



Starting a Farmers' Market¹

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Overview

There are many details that separate great farmers' markets from struggling or mediocre markets. Below are eight of the most important steps to consider as you start a farmers' market in your community. Also included are Useful Facts about Farmers' Markets, legal information, an example of bylaws and rules for a farmers' market and links to farmers' markets online.

1. Research and solicit available community resources.

Community support for a farmers' market is invaluable. Getting "buy-in" from residents as well as government and businesses will ensure that the market is seen as contributing to the life of the community. In addition to the intangible factors, a good relationship with the market's neighbors will help in tangible ways. City and county government agencies and local business may be willing and able to help with finding a location, sponsoring and/or doing advertising for the market or other resources.

2. Select a location

Selecting a location is a tricky issue. Essential components are proximity to your customers or where your customers frequently go, available parking, cover or shade in case of extreme weather, and seating for lingering and socializing, listening to music, or other recreational or educational activities associated with the market. The location you select may also determine your insurance needs.

3. Solicit vendors

Soliciting vendors may be the toughest job of all. A successful market needs a good mix of products and services to attract a regular clientele. Many county extension offices keep a list of small farmers. Your chamber of commerce or craftpersons' guild may be another resource for potential vendors. Once you have identified potential vendors, you may have to sell the idea of a market to them. Farmers, craftspeople and other small business owners must be convinced that spending a few hours a week at the market is worth their time.

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4. **Market the Market**

It may seem obvious, but farmers' markets need to be advertised to the public, especially when they first open. Public radio and local newspaper ads are less expensive than commercial radio or TV ads. Of course free publicity is the best of all. Investigate putting an announcement in a neighborhood or school newsletter. The Food Gardening and Weekend sections of newspapers may all be appropriate places to solicit articles about a new farmers' market. The Farmers' Market can serve as a source of entertainment. Live acoustic music adds atmosphere and entertainment to a market. Inviting service groups, churches and educational groups (think about Master Gardeners, Native Plant Society, FFA) and giving them free space at the market will contribute to the variety and sense of liveliness of the market. Clowns, pony rides and other children's entertainment can attract more customers.

What's next? Perhaps now you have a farmers' market that is up and running. What are the next steps you should be thinking of?

5. **Develop by-laws and market rules**

There are some general points to be considered when developing market rules and by-laws. For templates of By-laws and Market Rules, see the examples on pages 4-10.

6. **Apply for non-profit status**

Contact the Florida Department of Revenue at 1-800-352-3671 (in Florida only) or 1-850-488-6800.

7. **Identify a market manager**

The type of market manager you hire will depend on the kind of farmers' market you and the Board of Directors want to create. At first you or another vendor may volunteer as the manager, but successful markets sometimes grow big enough to require full-time management.

8. **Get the right market insurance**

The market's insurance needs will depend on a variety of factors. You should consult an insurance specialist to determine what type of insurance your market will need.

The USDA's Farm Service Agency (FSA) provides credit assistance, food aid and conservation incentives to help stabilize farm incomes and provide disaster assistance. The USDA has local service centers around the country that help farmers navigate their way through a myriad of federal assistance programs. To find a service center, go to <http://www.fsa.usda.gov/edso>.

The USDA's Risk Management Agency (RMA) provides crop insurance through a variety of approved insurance providers. The agency's website provides an overview of various insurance policies. To speak with an authorized agent, go to the RMA homepage and on the left-hand navigation bar, click on Agent Locator. The regional RMA office in Valdosta, Georgia, covers Florida. From the RMA homepage, click on field offices on the left hand navigation bar.

Florida Farm Bureau Insurance may be an option. Farm Bureau members are eligible for insurance through Florida Farm Bureau Insurance.

Useful Facts about Farmers' Markets

In 2000, about 2800 farmers' markets were operating in the United States. This represents a 63% increase in the number of farmers' markets from 1994. It is estimated that more than 20,000 farmers participate in farmers' markets. The USDA's Farmer's Market webpage includes more statistics and factoids as well as information and resources on farmers' markets and a national directory of farmers' markets, go to <http://www.ams.usda.gov/farmersmarkets/> also see page 11 for a list of farmers' markets on the web.

