



# **WHITINGHAM ECON DEV GROUP FARMERS MARKET 2014**

**APPLICATION – GUIDELINES – TIPS  
AND RELATED FORMS**

Whitingham Farmer's Market  
2014 Guidelines

1. Schedule
  - a. The Whitingham Farmer's Market will be held in the Municipal Parking lot in Jacksonville on Fridays between 4:00 pm – 7:00 pm from Mid-June 2014 to Mid- October 2014.
  - b. Opening date: Friday June 20, 2014.
  - c. Closing date: Friday October 10, 2014.
  - d. The Market opens at 4:00 pm and ends at 7:00 pm.
2. Application
  - a. All Vendors must fill out a Market Application prior to selling. The Whitingham Economic Development Group will review and approve applications. **"Our vision is to create a market which is as "local" as possible and offers the widest range of quality offerings. The EDG (or market committee) reserves the right to select vendors from the applicant pool based on those guiding principles."**
  - b. The decision of The Whitingham EDG is final.
  - c. Vendors are required to include the \$39 Vendor Fee and a signed copy of the 2014 Liability Release Form with their application. Checks will be returned in the event that an applicant is does meet our criteria.
3. Eligible Items
  - a. All items to be sold at the Market must be listed on the vendor application and defined as Homemade, Homegrown and Handcrafted. If a vendor wishes to bring additional items not listed on the vendor application; the vendor must get prior approval to do so from the Market Manager.
4. Reporting Sales
  - a. All vendors are required to report gross sales on a weekly basis for market growth analysis. The Market Manager will provide sales tracking slips to vendors each week. All numbers submitted for the report are confidential and will be anonymous.
5. Vendor Space
  - a. Vendors may use their vehicles as part of their display, if space permits. Vendors are responsible for protecting any grass in their space and removing or placing trash in the trash receptacles provided.
  - b. Space assignments are on a first come first serve basis. Vendor spaces are designated as parking spaces that are marked with painted lines; from the bridge to the basketball court. Do not park or block any areas around the Jacksonville Fire Station.
6. Vendor Set Up
  - a. Vendors may start setting up no earlier than 3:00 pm. Vendors are requested to arrive no later than 3:45 and to allow enough time to have their display complete by 4:00 pm. Vendors may begin selling products at 4:00 pm. In the interest of safety; moving vehicles may not be permitted around or through the vendor area.
7. Vendor Breakdown
  - a. All vendors must be packed up by 7:45 pm unless scheduled Market activities extend the Market hours. Vendors are required to stay until 7:00 pm. Vendors must leave their space free of debris.
8. Attendance
  - a. The Market does not require weekly attendance; however, vendors are encouraged to attend the Market regularly to foster returning customers.
9. Fees
  - a. The 2014 vendor fee is \$39 for the season, due at the time of application by check, issued to: The Town of Whitingham. Please include memo line: Whitingham Economic Development Group. Fees help to cover promotional costs. (Banners/signs, advertising, flyers, etc.)
10. Smoking is not allowed on the grounds of the Municipal Center.

Whitingham Farmer's Market  
2014 Liability Release Form

Town liability insurance DOES NOT cover product liability for individual vendors nor liability for personal damages caused by your market display.

*I understand that individual product liability and liability for any market display is my responsibility. In that, I agree, and for my heirs, executors and administrators to indemnify, defend and hold forever harmless the Town of Whitingham, its officers, agents, employees, The Whitingham Farmer's Market, The Whitingham Economic Development Group, and the Market Manager from and against any and all claims, demands, liabilities, actions, judgments, settlements, damages, costs and expenses (including attorney's fees and disbursements) for injury to or death of any person, including myself, or damage to property arising out of or resulting from any material, product, equipment, vehicle or service supplied by me or my business, or agents of, servants and/or employees of either, or from any action or failure to act on the part of myself or my business, or the agents, servants, or employees of either, while exhibiting at the Whitingham Farmers Market that may be deemed due to my product and/or market display and/or related equipment or materials brought to the market site by me or my servants.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Please print signed name above

\_\_\_\_\_  
Name of Business

Whitingham Economic Development Group  
Essential Vermont

Whitingham Farmer's Market  
2014 Application

Date: \_\_\_\_\_

Name: \_\_\_\_\_ Home Phone: \_\_\_\_\_

Home Address: \_\_\_\_\_

Mailing

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Business Name: \_\_\_\_\_ Business Phone: \_\_\_\_\_

Business Address: (where is your product made/ grown if not at your primary address)

Products to be sold: \_\_\_\_\_

Do you sell at other Markets? Y N If so, where? \_\_\_\_\_

How often do you plan on attending the Market? \_\_\_\_\_

I am willing to volunteer as acting "Market Manager" on a rotating basis. I understand the Market Manager responsibilities include; Arriving at 3:00 pm, setting up and picking up safety cones, assisting vendors with space designations, making sure sales start no earlier than 4:00 pm, assisting customers with parking, directing customers to vendors and answering general questions, keeping the vendor area clean of debris, distributing and collecting sales tracking slips, closing the Market at 7:00 pm, assisting vendors with clean-up, making sure the area is vacated by 7:45 pm and being the friendly, welcoming "Smile" about the market for customers and vendors. Market Manager hours are 3:00 pm – 7:45 pm.

