

Farmers' Market Vendor Evaluation

	Yes	No	Needs Improvement
<i>Image</i>			
Overall impression is favorable			
Neat, clean, well organized			
Signs with business name			
Proper licenses/permits displayed			
<i>Display Area</i>			
Adequate size for proper display			
Well organized			
Efficient use of available space			
Does not obstruct traffic flow thru the market			
Neat & orderly in front of and behind tables			
Power cords are taped down to prevent tripping			
Food handling is done in a safe & hygienic manner			
Tables, tents and signs are tied down			
<i>Vehicle</i>			
Does not detract from display			
Secured – brakes in tact, no gas or other leaks			
<i>Display Surface</i>			
Clean, attractive			
Stable			
Free of hazard to customer			
Attractive table covering			
<i>Displays</i>			
Proper height/ angle for customer access			
Logical grouping of products			
Fully stocked at all times			
Clean containers, appropriately sized for product			
Variety of unit sizes available			
Tent or canopy to protect the products			
<i>Pricing</i>			
Clear signs so customer knows price			
Appropriate for product			
If sold by weight, appropriately labeled & certified scales			
Taxable items identified properly			
Use of pricing strategies to promote larger sales			

	Yes	No	Needs Improvement
<i>Product</i>			
High quality			
Good variety, including expansion within product line			
Products are clean and wholesome looking			
Non-hazardous food			
Identified by name			
Hazardous foods as permitted & kept at appropriate temps			
Proper labeling as required by law			
sampling			
<i>Cash handling</i>			
Efficiency			
Calculator to add quickly			
Receipts provided where appropriate			
Cash box or other means of collecting money			
Enough change (coins and bills) for market day			
Security provisions			
<i>Customer Service</i>			
Bags			
Recipes			
Taste testing or demonstrations			
Customers encouraged to touch & smell products			
Business cards/farm flyers available for customers			
Complaint policy			
<i>Personnel</i>			
Courteous to customers			
Cheerful, friendly			
Make eye contact/greet customers			
Standing to encourage sales			
Appearance is neat/clean			
Informed about product			
<i>Signage</i>			
Printing is legible & large enough to be easily read			
Signs posted high enough to be seen from a distance			
Signs identify product & other information			
Signs displayed for FMNP, EBT or other coupon programs			