Buy Smart, Buy Local

Farmers' markets and other direct marketing venues make locally grown produce available to consumers. Buying local has positive impacts on farmers, consumers and their communities. The *Buy Smart! Buy Local!* brochure explains why a vibrant local agriculture economy is important. This brochure is available at <http://smallfarm.ifas.ufl.edu/Farmers%20Market/consumer.pdf>.

Accepting Food Stamps and Other Forms of Public Assistance

The Food and Nutrition Service (FNS) of the USDA increases food security and reduces hunger by providing children, seniors and low-income people with increased access to food and nutrition education. Farmers and farmers' markets can participate in FNS programs in three ways.

The most widespread of these programs is the Women, Infants and Children (WIC) program, which provides supplemental assistance to eligible families with young children. WIC program information can be found by beginning at the FNS homepage and then clicking on WIC/Farmers' Markets and then on Farmers' Market Nutrition Programs. State agencies authorize farmers and farmers' markets to accept WIC coupons. The Florida state contact is Carl Penn (850) 487-4322. A list of all state contacts can be found at <http://www.fns.usda.gov/wic/contacts/farm.HTM>

The Farmers' Market Nutrition Program also includes the relatively new Senior Nutrition Pilot Program. Like the WIC program, the Seniors program is administered through state agencies. For more information contact Holly Greuling (850) 414-2337.

Finally, a few farmers' markets have participated in a pilot program to accept food stamp benefit with the Electronic Benefits Transfer (EBT) system. Currently, 80% of food stamp benefits are issued via EBT. To get an update on EBT and farmers' markets, begin at the FNS homepage, and click on the EBT heading under Food Stamps and then on EBT & Farmers' Markets.

Legal Concerns

The most comprehensive and helpful book to date is called *The Legal Guide to Direct Farm Marketing* by Neil Hamilton. It covers all aspects of general legal information for farmers engaged in direct marketing and devotes an entire chapter to legal issues facing farmers' markets.

Copies of this book can be purchased for \$20.00 from Drake University Agricultural Law Center, Des Moines, Iowa 50311. For more information call (515) 271-2065.

Health Department Licensure

Many counties and states have health laws pertaining to meat and poultry products as well as processed, value added food items. Check with your local extension office and/or county health department about licensing requirements in your area.

Bylaws and Rules

ARTICLE I - Name

The name of this Corporation is the "Downtown Farmers' Market of Big Lake, Inc." and may be referred to in these Bylaws as the "Corporation."

ARTICLE II - Purpose & Objectives

Section 1. The Downtown Farmers' Market of Big Lake, Inc. has been formed to provide healthy, fresh foods and horticultural products to Alligator County and surrounding areas, and to encourage commerce, entertainment and trade in Downtown Big Lake. (Mission Statement established June 1, 2001)

Section 2. To achieve its mission, the Corporation shall do the following:

- a. Establish and operate a farmers' market for the purpose of furnishing a facility for sales of Florida fresh foods and horticultural products.
- b. Work with the Alligator County Agricultural Extension Office/University of Florida (Institute of Food and Agricultural Sciences) and similar organizations to promote the production of Florida fresh produce and horticultural products in Vegetable County.
- c. Organize and/or participate in educational and other activities that promote the use of Florida fresh produce and horticultural products.
- d. Organize and/or participate in those activities that, in conjunction with the operation of a farmers' market, will serve to encourage commerce and trade in Downtown Big Lake.
- e. Organize and/or participate in those activities that will serve to further the Corporation's mission.
- f. Conduct research necessary to further the development of the farmers' market.
- g. Solicit and receive funds, gifts, endowments, donations, devises and bequests.
- h. Lease and/or purchase property necessary to further the mission of the Corporation.

Section 3. It is hereby provided that the said purposes are not intended to limit or restrict in any manner the powers or purposes of this corporation to any extent permitted by law, nor shall the expression of one thing be deemed to exclude another although it be of like nature.

Section 4. The Corporation is organized exclusively for public purposes as a not-for-profit corporation. Its activities shall be conducted in such a manner that no part of its net earnings will inure to the benefit of any member, director, officer or individual. In addition, the Corporation shall be authorized to exercise the powers permitted not-for-profit corporations under Chapter 617 of the Florida Statutes as now exists or is subsequently amended or superseded provided, however, the furtherance of the exempt purpose for which it has been organized is as described in Section 501 (c)(3) of the Internal Revenue Code or any amendments or additions thereto.