Signature \_\_\_\_\_

OFFICE USE ONLY:

Paid: \_\_\_\_\_ Liability Form: \_\_\_\_\_ Approved: \_\_\_\_\_ Date: \_\_\_\_\_ Initial \_\_\_\_\_

VENDOR GROSS SALES TRACKING SLIP

DATE \_\_\_\_\_

GROSS SALES \$ \_\_\_\_\_

*Breakdown of total sales in each category:*

Agricultural: \_\_\_\_\_

Prepared Foods: \_\_\_\_\_

Crafts: \_\_\_\_\_

Other: \_\_\_\_\_

VENDOR GROSS SALES TRACKING SLIP

DATE \_\_\_\_\_

GROSS SALES \$ \_\_\_\_\_

*Breakdown of total sales in each category:*

Agricultural: \_\_\_\_\_

Prepared Foods: \_\_\_\_\_

Crafts: \_\_\_\_\_

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VENDOR GROSS SALES TRACKING SLIP

DATE \_\_\_\_\_

GROSS SALES \$ \_\_\_\_\_

*Breakdown of total sales in each category:*

Agricultural: \_\_\_\_\_

Prepared Foods: \_\_\_\_\_

Crafts: \_\_\_\_\_

Other: \_\_\_\_\_

Whitingham Farmer's Market

# **Tips for successful market set- up and displays**

Helpful hints found in the Famer's Market  
Manual, Vermont Farmer's Market Assoc.

## TIPS TO MAKE YOUR MARKET EXPERIENCES MORE PROFITABLE

In January 2007 at the NOFA Vermont Direct Marketing Conference, keynote speaker, Vance Corum, author of *The New Farmers Market*, presented a whirlwind slide show of vendor displays in markets throughout the US and Europe for one of his workshops. Below is a summary of the workshop.

Vance's book, *The New Farmers Market* has a wealth of information for vendors, managers and Board of Directors alike and I encourage your market to get a copy. Vance Corum's book can be purchased through Amazon.com or through Vance Corum's website. Some may also be available at the NOFA VT office.

### KEY ELEMENTS TO DOUBLE YOUR SALES:

1. Your personal enthusiasm of your product and how you present yourself. Statistics show that your body language represents 55% of how much you care about your product, your voice tone 38%, and your words 7%. Share your product, offer samples, demo your product somehow if possible.
2. Vary the heights of your display. For interest, and people see the most in an area between your waist and shoulder
3. Be careful with color...make what is next to each other pleasant to the eye...use a color wheel if necessary.
4. Good customer service. Smile, try and remember names...set goal to remember 2 more customers names each week...they often will come back just for that.
5. Product integrity. Only bring quality products
6. Abundance: always have display to look "full". If you have a 20 ft space, and as the day goes on and product thins out, take down tables and consolidate product...psychologically people don't like to buy "leftovers"
7. If at all possible, have samples
8. Be willing to change the market hours (to make longer) if the demand requires it.

### DISPLAYS:

1. "45 degree waterfall effect" works well. (like we often see in big grocery stores?!) Remember "the waist to shoulder area." And if applicable, raise your table/display with PVC pipe on the legs.
2. Have variety within the display (height, colors, etc). Also, if your product changes from week to week, and once you know what is on your truck (if the night before) sit down and quickly make a diagram of booth space to see where stuff will go the next morning. This will save a lot of time in the morning when setting up.
3. Grab people's attention. ie: bring huge squash, pumpkin etc
4. Have photos of your operation, you at work, etc
5. You need to "look" like what you are. If you are a farmer, look like one and not just a distributor of vegetables and fruits.
6. Maybe a sign that says thanks for shopping with us
7. Make your display look like a work of art. Use colors of product to your advantage.
8. Good Signage; Eye catching sign very important...especially if you move around, so people can recognize you in a new space. If you have a large booth, have a couple signs saying who you are. Consider getting t-shirts or a special hat you (and your employees) wear every week to personalize yourselves. Your sign should mirror your product(s).
9. Signs within your booth: Good clear signs labeling what each product is. Signs for herbs may include what they can be used with. Have additional information on how to cook or use unusual vegetables or herbs. If possible/applicable, have sign that says price includes tax
10. If there has been any publicity ie newspaper article about you and your business be sure to have it in a poster form, framed, etc so customer can read about you
11. Provide a place for customers to set down their other goods, purses etc while they buy from you

# Whitingham ED Group

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Whitingham Pub library

~~Attn~~ Kristine

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