

URBAN AGRICULTURE

A Participatory Primer Course

Part 3b: Direct Markets



The desire and ability to produce food is socially transmitted. Gardened Right-Of-Ways privilege food

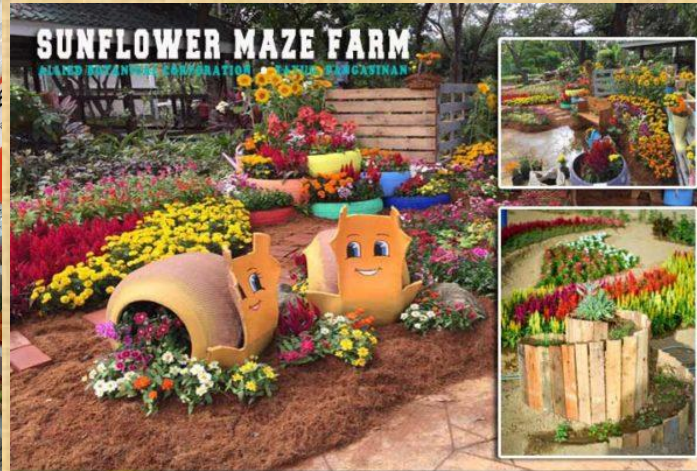
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Resources Agent
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County Extension**

Direct Marketing

Commercial Retail



Agritourism



Farmers Market



Produce Stand



Join The Working Centre's

Community Supported Agriculture

local • urban • fresh • community



Support The Working Centre's Hacienda Market Garden and enjoy weekly shares of locally grown vegetables, flowers, freshly roasted coffee, dinners, baked goods, microgreens and pea shoots (mid-June to end of October)

Direct Marketing

- ❖ Urban farmers use a variety of methods to increase income and work towards financial sustainability.
- ❖ Diversifying the markets where farmers sell their food in addition to processing and packaging food increases the breadth of the markets and can generate more income.
- ❖ Progressive local governments have worked to including urban agriculture markets in a city's general plan and creating urban agriculture-friendly zoning policies which promotes long-term land security and encouraging infrastructure investment.

Direct Marketing Advantages

- Farmers can charge near or retail prices, and receive the full food dollar from the consumer.
- New growers who are perfecting production skills can learn which products customers want most.
- Not just a place to sell food, but a “relationship” approach.
- Brings customers & producers together, where they can talk about how the produce was grown, how it can be prepared, and local food issues.



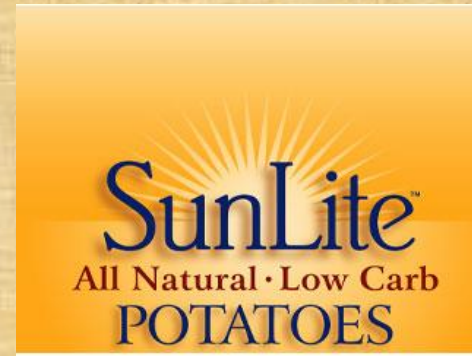
First, Let's Talk More About Marketing

- Too many small farms have a “production” mentality & do not fully assess their potential product line
- Products can be multi-faceted:
 - Commodities (aka foods)
 - Final consumer goods
 - e.g., value-added products
 - Services
 - e.g., plant workshops & newsletters



Assessing the Product Situation

- **Product:** What is your product?
- **Unique features:** How are your foods different from everyone else?



Identifying Unique Product Features

- It's all about Competitive Advantage
- Freshness
- Quality
- Environmental and/or Social Benefits
- Market research may be needed to uncover needs of existing & potential customers

How Are Products Priced?

- Do you have a choice?
- Be a 'price setter' not a 'price taker' !
- Study current pricing conditions
 - Typical price
 - Price ranges
 - Price leader
 - Sensitivity of price to demand changes

Prevailing Local Markets Wholesale Prices: USDA Agriculture Marketing Service (AMS)



Welcome to
the USDA
Market News
Portal!



- Information is gathered from a variety of direct markets serving local & regional food producers in select locations
 - State farmers markets
 - Farmers auctions
 - Food hubs
 - Direct to Consumer sales
 - Retail advertisements
 - Farm-To-School programs
 - Retail

USDA/AMS Local & Regional Food Market Info: South Carolina Farmers Market Example

❖ COLUMBIA, SC Tuesday, November 04, 2014
Farmers Market - Prices to Growers at South Carolina State
Farmers Market

COMMODITY	VOL	CONTAINERS	VARIETY	PRICES
BEANS:	VL	bucrts	Snap type	20.00
			KY type	20.00-28.00
		Approx. 27 lb sks	Lima Green	18.00
		8 lb bags	Shelled Fresh	20.00
BEETS:	VL	dz bchs	Red type	18.00
BROCCOLI:	VL	20 lb ctns	Crown Cut	18.00
CABBAGE:	VL	50 lb ctns	Green type Medium	12.00
CILANTRO:	VL	ctns bnchd	30s	14.00
CORN, SWEET	VL	4 dz crts	Yellow/Bi-Color	13.00-14.00
			White	13.00-14.00
CUCUMBERS:	VL	1 1/9 buctns	Long Greens Sel	16.00
		1 1/9 bucrts	Pickles Sml-Med	30.00
DILL WEED:	VL	3/4 buctns bnchd	24s	16.00
EGGPLANT:	F	1 1/9 buctns/crts	Medium/Striped	15.00
	F	1/2 bubsks	Med/Striped/Neon	10.00
GREENS:	VL	dz bchs	Collards/Rutabagas	18.00
			Turnips/Mustard	18.00
		1.35 buctns bnchd	Kale 24s	12.00
	VL	1 1/9 buctns lse	Turnip Tops/Mustard	12.00

Prevailing Organic Market Wholesale Prices: Rodale Institute Price Reports



RODALE
INSTITUTE™

ORGANIC PRICE REPORT

- The Organic Price Report (OPR) is an online tool that helps you price your organic grains and produce competitively.
- The tool tracks selected prices from the fruit, vegetable, herbs and grain sectors, comparing organic prices to conventional prices in markets across the country.

Rodale Institute Price Reports: Organic Strawberry Example

Organic Price Report

THE NEW FARM® print  www.newfarm.org

Compare prices for Strawberries across all markets

Week of November 3, 2014

Strawberries
(Product Category Fruit)

Quality	<u>Qty</u> 	Certified	Conv
<u>Boston, MA</u>			
PQ	8/1#	\$ 42.75	\$ 20.00
<u>Los Angeles, CA</u>			
PQ	8/1#	\$ 37.75	\$ 18.00
<u>Philadelphia, PA</u>			
PQ	8/1#	\$ 42.75	\$ 24.00
<u>San Francisco, CA</u>			
PQ	8/1#	\$ 42.00	\$ 17.00
<u>Seattle, WA</u>			
PQ	8/1#	\$ 46.95	na

Pricing

- Difficult: price needs to cover your costs and return a profit
- Competition: top of list (must be competitively priced unless you can show a difference)
- Quality: important (a premium price commands a quality product), often a high price infers quality

Save On Your Favorite Pick Of The Crop Salad Fixin's!

Seize Our Salad!



Fresh Express Garden Salad Mix 1.98 3 lb. Bag ea.	F-R-E-S-H Crisp Cucumbers 4/\$1 ea.	F-R-E-S-H Hot House Tomatoes 88¢ lb.
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COMING SOON WHITEFISH SUPER 1 FOODS-WHITEFISH MT.

 Litehouse Salad Dressing Selected Varieties, 20 oz. Jar 2.98 ea.	 F-R-E-S-H Red Radishes or Green Onions 4/\$1 ea.
---	--

Look for our **12 HOUR BEVERAGE SALE!** Insert in Today's Newspaper

SUPER 1 FOODS
THE FIRST NAME IN FOOD

All Effective Dates Wed. May 11 thru Tues. May 17, 2005
MADE IN THE U.S.A. WWW.SUPER1FOODS.COM ©2005 SUPER 1 FOODS

Whitefish Super 1 Foods
1200 Highway 101, Whitefish, MT 59901
Monday 10:00am - 7:00pm
Tuesday 10:00am - 7:00pm
Wednesday 10:00am - 7:00pm
Thursday 10:00am - 7:00pm
Friday 10:00am - 7:00pm
Saturday 10:00am - 6:00pm
Sunday 10:00am - 6:00pm
Whitefish Super 1 Foods
1200 Highway 101, Whitefish, MT 59901
Monday 10:00am - 7:00pm
Tuesday 10:00am - 7:00pm
Wednesday 10:00am - 7:00pm
Thursday 10:00am - 7:00pm
Friday 10:00am - 7:00pm
Saturday 10:00am - 6:00pm
Sunday 10:00am - 6:00pm

Pricing



- Specialty products: limited supply or competition helps set price
- Perception: low prices may infer that your business sells inferior products
- Location: customers will pay for convenience
- Time of Year: “early bird gets the worm”
- Customer acceptance: ultimate test for pricing
- Know the break-even price: the price that covers your costs; remember that you are in business to make money

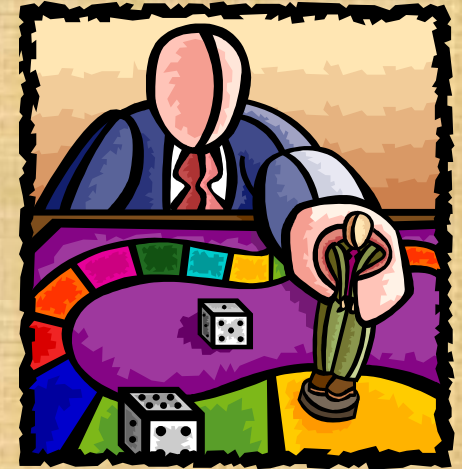
Marketing Skills-Packaging

- Presenting product: has much to do with marketing the product
- Feasibility: not needed for all markets
- Fancy vs. Basic: should reflect the market
- Preservation: can extend shelf life
- Identity: farm name or logo on product
- Communication: recipes, info tags, etc.



How Are Products Promoted?

- Promotional strategies affected by choice of distribution system
- Assess promotional strategy effectiveness
 - How many customers are reached?
 - The cost of reaching customers



Promotion Strategy Should Include:

- Message: What should customers know about their products
- Tools & Delivery: How will the message be communicated?
- Timing & Frequency: How often will customers be contacted?
- Costs: How much will promotion cost?

Advertizing and Promotion

Mission = Attract Customers

- First, identify what **kind** of business you are, **who** your customers are, and **what** you are going to provide.
- **Develop an image that fits your personality.**
- Plan a **promotional campaign** that you are sure you can live up to and fulfill the promotion ads.



