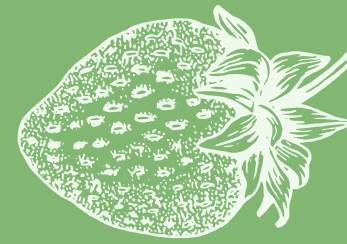


VENDOR OPEN HOUSE 2023

WINNSBORO FARMERS MARKET

The peas and carrots about joining our market!





MEET THE BOARD

Chris Miller
Troy Howard
Stacy Finley
Jeremy Bell
Ruth Townsend

AND FILL IN BOSS, GEORGE



WHY WE ♥ OUR MARKET

AND YOU WILL TOO!

14 years and growing

We have the friendliest farmers in East Texas

We love what we do

We strive to be better every year

We are an award-winning Market

- 2018 County Line Best Produce
 - 2019 Chamber of Commerce Agricultural Business of the year
 - 2020 Farmland Trust Most Essential FM - 2nd in Texas, 15th Nationwide
 - 2021 Farmland Trust Most Essential FM - 2nd in Texas, 25th Nationwide
-



WHY CUSTOMERS ❤️ OUR MARKET

Their food dollars support their local community, neighbors, family, and friends.

They value experiences and connecting with their producers and neighbors in a social setting.

They are more educated than ever and want to make smarter choices based on transparency of sources and practices, for health, flavor, and freshness.

They love the variety we offer all in one place.

HOW CAN YOU HELP KEEP OUR MARKET GREAT?



CONSISTENCY

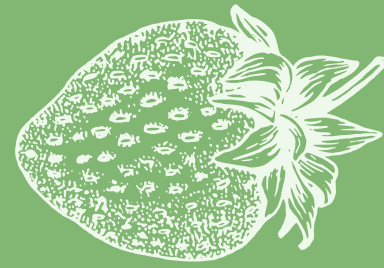
QUALITY

VARIETY

BRANDING

COLLABORATION

PRESENTATION



CONSISTENCY

SHOW UP!

GET TO KNOW CUSTOMERS & BUILD TRUST
BE THERE WHEN THEY COME LOOKING FOR YOU

FREQUENT ABSENCES MAY RESULT IN LOSS OF
DESIGNATED BOOTH SPACE

Quality

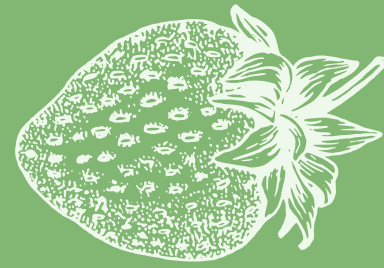


UNSATISFIED
CUSTOMERS DON'T
COME BACK FOR
MORE

BAD FOR YOU

BAD FOR THE
MARKET





VARIETY

STANDOUT!

TOO MUCH OF A GOOD THING IS STILL TOO MUCH

HOW CAN YOU MAKE YOUR PRODUCTS STAND OUT?

POSSIBILITY OF JURYING SIMILAR PRODUCTS THIS YEAR

DON'T LOOK AT YOUR NEIGHBORS TABLE AND COPY

Branding



Brand yourself!



Be Memorable



Tell your story
Be clear about your practices

making a connection creates loyal, consistent customers



COLLABORATION

VS COMPETITION

WORK TOGETHER

LEARN FROM & SUPPORT EACH OTHER

PROMOTE ONE ANOTHER TO CUSTOMERS

Presentation



Organized



Eye Catching



Clutter Free

keep products easy to see, and personal stuff hidden

VENDOR PACKET OVERVIEW



REGISTRATION & FEES

PERMITTED ITEMS

FOOD SAFETY &
LABELING

BOOTH SPACES

VENDOR
RESPONSIBILITIES

APPLICATION

Must be signed and all items listed.

FEE

\$125 for the entire season OR

\$15 per Saturday

Non-Refundable or transferrable year to year

CO-OP SPACES

\$125 fee split between shared vendors at their discretion, all parties must sign separate applications

APPLICATION & FEES





WHAT CAN I SELL?

when in doubt, ASK!

- FARM PRODUCTS
- VALUE-ADDED PRODUCTS
- SMALL AGRICULTURAL ANIMALS
- AGRICULTURAL CRAFTS
- OTHER CRAFTS - 1/3 OF BOOTH
- NO RE-SELLING....EVER!

FOOD SAFETY & LABELING



LAWS

VARY
ACCORDING TO
PRODUCT TYPE

STUDY STATE &
FEDERAL
RESTRICTIONS &
PROTOCOLS



TX COTTAGE FOOD LAW

FOOD HANDLERS
ALLERGENS LISTED

MORE DETAILS AT
TEXASCOTTAGEFOODLAW.COM



LABELING

REQUIRED FOR ALL
FOOD PRODUCTS,
BUT VARY
ACCORDING TO TYPE

DETAILED
INSTRUCTION WILL
BE EMAILED TO ALL
APPLICANTS



KNOW YOUR PRODUCTS

ALL APPLICABLE
LICENSING & LAWS

CONSIDER LIABILITY
INSURANCE

9 X 12 FOOT

Cables for hanging banners

No signs in customer walkway

ASSIGNED

Once designated, we will try to keep the consistent, but changes may be needed especially for those who do not attend regularly

Check your emails!

Housekeeping

Arrive on time & park before setting up

Bring cords, bungees, etc

Clean your space before you leave





TIPS FOR GREAT SALES AND SMOOTH MARKET DAYS

market your biz during the week too!
bring plenty of change/small bills & bags
mark prices & make them easy to exchange
don't block yours or others' goods
keep your display tidy & looking full
practice good record-keeping for sales
use clear & unique signage
samples
smile!

WANT TO BE A GREAT VENDOR? BE A NICE HUMAN



Kindness
goes a long
way

With
Customers

With
Neighbors

With me!



badmouthing the market and fellow vendors will not be tolerated.



VENDOR SPOTLIGHT



MARKETING TOGETHER

31 weeks in the season

Every week 1-2 vendors will be "spotlighted"

Randomly selected based on drawing

Sign at booth, FB Post during the week

How to participate:

- Send Email titled: Vendor Spotlight "Your Biz Name"
 - In email, write a bio explaining your product, practices, how you got there, etc. Just make it interesting & not too long, but not too short
 - Send a few pictures for me to use
 - When you are spotlighted, promote yourself!
 - Help promote everyone else the other 31 weeks - Build Community!
-



CALL/TEXT: 903-440-5392

EMAIL: FARMERSMARKET@WINNSBOROTEXAS.COM

LET'S MAKE THIS THE BEST SEASON YET!

PAYMENTS & APPLICATIONS AT THE BACK

RECEIPTS & LABELING INFO WILL BE EMAILED AS PROCESSED
