

VENDOR ORIENTATION 2021

Maple Grove Farmers Market





Thanks for joining us!

ABOUT THIS MEETING

Market Staff Introductions

Please type your questions in the chat

We are available for phone calls in coming days if you have additional questions or concerns

MARKET COMMUNICATIONS



**Market
Info**



**Written
Changes**



Email

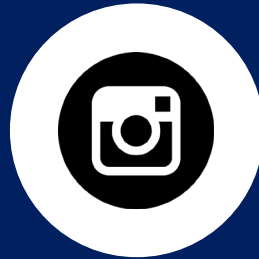


Call

FOLLOW ALONG



Facebook



Instagram



**Customer
Newsletter**



**Text
Reminders**

MARKETING AND PROMOMOTIONS

We succeed together!

Refer customers to other vendors at market

“Like” and “follow” the market and other vendors

**Repost or “share” other vendors’ content. Tag them
by using @ABCvendor and choosing name when it
pops up**

MARKET RULES

**Can be found in the
vendor guidelines packet**





Greatest Hits #1

All canopies must be weighted and secured

Each leg must have #20 of weight. You are strongly encouraged to tie canopies to vehicles or tables

On windy days, tent setup and take-down requires at least two people.



Greatest Hits #2

Sell only what you have
been approved to sell

Additions to your product
lineup must be requested in
writing

Reminder: we allow only
food and consumable items



Greatest Hits #3

If you can't attend the market, call, email or text us by **9:00am** on market day.

Save our number in your phone **763-442-7441**



Greatest Hits #4

**Arrive on time and stay until
close**

**Do not strike your display,
tents or tables until 7:00 p.m.**



Greatest Hits #5

**Use only the space for
which you have paid.
Don't spread into the
walkway or your
neighbor's space**



Use a flexible, problem-solving approach



MARKET DAY PROCEDURES



LOAD IN

Please enter from West end
of market (by Cub)

Staff opens lot to vendors
at 1:00pm

Market staff will notify you
upon entrance your
placement has changed for
that day

PARKING

Vehicles should be parallel parked behind your tent

Arrive on the early side IF:

- Your vehicle is large
- You need to back into your stall
- You have extensive set-up

Plan for your neighbor's needs to ease your own set-up.





VENDOR SPACING: WIDE AISLES ARE THE GOAL

Our goal is to maximize customers' comfort and safety by allowing 6' physical distance.



MARKET DESIGN

(As of 4/26/2021)

$\frac{1}{2}$ parking stall between
each vendor

No barricades or
controlled entrances

No more one-way foot
traffic

BANNERS

Vendors are required to display a professional banner

Must feature your business name and state the city where you grow your products

Minimum size is 2'x4'





Weather

Market is rain or shine

In the event of severe weather, decisions will be made no earlier than 1:30pm to delay or cancel the market.

If severe weather occurs during the market, staff will determine whether to delay or cancel. Public safety is our priority.



SAFETY & EMERGENCY RESPONSE

If you have CPR or first-responder training, please let us know.

DIAL 911 for medical, safety, or security concerns

After calling 911, notify market staff.



FOOD RESCUE CROSS Services

CROSS is the food shelf serving Maple Grove, Dayton and Rogers

Food left over at the end of the market day, please consider donating it to CROSS. Gary (pictured) will be set up near Market Info to accept donations

Produce growers may receive partial compensation for donations through FMAP program



COVID-19
PROCEDURES



MASKS AND DISTANCING

Vendors, staff and volunteers must wear masks while shoppers/members of the public are in attendance.

Vendors with medical exemptions may forego masks.

Six foot physical distancing from people outside your household is required

OPTIONS FOR SOCIAL DISTANCING

The easiest way to establish 6' social distancing is to double your tables, keeping product on the table closest to you and using the outer table as a buffer (no product)

Cloth tablecloths are allowed on all tables.



CUSTOMER-RELATED POLICIES

Customers are strongly encouraged to wear masks. However, this is no longer a requirement from the state.

We will not count customers or enforce an occupancy limit



**No eating
allowed in the
market. Please
take your items
"to-go"**



**Minnesota Department of Agriculture rules for safe market
operations during COVID-19 pandemic #covid19response**

NO ON-SITE FOOD CONSUMPTION ALLOWED

No samples may be provided
for on-site consumption

No meals or snacks may be
eaten within the market space

The market will display signs
and will enforce.



TOKENS

Tokens increase sales by facilitating impulse buys

Customers can use credit/debit to buy tokens at Market Info Booth

All vendors and their representatives must understand & participate in token programs and will be reimbursed every other week with a check



TOKEN PROCESS

- Receive a token submission “kit” from market staff during set-up each week. Great time to ask questions!
- Cheerfully accept tokens from customers, making change (or not) as indicated on token.
- Sort tokens by type and fill out two-part form. Keep the pink copy for your records. Turn in tokens **EVERY THURSDAY**.

