

2009 NOFA Vermont FARMERS' MARKET MINI-GRANT Planning Worksheet for Starting a New Market

Obtain and review the following books on starting a farmers' market:

1) *Organizing & Maintaining Your Farmers' Market* compiled by NOFA-VT (Available through NOFA-VT) 2) *The New Farmers' Market* by Vance Corum (Available through NOFA-VT, or Amazon.com)

Using the Farmers' Market Evaluation Sheet prepared by Cornell Cooperative Extension agent Monica Roth enclosed with this mailing, **discuss the topics evaluated and begin to plan** a market for your town that can incorporate as many "Yes's" as possible.

Look at all options available to you in your town and pick a site that fits well into the Location, Parking, Grounds, Customer Conveniences, and Facilities categories.

In addition, ask yourselves: How large is your customer base? Are your residents well off financially or economically challenged? Will the market draw additional customers that pass through your town? Will the market have to pay "rent" or will a business or the town donate a space to hold the market? How far will vendors have to drive to come to your market? What incentives can you offer to recruit vendors and do you want to have only agricultural vendors or a mix of agricultural, foods and crafts? Is there a business willing to sponsor the market to get it going? If so, what are they willing to do financially: Pay the general liability insurance? Mow the lawn each week? Who will pay for the market's correspondences?

After much time and thought has gone into the above, **prioritize the most immediate needs and research the costs needed for starting up.** These needs may include: a stipend for the organizer, fees necessary to support market advertising, signage, insurance, procuring a 501 C (5) or (6) tax status, entertainment to draw customers, *etc.*

Needs

Costs

Once prioritized needs are established, **fit them into short and long term goals.**

Short Term

Long Term:

Use this information to apply for the Farmers' Market grant.