Selecting A Farmers’ Market
A Decision-Making Form for Producers

NOTE: Use one form for each market, recording and checking answers as you go.

<table>
<thead>
<tr>
<th>(Farmers’ Market)</th>
<th>(Day(s) visited)</th>
<th>(Hours of visit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Manager:</td>
<td>Phone:</td>
<td>Email:</td>
</tr>
</tbody>
</table>

Public Relations/Promotion
How did you find out about this market?
How does the market advertise?
On site signs and visibility:
Approved for product sampling? Y N
Is promotion included in stall fee? Y N

Facility Issues
Stall Availability Y N  Seasonal or Daily  Size/location: 
Stall Fees: Payment Amount $ Due Dates:
Insurance: Food/Product Liability Y N  Your cost $
  Accident Liability Y N  Your cost $
Overhead shelter provided? Y N  Electricity? Y N
Adequate restrooms? Y N  Adequate parking Y N
Convenient Unloading? Y N  Table(s) provided? Y N

Rules & Regulations
Products allowed: Fresh Processed Organic Crafts Homegrown restriction
(circle all that apply)
Require certified scales? Y N
Require health permits? Y N
Require vehicle permits? Y N
Process for distributing leftovers Y N
Must vendors grow what they sell? Y N
How are the market rules assessed?
Can vendors influence the rules? Y N
Requested a copy of the market rules? + Y

Product Evaluation
Is it a growing market? Y N
Are there enough customers? (Is there enough traffic to support a new vendor or will a new vendor take away from the present vendors thus causing resentment?) Y N

<table>
<thead>
<tr>
<th>Product</th>
<th>Retail Price</th>
<th>Type of Packaging</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Product</td>
<td>$</td>
<td></td>
</tr>
</tbody>
</table>

Organization
Name of sponsoring agency or entity: ____________________________
What is the market's philosophy on taking in new vendors?

What is the market culture? Do the vendors cooperate or compete (cost cutting)?