before the Market opens and be *ready to sell* at the opening bell. Vendors are not allowed to set up until the Market area has been chalked and the Market Manager gives permission. Vendors who arrive fewer than 30 minutes before Market opening will load off from the street and find other parking for their vehicle. Vendors must pay their daily fee no later than one hour after the Market is closed.
4. SELLING TIME: Selling starts at opening bell, no selling before. All vendors are required to stay until closing. Vendors who sell-out early should post a sign, "Sold Out," and not leave their vehicles or possessions unattended.
5. SIGNAGE: Vendors must post a sign identifying the name of the farm/business represented and where it is located. Signs should be at least 24" wide by 8" high. Signs must be displayed before sales begin. *The NFM can assist vendors in obtaining signs.*
6. PRICE SIGNAGE: All goods for sale must be clearly marked with their price.
7. LOCAL SOURCING SIGNAGE: All prepared food vendors are required to display at least one sign that identifies farms and ingredients which they are currently sourcing.
8. DISPLAY/SELLING SPACE: Booths and/or vehicles must not extend beyond allotted booth space. Signs and displays must allow clear visibility to adjoining booths. Display and selling techniques must not impair other vendors' ability to sell, nor create a hazardous situation for customers.
9. STALL SPACE CLEAN UP: Vendors are required to maintain their individual selling space in a clean, safe and sanitary manner (protect the pavement from vehicle/cooking drips). Each vendor is responsible for complete clean up of their space at the close of the Market (haul away trash/garbage, sweeping up any product debris). **PACK OUT ALL TRASH.**
10. SAMPLING: To sample, vendors must have the appropriate King County Health Department permit(s), a hand-wash set up (including waste water bucket), and sneeze-guards protecting the samples. All non-farmer vendors must have a food handler's permit in order to sample.
11. REPORTING SALES: Report daily gross revenue accurately. This data is integral in the NFMA's efforts to acquire necessary support from local governments and the communities that host our markets. We only share this information in the aggregate; your data will never be shared.
12. USE OF HOT WATER: Vendors must bring hand-wash containers full of hot water. Vendors may fill up hand-wash containers on-site in cases of emergency.
13. FOOD BANKS AND GLEANING PROGRAM: Food banks are scheduled around closing to collect donations. Please talk to the Market Manager about any issues and avoid donating to nonscheduled groups.
14. VENDOR PARKING: Vendors may park in designated parking areas as directed by the Market Manager.

First time violation of each of the above rules will result in a verbal warning from the Market Manager. Additional violations will result in fines of varying amounts (as specified in the NFM's Policies and Guidelines) and the possible termination of the vendor's Permit to Sell.

A CHECKLIST FOR A SANE AND SUCCESSFUL FIRST DAY

From the Portland Farmers Markets

Careful planning for market is essential to your success. Be on time and ready to sell by the opening bell. Make a checklist!

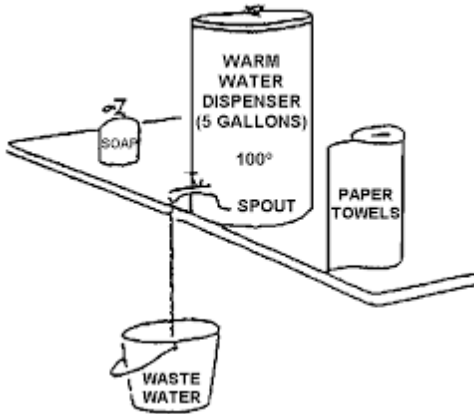
Examples of items to include:

- ✓ On-site coordinator or market manager's cell phone number. See staff contacts.
- ✓ Canopy (white is best) and 25 pounds of weight minimum for each leg of the canopy.
- ✓ Stall structure: tables, table covering, racks, shelves and other display infrastructure.
- ✓ Display containers for your product.
- ✓ Bags (paper or reusable are best, plastic for meats). See Seattle bag policy for specific requirements.
- ✓ Cash box and bank. Be prepared to make change for \$20 bills. Find out the location of the nearest bank or other options for getting change throughout the day if needed.
- ✓ Licensed scale (as appropriate for your products).
- ✓ Hand washing station items.
- ✓ Check out items: pencils, pens, calculator, sales record/receipt book, notepad, bags, boxes, flats.
- ✓ Trashcan, broom, dustpan.
- ✓ Signage - the more personal, the better. Consider using pictures!
- ✓ Large sign or banner hung at eye level or above with your farm or business name and location.
- ✓ Individual product names and prices alongside of the items—how the item is sold (by weight, piece, quantity). Highlight different varieties, heirlooms, product qualities (sweet, spicy, bitter), storage and usage tips, etc.
- ✓ Educational flair: handouts with recipes, how-to's, seasonality information, new items, product information.
- ✓ Information about your business, farm, CSA or other on-farm activities, promotional materials, business cards. Remember that many chefs, restaurant and business owners shop at farmers markets.
- ✓ Miscellaneous display items such as back up sign making materials including chalk, paper, cardboard, markers, scissors, tape, pens, bags, price tags, pocket knife, duct tape.
- ✓ Personal comfort items: weather gear, gloves, hats, rainwear, water bottle, a rubber mat on which to stand, heater for cold weather markets, etc.
- ✓ Your customer service personality—a big smile is your best asset.

HEALTH AND SAFETY

We serve as proxies for the Health Department and will be checking your temperatures, sampling set up, hand wash stations, etc. The #1 cause of “red points” from the Health Department (which will now result in loss of permits and having to pay ALL of your permits fees over again) is improper hand wash set up.

Do you need a hand wash set up? Are you serving hot food? Providing samples? Are you cutting anything on site (for example, cheese)? Yes and yes and yes.



CHECK IT TWICE:

- ✓ Insulated 5 gallon water dispenser
- ✓ Free flowing spout
- ✓ 5 gallon waste water catch
- ✓ Soap is open and ready to use
- ✓ Enough paper towels to get through the day
- ✓ Water is in the waste water catch (because you are washing your hands)!
- ✓ SET UP is located together, and within hands' reach.

Tent weights are REQUIRED—minimum of 25# per leg. A 15x10 tent has 6 legs, so total weight would need to be over 150#. The weather can change suddenly. A flying canopy can damage equipment and cause injuries. **YOU** are liable for damages caused by the failure of your equipment, not the farmers market. Do yourself and us a favor and invest in a high quality canopy, not a cheap one from Costco.



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