UF/IFAS Extension
The Journey to Sustainability Begins with Education

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MARKET GARDENING: A Participatory Primer Course

Part #7: Farmers Markets

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Outline

• Short Review of Course Syllabus.
• Farmers Markets:
  – Background and Growth
  – Grower/Vendor Guidelines.
  – Management Guidelines.
  – Regulations.
• Videos.
Market Gardening Course
Topics Sequence

• #1: Introduction
• #2: Holistic Management
• #3: Business and Marketing Plans
• #4: Production Systems & Planning
• #5: Equipment and Tools; Post Harvest Handling
• #6: Food Safety and Regulations
• #7: Farmers Markets
• #8: Financial Resources & Management
Farmers Market
Introduction

• Traditional direct marketing from grower to consumer.
• Replaced by the industrial agribusiness food system but for past 2 decades there is a growing revival of interest.
• Offers a critical component of sustainable local food system development.
Farmers Market

Introduction

• Some markets are carefully managed, with strict rules for pricing, quality, food source and vendor selection.

• Others are much more relaxed in their criteria – especially food source and protection.
Farmers Market Introduction

- Farmers markets also vary in many other aspects:
  - Location.
  - Facilities.
  - Volume size.
  - Types of vendors.

- The next few slides show images of some of the diversity of farmers markets.
Farmers Market Images

Lloyd Farmers Market, Portland, OR
Farmers Market Images

Lloyd Farmers Market, Portland, OR
Farmers Market Images

Town Commons Farmers Market, Carrboro, NC
Farmers Market Images

Town Commons Farmers Market, Carrboro, NC
Farmers Market Images

Town Commons Farmers Market, Carrboro, NC
Ferry Plaza Farmers Market, San Francisco, CA
Farmers Market Images

Ferry Plaza Farmers Market, San Francisco, CA
Farmers Market Images

- Cooking demonstration
- Sustainable agriculture education

Ferry Plaza Farmers Market, San Francisco, CA
Farmers Market Images

Downtown Farmers Market, Sarasota, FL
Farmers Market Images

Downtown Farmers Market, Sarasota, FL
Farmers Markets Statistics

- Numbers have increased to 7,864 in August 2012. This represents a 9.6 percent increase since mid-August 2011.

- Since 1994, when AMS began to track farmers markets, the number of farmers markets nationwide has grown by nearly 6,000.

Source: USDA-AMS-Marketing Services Division

Farmers Markets
Statistics

• The 10 top states, in terms of the number of markets reported in the directory, e.g., California (827 markets), and New York (647 markets), together account for nearly half (49 percent) of the farmers markets listed in the 2012 directory.

• Geographic regions like the mid-Atlantic, the Northeast and the Southeast saw large increases in their listings, reporting, 15.8, 14.4 and 13.1 percent more markets, respectively.

Several steps have been taken to help small and mid-sized farmers participate in farmers markets.

“Know Your Farmer Know Your Food” Program recently released the 2.0 version of its KYF Compass, a digital guide to help consumers locate local food resources, such as farmers markets, and plot them on an interactive map.

Food and Nutrition Service (FNS), is outfitting more farmers markets with the ability to accept SNAP (Supplemental Nutrition Assistance Program, formerly food stamps), announcing $4 million dollars in available funding to equip farmers’ markets with wireless point-of-sale equipment. Currently, over 2,500 farmers markets are using Electronic Benefit Transfer technology.

Several steps have been taken to help small and mid-sized farmers participate in farmers markets

- Florida Department of Children & Families (DCF) Announces Funding to Increase Farmer’s Market Participation in the Supplemental Nutrition Assistance Program (SNAP)
  

- FL Market Maker website offers free listings of farmers markets and grower/vendors to the public and for local direct marketing
  
  http://fl.marketmaker.uiuc.edu/

- FDACS ‘Fresh From Florida’ program provides a directory of websites of FL Community Farmers Markets
  
  http://www.florida-agriculture.com/consumers/crops/commfarmmkt/
Farmers Markets
A Small Farmers Perspective

• See the online video -
  http://cookingupastory.com/growing-fresh-berries-for-the-farmers-market
Farmers Market
Direct Marketing Advantages

• Farmers can charge retail prices.
• New growers who are perfecting production skills can learn which products customers want most.
• Not just a place to sell food, but a festive “social affair.”
• Brings people to markets, where they can talk with farmers about how the produce was grown, how it can be prepared, and local food issues.
### Local Ag Economic Impacts

