SECTION 8
Design Considerations

Garland Urban Agriculture Center
Garland Urban Farmers Market
INTRODUCTION

Section 8 of this proposal for the Garland Urban Agricultural Center addresses design considerations for the **Garland Urban Farmers Market**. Ideally this business would be located in the Garland Urban Agricultural Center. Again, think of the entire Garland Urban Agricultural Center as a commercial eco-system where all the businesses complement and support each other.

The Garland Urban Farmers Market would be open on Saturday and Sunday at a location within the Garland Urban Agricultural Center.

According to a bulletin from the Purdue Extension division, farmers’ markets bring in $1 billion nationally and continue to grow (Shaffer and Cox, 2006). [SOURCE: http://www.extension.purdue.edu/extmedia/EC/EC-739.pdf] The United States Department of Agriculture lists over 19,000 farmers reporting farmers’ markets as their sole marketing outlet. In 2004, the number of markets in Indiana grew to 77—an increase of 222% within a 10-year period (Wilmont, 2006).

Communities interested in starting a farmers’ market should follow a series of steps to evaluate the feasibility of the idea for their area. Three components are required to begin and operate a farmers’ market: a location, vendors, and customers. A series of planning meetings will help with determining a location, understanding whether vendors are available in the area, and evaluating customer interest.

A series of meetings is the best way to transform the market from an idea to reality. This series of meetings should involve those in the community who are essential in starting the farmers’ market—including, but not limited to, growers, vendors, county Extension staff, civic leaders, consumers, and potential sponsors. The following sections explain the topics that participants should cover at these meetings. The actual number of meetings required may vary depending upon the amount of progress made at each.

**Meeting 1—Interest**

**Examine Community and Farmer Interest**

**Evaluate Market Goals**

This meeting should explore the possibility of establishing a farmers’ market as well as determine community interest from both farmers and consumers. The meeting organizers should be open to suggestions and even opposition. If the consensus of the meeting is positive and the group decides in favor of creating a farmers’ market, the market’s champions should begin setting realistic goals for the market, including the number of potential vendors and customers, and goals for sales volume in the upcoming season.

At this point, participants should create a timeline to assist with the planning process. The sample timeline included on page 2 may serve as a checklist of suggested activities the planning committee should consider. It is adapted from the Kentucky Cooperative Extension Service.

They recommend the following timetable for developing a Farmers Market and suggest that the planning process is an ongoing effort throughout the year.
**Meeting 2—Size**

**Create Market Share Worksheet**

**Examine Vendor/Consumer Ratio**

During the second meeting, the group should determine how large the market will be during the season. The size should be based on the goals made during the first planning meeting. The number of booth spaces for known and potential vendors should be set. The group should avoid creating a market with too many vendors and not enough customers, as well as the scenario of a market with not enough vendors to supply all of its customers. In either situation, neither the vendors nor the consumers are going to be pleased and the market will not succeed.

The perfect ratio of vendors to consumers for a successful farmers’ market does not exist. The most important criteria are that consumers have an ample amount of goods to choose from so they return and that vendors have enough customers to make the market worth their time, effort, and energy. A suggestion is to include six vendors per 100 customers.

Vendors can produce a range of products from fruits and vegetables to live plants, processed meats, hand-made crafts, etc. Limitations on what can be sold and how are often dictated by the bylaws and regulations of the farmers’ market, which should be created during the planning sessions.
One way to find vendors is to place an ad in the local newspaper or agricultural newspaper.

Other outreach alternatives, such as Extension bulletins, community newspapers, and church announcements, also serve as great sources for reaching producers. All print media should include contact information for the market master, such as name, phone number, email address, as well as the intended date, time, and location of the farmers’ market. Personal communication and word of mouth through the local convention and visitor’s bureau, county Extension educators, community services, etc., are other ways to promote the need for vendors at little to no cost.

A successful market consists of vendors that have a large selection of products in adequate quantities. It is important that not every booth contain the same products. However, it is acceptable and healthy for a market to have a slight overlap of the products available because many vendors will produce the same crops. The overlap will provide options for the customer as well as help keep the vendors’ pricing competitive. After a vendor is found, a list of rules and regulations, as well as a contract, should be provided to him or her. This ensures that each vendor understands the general rules and regulations at the market and serves as reinforcement in the event of a discrepancy.

Note: It is suggested that the Garland Urban Farmers Market will feature at least 1/3 of its space to urban gardeners from Garland. It will be designed to accommodate many vendors in one traditional “booth.” No produce sold in the Garland Farmers Market will come from further away than 70 miles.