Section 5. The Corporation shall be nonsectarian and nonpartisan.

ARTICLE III - Membership

Section 1. Any person interested in and who supports the purpose and objectives of the Corporation shall be eligible for membership.

Section 2. The membership of the Corporation shall be representative of a broad cross section of the community which it serves, including but not limited to representatives from business, citrus, government, horticulture, and education.

Section 3. Criteria for membership may be from time-to-time established by the Corporation Board of Directors.

ARTICLE IV - Board of Directors

Section 1. Except as otherwise provided for by law, by the Articles of Incorporation, or these bylaws, the Board of Directors shall exercise the powers of the Corporation, conduct its business affairs, and control its property. The Board is also expressly authorized to make appropriate delegations of authority through management agreements.

Section 2: The Board of Directors shall assume responsibility for setting goals of the corporation, reviewing and approving the Corporation's operational and strategic plans, and evaluating operational and strategic performance. No acquisitions or divestitures shall occur without prior approval of the Board.

Section 3: The Corporation Board of Directors shall be composed of fifteen (15) members.

Section 4: Five (5) members shall be elected each year to serve a three-year term.

a. By April 30 of each fiscal year, the Board of Directors will appoint a Nominating Committee which will be composed of not fewer than three (3) and not more than five (5) persons. Persons who might be considered to serve in one of the five (5) available Board positions may not be a member of the Nominating Committee.

b. By May 31 of each fiscal year, the Nominating Committee will present a slate of candidates numbering not fewer than five (5) and not more than ten (10) persons who are eligible to serve based on membership requirements found in ARTICLE III and who have expressed their commitment to serve as a member of the Board of Directors. In the preparation of the slate, the Nominating Committee shall consider the future composition of the Board of Directors for the purpose of having representation from a broad cross section of the community which the Corporation serves.

c. By June 30 of each fiscal year, the Board of Directors will elect five (5) persons to fill the five (5) available positions.

d. Those elected will begin their service on the July 1 that immediately follows their election.

e. A Board member may not serve more than two (2) consecutive three-year terms.

Section 5. The Board of Directors shall establish attendance, participation and/or ethical standards, and may from time-to-time amend same, by which Officers and Directors will have to adhere to maintain their membership on the board.

Section 6. The Board of Directors may fill an unexpired term of an Officer or Director by a vote of fifty (50%) percent plus one (1) of the Directors in attendance of a meeting at which a quorum is present.

Section 7. A quorum of the Board of Directors will be constituted with the presence of fifty (50%) percent plus one (1) of the Board positions that are filled at the time of a meeting for which proper notice has been served.

Section 8. Notice of a Board of Directors meeting is to occur by written correspondence or facsimile and is to be received no less than seven (7) days prior to the meeting.

ARTICLE V - Executive Committee

Section 1. The Corporation Executive Committee shall have the full authority to act on behalf of the Corporation Board of Directors if action is required in a time which is insufficient to meet the notice requirement for calling a meeting of the Board of Directors, as found in ARTICLE IV, Section 8 of these bylaws. Otherwise, the Executive Committee shall act as an advisory, recommending body or in other capacities as may be determined by the Board of Directors. Actions taken by the Executive Committee on behalf of the Corporation shall be made known to the Board of Directors within seven (7) days from which the action was taken.

Section 2. The Corporation Executive Committee shall be composed of the following persons: Chairperson, Vice-Chairperson, Treasurer, Secretary and one (1) at-large member of the Board of Directors.

Section 3. The Board of Directors shall conduct an election to determine the Executive Committee members for the upcoming fiscal year during the period of time that immediately follows the annual election of Directors and the beginning of the new fiscal year on July 1.

Section 4. Persons eligible to serve on the Executive Committee must meet the membership requirements found in ARTICLE III of these bylaws and serve as a member of the Board of Directors.

Section 5. A quorum of an Executive Committee meeting will be constituted with the presence of fifty (50%) percent plus one (1) of the Executive Committee members of which one (1) must be the Chairperson or Vice-Chairperson.

ARTICLE VI - Officers

Section 1. The Officers of the Corporation shall be the Chairperson, Vice-Chairperson, Treasurer and Secretary.

Section 2. Officers shall serve one (1) year terms and may not serve more than two (2) consecutive terms in any one position.

