

Selecting A Farmers' Market

A Decision-Making Form for Producers

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

(Farmers' Market) _____ (Day(s) visited) _____ (Hours of visit)

Market Manager: _____, Phone: _____, Email _____

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

No. of vendors selling your proposed food/product	<u>Retail Price</u>	<u>Type of Packaging</u>
<i>Product</i> _____	\$ _____	_____
<i>Product</i> _____	\$ _____	_____

Organization

Name of sponsoring agency or entity: _____

What is the markets philosophy on taking in new vendors?

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