Meeting 3—Location
- Evaluate Atmosphere Desired
- Examine Physical Location
- Determine Site Amenities

At this meeting, the organizing committee or planning group should pinpoint the physical location of the farmers’ market. [Note: for the Garland Farmers Market, the requirement is proximity to the Garland Agricultural Center.] The location will set the tone and atmosphere for the entire farmers’ market, so the group should make building and parking decisions carefully. The physical location should provide certain amenities to promote business on the site. Below is a list of location considerations and amenities. Although not all of these requirements must be satisfied, the more that are met, the better the site will work.
Meeting 4—Operating the Market
Organize Season Dates
Determine the Market Master

At this meeting, the group should decide how the market will operate—the opening and closing dates for the year and the number of days per week the market is open. The group should determine how often the market meets by examining potential demand created by customers and the availability of product supplied by vendors.

Some communities with an established farmers’ market can support holding the market three times a week; other markets (especially new ones) can only justify meeting once a week. The most common day for farmers’ markets is Saturday mornings. Vendors should be considered when determining the dates the market will open, based on the availability of goods they can provide. In Indiana, farmers’ markets are generally open in April (Southern Indiana) or May and close between August and November.

By this meeting, the site should be selected and the number of vendors determined. The layout of booth spaces can now be determined, as well as how the foot-traffic will flow from the parking lot through the market and back out into the parking lot.

During this meeting, the group should choose an individual to serve as the market master. This individual will collect funds from vendors, deal with vendor issues and customer complaints and serve as the sole decision maker during the farmers’ market operation. Market masters should designate booth assignments and formulate a plan for the next meeting (covering rules and bylaws). The market master should be identifiable and available for the duration of time the market is open.
Meeting 5—Money
Organize Sponsorship
Evaluate Budgets
Determine Fees and Rates

This meeting should focus on the expenses and income related to financing the farmers’ market. The market will require some initial capital to get started. Sponsorship can help the market cover some of these initial costs for promotion and insurance. Markets that are looking to obtain a sponsor should have an estimated budget that calculates the difference between revenues and expenses.

Creating a budget to figure expenses such as insurance, promotional costs, and supplies is important during the planning process. The budget should incorporate size of the market determined during the second meeting.

A common practice to help with the costs associated with operating a market is to pass them along to the vendors through booth fees. This fee is set based on the amount of retail space the vendor uses to sell his or her products. Booths are rented to vendors by the week or for the entire season, based on the specifications outlined in the bylaws (see Meeting 6). Booth fees are variable and should be determined based on the goals of the market and the operating budget.

Meeting 6—Rules
Create Bylaws
Develop Market Rules
At this meeting, the group should establish a regulatory structure for the annual market operations by drafting a set of bylaws. These bylaws should include:

- The purpose of the market
- The vendor application process
- The market’s specific set-up, operation, and closing times
- Which products can or cannot be sold at the market
- How many overlapping products are allowed
- Guidelines on the origin of produce (definition of local or percentage grown on farm)
- Booth fees and assignments, how and when they will occur, and the possibility of changing the assignment
- The market master’s role in decision making
- The insurance understanding between the market and vendors

Market masters are responsible for deciding on rules and enforcement practices before the opening day of the season. Market organizers should also outline the enforcement policy and identify the person responsible for enforcing it. Market masters who create a solid set of rules from the market’s beginning can alleviate problems that may arise in the future.
Meeting 7—Promotion Promote and Advertise
Arrange for Media Coverage and Publicity
Market masters should determine how they make the surrounding communities aware of the market's existence. Initial promotion and advertising are required to help create awareness of when the farmers’ market will be operating for the season.

Promotional activities should focus on creating a positive image as well as providing details about when and where the market will occur. Market organizers should describe consumer benefits such as fresher products, producer/consumer interaction, and supporting local farmers. Markets should promote and advertise by posting fliers at community meeting places, purchasing newspaper advertisements, and securing radio advertisements. On “Grand Opening Day,” organizers should ask local news media to visit the market to create further awareness. All markets should include the hours of operation for future weeks in their coverage.

Conclusion
A series of planning meetings will help build a strong foundation for newly formed farmers’ markets. Communities should determine interest from vendors and farmers before publicizing and attempting to open a market. The market master and/or planning committee should assume responsibility for conducting these meetings and collecting information needed to determine whether a new market will work in a specified location. These measures could well determine whether or not a farmers’ survives and thrives.

Additional Statistics on Farmer’s Markets from the USDA

Aug. 5, 2011 – More than 1,000 new farmers markets have been recorded across the country, according to results released today [Aug. 5, 2011] in the U.S. Department of Agriculture’s 2011 National Farmers Market Directory.