\$5 Tokens

Customers purchase at Market Info
using any credit or debit card

\$20 minimum purchase

All vendors must accept and will be
reimbursed in full

*Make change for \$5 token purchases
in cash*



EBT & Market Bucks

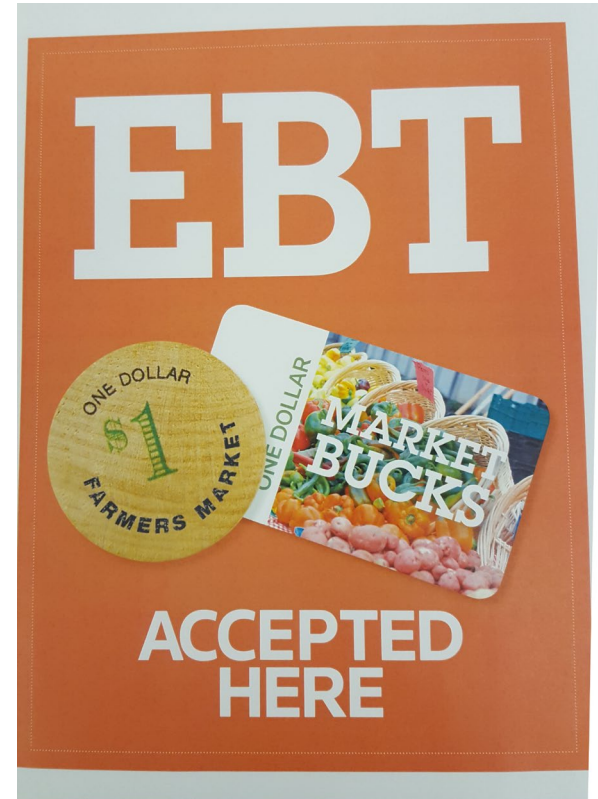
EBT tokens are sold to customers who have a SNAP/EBT debit card (formerly food stamps)

- Customers receive \$1 tokens for amount debited
- Customers also receive a dollar-for-dollar match in the form of a paper Market Bucks coupon
- Vendors opt in by completing an EBT Agreement with MGFM and are reimbursed in full for \$1 tokens AND Market Bucks



EBT & Market Bucks

- Eligible products include a “grocery” type items – anything intended to be eaten at home as well as food-bearing plants.
- Ineligible produces include concessions (for example, hot meals or ice cream cones) and decorative items (i.e. gourds, non food-bearing plants, and bath/body items)
- **Do not make change.** Customer must spend the full dollar.
- Market Bucks coupons expire – check the date carefully
- EBT tokens never expire



Power of Produce

- For kids ages 4-12.
- Eligible Items: Fresh fruits and vegetables or food-bearing plants
- Ineligible: Anything that is not fresh, whole produce
- Large \$2 tokens that say, “Power of Produce” and “Fruits and Vegetables Only”
- Consider offering \$2 items or baskets!



Frequent Shopper Rewards

- For all shoppers ages 13+
- Shoppers receive a \$2 token after four visits to the market.
- Redeemable for any product
- Small \$2 “Maple Grove Farmers Market - \$2 – Change given”
- All vendors must accept and will be reimbursed in full.




FARMERS MARKET NUTRITION PROGRAM

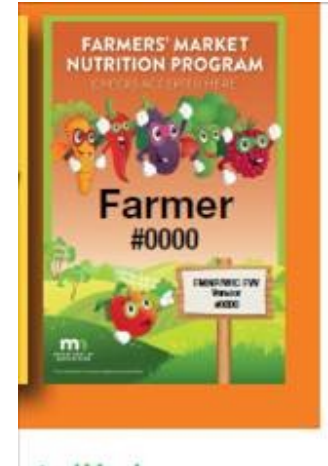
Program of Minnesota
Department of Agriculture

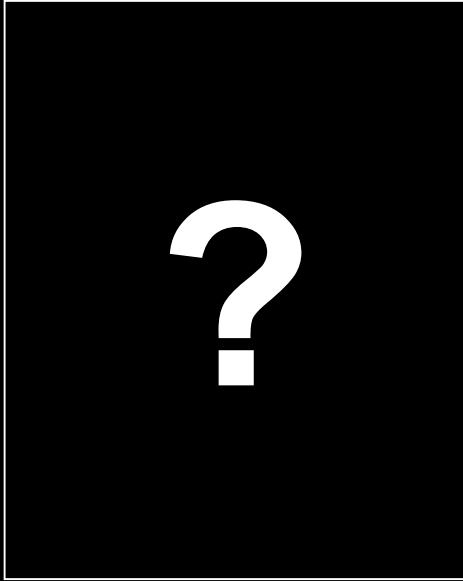
Vendors must receive training from MDA

Shoppers present checks directly to vendors

Fresh fruit and veggies only

00833724		EXAMPLE VOUCHER		011		8/2/2017		9/1/2017	
STATE WIC ID		NAME OF PARTICIPANT		AGENCY		FIRST DAY TO USE		LAST DAY TO USE	
PAY TO THE ORDER OF MINNESOTA WIC PROGRAM VENDORS		 CITIZEN'S ALLIANCE BANK HOWARD LANE, MN ACCT: 801203 751348 TIF		001				27470702	
FOR THESE ITEMS ONLY (SEE WIC-ALLOWED FOOD LIST):				CLINIC					
\$8.00 FRESH or Frozen Fruits and Vegetables									
XXX END OF ORDER XXX									
						NO PAYMENT WITHOUT		VENDOR: FILL IN \$AMOUNT BELOW	
						MINNESOTA WIC VENDOR STAMP		<div style="border: 1px solid black; width: 100px; height: 100px;"></div> \$	
VENDOR MUST DEPOSIT WITHIN 60 DAYS FROM FIRST DAY TO USE.						NOT TO EXCEED:		\$8.00	
AUTHORIZED SIGNATURE _____									





When in doubt, ASK!

Don't accept a coupon or currency if you feel unsure

Please think of MGFM staff members as resources for your market business. When you succeed, we succeed!

Thanks for attending!

Q & A