**Table 11B: Economic Impact of Iowa Farmers' Markets ($ Income)**

<table>
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<tr>
<th>Industry</th>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
<th>Total</th>
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<td>Agriculture</td>
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<td>9,687.0</td>
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<td>424.0</td>
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<td>Transportation &amp; warehousing</td>
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<td>Retail trade</td>
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<td>34,953.0</td>
<td>448,798.0</td>
<td>4,024,887.0</td>
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<td>Information services</td>
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<td>48,347.0</td>
<td>49,266.0</td>
<td>97,613.0</td>
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<td>Finance, insurance &amp; real estate</td>
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<td>179,169.0</td>
<td>246,167.0</td>
<td>425,337.0</td>
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<td>Professional and technical services</td>
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<td>217,708.0</td>
<td>854,906.0</td>
<td>1,072,614.0</td>
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<tr>
<td>Other services</td>
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<td>42,476.0</td>
<td>281,736.0</td>
<td>324,212.0</td>
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<tr>
<td>Government</td>
<td>0.0</td>
<td>27,722.0</td>
<td>25,048.0</td>
<td>52,770.0</td>
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<tr>
<td><strong>Total</strong></td>
<td>8,359,975.0</td>
<td>1,541,084.0</td>
<td>2,316,207.0</td>
<td>12,217,266.0</td>
</tr>
</tbody>
</table>

Source: IMPLAN model for Iowa

Farmers markets’ economic value also includes multiplier impacts in the local economy.

- Otto, D. 2005. Leopold Center for Sustainable Agriculture
Farmers Market Grower/Vender Guidelines

- The more signage information the better.
  - Prices are the bare minimum for signage.
  - Go beyond the basics--include weight, cooking instructions and any other explanations that may be useful (or just plain fun).
  - Write a description of your farm (location, acres, ownership, family history, crops, animals, climate, workers). Write a description of your methods of production.
**Educational Signage Example**

**10 Good Reasons To Buy Locally Grown Food**

1. **Locally grown food** tastes and looks better. It was grown close to home and served at peak freshness. It came from down the road, not from across the country or overseas.

2. **Local food supports local families.** When you buy Kentucky Proud food, you help local farm families make a living. Your business helps them pay the bills, put their kids through school, and stay on the farm.

3. **Local food builds trust.** In these days of concern for food safety and homeland security, it’s reassuring to look into the eyes of the person who grew your food and be able to drive past the field where it grew.

4. **Local food shows you’re Kentucky Proud.** Buying local food bearing the familiar Kentucky Proud logo gives this program more meaning. It encourages consumers to look for the Kentucky Proud quality and freshness in all food products.

5. **Local food preserves farmland.** When farmers get more money for their products, they are less likely to sell their land for development.

6. **Local food keeps taxes down.** Several studies show that farms pay more in taxes than their business vehicles, while most residential development need more services than they pay for with their taxes.

7. **Local food benefits the environment and wildlife.** Kentucky farms are in a patchwork of fields, meadows, woods, streams, and ponds that provide vital habitat for wildlife.

8. **Local food travels shorter distances from farm to plate.** On average, food travels 1,500 miles from farm to plate. Each calorie requires an average 10 calories of fuel for travel, refrigeration, and processing. Locally grown food reduces the use of fossil fuels.

9. **Local food preserves genetic diversity.** Local farms can grow heirloom varieties of fruits and vegetables with superior flavor and nutritional value.

10. **Local food is an investment in our future.** When you buy from a local grower, you preserve the strength and character of your community for your children and grandchildren.

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**Kentucky Department of Agriculture**

www.kyproud.com  Farm To School Program

For more information call: (502) 573-0282

Nothing else is close.
Farmers Market
Gower/Vendor Guidelines

• Preparing produce for market.
  – Follow proper harvest and post-harvest procedures for top quality produce.
  – Sell produce in the right amounts.

Farmers Market
Gower/Vender Guidelines

- Preparing produce for market.
  - Example procedures for top quality produce.

Greens must be:

1. Picked
2. Washed
3. Bunched or Bagged and Weighed
4. Stored in covered boxes in the shade or in the cooler at Richardson’s as soon as possible.

Tip:

Greens will droop and WILT (lose their moisture) very quickly if they are left out in the sun.

1. Keep greens MOIST and COOL at all times.

2. When you first put a tote of greens in the cooler, LEAVE THE TOP FLAP OPEN so the greens can release the heat from the field and cool off faster.

3. DO NOT SEAL bags of greens. Let air flow in so the greens can cool off. MIST or sprinkle water over them to keep wet.
Farmers Market
Gower/Vendor Guidelines

• Preparing produce for market.
  – Example amounts for produce sales.