Section 3. It shall be the responsibility of the Chairperson to call and conduct all meetings of the Corporation Board of Directors and Executive Committee. The Chairperson will appoint, subject to the approval of the Board of Directors, the chairpersons of all Corporation committees. The Chairperson shall be the principal spokesperson for the Corporation and shall represent it at those programs and activities at which the Corporation is to have representation.

Section 4. The Vice-Chairperson shall preside at meetings upon the absence of the Chairperson and shall assure the duties of the Chairperson upon his/her inability to fulfill the duties of his/her office as determined by the Board of Directors. The Vice-Chairperson shall serve as the Corporation's parliamentarian and shall be responsible to the Corporation to insure that the Corporation's business is conducted in an orderly fashion. Unless otherwise determined, meetings of the Corporation shall be conducted in accordance with Robert's Rules of Order.

Section 5. The Treasurer shall be responsible for providing a regular accounting of the Corporation moneys and financial transactions. The Treasurer shall be responsible for the prudent management of the Corporation moneys and for making the financial transactions necessary to conduct the business of the Corporation.

Section 6. The Secretary shall be responsible for notifying the members of the Board of Directors and Executive Committee of upcoming meetings. The Secretary shall be responsible for recording the actions taken by the Board of Directors and Executive Committee at their meetings. The Secretary shall be responsible for distributing correspondence and other information/material as may be necessary to conduct the business of the Corporation.

ARTICLE VII - Committees

Section 1. The Corporation Board of Directors shall from time-to-time form those committees deemed to be necessary to conduct the business of the Corporation.

Section 2. Persons to serve as a Committee Chairperson shall be members of the Board of Directors. Committee Chairperson shall serve as result of an appointment by the Corporation Chairperson and approval of the Board of Directors.

Section 3. Persons interested in serving as a member of a Corporation Committee shall be eligible to serve upon meeting the membership requirements found in ARTICLE III of these bylaws. It is not necessary for such persons to be a member of the Board of Directors.

ARTICLE VIII - Staff Services

The Board of Directors may from time-to-time engage an individual or organization to provide staff services to the Corporation. The Board will provide those so engaged with a scope of work, reasonable compensation, and periodic (not to be less frequent than once every twelve (12) months) evaluation of the efforts to accomplish the scope of work.

ARTICLE IX - Finances

Section 1. The Corporation shall use its funds only to accomplish the purpose and objectives specified in these bylaws, and no part of said funds shall inure to the benefit of nor be distributed to the members of the Corporation.

Section 2. The Corporation shall have a fiscal year beginning July 1 and ending June 30 of each calendar year.

Section 3. All moneys received by the Corporation shall be deposited to the credit of the Corporation in such financial institution or institutions as may be designated by the Board of Directors.

Section 4. The solicitation of funds shall not be authorized without prior approval of the Board of Directors.

Section 5. No obligation of expenses shall be incurred and no money appropriated without prior approval of the Board of Directors.

Section 6. Upon approval of an annual budget, the Treasurer or other persons as authorized by the Board of Directors shall have the authority to make disbursements on accounts and expenses provided for in the budget without additional approval of the Board of Directors.

Section 7. Disbursements shall be made by check signed by the Treasurer and one other Officer.

Section 8. The Board of Directors may from time-to-time cause an audit to be conducted of the Corporation's books and accounts. Such audits are to be conducted by a certified public accountant, and upon its completion, the audit report shall be presented to the Board of Directors.

ARTICLE X - Dissolution

Upon dissolution of the Corporation, any funds remaining shall be distributed to one or more regularly organized and qualified charitable, educational, scientific, or philanthropic organization as selected by the Board of Directors.

ARTICLE XI - Indemnification

Each elected or appointed Director or Officer of the Corporation shall be indemnified by the Corporation against all expenses and liabilities, including counsel fees, reasonably incurred by or imposed upon him/her in connection with any proceeding or the settlement of any proceeding to which he/she may be a party or may be involved by reason of his/her being or having been a Director or Officer of the Corporation, whether or not he/she is a Director or Officer at the time such expenses are incurred, except when the Director or Officer is adjudged guilty of willful misfeasance or malfeasance in the performance of their duties. The foregoing right of indemnification shall be in addition to and exclusive of all other rights and remedies to which such Director or Officer may be entitled.