Advertizing and Promotion

❖ If you decide not to have an internet site, use other places to advertise your farm such as these **free** sites

- **FL Market Maker** - <http://fl.marketmaker.uiuc.edu/>
- **Pick Your Own** - www.PickYourOwn.org
- **Florida Market Bulletin** –
www.florida-agriculture.com/fmb/place_ad.htm
- **Local Harvest** - www.localharvest.org/register.jsp
- **Farm Locator** - www.newfarm.org/farmlocator
- **Sunshine Farmers Market** -
www.sunshinefarmersmarket.com
- **Eat Local Guide (Transition Sarasota)** - <http://eatlocalguide.com/sarasota/>
- **Local Foods Guide (Sarasota Co. Extension)** –
<http://sfyl.ifas.ufl.edu/sarasota/agriculture/agriculture/local-foods/>

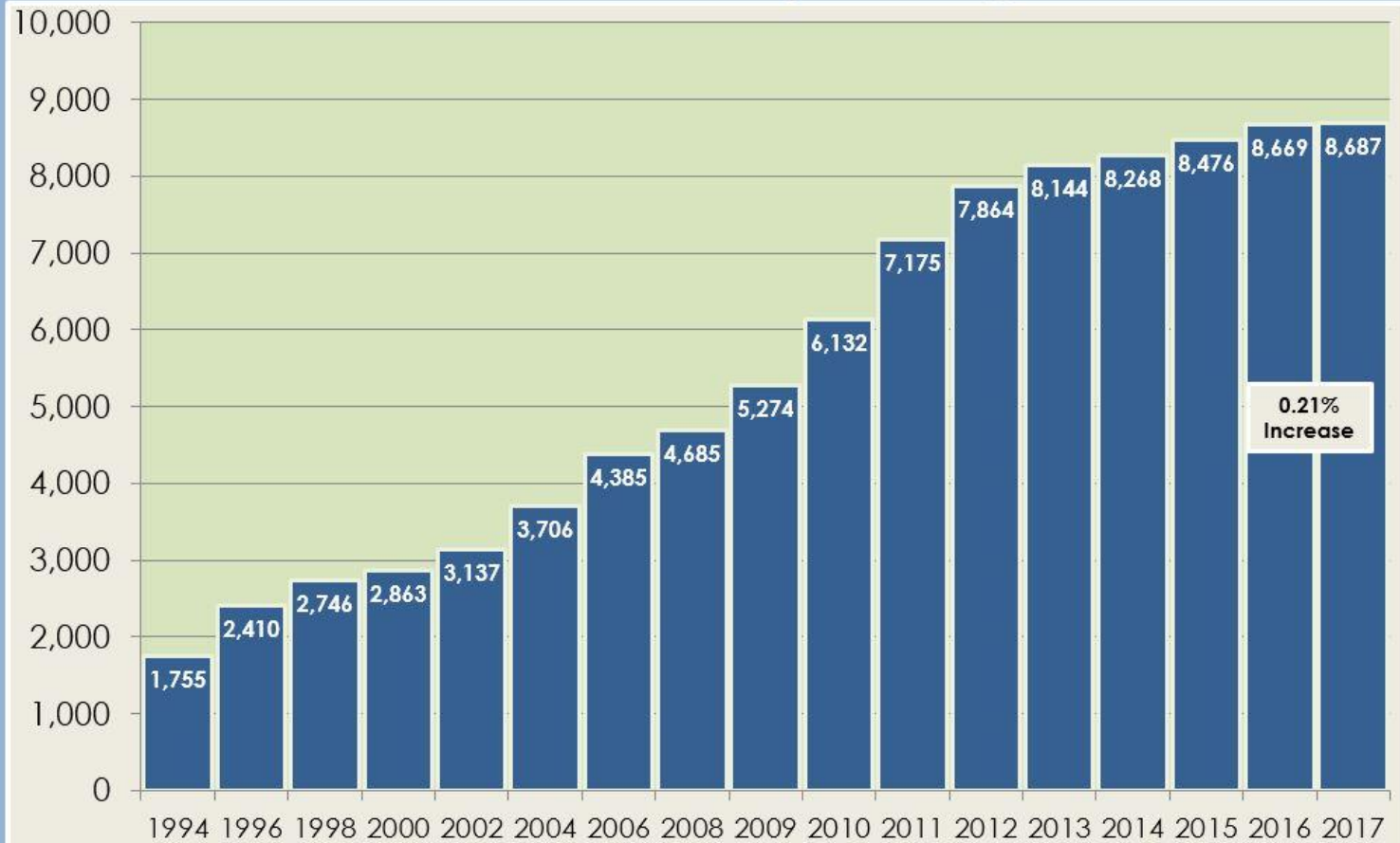


Farmers Markets Introduction

- Farmers markets are a traditional direct marketing from grower to consumer which is typically available to urban farmers.
- Historically, replaced by the industrial agribusiness food system but for past 2-3 decades there is a growing revival of interest.
- Offers a critical component of sustainable local food system development.

National Farmers Markets Growth (2017)

National Count of Farmers Market Directory Listings



Source: USDA-AMS-Marketing Services Division

Farmers Market information is voluntary and self-reported to USDA-AMS-Marketing Services Division

Florida Farmers Markets Number (2017)

❖ The number of voluntarily listed FL community farmers markets by region on the FDACS registry are as follows:

- North West – 18
- North Central – 19
- North East – 14
- Central West – 28 (includes Sarasota)
- Central – 25
- Central East – 16
- South West – 19
- South East - 29

Total
number
of 168

Sarasota County Farmers Markets



Farmers Markets Locations:

- Downtown City of Sarasota.
- Siesta Key.
- Venice.
- Englewood.
- Lakewood Ranch.
- Phillippi Farmhouse Market.
- Old Miakka
- Central Sarasota
- North Port



Farmers Markets Introduction



- Some markets are carefully managed, with strict rules for pricing, quality, food source and vendor selection.

- Others are much more relaxed in their criteria – especially food source and weather protection.



Farmers Market Introduction

- Farmers markets can vary in many aspects:
 - Location
 - Facilities
 - Volume size
 - Types of vendors
 - Bylaws



Ferry Plaza FM,
San Francisco, CA



Carrboro FM, North Carolina

Farmers Markets Models

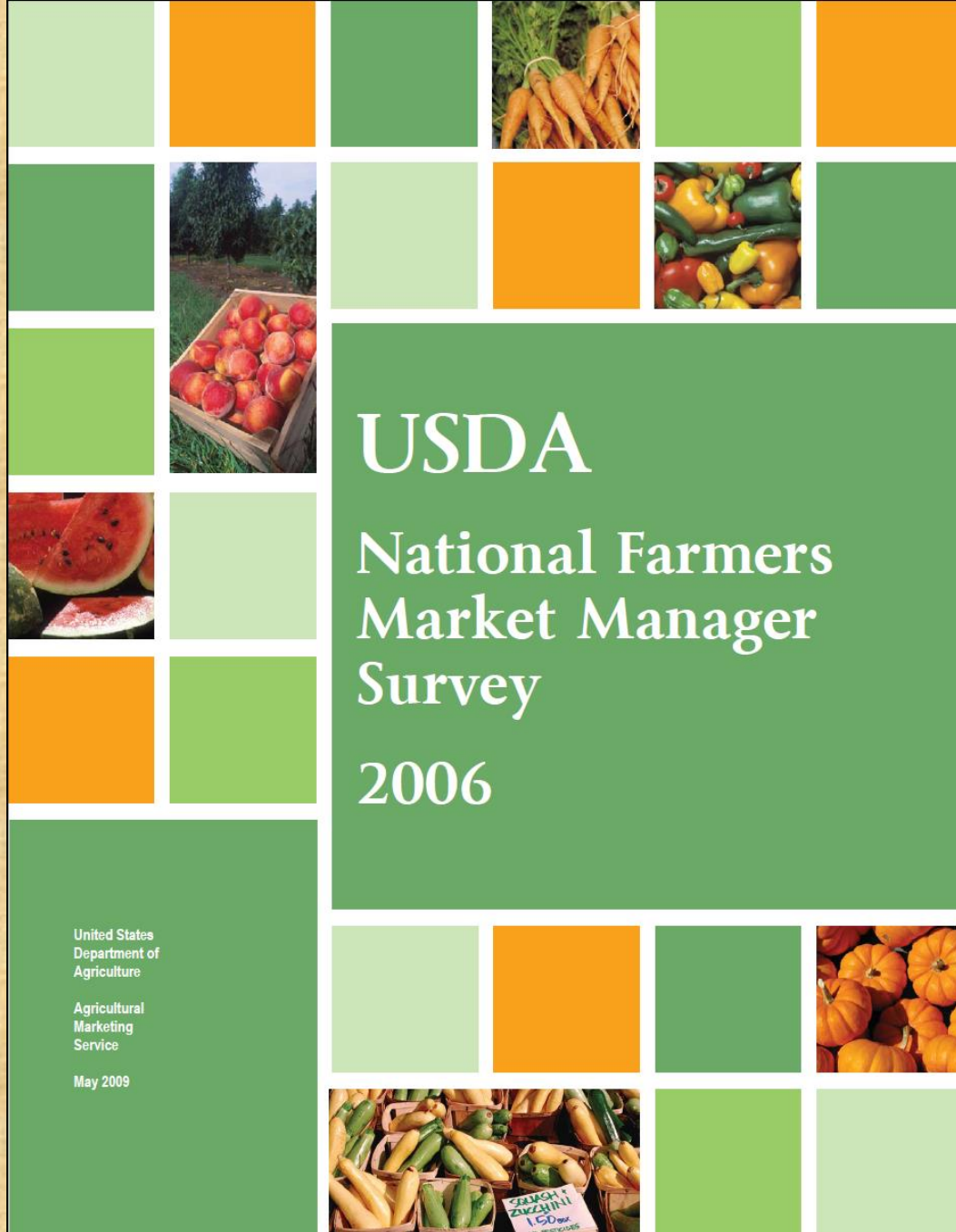
- As a grower vendor you can select which farmers markets to sell at according to their organization and management structure.
- Organization options for farmers markets
 1. No organization among producers; farmers simply show up.
 2. An arrangement with the owner of a private business. In this instance, producers are tenants and the owner makes all the rules.
 3. Unofficial agreement among producers. The market is organized informally, but collects fees and uses guidelines. Producers are members of an “association” that is not legally organized or incorporated.
 4. Official agreement among producers. This type of organization is a legal entity having secure legal and tax status.

Farmers Markets Background

- ✓ Farmers markets are similar in many aspects:
 - Public space
 - Increased food access
 - Connection of rural to urban; producer to consumer; local, seasonal foods to consumers
 - Increasing centerpiece of local economy and community development



National Farmers Markets Economic Impacts



United States
Department of
Agriculture

Agricultural
Marketing
Service

May 2009

National Farmers Markets Avg Vender Annual Sales

2006 USDA Report -

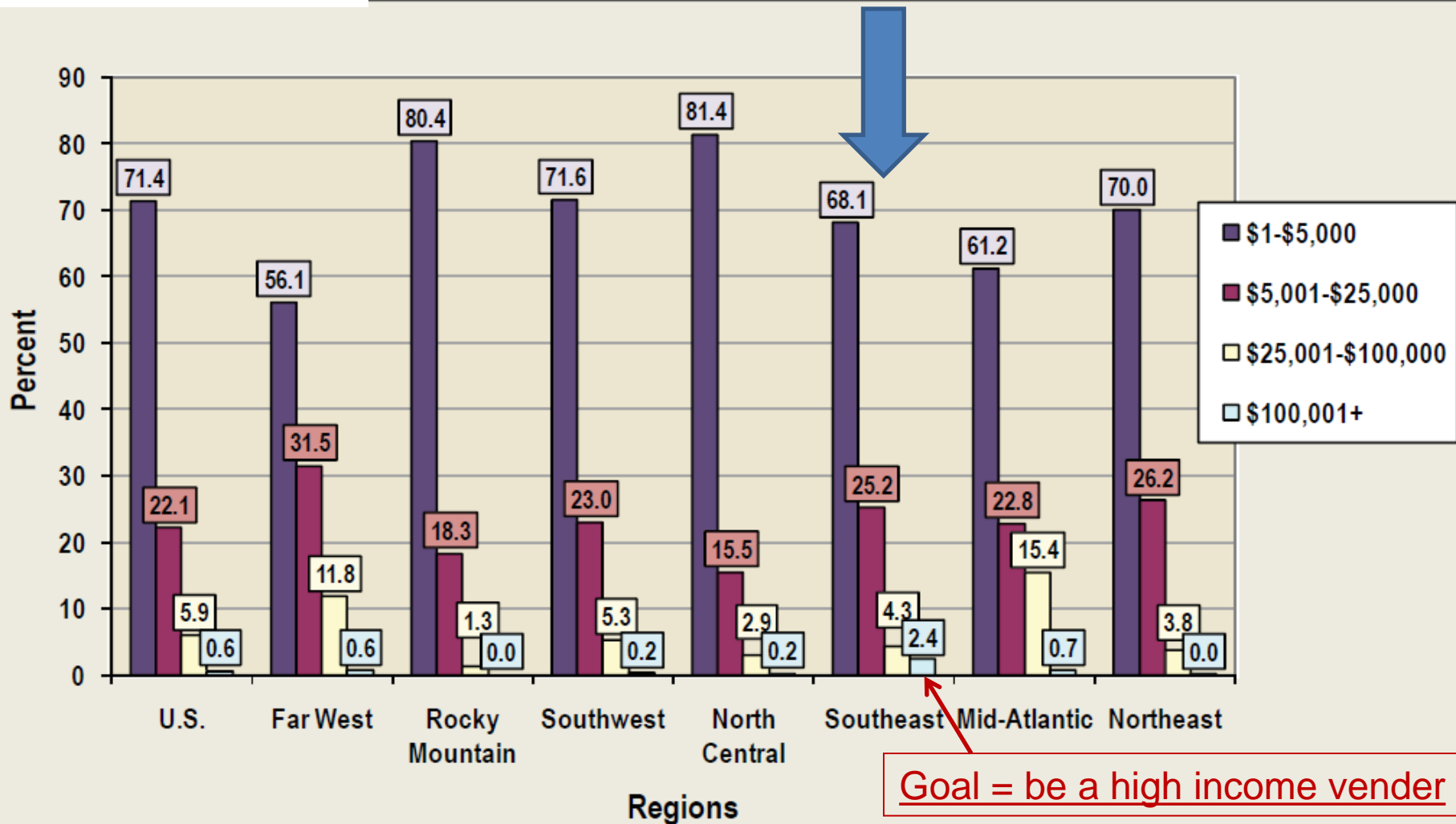
Table 5. Average annual sales per vendor, by region