  • Tie the following greens in bunches, using rubber bands to hold them together. Trim the ends to even them out if necessary:

    • Amaranth
    • Swiss Chard
    • Collard Greens
    • Fenugreek Leaves
    • Jute Greens
      (Palava Sauce)
    • Mustard Greens
    • Pumpkin Vines
    • Sweet Potato Greens
    • Water Spinach
    • Cilantro (**make smaller bunches, about 0.25 lb**)  

  1 Bunch = 0.75 lbs

• The following greens should be bagged:

  • Arugula
  • Pea Tendrils
  • Salad Mix
  • Lettuce (**1 or 2 heads per bag, about 0.75-1 lb**)  

  1 Bag = 0.30-0.40 lbs
Farmers Market
Gower/Vendor Guidelines

• **Preparing produce for market.**
  
  – Notes on bunch sizes
    
    • Many people from Asia, Africa and other countries expect big bunch sizes for greens.
    
    • Most Americans usually like smaller bunches.
    
    • Use multiple sizes for farmers markets with different types of customers.
    
    • Remember that more and smaller bunches make the most money.
Farmers Market
Grower/Vendor Guidelines

• Charge what it’s worth (e.g., superior, rare, and organic)
  • Customers will pay for quality.
  • Offer discounts for volume buying, excess supply, and inferior quality.
Farmers Market
Grower/Vendor Guidelines

- Quality and variety are everything.
  - Create appearance of bounty.
Farmers Market
Grower/Vendor Guidelines

- Create an experience.
  - Engage your customer.
  - Add character.

Initiate conversation

Wood containers add rustic flavor
Farmers Market Grower/Vendor Guidelines

- Designing your booth displays.

The best way to attract customers is to have a good display. The following tips can help you create an attractive display.

- Have a sign with the name of your farm or business.

- Only bring high-quality, clean products.
- Keep your display neat and organized.
- Place vegetables in attractive containers. If possible, tilt containers towards customers.
- Keep containers full. Move products to smaller containers if necessary.
Farmers Market
Grower/Vendor Guidelines

• Designing your booth displays.

• Think about the colors in your display. Use a colorful tablecloth.
• Bring bags or containers for your customers. Put them in easy-to-reach locations.
• Keep vegetables looking fresh. Keep vegetables out of the sun. Keep greens moist. Bring a spray bottle with ice water to mist your vegetables throughout the day.
Farmers Market
Grower/Vendor Guidelines

- Use eye-catching displays.
  - Visit grocery stores for display ideas.
  - Mix colors creatively.
Sarasota County Farmers Markets

Farmers Markets Locations:
• Downtown City of Sarasota.
• Siesta Key.
• Venice.
• Englewood.
• North Port.
• Lakewood Ranch.
• Phillippi Farmhouse Market.
• Old Miakka
• Newtown

For regional farmers markets refer to:
“Greater Sarasota Local Food Guide”
http://sarasota.extension.ufl.edu/AG/localfood.shtml
Farmers Market
Management Considerations

• As a grower vendor you can select which farmers markets to sell at according to their organization and management structure.

• Organization options for farmers markets
  1. No organization among producers; farmers simply show up.
  2. An arrangement with the owner of a private business. In this instance, producers are tenants and the owner makes all the rules.
  3. Unofficial agreement among producers. The market is organized informally, but collects fees and uses guidelines. Producers are members of an “association” that is not legally organized or incorporated.
  4. Official agreement among producers. This type of organization is a legal entity having secure legal and tax status.

http://extension.oregonstate.edu/catalog/pdf/sr/sr1082-e.pdf
Farmers Market Management Considerations

• **Leadership.**
  - Who will serve on the board of directors? Some market boards are made up entirely of vendors, while some include other people from the community.

• **Management.**
  - Will the manager be a market member or hired from outside the market? What are the terms of employment? What are the responsibilities?

• **Vendor membership.**
  - Who can be a member and vendor? Are there geographic restrictions?

• **Location.**
  - Is the market site easily accessible, aesthetically pleasing, and highly visible? Does it have shade from trees or a structure to provide protection from the elements? Does it provide adequate parking and display space for vendors? Are electricity, water, and restrooms available?

• **Hours, days, and months of operation.**
  - When is the market open? At what time on a market day do vendors need to be in their assigned space? When does the space need to be vacated?
Farmers Market
Management Considerations

• **Fresh products.**
  • Will you have a producers-only market, with vendors selling only produce grown on their own farm? Or will farmers sell what they grow along with produce from other local farms? Or will vendors sell any produce they can purchase, locally or not, acting essentially as brokers?

• **Value-added products.**
  • Will these be made primarily from vendor-grown produce? How do state and federal agencies regulate production and marketing?

• **Arts and crafts.**
  • Will these be allowed? If so, will they be juried or limited in number?

• **Containers, weights, and measures.**
  • Are these regulated in any way by the state?