ARTICLE XII - Waiver of Notice

Whenever any notice is required to be given under the provision of Florida Statute, Articles of Incorporation or these bylaws, a waiver thereof in writing signed by the person entitled to such notice, whether before or after the same stated therein, shall be deemed equivalent to the giving of such notice where such waiver is permitted by Florida law. All waivers shall be filed with the Corporation records or shall be made a part of the minutes of the relevant meeting.

ARTICLE XIII - Corporate Seal

The Board of Directors may provide for a Corporate Seal in such a form and with such inscription as it shall determine provided such seal shall always contain the words "Corporation" and "Nor-for-Profit."

ARTICLE XIV - Amendments

These bylaws may be amended, altered, repealed or adopted by a 2/3rd vote of the Board of Directors at a meeting for which proper notice has been provided.

Rules for Downtown Farmers' Market of Big Lake, Inc.

The Downtown Farmers' Market is intended to provide healthy, fresh produce and other assorted nutritional non-commercial foods to the residents of, and visitors to, the community and surrounding area. Both small and large vendors of produce and non-commercial food items will find a supportive outlet for the sale of

their goods. The Market will encourage commerce, entertainment and trade in downtown Big Lake, and help display the city's history, uniqueness, charm and potential.

MARKET RULES

(IMPORTANT: Please read and sign the Market application. Return it, with your exhibit fee, to the Market Manager. Your signature indicates that you have read, understand and agree with the rules.)

VENDOR EQUIPMENT AND SUPPLIES

Each vendor is responsible for providing and removing any and all equipment and supplies he or she requires to do business on the Market site. This includes signs, tables, chairs, products and equipment utilized for clean-up purposes.

SIGNS

All signs must remain within the allotted vendor's exhibit space and must not block traffic or pedestrian ingress or egress, or interfere with other vendors' display or views.

EXHIBIT SPACE

Market management has full authority to assign exhibit space. Requests for particular sites will be given consideration but management reserves the right to assign and locate all vendors. Stall space will be assigned by 3:00 pm on the Friday preceding Market day for all vendors whose fees are paid by that time, and may be confirmed by calling 123-456-7899 between 3:00 pm and 5:00 pm on the Friday preceding Market day. (Please note this number has changed from last year.)

HOURS OF OPERATION

The Market shall operate every Saturday from 8:00 am - 12:00 noon. (**Please note the times have changed from last year.) All vendors must remain at the Market site until the 12:00 noon closing, and must vacate the Market site by 1:00 pm.

SET-UP, CLEAN-UP AND BREAKDOWN

Set-up starts at 7:00 am and must be completed by 8:00 am. Vendors are responsible for removing all garbage from their stall space area. Stall spaces are to be left in the same condition as when rented. Breakdown starts at 12:00 noon and must be completed, and stalls vacated, by 1:00 pm.

PERMIT DISPLAY

All vendors must display their permit pass in order to occupy a stall site. Permits shall remain on display during Market hours.

VEHICLES AND PRODUCT DISPLAY

Vehicles shall not be utilized as a display or dispensing area for Market goods unless it is a refrigerated unit for perishable items. No vehicle may remain running during Market hours other than for purposes of refrigeration of product. The use of canopies, awning and sun-umbrellas are encouraged.

PERMITTED MARKET ITEMS

Fresh produce, plant items, flowers, baked goods, jellies, jams, preserves, and other non-commercial food items may be sold. No cooking will be allowed on-site. The Market Manager will resolve any doubt as to the suitability of an item. No soliciting or political or religious activities shall be permitted within the Market area. Displays of public interest, such as nutritional, health or consumer information, may be displayed with the permission of the Market Manager. All products must be sold, displayed and stored from a surface above the ground. All vendors must utilize tables, shelves, cases or other structures for these purposes.

FEES (All fees are utilized for publicity for the Market.)

Ten-foot x ten-foot (10'x10') stall spaces are \$15.98 including tax per Market day or \$319.50 including tax per Market season (October through April). Spaces with electricity are \$21.30 per Market day or \$340.80 per season. Vendors paying on a per Market day basis must pay their fee by 5:00 pm on the Thursday preceding Market day and pick up their display permit Market morning. Payment on a seasonal fee basis must be made prior to the first Market day of the Market season, as announced by the Market Manager. Seasonal fees may be pro-rated for vendors seeking to rent exhibit space after the Market season has commenced at the discretion of the Market Manager. No reimbursement will be made for fees paid if a vendor decides to no longer participate at the Market. The Market Manager shall consider reimbursement in case of illness or death. Vendors may call the Market at 123-456-7899 concerning Market closure due to inclement weather. Vendors shall be credited for fees paid if inclement weather causes cancellation of a Market day. Fees shall be waived for participants of the Community Gardens Program.