	U.S.	Far West	Rocky Mountain	SW	North Central	SE	Mid-Atlantic	NE
Annual sales per vendor (all markets)								
Mean	\$7,035	\$8,056	\$2,349	\$5,293	\$3,527	\$7,794	\$17,017	\$6,676
Median	\$2,222	\$4,644	\$1,787	\$2,016	\$1,200	\$1,842	\$5,552	\$2,727
Annual sales per vendor (seasonal markets)								
Mean	\$5,452	\$5,963	\$2,287	\$3,203	\$2,933	\$2,329	\$16,662	\$6,653
Median	\$1,878	\$3,226	\$1,697	\$1,000	\$1,176	\$1,176	\$5,500	\$2,690

National Farmers Markets Vender Annual Sales Range

2006 USDA Report - Distribution of annual vendor sales at farmers markets, by region

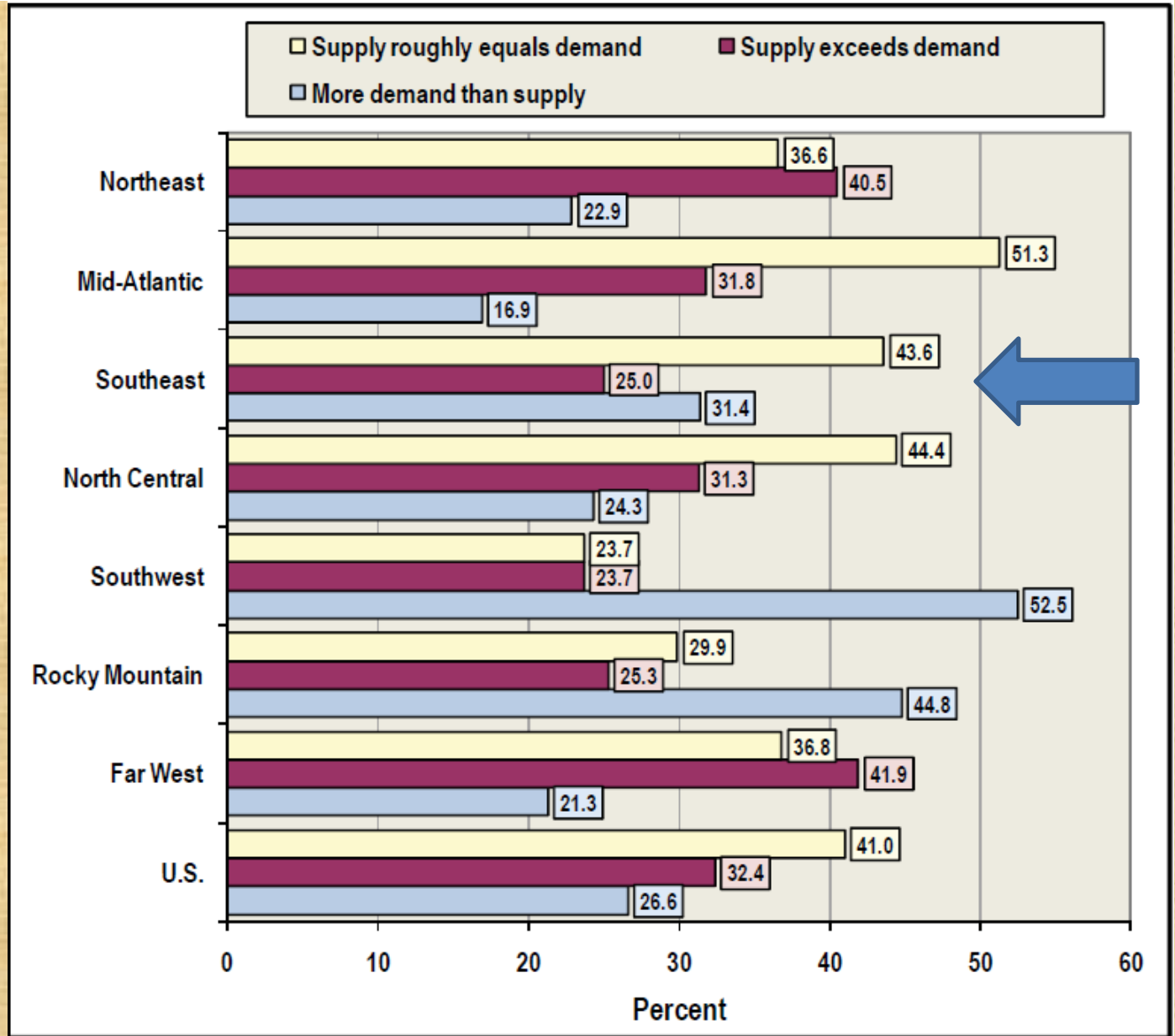


Goal = be a high income vender

Graph shows that higher annual sales are possible!

<http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5077203>

National Farmers Markets Supply/Demand Profiles



Farmers Market Grower/Vender Guidelines

- ❖ The more signage information the better.
 - Prices are the bare minimum for signage.
 - Go beyond the basics--include weight, cooking instructions and any other explanations that may be useful (or just plain fun).



- ❖ Display a description of your farm (location, acres, ownership, family history, crops, animals, climate, workers). Write a description of your methods of production.

Signage Examples

VEGETABLES: BENEFITS PER COLOR

GREEN
CONTAINS LUTEIN, AN ANTIOXIDANT THAT REINFORCES IMPROVED VISION. THEY HAVE POTASSIUM, VITAMIN C, VITAMIN K, AND FOLIC ACID

ORANGE
RICH IN BETA-CAROTENE & VITAMIN C THEY HELP PROMOTE EXCELLENT VISION, HEALTHY SKIN AND SUPPORT A STRONG IMMUNE SYSTEM.

RED
ARE RICH IN PHYTOCHEMICALS LIKE LYCOPENE AND ANTHOCYANINS, THAT IMPROVE HEART HEALTH AND DIMINISH THE RISK OF CANCER.

PURPLE
RICH IN ANTIOXIDANTS AND PHYTOCHEMICALS THAT ARE ANTI-AGING, REDUCE THE RISK OF CANCER AND SUPPORT MENTAL CLARITY.

WHITE
THEY ARE RICH IN PHYTOCHEMICALS & POTASSIUM AND HELP REDUCE CHOLESTEROL LEVELS, LOWER BLOOD PRESSURE AND PREVENT DIABETES.

PLEASE SUPPORT YOUR LOCAL FARMS, FARMERS MARKETS AND CO-OPS!
TO LEARN MORE ABOUT THE PROJECT VISIT US AT: EATLOCALGROWN.COM

10 Good Reasons to Buy Locally Grown

- 1** Locally grown food tastes and looks better.
Crops marketed close to home are picked at their peak and usually sold within 24 hours of harvesting. Food imported from far away must travel on trucks or planes and then it is stored in warehouses.
- 2** Local food supports local families.
The wholesale prices that farmers get for their products are usually very low, sometimes not more than the cost of producing them. Local farmers who sell directly to consumers cut out the middleman and can get full retail price for their food—which helps farm families be able to afford to continue farming their land.
- 3** Local food builds trust.
With all the issues related to food safety and homeland security, there's an assurance that comes from looking a farmer in the eye at the farmers' market, or driving by the fields where your food comes from.
- 4** Local food builds community.
When you buy direct from a farmer, you're engaging in a time-honored connection between eater and grower and you're supporting a local business. Getting to know folks who grow your food helps you know more about the place you live. In many cases, it gives you access to a place where you can go to enjoy nature and the seasons, and to learn more about how food grows.
- 5** Local food preserves open space.
When farmers get paid more for their products from nearby shoppers, they're less likely to sell farmland for development.
- 6** Local food keeps taxes down.
According to several studies, farms contribute more in taxes than they require in services, whereas most residential development contributes less in taxes than the cost of required services.
- 7** Local food benefits the environment and wildlife.
Massachusetts farmers are leaders in the use of environmentally sound growing practices. Our farms encompass a patchwork of fields, meadows, woods, streams, and ponds that provide essential habitat for wildlife.
- 8** Local food makes a lighter carbon footprint.
On average our food travels 1,500 miles from farm to plate. Moreover, each calorie of food produced requires an average of 10 calories of fossil-fuel inputs from travel, refrigeration and processing. Purchasing locally-grown food is a simple way to address the increasing expense of fossil fuels and the adverse effects of global warming from increased carbon emissions.
- 9** Local food preserves genetic diversity.
In industrial agriculture, plants are bred for their ability to ripen uniformly, withstand harvesting, survive packing and last a long time on the shelf, so there are only a few varieties in large-scale production. This leaves our food supply vulnerable to disease or disaster. Smaller local farms, in contrast, often grow many different varieties to provide a longer season, an array of colors, and the best flavors.
- 10** Local food is an investment in our future.
When you buy locally grown food, you're helping to preserve the strength and character of our community for our children and grandchildren.

<http://www.mass.gov/agr/markets/10-reasons.pdf>

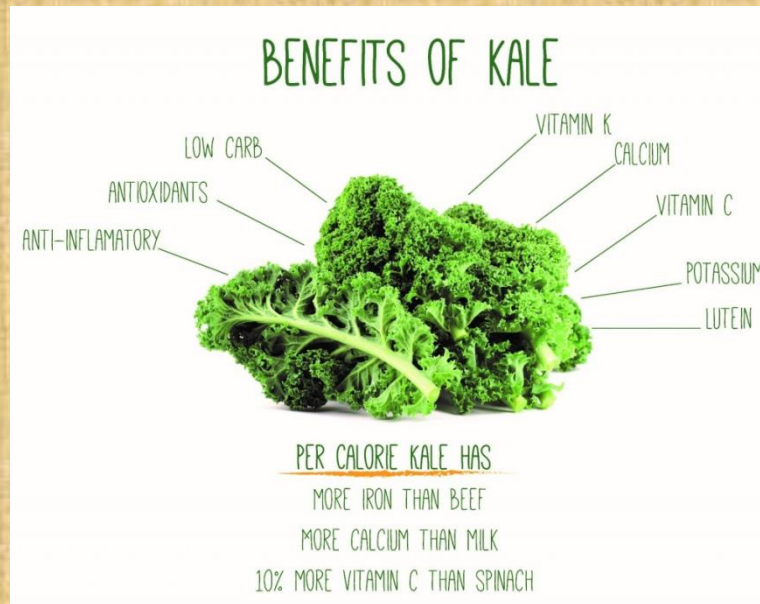
Massachusetts Department of Agricultural Resources
www.mass.gov/massgrown

Signage Resources

- ❖ Identifying up-and-coming food trends is equal parts art and science, and it's a process that some in the food industry pay a lot of attention to.
- ❖ Food trends are influenced by a wide range of factors, from fashion and pop culture to health fads.
- ❖ Analysts describe a pattern of phases in the "menu adoption cycle" for food trends: inception; adoption; proliferation; final
- ❖ Only about 30 to 40 percent of foods or ingredients in the inception phase ever continue on.
- ❖ Taking advantage of these analyses and promotions provide resources for crops selection and education signage

Watch the short video "Why kale is everywhere: How food trends are born" at <http://www.chicagotribune.com/business/ct-restaurant-menu-trends-0521-biz-20170519-story.html>

Signage Examples



egleston farmers market **recipe collection**
www.eglestonfarmersmarket.org/recipes

KALE PESTO BRUSCHETTA

recipe courtesy of Eva Katz - www.myfronburner.com
photo by Myrosha Dajuk



RECIPE SHOPPING LIST:

KALE: Buckle Farm, Neighborhood Farm, Urban Hydr-O Farmers
MOZZARELLA: Foxboro Cheese Co.
GARLIC: Buckle Farm, Neighborhood Farm
PECORINO/ROMANO: substitute asiago from Foxboro Cheese Co.
ITALIAN BREAD: Bridgeport Village Bakery
WALNUTS & LEMON: pick up at City Feed & Supply or Harvest Co-Op

Bruschetta with Kale Pesto and Mozzarella Cheese

Serves 6 - 12

Because kale leaves are considerably tougher than basil leaves, it helps to blanch them before blending with the other ingredients. This will tenderize them for puree, and also make the pesto a brilliant, emerald green.

