



## Tips on Recruiting Farmers to Markets

To accompany the list of FMNP authorized farmers interested in selling to new markets, please advise your market managers to have some key information ready for the farms BEFORE they call, including:

- What is the mission of the market/who is your target audience
  - Affluent, mid-income, low-income
  - Older population, younger populations
  - Households who are doing their grocery shopping, mid-week lunch crowds, weekend crowds, etc.
- Where is the market going to be located?
  - Urban, rural, suburban (population density)
  - Consider transportation and traffic to get to market
  - Is the located a tourist destination or have a lot of second homes, etc.?
  - Are there other competing farmers' markets in the area?
    - [https://www.agriculture.ny.gov/AP/farmers\\_markets.html](https://www.agriculture.ny.gov/AP/farmers_markets.html)
- Who are the other vendors? How many vendors will they have?
  - Agricultural producers (meat, produce, dairy, honey, maple syrup, etc.)
  - Craft vendors (jewelry, soap, dried flowers, etc.)
  - Value added/processed foods (pesto, baked goods, peanut butter, salsa, etc.)
  - Wine, distilled spirits, hard cider
  - Prepared foods (lasagna, hot coffee, breakfast burritos, etc.)
- Will there be vendor fees? What are those fees? What do they get for those fees?
- Will farms be required to have liability insurance?
- Will the market have liability insurance?
- Will the market manager be a paid position/part-time/full-time/volunteer
- Will there be a marketing and promotion budget
  - Running newspaper ads, radio ads, ads on the side of a bus, etc.
  - Maintaining a website and any fees associated with that
  - Signage (to put on the street corner, at the market manager info booth, etc.)
  - Pay a graphic designer to design your market logo?
  - Vendor recruitment campaigns?
- Do vendors have space to park their trucks?
- Will the market run any programming or offer any events (music, cooking demos, etc.)?
- Will the market obtain a SNAP EBT terminal?
- Will the market enroll in the FMNP?
- Will the market require farm inspections?

Contact the NYS Department of Agriculture and Markets for more information at [farmersmarkets@agriculture.ny.gov](mailto:farmersmarkets@agriculture.ny.gov) .