MISCELLANEOUS

Vendors are responsible for collecting and remitting their own sales tax. Vendors are responsible for all permits required by Florida or local County to sell their products. The sale or consumption of alcoholic beverages on the market site is prohibited. All rules may be revised by the decision of the Market Board.

ENFORCEMENT OF RULES

The Market Manager is responsible for enforcing the Market rules. Possible violations will be discussed and resolution attempted. Vendors selling prohibited items will be asked to remove those items from sale or leave the Market. Unresolved problems will be referred to the Market Board. Continued violations will result in being banned from the Market with no reimbursement of fees paid. Any vendor challenging another vendor's product's legitimacy or conduct must file a written complaint with the Market Manager, giving the name of the vendor and the product or situation they feel may not be in compliance with Market policies. The complainant must date and sign their name to the complaint and the Market Manager will attempt resolution. If resolution is not possible, the complaint will be referred to the Market Board.

INSURANCE

Vendors are encouraged to consider obtaining individual liability insurance for products sold.

Farmers' Markets on the Web

USDA Farmers' Markets – <http://www.ams.usda.gov/farmersmarkets/> - This website is designed by the USDA to give you a list of farmers' markets in your state, a Farmers' Market Fact Sheet and information about starting a farmers' market. The site also includes a kids section, and a resource and information section.

Florida State Farmers' Market – <http://www.florida-agriculture.com/farmmkt/> - This is the Florida Department of Agriculture and Consumer Services website about farmers' markets. It includes links to locations and contacts, a produce availability chart, a cookbook and a nutrition program. The State Farmers' Market mission and overview are also on this site.

Farmers' Market Online – www.farmersmarketonline.com - This farmers' market is entirely online providing a place for sellers, growers and consumers from around the world to meet, buy and sell. The market sells specialty foods, pet supplies and crafts in addition to traditional farmers' market purchases.

Pike Place Market – www.pikeplacemarket.org - Pike Place Market, also known as America's Favorite Farmers' Market, is located in Seattle, Washington. The website offers plenty of shopping ideas as well as a list of which foods are in season and which are not. The site includes an online store and information about getting involved in the market.

The Original Los Angeles Farmers' Market – www.farmersmarketla.com - The website for this farmers' market offers links to information about the history of the market, a market directory, market facts, and news and events. The site was awarded a Time Pick by the *Los Angeles Times* in 1996.

The Olympia Farmers' Market – www.farmers-market.org - The Olympia Farmers' Market, located in Olympia, Washington, offers a place for local residents to sell their produce, foods and crafts. The site includes a calendar, an online Market News section and a list of market vendors with a description of each vendor.

Dane County Farmer's Market – www.madfarmmkt.org - The Dane County Farmers' Market is located in Madison, Wisconsin. The website offers a tour of the market, a kid's corner, a vendor directory, a calendar and recipes. The vendor directory includes a featured vendor and the kid's corner offers a printable page designed to teach kids about agriculture.

Dallas Farmers' Market – www.dallasfarmersmarket.org - The website lists farmers including a featured farmer of the month. There are cooking classes offered at the farmers' market with information about the various chefs and classes listed online. The website also includes a calendar, the history of the market and a list of community partnerships.

The Ithaca Farmers' Market – www.ithacamarket.com - This farmers' market is located in upstate New York. The website includes a question and answer section, a vendor and membership application, a calendar and a picture gallery. Information about the history of the market and directions are also provided.

The Bellingham Farmers' Market – www.bellinghamfarmers.org - This farmers' market, located in Bellingham, Washington, runs from April to October of every year. The site lists events during the season, a list of vendors and their email addresses, a vendor application and links to other farmers' market.

The Beaverton Farmers' Market – www.beavertonfarmersmarket.com - Located in Beaverton, Oregon, this farmers' market has been recognized by the *Sunset* and *Country Gardens* magazines as an outstanding farmers' market. The website lists the markets' vendors as well as contact information, an online newsletter and a vendor application.