1/2 cup walnuts
1 bunch of kale, about 5 cups stemmed and chopped
Salt and pepper
1/2 cup grated Pecorino Romano cheese
8 tablespoons extra-virgin olive oil, plus extra for drizzling
2 garlic cloves, minced, plus 1 garlic clove, peeled
1 teaspoon lemon zest
6 slices of crusty Italian bread, sliced about 3/4 inch thick
6 ounces of fresh mozzarella cheese, cut into 1/4 thick slices

- Toast the walnuts in a skillet (without any oil) set over medium heat and shake the pan occasionally to prevent scorching, until they begin to darken slightly. Remove from pan and let cool.
- Bring large pot of water to boil. Add a teaspoon salt and kale. Blanch until wilted, about 30 seconds. Meanwhile, fill a large bowl with ice water. Drain kale into colander and then immediately plunge into ice water. When kale is cool, drain again and dry thoroughly with paper towels.
- Process kale, toasted walnuts, Pecorino cheese, 6 tablespoons oil, minced garlic and lemon zest in food processor until smooth. Season with salt and pepper.
- Turn all burners to high, cover, and heat grill until hot, about 15 minutes. Clean and oil cooking grate. Grill bread over hot fire until lightly charred and toasted, about 2 minutes per side.
- Brush bread with the remaining olive oil and rub with the peeled garlic. Place a slice of cheese on the bread and top it off with a spoonful of the pesto. Add a drizzle of olive oil and cut on the bias for smaller portions, if desired.
- Serve. Enjoy.

TIPS & TRICKS

BEST TIME TO BUY: THOUGH IT'S AVAILABLE YEAR-ROUND, KALE IS BEST IN THE WINTER, WHEN FROST MAKES ITS FLAVOR SWEETER.

CHOOSING KALE: LEAVES SHOULD BE DARK GREEN & FRILLY. THEY SHOULD HAVE SOME "SPRING" TO THEM. BAD SIGNS: WILTED, YELLOW/BROWN SPOTS, DRY LEAVES.

STORING KALE: KEEP UNWASHED KALE REFRIGERATED IN AN AIRTIGHT CONTAINER FOR 3-4 DAYS.

REVIVING LIMP KALE: TRIM THE STEMS & SOAK IN TEPID WATER FOR ABOUT 5 MINUTES. VOILA!

CUTTING KALE: FIRST, GRAB THE BOTTOM OF THE STEM AND PULL OFF THE LEAVES WITH YOUR HANDS. STACK LEAVES ON TOP OF EACH OTHER. ROLL INTO LITTLE BUNDLES (LIKE YOU WOULD WITH BASIL, FOR EXAMPLE) AND CUT TO YOUR DESIRED SIZE.

REDUCING INTENSE FLAVOR: KALE THAT'S BEEN MASSAGED WITH OIL & LEMON JUICE WILL REDUCE ITS INTENSE FLAVOR. THIS METHOD IS GREAT FOR INTRODUCING THE DARK LEAFY GREEN TO KALE NEWBIES!



Signage Resources

Example: The Next Hot Trends in Food

Source: MarketWatch Posted online: Nov 7, 2016

- ◆ **The next superfood: moringa** – Move over, kale — there’s a new super green. The leaves of the Moringa oleifera tree, grown in Haiti, parts of Latin America and Africa, are drawing interest from trend watchers for their nutritional content.
- ◆ **The next buzzword: regenerative grazing** – There is a growing movement called regenerative agriculture, in which different farming practices are used to restore soil degraded by planting and harvesting crops.
- ◆ **The next ingredient: something consumers understand** – **Now the goal is “clean labels”**— lists of ingredients consumers can understand and pronounce.

Signage Resources

Example: The Next Hot Trends in Food

Source: MarketWatch Posted online: Nov 7, 2016 (cont)

- ◆ **The next healthy beverage: plant waters** – From aloe water and maple water to artichoke water and cactus water, they are replacing more sugary sports drinks and artificially flavored waters that don't appeal to consumers' desire for nutritious and natural beverages.
- ◆ **The next meat alternative: jackfruit** – Of all the budding meaty substitutes, food experts say jackfruit has the most potential to go mainstream because of its meaty texture and ability to absorb the flavors in which it's cooked.
- ◆ **The next natural food dye: spirulina** – Blue-green algae called spirulina are often sold as a health supplement at vitamin shops or as an energy shot in smoothies. But now they are being harvested for use as a natural blue-green dye.

Farmers Market Gower/Vendor Guidelines

- ❖ Preparing produce for market.
 - Follow proper harvest and post-harvest procedures for top quality produce.
 - Sell produce in the right amounts.



Farmers Market Gower/Vender Guidelines

❖ Preparing produce for market

– Example procedures for top quality produce.

Greens must be:

1. Picked



2. Washed



3. Bunched or
Bagged and
Weighed



4. Stored in covered
boxes in the shade or
in the cooler

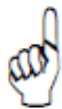
as soon as possible



Farmers Market

Gower/Vendor Guidelines

❖ Preparing produce for market



Tip:

Greens will droop and WILT (lose their moisture) very quickly if they are left out in the sun.

1. Keep greens **MOIST** and **COOL** at all times.
2. When you first put a tote of greens in the cooler, **LEAVE THE TOP FLAP OPEN** so the greens can release the heat from the field and cool off faster.
3. **DO NOT SEAL** bags of greens. Let air flow in so the greens can cool off. **MIST** or sprinkle water over them to keep wet.

Farmers Market

Gower/Vendor Guidelines

❖ Preparing produce for market

– Example amounts for produce sales.

- Tie the following greens in bunches, using rubber bands to hold them together. Trim the ends to even them out if necessary:

- Amaranth
- Swiss Chard
- Collard Greens
- Fenugreek Leaves
- Jute Greens (Palava Sauce)
- Mustard Greens
- Pumpkin Vines
- Sweet Potato Greens
- Water Spinach
- Cilantro (**make smaller bunches, about 0.25 lb**)

**1 Bunch =
0.75 lbs**



- The following greens should be bagged:

- Arugula
- Pea Tendrils
- Salad Mix
- Lettuce (**1 or 2 heads per bag, about 0.75-1 lb**)

**1 Bag =
0.30-0.40 lbs**

Farmers Market

Gower/Vendor Guidelines

- ❖ Preparing produce for market.
 - Notes on bunch sizes
 - Many people from Asia, Africa and other countries expect big bunch sizes for greens.
 - Most Americans usually like smaller bunches.
 - Use multiple sizes for farmers markets with different types of customers.
 - Remember that more and smaller bunches make the most money.



Farmers Market Grower/Vendor Guidelines

- Charge what it's worth (e.g., superior, rare, and organic)
 - Customers will pay for quality.
 - Offer discounts for volume buying, excess supply, and inferior quality.



Farmers Market Grower/Vendor Guidelines

- Quality and variety are everything.
 - Create appearance of bounty.



Farmers Market Grower/Vendor Guidelines

➤ Create an experience.

- Engage your customer.
- Add character.



Initiate conversation




Wood containers add
rustic flavor

Farmers Market Grower/Vendor Guidelines

❖ Conversation Ideas


Five keys to safer food



Keep clean

- ✓ Wash your hands before handling food and often during food preparation
- ✓ Wash your hands after going to the toilet
- ✓ Wash and sanitize all surfaces and equipment used for food preparation
- ✓ Protect kitchen areas and food from insects, pests and other animals


Why?
While most microorganisms do not cause disease, dangerous microorganisms are widely found in soil, water, animals and people. These microorganisms are carried on hands, wiping cloths and utensils, especially cutting boards and the slightest contact can transfer them to food and cause foodborne diseases.



Separate raw and cooked

- ✓ Separate raw meat, poultry and seafood from other foods
- ✓ Use separate equipment and utensils such as knives and cutting boards for handling raw foods
- ✓ Store food in containers to avoid contact between raw and prepared foods

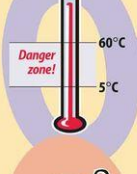
Why?
Raw food, especially meat, poultry and seafood, and their juices, can contain dangerous microorganisms which may be transferred onto other foods during food preparation and storage.



Cook thoroughly

- ✓ Cook food thoroughly, especially meat, poultry, eggs and seafood
- ✓ Bring foods like soups and stews to boiling to make sure that they have reached 70°C. For meat and poultry, make sure that juices are clear, not pink. Ideally, use a thermometer
- ✓ Reheat cooked food thoroughly


Why?
Proper cooking kills almost all dangerous microorganisms. Studies have shown that cooking food to a temperature of 70°C can help ensure it is safe for consumption. Foods that require special attention include minced meats, rolled oasts, large joints of meat and whole poultry.



Keep food at safe temperatures

- ✓ Do not leave cooked food at room temperature for more than 2 hours
- ✓ Refrigerate promptly all cooked and perishable food (preferably below 5°C)
- ✓ Keep cooked food piping hot (more than 60°C) prior to serving
- ✓ Do not store food too long even in the refrigerator
- ✓ Do not thaw frozen food at room temperature

Why?
Microorganisms can multiply very quickly if food is stored at room temperature. By holding at temperatures below 5°C or above 60°C, the growth of microorganisms is slowed down or stopped. Some dangerous microorganisms still grow below 5°C.



Use safe water and raw materials

- ✓ Use safe water or treat it to make it safe
- ✓ Select fresh and wholesome foods
- ✓ Choose foods processed for safety, such as pasteurized milk
- ✓ Wash fruits and vegetables, especially if eaten raw
- ✓ Do not use food beyond its expiry date

Why?
Raw materials, including water and oil, may be contaminated with dangerous microorganisms and chemicals. Toxic chemicals may be found in damaged and mouldy foods. Care in selection of raw materials and simple measures such as washing and peeling may reduce the risk.

Storing Fresh Fruits and Vegetables for Better Taste

UC DAVIS POSTHARVEST TECHNOLOGY

Storage Location	Fruits and Melons	Vegetables
Store in refrigerator	apples (> 7 days) apricots Asian pears (nashi) blackberries blueberries cherries cut fruits figs grapes raspberries strawberries	artichokes asparagus green beans lima beans beets Belgian endive Brussels sprouts cabbage carrots cauliflower celery cut vegetables green onions herbs (not basil) leafy vegetables leeks lettuce mushrooms peas radishes spinach sprouts summer squashes sweet corn
Ripen on the counter first, then store in the refrigerator	avocados kiwifruit nectarines peaches	pears plums plumcots
Store only at room temperature	apples (< 7 days) bananas grapefruit lemons limes mandarins mangoes muskmelons	basil (in water) cucumbers† dry onions* eggplant† garlic* ginger jicama peppers† potatoes* pumpkins sweet potatoes* tomatoes winter squashes

*Store garlic, onions, potatoes, and sweet potatoes in a well ventilated area in the pantry. Protect potatoes from light to avoid greening.
†Cucumbers, eggplant and peppers can be kept in the refrigerator for 1 to 3 days if they are used soon after removal from the refrigerator.

