



Stallholder Handbook

A introduction to being a stallholder at a Farmers' Market

Farmers' Market Stallholders Handbook

INDEX	Page
What is a FM	3
It's Your Market	4
Your Product	5
Product Quality	6
Product Quantity	8
Display	9
Pricing	11
Packaging/Labelling	12
Setting up	13
Customer service	14
Record Keeping	15
National Regulations	16
In Conclusion	17

Written by members of the Marlborough Farmers Market and adapted for
Farmers Markets in NZ : Anna Polson, Jeremy Laurenson, Jennie Crum, Chris
Fortune - October 2006

For more information on the Marlborough Farmers market
www.marlboroughfarmersmarket.co.nz or email manager@mfm.co.nz
Phone 03 5793599

The Marlborough Farmers' Market is a member of the Farmers' Markets New
Zealand Inc For information on the organisation and individual membership
applications www.farmersmarkets.org.nz. or info@farmersmarkets.org.nz



What is a Farmers' Market?

Farmers' Markets New Zealand defines a Farmers' Market as a food market where local growers, farmers and artisan food producers sell their wares directly to consumers. Vendors from within a defined locality may only sell what they have grown, farmed, pickled, preserved, baked, smoked, or caught themselves.

The Farmers' Market concept provides many advantages for vendors including

- A food-only market that provides customers focused on purchasing edible product.
- Direct relationship with customers who will offer invaluable feedback.
- Low cost and easy entrance criteria for new producers with no large upfront costs.
- Being part of a network of likeminded people in your area who produce and buy local products.
- Increased profitability as there is no wholesaler or middleman, lower transport costs and overheads.
- Research and development on your products, to trial and experiment on real consumers.
- The satisfaction of seeing the product of your energies being enjoyed by the Customer.

One set of rules cannot work for every stallholder but there are some basic recommendations that will help every stallholder make as many sales as possible.

It's Your Market

A whole range of things from buskers to baskets create a Farmers' Market's ambience and a smoothly run, friendly atmosphere is essential for customer's enjoyment and to encourage them to return. Your stall is one part of the customer's whole shopping experience and there are simple things you can do to enhance that experience, ultimately resulting in a better earning potential for all stallholders.

The Market Manager has overall responsibility for the good reputation of the market, which is obviously vital for its continued success. Stallholders can help make this job as smooth as possible by:

- **Advance booking.**

Liase with the Market Manager as soon as you know you want a stall site, filling out all the applicable forms and indicating all products that you want to sell.

- **Being reliable.**

Show up when you say you will.. Customers need reliability and gaps make the overall market look shabby. Some markets charge a percentage of the stall fee to no-shows who don't give enough advance warning

- **Setting up on time/don't leave early.**

Nothing looks worse than the chaos of setting up as customers are arriving and you can potentially lose sales. Breaking down stalls before the market finishes doesn't look professional. If you sell out, put up a "sold out" sign that can include where customers can contact you after market hours. Then do your own shopping and enjoy the market that you are a part of!

- **Good image.**

Strive to have your stall look as attractive as you can. This will benefit your sales as well as contribute to the overall image of the market. Once you have set up your stall, walk around the front and get a customers view of your presentation.

- **Pay your fees.**

They are needed for the continued upkeep, promotion and running of the Farmers' Market. Talk to your manager about organising automatic payments.

- **Notify of product change.**

Management needs to keep an eye on product mix and will need to give permission before you add any previously un-planned goods to your stall. Markets may choose not to have too many stalls of one product; the market

manager needs to know what you're planning to sell in advance so as not to undermine other stallholders.

- **Clean up.**

Not only your own stall space, but if you have time, give a hand to others.

- **Be supportive of your management.**

If sometimes operation decisions have been made that you don't agree with, know that they're only trying to do their best for the market. Put yourself forward for committee jobs if you want to make changes.

It's Your Market

Farmers' Markets only succeed when a group of stallholders actively participate in the running of the market, be it by joining the management committee or offering their assistance when it's needed.

Help other stallholders out; be welcoming to new entrants and show them the ropes, arrive in time to help your neighbour with their set-up, don't be shy with friendship and you'll enjoy the experience more.



If you haven't already got a product to sell and are looking at possibilities, visit your Farmers' Market to see what is already for sale and talk to the Market Manager to see if there's any product the Market needs. Each Farmers' Market will have different product mixes according to regional differences, but would be striving to have a good range from 'basic' produce such as eggs and potatoes, to the more 'gourmet' items like hot sauces, flavoured oils, or even saffron. Individual markets may vary slightly in what they allow sold within the Farmers' Market definition, but most allow compost, worm farms and vegetable plants and cut flowers in addition to food.