

TIPS ON HOW TO BE SUCCESSFUL AT NFM FARMERS MARKETS

- **Be a good neighbor to your fellow vendors.** Communicate respectfully, be proactive about solving problems, have a positive attitude, support each other to have a fantastic market day.
- **Show up on your permitted dates.** We work hard to create and coordinate the annual market schedules, maximizing every spot and turning away many applicants due to lack of space. If you cannot make a given date, you must inform us at least 48 hours in advance by calling the NFM office or manager's cell. If you must cancel last minute, let your market manager know ASAP by calling the correct market cell. Please DO NOT TEXT – call!
- **Be prepared.** (Scroll down to view 'A Checklist for a Sane and Successful First Day')
- **Collaborate with your farmer/vendor neighbors** to create something interesting and enticing for shoppers (a recipe idea, a unique product combo, meal kit, etc.)
- **Loading and unloading** during a busy market can be stressful! One wrongly-placed vehicle can inconvenience the entire rest of the market.
 - When unloading, drop off your goods, and then move your vehicle BEFORE setting it all up.
 - At the end of the day, only bring your vehicle back on site AFTER you have broken down and are ready to load. Please move your vehicle and pay after you finish loading.
- **Hawking** (yelling to shoppers) and playing loud music are against market rules. Creating an enticing display that stops shoppers in their tracks, however, is a great idea!
- **Follow directions from your market manager and market assistants.** Market day is not the time for lengthy discussions. Follow up during the week if you need to discuss something or get further explanation.
- **Branding and display:** An attractive market booth is key to your success!
 - Get beautiful labels, have someone make you a logo, invest in display elements like table cloths, baskets, wooden boxes, etc.
 - Go vertical! Stack high – abundance equals sales! Place your best eye-catching items front and center. Repeat bountiful displays of a product so it catches shoppers' eyes more than once. Have "impulse" items bagged and ready to go by your scale or cash register. Find ways to make your stall unique!
- **Signage is required for all market vendors**, and must include name of your farm/business and its address/ location. The best/easiest signage is usually a vinyl banner – get yours beautifully designed and well-printed.
 - Local Sourcing is REQUIRED for all processors and prepared food vendors, as is signage letting shoppers know your farm sourcing. Create signage that matches your look.
 - Prices and scales must always be visible to customers. Shoppers value transparency, and pricing 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).
- **Hire friendly, engaged sales people and treat them well.** Shoppers often look first for that familiar face, so hire the right people, train them well, and keep them happy. (Staff people looking at their phones=sales opportunities missed.)

The NFM is here to support our community, vendors and customers alike. It can be challenging, and we appreciate your input and your cooperation!

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 and in-season.

- Instagram: @seattlefarmersmkts
- Facebook: @SeattleFarmersMarkets, plus pages for each market ("like" the market pages!)
- Twitter: twitter.com/SeattleFarmMkts

Ripe + Ready Newsletter: Our e-newsletter goes out weekly to thousands of subscribers, promoting 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 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 to josie@seattlefarmersmarkets.org or nfma@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 the NFM rules and guidelines book before selling at our markets. A few important points to remember:

1. **CONCERNS:** If a vendor has a concern about Market policies or other vendors, please contact the Manager or the NFM office and fill out a Vendor Concern Form (available at the Manager 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, not 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 from 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 handwash 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 individual data will never be shared.
12. **USE OF HOT WATER:** Vendors must bring handwash containers full of hot water. Vendors may fill up handwash 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

Adapted 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:

- ✓ Market manager's cell phone number (see below).
- ✓ 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 and compostable serving items (paper or reusable are best, plastic for meats). Check Seattle requirements for [bags](#) and [packaging rules](#).
- ✓ 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, if applicable.
- ✓ Pencils, pens, calculator, sales record/receipt book, notepad, bags, boxes, flats.
- ✓ Trashcan, broom, dustpan, trashbags.
- ✓ Signage - the more personal, the better. Consider using pictures!
- ✓ Large sign or banner at eye level or above with your farm/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 and food 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.

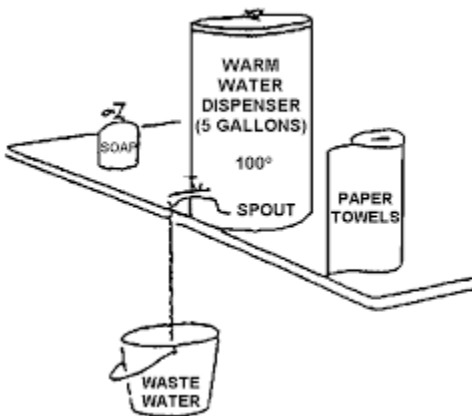


HEALTH AND SAFETY

We serve as proxies for the **King County 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 may result in loss of permit and having to pay ALL of your permit fees over again) is improper hand wash set up and use.

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! Here’s how to set it up:

Hand Wash Station:



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 lbs per leg. A 15x10 tent has 6 legs, so total weight would need to be over 150 lbs. The weather can change suddenly, and 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 a favor and invest in a high quality canopy, not a cheap one from Costco.

The Neighborhood Farmers Markets is a 501c3 non-profit supporting Washington State Farmers and serving Seattle neighborhoods since 1993. Our seven farm/food-only markets are: Capitol Hill, University District, West Seattle, Columbia City, Lake City, Phinney, Magnolia