Farmers Market Grower/Vendor Guidelines

❖ Conversation Ideas



- Wash produce under cold running water to remove any lingering dirt.
- If there is a firm surface, such as on apples or potatoes, scrub with a brush.
- Consumers should not wash fruits and vegetable with detergent or soap.
- When preparing fruits and vegetable, cut away any damaged or bruised areas because bacteria that can cause illness can thrive in those places.
- Immediately refrigerate any fresh-cut items such as salad or fruit for best quality
- and food safety.



Source: United States Department of Agriculture

Printable PRODUCE SHELF LIFE GUIDE

USE ASAP	3-5 DAYS	USE SOON	5-7 DAYS
    	<ul style="list-style-type: none"> • Asparagus • Basil • Bok Choy • Chard • Chives • Cilantro • Escarole • Kale • Okra • Onions, Cut • Raddicchio • Snow Peas • Spinach • Tomatoes (Countertop) 	<ul style="list-style-type: none"> • Artichokes • Arugula • Bell Peppers • Broccoli • Broccoli Rabe • Brussels Sprouts • Cabbage, Savoy & Napa • Cauliflower • Eggplant • Endive • Fennel • Green Beans • Jicama 	<ul style="list-style-type: none"> • Leeks • Lettuce/Mixed Greens • Mint • Mushrooms (Paper bag in fridge) • Potatoes, Baby (Cool dark place away from onions) • Radishes • Scallions/Green Onions • Winter Squash, Cut • Zucchini & Summer Squash
NO RUSH	2+ WEEKS		
  	<ul style="list-style-type: none"> • Cabbage, Green & Red • Carrots • Celery • Rosemary • Sweet Potatoes (Countertop) • Thyme 	<ul style="list-style-type: none"> • Turnips • Beets • Ginger • Lemons • Limes • Potatoes, Large (Cool dark place away from onions) 	<ul style="list-style-type: none"> • Parsnips • Onions, Whole (Cool dark place away from potatoes) • Winter Squashes (Countertop)

COOKSMARTS

Store in fridge unless otherwise noted. Store more perishable ingredients in more visible places, so you'll remember to use them sooner.

Farmers Market Grower/Vendor Guidelines

❖ Conversation Ideas

benefits of urban agriculture



- Food security & diet quality
- Community economic development
- Mental health
- Urban design & vibrant neighbourhoods
- Educational & skill building
- Local food
- Biodiversity
- Physical activity
- Productive vacant lots
- Beauty, nature



Photo Album of Urban Farm & Farmers

Farmers Market Grower/Vendor Guidelines

❖ Designing your booth displays.

The best way to attract customers is to have a good display. The following tips can help you create an attractive display.

- Have a sign with the name of your farm or business.



- Only bring high-quality, clean products.
- Keep your display neat and organized.
- Place vegetables in attractive containers. If possible, tilt containers towards customers.
- Keep containers full. Move products to smaller containers if necessary.



Farmers Market Grower/Vendor Guidelines

❖ Designing your booth displays.



- Think about the colors in your display. Use a colorful tablecloth.
- Bring bags or containers for your customers. Put them in easy-to-reach locations.
- Keep vegetables looking fresh. Keep vegetables out of the sun. Keep greens moist. Bring a spray bottle with ice water to mist your vegetables throughout the day.

Farmers Market Grower/Vendor Guidelines

- ❖ Use eye-catching displays.
- Visit grocery stores for display ideas.
- Mix colors creatively.



Farmers Market

Management Considerations

➤ Leadership.

- Who will serve on the board of directors? Some market boards are made up entirely of vendors, while some include other people from the community.

➤ Management.

- Will the manager be a market member or hired from outside the market? What are the terms of employment? What are the responsibilities?

➤ Vendor membership.

- Who can be a member and vendor? Are there geographic restrictions?

➤ Location.

- Is the market site easily accessible, aesthetically pleasing, and highly visible? Does it have shade from trees or a structure to provide protection from the elements? Does it provide adequate parking and display space for vendors? Are electricity, water, and restrooms available?

➤ Hours, days, and months of operation.

- When is the market open? At what time on a market day do vendors need to be in their assigned space? When does the space need to be vacated?

Farmers Market

Management Considerations

- Fresh products.
 - Will you have a producers-only market, with vendors selling only produce grown on their own farm? Or will farmers sell what they grow along with produce from other local farms? Or will vendors sell any produce they can purchase, locally or not, acting essentially as brokers?
- Value-added products.
 - Will these be made primarily from vendor-grown produce? How do state and federal agencies regulate production and marketing?
- Arts and crafts.
 - Will these be allowed? If so, will they be juried or limited in number?
- Containers, weights, and measures.
 - Are these regulated in any way by the state?
- Space assignments.
 - How will spaces be assigned for the season? Seniority, number of markets attended the previous year, and sales volume are used in some markets.

Farmers Market

Management Considerations

- Space and membership fees.
 - What is fair for both large- and small-volume vendors? What does the market need to operate?
- Pricing.
 - How will you ensure competitive pricing? This may take an educational effort to promote quality and presentation over price fixing, and harmony and cooperation between vendors. Most markets insist that vendors post their prices.
- Process for dealing with infractions of rules.
 - How can the rules be enforced fairly, firmly, and consistently? How can a member appeal a penalty?
- Local and state regulations.
 - How is the market affected by health and safety standards for food handling?
- Insurance.
 - Physical liability insurance in case of injuries or accidents can be purchased by the market or by individual vendors.

Farmers Market Management Considerations

➤ Ethics

- Around the country, farmers markets have become ritual weekly opportunities for people to shop and connect with local farmers & produce.
- Few people seem to know that there are nearly no farmers. That this produce came from overseas and may be resales. Also that your grocer has already passed it over.



<http://www.tampabay.com/projects/2016/food/farm-to-fable/farmers-markets/>

Farmers Markets

Florida Promotion & Support

- ❖ The Florida Department of Agriculture and Consumer Services (FDACS)
 - ❖ Maintains a list and interactive map of community farmers' markets throughout Florida via a voluntary registration program.
 - ❖ Contact information for each community farmers' market for dates and hours of operation, and for information about how to rent booth space to participate as a vendor.



<http://www.freshfromflorida.com/Divisions-Offices/Marketing-and-Development/Consumer-Resources/Buy-Fresh-From-Florida/Community-Farmers-Markets>

❖ FL Market Maker website



- ❖ offers free listings of farmers markets and grower/vendors to the public and for local direct markets

<http://fl.foodmarketmaker.com/>

Farmers Markets

USDA Promotion & Support

❖ “Know Your Farmer Know Your Food” (KYF) Program

- ❖ released the 2015 version of its KYF Compass, a digital guide to help consumers locate local food resources, such as farmers markets, and plot them on an interactive map.



Farmers Markets

USDA Promotion & Support

USDA Food and Nutrition Service

- Places a high priority on expanding SNAP participants' access to fresh and healthy food through farmers markets and direct marketing farmers.
- To encourage participation in SNAP, markets and farmers may be eligible to receive
 - FREE equipment capable of processing SNAP transactions and debit/credit transactions.
 - Using smartphones and tablets as EBT terminals
 - Scrip System (paper scrip, tokens or receipts)
 - State Farmers Market Resources



Farmers Markets

USDA Promotion & Support

USDA Food and Nutrition Service (cont.)

- FNS definitions for SNAP-authorized farmers markets, direct-marketing farmers, and other related terms.
 - **Farmers Market:** Two or more farmer-producers that sell their own agricultural products directly to the general public at a fixed location, which includes fruits and vegetables, meat, fish, poultry, dairy products, and grains.
 - **Direct Marketing Farmers:** Farmer-producers that sell their own agricultural products directly to the general public, which includes fruits and vegetables, meat, fish, poultry, dairy products, and grains.
 - **Community Supported Agriculture (CSA):** Are not SNAP-authorized retailers. Rather, they are a method of doing business in which a SNAP-authorized retailer — most often a farmers market, direct marketing farmer, or non-profit food buying cooperative — can engage.

Farmers Markets FL Promotion & Support



- In 2013, Florida Organic Growers, Inc. (FOG) received a Specialty Crop Block Grant from FDACS to develop the Fresh Access Bucks Program
 - double the value of SNAP coupons
 - increase sales of FL grown fruits and vegetables to FL consumers.
- This program was based on the national Wholesome Wave Double Value Coupon program for SNAP recipients at farmers markets

National Farmers Markets

Double Value Coupon Benefits



Fig. 3: Market Farmers and Vendors Report Increased Sales and Customers Due to DVCP

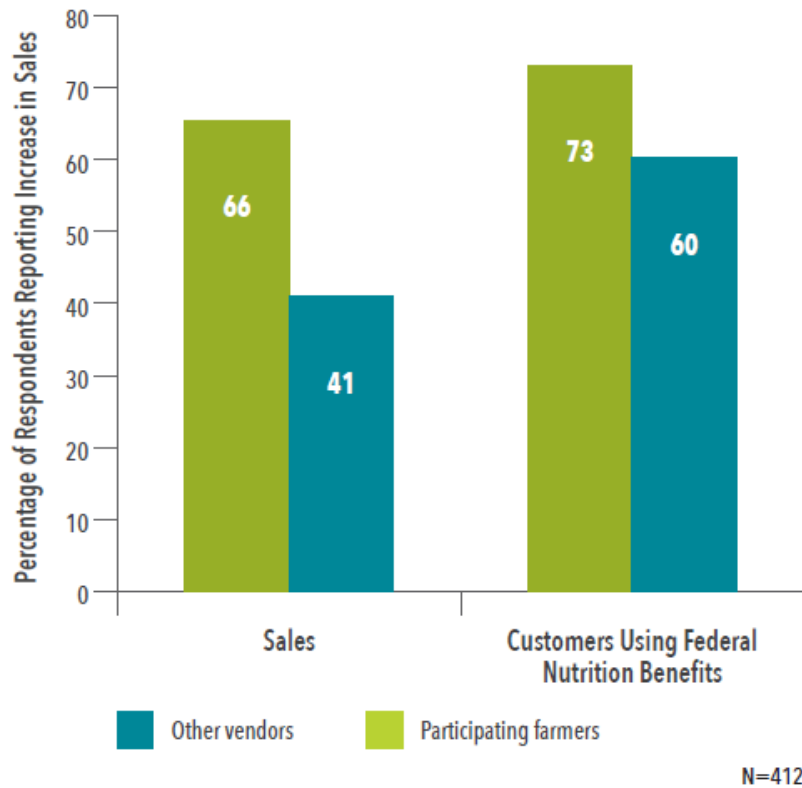
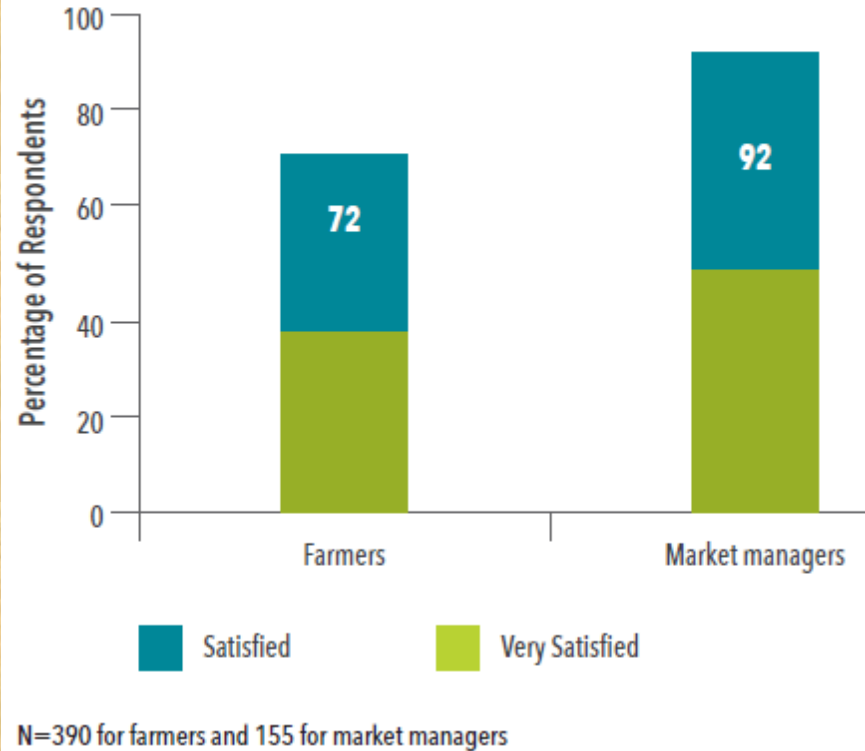


Fig. 13: Satisfaction with DVCP Implementation by Market Managers and Vendors, 2012



Farmers Markets

Promotion & Support

- ❖ Studies and methods are being developed to document how farmers markets are increasing centerpiece of local economy and community development

If you want to seed a place with activity, put out food – William H. Whyte



Farmers Markets & Community

The Food Chain Reaction from a Farmers Market

Farmers markets have become a critical ingredient in local economies, food systems, & communities. Not only are they an economic boost to local farms & businesses, they can also strengthen community ties & promote healthy eating.