The annual report indicates a total of 7,175 farmers markets operate throughout the United States as more farmers are marketing their products directly to consumers than ever before. Last year, the USDA reported that 6,132 markets were operating across the country.

“The remarkable growth in farmers markets is an excellent indicator of the staying power of local and regional foods,” said Agriculture Deputy Secretary Kathleen Merrigan. “These outlets provide economic benefits for producers to grow their businesses and also to communities by providing increased access to fresh fruits and vegetables and other foods. In short, they are a critical ingredient in our nation’s food system.”

Updated market listings were submitted to USDA’s Agricultural Marketing Service by farmers’ market managers on a voluntary, self-reported basis between April 18 and June
24, 2011, as part of USDA’s annual outreach effort. USDA invited market managers to submit desired changes in their market’s Directory profile as well as new market listings. Information in the Directory is also continually updated throughout the year in response to incoming requests.

The 2011 National Farmers Market Directory results were released in advance of National Farmers Market Week, which takes place from Aug. 7 to 13 as declared by Secretary of Agriculture Tom Vilsack.

The Directory reveals that several states have experienced rapid growth in farmers markets since 2010, reflecting a growing interest outside of the Far West and Northeast states, where the popularity of farmers markets is better established. Alaska and Texas ranked at the top for most growth in farmers markets at 46 and 38 percent, respectively. The top-10 list for growth includes:

Alaska (35 markets, up 46 percent)
Texas (166 markets, up 38 percent)
Colorado (130 markets, up 38 percent)
New Mexico (80 markets, up 38 percent)
Indiana (171 markets, up 37 percent)
Oklahoma (61 markets, up 32 percent)
South Dakota (29 markets, up 32 percent)
Pennsylvania (266 markets, up 31 percent)
Ohio (278 markets, up 31 percent)
Michigan (349 markets, up 30 percent)

The top-10 states for number of recorded farmers markets in 2011 were spread across the country:

California (729 markets)
New York (520)
Michigan (349)
Illinois (305)
Ohio (278)
Pennsylvania (266)
Massachusetts (255)
Iowa (237)
Wisconsin (231)
North Carolina (217)

Of the total number of farmers markets reported by market managers, nearly 12 percent indicate they have the capability of accepting SNAP (formerly known as food stamp)
benefits onsite. This represents a 16 percent increase in the number of markets accepting SNAP benefits since 2010. While SNAP redemption data are not available for farmers markets specifically, the USDA Food and Nutrition Service recently reported that SNAP redemptions in 2010 totaled $7.5 million at all certified farmers market and direct-to-consumer food retail establishments. Program participants made 453,711 purchases at farmers markets and direct farm marketing outlets nationwide, with an average purchase amount of $16.69.

The **USDA National Farmers Market Directory** is available at [http://farmersmarkets.usda.gov](http://farmersmarkets.usda.gov). Since the beginning of 2011 the site has more than 1.8 million page views. Users can search for markets based on location, available products, and types of payment accepted, including participation in Federal nutrition programs. Additionally, new features allow Directory users to locate markets based on proximity to zip code and to see links to active farmers market websites. Customized datasets can also be built for website and application designers.

*Get the latest Agricultural Marketing Service news at* [http://www.ams.usda.gov/news](http://www.ams.usda.gov/news) *or follow us on Twitter [@USDA_AMS_NEWS](https://twitter.com/USDA_AMS_NEWS).*

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**Other Resources for Creating a Farmers Market:**


2. How to make a bundle at the Farmers Market. This is information that the Garland Farmers Market leaders could provide for vendors. [http://smallfarm.about.com/od/designingandplanning/a/farmersmarket.htm](http://smallfarm.about.com/od/designingandplanning/a/farmersmarket.htm)

3. How to Set up a Farmer’s Market that Works – from Sustainable City Network [http://www.sustainablecitynetwork.com/topic_channels/local_foods/article_52db239a-3f66-11e0-8dfb-0017a4a78c22.html](http://www.sustainablecitynetwork.com/topic_channels/local_foods/article_52db239a-3f66-11e0-8dfb-0017a4a78c22.html)

**BAD NEWS FOR THE PEOPLE OF DALLAS:** Dallas Farmers Market is to be privatized.

The goal of the privatization plan is to create a new and much-improved downtown market within two years. Yeah right. Citizens need to know that any time any public owed institution is privatized, they will be paying more for less soon. This is because of the investor middlemen who always take their half out of the middle.

BUT GOOD NEWS FOR THE GARLAND FARMERS MARKET IF DALLAS DOES PRIVATIZE

It means that we can advertise our Farmer’s market as a local market owned by the people as opposed to a corporate privatized business.