

**PARTIAL NOTES**  
**Maine Farmers' Market Convention**  
January 25, 2013

**What's Happening at Your Market?**

First Segment: table groups discussing what is new, challenges, and best practices

Note: all groups' responses were collated below with exception of group that broke out responses by specific market (see table below)

*What is new and exciting?*

- Community participation group
- Music increased; paid with product
- Gleaning program
- EBT – the machine
- Winter market
- EBT! SNAP
- Expansion of winter market (Belfast)
- Music at market
- Online winter market
- Promotional events
- Lunch carts – attracts lunch crowd and family
- Improved relationships with local governments
- Organizing with other vendors who are selling similar things to not overlap too much
- New markets doing really well

*Challenges?*

- Small market participation
- Adhere to rules: parking, dogs, attendance
- More vendors → more customers
- Promotion
- Population change
- Enforcement of rules that already exist
- EBT! SNAP
- Year round
- Branding/signage/promotion
- Vendors
- Brick and mortar
- Old vendors bringing new products
- Consolidating markets in nearby towns
- Defining what is local, what vendors to prioritize accepting into markets
- Figuring out who your customer base is and how to time market to get them
- Advertizing/promoting EBT at market
- Committed vendors to a fledgling market – finding folks to commit to small Saturday markets
- When you vote in a vendor are you voting in the person, the farm, the product?
- Getting members to volunteer for jobs!
- Keeping said (see under new & exciting) lunch carts
- Seafood
  - What they bring
  - Do we actually want them?
- Starting as a new, young vendor is intimidating
- Applying as a new vendor is intimidating
- Having vendors read and know rules and by-laws
- Seniority vs. totally grown by vendor

*What works really well (best practices)?*

- Music and other activities
- EBT
- Gleaning
- Communication
- Rules/by-laws and/or guidelines
- As many vendors as possible having market jobs
- Location, location, location - visibility and parking
- Conflict resolution training
- Signage
- Community support
- More vendors/diversity
- Unamplified music with a coordinator
- Having consistency of goods at market
- Having variety of vendors
- Atmosphere
- Making market a destination
- Music/entertainment

	<b>New &amp; exciting?</b>	<b>Challenges?</b>	<b>Works really well?</b>
Waterville	\$10,000 income due to getting state EBT/CC machine; first year being very busy (5 <sup>th</sup> or 6 <sup>th</sup> year of market)	Space - no room for vendors	\$40 set up fee Customers love frequent shopper card (got back 300 cards of 1,600 cards handed out- market reimburses vendor)
Orono	Good market	At whim of college or the town - winter space insecurity	Farm inspections when join and every four years (do you grow what you say you grow) - best for "no buy-in" markets
Sanford	New site - Huntington Grant for senior Farm share (not USDA)	Help with eh market	EBT worked well (but had grant money to double it)
Herman	EBT	Need more vendors	
Bangor	Heat		
Stonington		No EBT Too big (65 vendors) Too many non-profits	
Brooksville	Nicely run	Run by 1 person	
Bucksport (not yet)	Possibility in 2013	Previous market: farmers & artists didn't want to work together	
			Access MFFM "Market Vendors Wanted"

## Second Segment: Break outs into Issue-specific discussion groups

### Notes:

- After having the above discussions, people listed what they wanted to talk about further and then broke into those groups
- Groups then combined some topics into five groups
- The groups were not asked to take notes

### Issue-specific discussion groups:

1. Relationship with land owners; how to maintain vendor rules; how to encourage vendors to participate in the management of the market
2. Voting in vendors - are you voting in the farm, the person, or the product? Store front applications to be vendors
3. How to promote and market; making markets destination points
4. SNAP and EBT
5. Winter markets

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