It starts with a market...



helping Local Businesses

On average, area businesses in different cities across the U.S. saw \$19,900 - \$15 million more in sales per year due to nearby farmers markets.



increasing Health & Wellness

Families with access to farmers markets ate, on average, 1.4 more servings of fruits & veggies than those without access to a market.



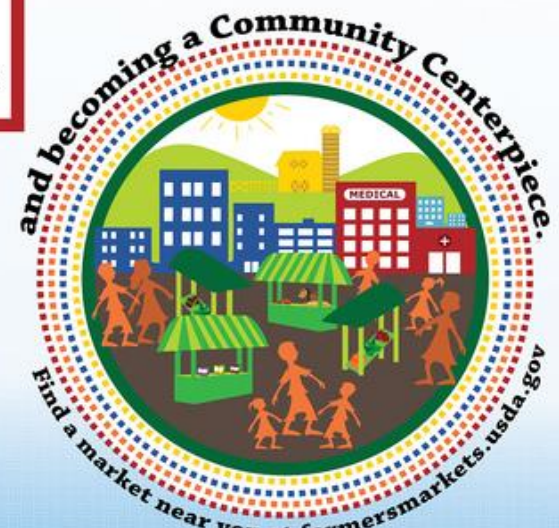
bringing in Farmers & Ranchers

Farmers markets are one reason sales of local & regional foods grew to \$11 billion in 2011.



connecting People

Farmers markets are a direct link between urban & rural communities, vendors & consumers, families & fresh ingredients.



and becoming a Community Centerpiece.

Find a market near you at farmersmarkets.usda.gov



U.S. Department of Agriculture

2013 Agricultural Marketing Service

SOURCES:

The Economic Impact of Farmers Markets: A Study of 9 Markets in 3 Major U.S. Cities (www.marketumbrella.org)

Effect of a Targeted Subsidy on Intake of Fruits and Vegetables among Low-Income Women in the Special Supplemental Nutrition Program for Women, Infants, and Children (www.ncbi.nlm.nih.gov/pmc/articles/PMC2156076)

Specialty Foods Association (www.specialtyfood.com/news-trends/featured-articles/article/local-food-sales-grow)

USDA is an equal opportunity employer and provider.

Total Economic Impacts Examples

The Local Multiplier Effect



Lisa buys Produce from John.



John buys Vegetables from Peter.



Susan buys a vase from Lisa's antique store.



Peter has his accounting done by Susan.

Local Economic Impacts Example

Economic Impact of Iowa Farmers' Markets (\$ Income)

Industry	Direct	Indirect	Induced	Total
Agriculture	4,818,841.0	440,896.0	9,687.0	5,269,424.0
Mining	0.0	380.0	45.0	424.0
Utilities	0.0	45,008.0	37,071.0	82,079.0
Construction	0.0	37,899.0	20,147.0	58,046.0
Manufacturing	0.0	153,209.0	115,550.0	268,759.0
Transportation & warehousing	0.0	313,316.0	227,787.0	541,102.0
Retail trade	3,541,135.0	34,953.0	448,798.0	4,024,887.0
Information services	0.0	48,347.0	49,266.0	97,613.0
Finance, insurance & real estate	0.0	179,169.0	246,167.0	425,337.0
Professional and technical services	0.0	217,708.0	854,906.0	1,072,614.0
Other services	0.0	42,476.0	281,736.0	324,212.0
Government	0.0	27,722.0	25,048.0	52,770.0
Total	8,359,975.0	1,541,084.0	2,316,207.0	12,217,266.0

Source: IMPLAN model for Iowa

http://lib.dr.iastate.edu/cgi/viewcontent.cgi?article=1146&context=leopold_pubspapers

Farmers markets' economic value also includes multiplier impacts in the local economy!

MEASURING VALUE IN YOUR LOCAL FOODSHED: FARMERS MARKETS

Robert Kluson, Ph.D., Agriculture/Natural Resources Extension Agent III
Nury Dominguez, B.S., Food & Resources Economic

FARMERS MARKETS are one of the fastest growing segments of local foodsheds. They allow vendors to sell directly to consumers and receive 100% of every food dollar spent.

Compared to the average 17.4 cents farm share of food dollar in agribusiness (USDA, 2013).



In context to the average 10.5 cents farm production cost per food dollar (USDA, 2013).

The Englewood and Venice farmers markets in Sarasota County exemplify the economic value of farmers markets to local farmers, food entrepreneurs, nearby businesses, and the greater municipality.

SHOPPER ANNUAL ATTENDANCE

Englewood
130,500



Venice
168,000

SHOPPER ATTENDANCE FREQUENCY

Englewood 75%
(WEEKLY OR MONTHLY)



Venice 80%
(WEEKLY OR MONTHLY)

VENDER PROFILE

Englewood 53 total
100% FOOD/PLANT-RELATED



Venice 33 total
52% FOOD/ PLANT-RELATED

VENDERS ANNUAL GROSS DIRECT SALES

Englewood
\$5,089,983.60



Venice
\$1,698,882.08

NEARBY BUSINESSES ANNUAL GROSS DIRECT SALES

Englewood
\$4,674,604.67



Venice
\$2,725,020.19

TOTAL ANNUAL REGIONAL ECONOMIC IMPACTS

Englewood
\$19,431,530.66



Venice
\$8,803,565.53

LOCAL TAX ANNUAL REVENUE

Englewood
\$327,222.33



Venice
\$177,126.31

MEASURED VALUES OF FARMERS MARKETS INCLUDE:

They contribute to the economic viability of local farms & food entrepreneurs



They supply access to locally-produced foods to many consumers who are repeat customers



They stimulate local economies and tax revenue



2014 values calculated w/ S.E.E.D methodology (<http://www.marketumbrella.org/>)



Farmers Markets Promotion & Support

- ❖ The 2014 Farm Bill reauthorized the Farmers Market Promotion Program to fund farmer-to-consumer direct marketing projects such as
 - farmers markets
 - community-supported agriculture
 - roadside stands
 - agritourism
 - local and regional food business enterprises that do not provide products directly to consumers, but rather serve as intermediaries to process, distribute, aggregate, and/or store locally or regionally produced food products.

Farmers Markets Associations

❖ Florida State Farmers Markets

–the Florida Department of Agriculture and Consumer Services operates this system of 13 State Farmers' Markets (as opposed to community farmers markets)

– operated as a bureau within the Division of Marketing and Development. Self-supporting, other than the capital investment, these markets are maintained through income derived from a combination of package fees, packing house, cooler and offices rentals, and truck scale fees.

– assist in the marketing of farm products by providing information, leadership, and modern facilities necessary to move farm products from the farm to the consumer.

– specialize in fresh Florida produce.



Farmers Markets Associations



❖ Farmers Market Coalition

- National trade organization for farmers market.
- **Goals**
 - To serve as an information center for farmers markets.
 - **To be a voice for North American farmers market advocacy.**
 - To foster strong state and regional farmers market associations.
 - **To bring private and public support to the table to sustain farmers markets in the long term, for the benefit of farmers, consumers, and communities.**
 - To promote farmers markets to the public.
 - **To develop and provide educational programming and networking opportunities for farmers market managers and farmers market vendors.**

Farmers Markets Associations

❖ Farmers Market Consortium

- public/private partnership led by USDA/Agriculture Marketing Service (AMS)
 - seven agencies within USDA.
 - U.S. Department of Health and Human Services.
 - agricultural marketing associations.
 - non-governmental organizations.
 - private foundations.
- facilitates the exchange of information and dialogue on emerging issues in the farmers market community.
- provides guidance to policymakers on appropriate uses of resources, in order to promote the development of innovative and promising models for successful and sustainable market expansion.

Farmers Markets Regulations

- Contrary to popular belief farmers markets, just as agriculture, are not exempt from regulations.
- The costs associated with different regulations need to be evaluated and have been identified as a major obstacle to
 - Selling
 - Starting Up
 - Operating



Farmers Markets Regulations

Food Safety

❖ FL food safety regulations are conducted on a statewide level, coordinated among the following Departments:

➤ **FL Agriculture & Consumer Services (FDACS)**

- Responsible for farm and field through grocery and convenience retailers

➤ **Business and Professional Regulation**

- Responsible for retail food service

➤ **Health**

- Responsible for specialized and institutional with higher risk

Florida Food Safety Laws & Regulations

- Chapter 500 Florida Statutes (F.S.)
Food Product.
- Chapter 5K-4 Food
Florida Administrative Code (F.A.C.).
- Food & Drug Administrative
2001 Food Code.

Farmers Markets Regulations

- An occupational license is a privilege tax to engage in or manage any business, profession, or occupation within a particular jurisdiction.
- Urban farmers need to inquire about the need of an occupational license at their Planning Dept/Local Business Tax Division because this requirement varies.
- **Sarasota County Examples**
 - **Sarasota County** – residents need to contact the Tax Collector's Office to determine appropriate type of tax license; contact staff at zoning@scgov.net
 - **City of Sarasota** – N/A
 - **City of Venice** – a business tax receipt required of residents selling a farmers market in Venice only; contact Jim Koenig at JKoenig@Venicegov.com
 - **City of North Port** – residents need to apply for a business tax ; contact Katrina Romano at kromano@cityofnorthport.com

Farmers Markets Regulations

Occupational License

- Producers of agricultural products on 'Bono Fide Farm Operations' are exempt from occupational licenses under the FL Right to Farm Act as long as all products being sold were grown or produced by the farmer.
- However, any person who buys, receives, solicits, handles, sells or negotiates Ag products (both fresh and processed) from other producers must be licensed and bonded from your local county tax collector's office and/or FL Department of Agriculture and Consumer Services.

Agency: FDACS, Division of Marketing & Development
(850) 488-4101

<http://edis.ifas.ufl.edu/fe599>

Farmers Market Regulations



- **If you're selling fresh produce at a farmers market for only local farmers, you can request a Growers Permit.** These are free. Simply ask your county agriculture extension agent to verify and register you as a grower – see http://smallfarms.ifas.ufl.edu/documents/UF-IFAS_County_Growers_Permit_Form.pdf
- **If you're selling fresh produce by weight, visit** <http://www.freshfromflorida.com/Business-Services/Weights-and-Measures>

Your scale must be a certain kind and it must be inspected. Otherwise, sell by the bag, basket or handful.

Farmers Market Regulations

Tomato Sales



- Tomato production & sales are regulated by the Tomato Rules of Chapter 2007-67, Laws of Florida, adopted during the 2007 Legislative Session
- The following categories of tomatoes are exempt from the requirements of the T-GAP and T-BMP:
 - (1) Tomatoes sold by an individual grower to a consumer on the premises on which they are grown not to exceed two twenty-five pound boxes per customer.
 - (2) Tomatoes grown on premises and sold by the individual grower at a local farmers market not to exceed two twenty-five pound boxes per customer.
 - (3) Charitable contributions of tomatoes are exempt provided they are not diverted into commercial trade or the market place.

Farmers Market Regulations

Fresh Food Samples

- If you are giving samples of fresh food for consumption, then you must follow regulations and permits of FDACS for farmers' markets.
- Required FDACS food permit is called a “flea market kiosk” (form type 163) food permit and is a \$195 annual fee.



FDACS Division of Food Safety

Bureau of Food and Meat Inspection

Ph: (850) 245-5520

3125 Conner Blvd - C-26, Tallahassee, FL 32399-1650

Food Safety for Food Samples

Good Agricultural Practices

❖ Hygiene & Food Safety

- Washing facility for food and hands provided.
- Soap and disposable towels provided; chemical towelettes (when approved).



Setup a Wash Station

Food Safety for Food Samples

Good Agricultural Practices

- Food must be maintained at proper temperatures to prevent spoilage.
- Potentially hazardous food (foods that require temperature control for safety such as meat, milk, eggs, cut melons, cut tomatoes, etc.) must be maintained at proper temperature to prevent the growth of disease causing organisms.

Hot Holding: 135°F or higher.

Cold Holding: 41°F or below.

Food Safety for Food Samples

Good Agricultural Practices

- Food must be protected against flying insects, sneezes and other contaminants.



Here is another example of how to protect your samples. Notice the samples have toothpicks already so customer does not have to touch the sample. The cake cover acts as a sneeze protector.

Food Safety for Food Samples

Good Agricultural Practices

- Serving must be done in a manner protecting the sample from any bare hand contact.



Essential required items for proper sampling: disposable single use utensils, covered sampling container, a knife and cutting board, disposable latex or plastic gloves, tongs and waste basket w/liner.

Farmers Markets Regulations

Specialty Foods



- ❖ The historical content of selling farm grown items only has expanded to include a variety of food items, entertainment, cooking demonstrations and more . . .



Farmers Markets Regulations

Specialty Foods

- ❖ Follow requirements for different foods, e.g.,
 - Certified organic foods – see <http://edis.ifas.ufl.edu/cv118>
 - Value-added foods – see <https://edis.ifas.ufl.edu/fy1225>
and
http://smallfarms.ifas.ufl.edu/planning_and_management/pdf/FarmersMarketVendorCertifications.pdf
 - Cottage foods – see
<http://www.freshfromflorida.com/Business-Services/Search-by-Business/Food-Inspections/Cottage-Foods>
 - Pet foods – see <http://forms.freshfromflorida.com/13244.pdf>

When Do I Have To Collect Sales Tax?

- Most food products are exempt from sales tax.
- FL Department of Revenue – Tax Information Publication: <http://tinyurl.com/FLtaxes>
- Exceptions
 - 1) Food sold for immediate consumption
 - 2) Food sold as complete meals on or off premises (Catering)
 - 3) Candy or confections

Farmers Market Regulations

Start-Up Considerations

General Business Issues

- **Business Organization Type** – Sole Proprietor, Partnership or Corporation.
- **Fictitious Name Registration** – If your business will use any name other than the owners' legal name or full corporation name then a fictitious name registration is required.

Agency: Florida Department of State
Division of Corporations
(800) 755-5111

- **Employer Identification Number (EIN)** - Also known as a Federal Tax Identification Number, and is used to identify a business entity. Generally, businesses need an EIN.

Agency: IRS, (800) 829-4933

Farmers Market Regulations

Zoning

- Most agricultural uses can only occur on Agriculture Zoned property.
- Farmers Market operations can occur on non-agricultural land as long as a site permit has been approved by local municipal zoning office.

San Dimas, CA



Agency: Sarasota County Planning and Development Services
(941) 861-5000

Farmers Market Regulations

Building Permits

- Nonresidential “farm buildings” are exempt from the Florida Building Codes and any county or municipal building code.
- Most jurisdictions require notification to the county or city Building Department.



Agency: Sarasota County Planning and Development Services
(941) 861-5000

Farmers Market Regulations

Liability Insurance

- 2 kinds of insurance:
 - Liability (slip and fall)
 - ‘Hold harmless’ clause may be part of market rules.
 - Product liability
 - Especially important for value-added products.
- Need to fully understand your policy requirements at each market.
- Consult insurance professional.

Farmers Market Regulations

Liability Insurance

- Insurance needs will depend on a variety of factors. You should consult an insurance specialist to determine what type of insurance you will need.
- The USDA's Farm Service Agency (FSA) has local service centers that help farmers navigate their way through a myriad of federal assistance programs
- The USDA's Risk Management Agency (RMA) provides crop insurance through a variety of approved insurance providers – see web site for an overview of various insurance policies and RMA's Agent Locator. The regional RMA office in Valdosta, Georgia, covers Florida.
- Farmers Market Coalition provides liability insurance information (see <http://farmersmarketcoalition.org/fmc-explores-insurance-options>) and support w/ Campbell Risk Management Company (see <http://www.campbellriskmanagement.com/farmers-market-insurance>)

Farmers Market Regulations

Permits

- The need for local permits will vary for each location of farmers markets.
- Check with your Chamber of Commerce, local planning office and other relevant community services to find out what permits will be needed.

http://www.florida-agriculture.com/pubs/pubform/pdf/How_To_Organize_Farmers_Market_Brochure.pdf



Siesta Key, Sarasota County, FL

Direct Markets: Commercial Retail

❖ Permissible at a lawful commercial location

❖ Typical steps for a permit:

- find a commercial tenant space that is zoned to allow retail sales
- submit completed appropriate Business Tax Receipt Application and any state or federal registrations needed to legally operate the business
- staff review of application to determine if the use (retail sale of food or produce) will constitute a change of use or occupancy to the current business location.

Direct Markets: Commercial Retail

❖ Typical steps for a permit (cont.):

- If the proposal includes a change of use (e.g., office to retail) then ensurances for enough parking to meet the Code requirement must be met.
- Any physical changes to the building would require a building permit application with the appropriate plans identifying the changes. The building permit would need to be submitted by a licensed contractor.
- Signage would also need a separate sign permit showing compliance with the sign regulations for the zone district the tenant space is located in.
- Obtain a Certificate of Occupancy (CO) for that location and payment of business tax fees.

Direct Markets: Commercial Retail Farm Produce Stands

- ❖ People like to stop at farm produce stands to buy fresh vegetables.
- ❖ You can sell your crops without traveling far, and you can make money selling only one or two crops.
- ❖ Customers who stop at farm produce stands like to see colorful plants, gardens, animals, even clean gardening tools. They also like to see your crops growing. If your stand is near your garden, make sure your garden is in good condition and customers can see your crops
- ❖ Try using the "Honor System" to sell your produce without you being there, if necessary

Direct Markets

Farm Produce Stands Regulations

- ❖ Ask whether there are any rules about farm produce stands and signs.
- ❖ **Example zoning regulations**
 - zoning restrictions
 - allowed food sources & types
 - agricultural classification requirement
 - necessary uses and structure restrictions



Farm Produce Stands Regulations

❖ Sarasota County Zoning Example

- Allowed only for Open Use zoning (OUA, OUR, OUE)
- The principal use shall consist of farm products grown or raised on-site. The sale of supplemental farm products grown or raised off-site is allowed. However, in no case shall all of the farm products be brought in from off-site.
- The property upon which the farm stand is located shall have an Agricultural Classification issued by the Sarasota County Property Appraiser.
- The sale of value added products made from farm products grown or raised on-site such as jam, juice etc., are also allowed as part of the principal use.
- Operating hours are limited to between sunrise and sunset.

Roadside Produce Stands Regulations

❖ Sarasota County Zoning Example (cont.)

• Structures

- The stand shall be of portable construction, permitting it to be removed from its roadside location during the seasons when it is not in use.
- Portable sanitary facilities meeting ADA requirements must be provided on-site.

• Setbacks

- Required front, side and rear setbacks are 50 feet, but no closer than 400 feet from any dwelling outside the ownership of the applicant.
- The area between the stand and the road right-of-way shall be reserved exclusively for parking.
- The size of the roadside stand is limited to 300 square feet, including the entire floor area of the structure, as well as any outdoor display.

Direct Markets

Community Supported Agriculture (CSA)

- Watch the short Youtube video of 'Urban Farming Institute Inside Look and Tour' at <https://www.youtube.com/watch?v=HjakjwvHKkc>



Oakland Park, Broward County, FL

<http://ufi.us.org/>

Direct Markets

CSA Introduction

- CSAs directly connects farmers and consumers to strengthen local food systems
- Consumers become CSA members by paying an agreed amount at the beginning of the growing season, either in one lump sum or in installments.
- By paying at the beginning of the season, CSA members share in the risk of production and relieve the farmer of much of the time needed for marketing. This allows the farmer to concentrate on good land stewardship and growing high quality food.
- In return for their membership fee, consumers receive a variety of freshly picked vegetables every week.

CSA History

- First developed in Japan in 1965 & called 'teikei' which translates to "food with farmer's face on it".
- European farmers adopted teikei model in 1970s when women's neighborhood groups approached farmers to develop direct, cooperative relationships between producers and consumers
- Brought to the USA in 1984 by Jan VanderTuin from Switzerland
- By 1986 two CSA projects in the USA were delivering foods at Robin Van En's Indian Line Farm (MA) and Temple/Wilton Community Farm (NH)
- 2009 USDA Census - more than 12,500 farms reported earning income as CSAs

CSA Models

Enterprise type	Partnership proposition	Leadership	Risk	Examples
Needs-based 'share' farming	Producers and consumers contribute what they can and take what they need	Consumers	Shared between all members of the community, according to individual contributions	Temple Wilton Farm, USA; Buschberghof, Germany; Abundant Earth, UK
Rights-based 'share' farming	Members make equal contributions and receive equal shares of the output	Consumers	Shared by the consumers with, usually, little risk for the producers	Indian Line Farm, USA; Stroud Community Farm, UK; Canalside Community Farm, UK;
Seasonal direct marketing	A farmer offers a weekly supply of fresh seasonal produce (usually a box) for a fixed fee	Producer-led	The producer takes most of the risk, although consumers may accept less produce for their fee if there is a poor harvest	Swillington CSA, UK

CSA Models

Enterprise type	Partnership proposition	Leadership	Risk	Examples
Multi-farm CSAs	A group of farmers, farming independently, form a marketing co-operative which runs a CSA scheme (usually a box scheme)	Producer-led	The producers and the co-operative	Rolling Prairie Farmer's Alliance, USA; Scarborough Shearling CSA, UK;
Community buying groups	A member organisation contracts with farmers to produce a given output at an agreed price	Community-led	The risk is mainly carried by the consumer co-operative and its members	Many Teikei co-operatives in Japan; Farm Direct Co-op, USA
Community-owned social enterprise	Commercial enterprise, financed through a community share scheme, with social or community objectives	Producer-led	The capital risk is taken by the community, through share ownership, with the operating risk taken by the producer	Tablehurst Farm; Plaw Hatch Farm, both East Sussex, UK

CSA Startup Guidelines

➤ How to Get Started

- Meet with Potential Members
- Establish a Core Group
- Develop a Business Plan
- Create a Budget

➤ Meet with Potential Members

- Start with the people you know best: friends, family, neighbors, colleagues, etc.
- Existing groups or communities (environmental groups, businesses, churches, community action organizations, health food stores, fitness centers, schools, civic organizations, etc.) are a perfect place to find members
- Use meetings and newsletters of community groups as way to spread the word about CSA and recruit members

CSA Startup Guidelines (cont.)

➤ Establish a Core Group

- Comprised of the farmer(s) plus several consumer members and is responsible for working out the details of the CSA
- They broaden ownership, spread the workload, and decrease the chance for farmer burnout; much of the organizing work of a CSA can be done by a core group
- Generally does NOT deal with farm-based decisions which are left to the farmer
- Activities may include crop selection, helping determine share prices, payment schedules, organizing distribution, volunteer activities, newsletters, special events, etc.

CSA Startup Guidelines (cont.)

➤ **Develop a Business Plan and Budget**

- Both done by the farmer
- Budget should meet the true costs of production and organizational costs and provide a fair salary for the farmer
- Capital expenses – land, equipment, structures, tools, irrigation, etc.
- Labor expenses – farmer and worker salary and benefits, FICA, workers' comp, etc.
- Operating expenses – seeds, plants, water, taxes, fuel, soil amendments, supplies, etc

CSA Startup Guidelines (cont.)

➤ Share Price and Payment

- Share prices, amounts of produce distributed, and length of season vary among CSAs
- **Most CSAs offer full shares and half shares**
- Half shares usually cost more than half the cost of a full share
- **Decide on length of season before setting price**
- Some CSAs offer a choice of paying in installments

➤ Determining Share Price

- The biggest contributing factor to CSA burnout and failure is setting the share price too low
- **A waiting list indicates that people will pay more for a share**
- If members are complaining about getting too much food or lots of people are splitting shares, the share size is probably too big

CSA Startup Guidelines (cont.)

➤ Methods for Setting Share Price

- Sell at market price
 - Charge members a set amount (usually \$15-\$20 a week), then give them a share of produce which would cost them that amount elsewhere
- Approximate market value
 - Estimate how much a family spends on veggies for the season (consider where they currently purchase them) – this is the share price
 - Decide on your desired income level (you need to know what your farm can produce & its supply/labor requirements)
 - Divide the gross income by the share price to come up with the number of shares you can offer
 - Example – if members spend about \$600 for 9 months of veggies, and your goal is to earn \$24,000, you need to sell 40 shares

CSA Startup Guidelines (cont.)

➤ Methods for Setting Share Price (cont.)

- Calculate costs
 - First decide how many shares you can produce from your land, and then figure the costs for raising that amount (include farmer and worker labor for growing, harvesting, distributing, and ALL production costs)
 - Divide the farm budget by the number of shares and you have the share price
- Established community farm model
 - Calculates income requirements, production costs, and farm expenses for the year – full cost of farm operation
 - Divide this figure by the number of current or potential members
 - Example: share price would be \$650 if the total farm budget is \$65,000 and there are currently or potentially 100 members

CSA Startup Guidelines (cont.)

➤ **Shared Risk, Shared Bounty**

- Some CSA producers write a statement explaining that they will grow vegetables for a certain time period to the best of their ability under the conditions of that upcoming season, and that the members agree to share the risk and are expected to contribute their share price no matter what the season brings
- CSAs generally do not refund money in the event of crop loss

➤ **Working Memberships**

- Some CSAs offer a few work-share memberships to members who work on the farm a certain number of hours each week
- The work-share membership may cover all or part of the cost of a share

CSA Startup Guidelines (cont.)

➤ Tips for Retaining Members

- Make the farm feel like a second home – communal workdays, social events, youth activities, etc.
- Educate members – provide them with a schedule of when to expect their shares of certain fruits and vegetables
- Provide recipes; offer classes on canning and storing
- Renew memberships in the fall, rather than spring
- Decide what the “Top 10” vegetables for eating quality are for your area & increase their quantity and length of season
- Grow something different, like cut flowers, mushrooms, and berries
- Continue the newsletter during the winter months, to help members stay connected
- Perform end-of-the-year surveys, and use these to help plan next year’s crop

CSA Example

Sign Me Up!

TROY COMMUNITY FARM

COMMUNITY SUPPORTED AGRICULTURE

Name _____

Address _____

Phone _____

E-mail _____

WEEKLY VEGETABLE SHARE \$4.00

"A-Z CSA COOKBOOK" \$ _____

Enjoy great recipes for all the vegetables in your share.
Your copy will come with your first vegetable share.
(\$15 special price)

THE TROY ASSISTANCE FUND \$ _____

We are seeking funds to assist low-income families
purchasing shares. We welcome donations of all sizes.

FRIENDS OF TROY GARDENS \$ _____

Become a member of The Friends of Troy Gardens to
receive our quarterly newsletter, invitations to events,
and discounts on workshops. Your membership
supports environmental and leadership programs.

Start (low income) \$15 Harvest \$75

Transplant \$25 Sustain \$100

Plow \$45 Preserve \$200

TOTAL DUE \$ _____

PAYMENT OPTIONS

Full Payment - enclose a check for the total due.

Extended Payments - enclose 4 checks dated today's date, May 1,
June 1, and July 1. Each check should be made out for 1/4 the total due.

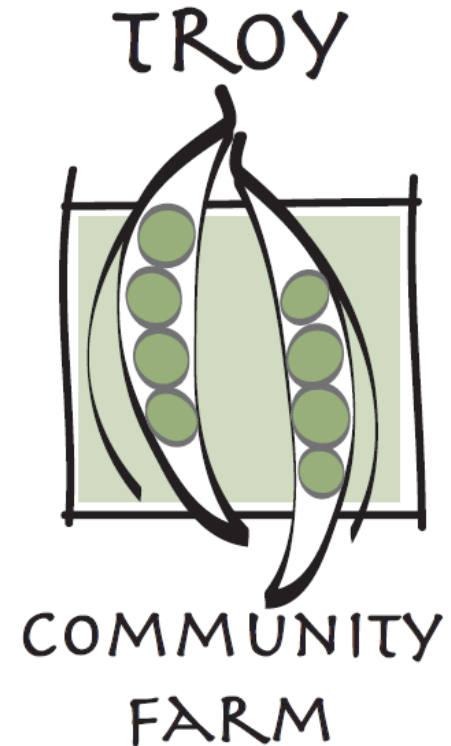
Financial Assistance Needed? - contact Claire to find out more
about our assistance fund.

MAKE CHECKS PAYABLE TO:

Troy Community Farm
Room 171, Building 14
3601 Memorial Drive
Madison, WI 53704

VEGETABLE AVAILABILITY

Vegetable	Early Season	Mid-Season	Late Season
Arugula	•		•
Basil		•	
Beans		•	
Beets	•	•	•
Broccoli		•	
Brussels Sprouts			•
Cabbage		•	•
Carrots		•	•
Cauliflower		•	
Cilantro	•		•
Cucumbers		•	
Eggplant		•	
Fennel		•	
Garlic		•	•
Herbs		•	•
Kale	•	•	•
Lettuce	•		•
Leeks			•
Melons		•	
Onions		•	•
Peas	•		
Peppers		•	
Potatoes		•	
Pumpkins			•
Radishes	•		•
Salad Mix	•		•
Salsa Baskets		•	•
Scallions		•	•
Spinach	•		•
Summer Squash		•	•
Sweet Potatoes			•
Swiss Chard	•	•	•
Tomatoes		•	•
Winter Squash			•



Troy Community Farm
500 Troy Drive

Claire Strader, Farm
Manager
(608) 442-6760
farmer@troygardens.org
www.troygardens.org

FRIENDS OF
troy gardens



CSA Example

TROY COMMUNITY FARM

Troy Community Farm grows an abundant selection of **certified organic** produce on Madison's Northside. Established in 2001, the farm is the heart of Troy Gardens, a unique 31-acre urban development mixing green-built affordable housing with sustainable agriculture and restored open space.



Cassie washing carrots

During the growing season, farm members visit weekly to pick-up vegetable shares, cut fresh flowers, and enjoy the gardens, prairie and woodlands that surround the farm. Members purchase a share in the early spring and receive a selection of fresh, organic produce grown right here in Madison for 21 weeks.

Members are welcome to help work on the farm, learn about vegetable production, and enjoy the summer sun during our workdays every Friday morning. Members are also invited to get involved in stewardship activities, and spend a music-filled day at Troy Gardens during the Savor the Summer Festival on August 12, 2006.

MEMBERSHIP

How it works: After purchasing a share members visit the farm weekly to pick up their vegetables. The farm stand is open every Thursday evening from June 1 through October 19 from 4:00 to 6:30pm.

Share Size: We offer one share size which is designed to feel abundant, but not overwhelming for households of one or two adults. Each share has approximately 6 vegetables per week in the early season and 9 per week in the later part. Members are invited to split a share with friends or to purchase multiple shares to suit their needs. Visit our website to see photos of every share from the 2005 season.

Share Cost: The share price is \$400, an average of \$19 per week.

Where to Pick-up Shares: The farm stand at Troy Gardens is on the 500 block of Troy Drive. Madison Metro bus #22 stops at the property. See map on back panel.



sample weekly share

WHY JOIN TROY COMMUNITY FARM?



cut-your-own flowers and herbs

- Fresh, local, organic produce
- Farm stand-type display where members select and pack their own shares of weekly vegetables
- *Urban Roots* newsletter with farm stories, cooking tips, and detailed recipes
- Access to the CSA flower and herb garden where members harvest their own bouquets
- Contact with the farmer and others who help grow the food at every pick-up
- Ability to purchase extras at our community farm stand, open during every pick-up

Direct Markets

Agritourism

- ❖ The public's enthusiasm for urban farming goes far beyond buying the produce, and that means that many customers seek to be more than just recipients of local food, they want to be participants in the process.
- ❖ Agritourism provides experiences at the farm for the public to participate directly, which can bring farmers additional revenue sources that are less tied to their production capacity.

Direct Markets

Agritourism

- ❖ Today's growing culture of local agriculture is spurring even more creative relationships between the public and their local farms. Farm-to-table dinners, education classes for backyard growers, tours, crop mazes (e.g., flowers), petting zoos, farm stands, school fieldtrips and programs, and U-picks are emerging throughout the United States.
- ❖ An emerging opportunity is short-term space renting for tourists who want a unique experience as an option that's particularly tempting for urban agriculture.

Direct Markets

Agritourism

- ❖ For example, AirBnB's own "wish list" of urban farms to visit has 32 entries including
 - beautiful vacation rooms with backyard/permaculture gardens
 - commercial urban farms with a guesthouse or room available for others to experience life on an urban farm in addition to their planned trip to a city.
- ❖ Urban farmers need to check with local zoning offices for pertinent regulations. For example,
 - ❖ HausBar Urban Farm in Austin, TX, ran into a problem with the city regulations preventing multiple dwellings on an urban farm property. Until the regulation was changed, it had to stop selling their produce and rely only on their guest house for income.

Direct Markets

FL Agritourism Law

- ❖ 2013 & 2016 laws changed the Florida Statutes (F.S. 570.96) to reduce the liability for agritourism operations. Eligibility requirements include:
 - bona fide farm status
 - posting of a warning sign containing specific language at the farm.
- ❖ It does not protect the operator in the case of gross negligence or malice
- ❖ Local governments are prohibited not only from enacting new regulations to limit agritourism on lands classified as agricultural but also from enforcing existing regulations that may restrict agritourism.

THANK YOU . . .



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'Regulations/Direct Marketing' Videos

- Bayou City Farmers Market - interviews of the grower/vendors on their farms and at the market - see <http://www.youtube.com/watch?v=VV0FAS0wtrE>
- Creative Fundraising Strategies for Farmers Markets - watch this webinar that details successful ways that farmers markets have raised money – see <http://farmersmarketcoalition.org/resource/8759/>
- eOrganic - Farmers Market from Farmers and their Diversified Horticultural Marketing Strategies – see <https://www.youtube.com/watch?v=7V7VpEiPJwA>
- The Farmers Market from a Farmer's Perspective – see <https://cookingupastory.com/the-farmers-market-from-a-farmers-perspective>
- Farmers Market Marin County, CA - shows displays and selling techniques – see <http://www.youtube.com/watch?v=VJHn-fcn5vw>

'Regulations/Direct Marketing' Videos

- Food Works - a program using the growing & selling of food for farmers markets to show young people how to make a difference in their community – see <http://cookingupastory.com/show/food-works/>
- Ruhl, J.B. Understanding and Rewiring the Food System – see <http://slideplayer.com/slide/9444715/>
- Yardfarmers Trailer - a new reality TV/documentary series hybrid concept follows a diverse set of six young Americans (ages 21-29) as they move back home with their parents to become yardfarmers. <http://yardfarmers.us/>