• **Space assignments.**
  • How will spaces be assigned for the season? Seniority, number of markets attended the previous year, and sales volume are used in some markets.
Farmers Market
Management Considerations

• **Space and membership fees.**
  • What is fair for both large- and small-volume vendors? What does the market need to operate?

• **Pricing.**
  • How will you ensure competitive pricing? This may take an educational effort to promote quality and presentation over price fixing, and harmony and cooperation between vendors. Most markets insist that vendors post their prices.

• **Process for dealing with infractions of rules.**
  • How can the rules be enforced fairly, firmly, and consistently? How can a member appeal a penalty?

• **Local and state regulations.**
  • How is the market affected by health and safety standards for food handling?

• **Insurance.**
  • Physical liability insurance in case of injuries or accidents can be purchased by the market or by individual vendors.
Farmers Markets Associations

- **Florida Association of Community Farmers' Markets**
  - website at [http://www.facfm.org](http://www.facfm.org)
  - Resources and training
    - startup
    - displays
  - Grants from USDA Farmers' Market Promotion Program (FMPP) to begin Phase II of a 'Buy Local Florida' ad campaign.

[http://www.buylocalflorida.net/](http://www.buylocalflorida.net/)
Farmers Markets Associations

- Florida State Farmers Markets
  - the Florida Department of Agriculture and Consumer Services operates this system of 13 State Farmers' Markets.
  - operated as a bureau within the Division of Marketing and Development. Self-supporting, other than the capital investment, these markets are maintained through income derived from a combination of package fees, packing house, cooler and offices rentals, and truck scale fees.
  - assist in the marketing of farm products by providing information, leadership, and modern facilities necessary to move farm products from the farm to the consumer.
  - specialize in fresh Florida produce.

http://www.florida-agriculture.com/marketing/markets_info.htm
Farmers Markets Associations

- Farmers Market Coalition
  - National trade organization for farmers market.
  - Goals
    - To serve as an information center for farmers markets.
    - To be a voice for North American farmers market advocacy.
    - To foster strong state and regional farmers market associations.
    - To bring private and public support to the table to sustain farmers markets in the long term, for the benefit of farmers, consumers, and communities.
    - To promote farmers markets to the public.
    - To develop and provide educational programming and networking opportunities for farmers market managers and farmers market vendors.

http://www.farmersmarketcoalition.org/
Farmers Markets Associations

- **Farmers Market Consortium**
  - public/private partnership led by USDA/Agriculture Marketing Service (AMS)
  - seven agencies within USDA.
  - U.S. Department of Health and Human Services.
  - agricultural marketing associations.
  - non-governmental organizations.
  - private foundations.
  - facilitates the exchange of information and dialogue on emerging issues in the farmers market community.
  - provides guidance to policymakers on appropriate uses of resources, in order to promote the development of innovative and promising models for successful and sustainable market expansion.
  - national Farmers Market Summit (Nov 7-9, 2007)
    - “growing farmers” = #1 consensus priority.
    - establishing a minimum standard of technical experience in business planning and marketing for farmers market participants & managers.

• Contrary to popular belief, farmers markets, just as agriculture, are not exempt from regulations.

• The costs associated with regulations have been identified as a major obstacle to starting and operating a farmers market operation.
Florida Food Safety is conducted on a statewide level, coordinated among the Departments of:

- Agriculture & Consumer Services: Responsible for farm and field through grocery and convenience retailers
- Business & Professional Regulation: Retail food service
- Health: Specialized and institutional with higher risk

By contrast, many states have hundreds of separate, potentially inconsistent or uncoordinated jurisdictions.
Farmers Market
Laws and Regulations

• Chapter 500  Florida Statutes (F.S.)
  Food Product.

• Chapter 5K-4  Food
  Florida Administrative Code (F.A.C.).

• Food & Drug Administrative
  2001 Food Code.
Farmers Market Regulations

• If you’re selling fresh produce at a farmers market for only local farmers, you can request a Growers Permit. These are free. Simply ask your county agriculture extension agent to verify and register you as a grower.

• If you plan to buy and resell produce or sell processed items, you must obtain an occupational license from your local county tax collector’s office and/or FL Department of Agriculture and Consumer Services.

• If you’re selling fresh produce by weight, visit http://www.doacs.state.fl.us/standard/weights/infobus.html#question1 Your scale must be a certain kind and it must be inspected. Otherwise, sell by the bag, basket or handful.

http://smallfarms.ifas.ufl.edu/planning_and_management/pdf/FarmersMarketVendorCertifications.pdf
Farmers Market Regulations

• If you are giving samples of **fresh food** for consumption, then you must follow regulations and permits of FDACS for farmers' markets.

• Required FDACS food permit is called a “flea market kiosk” (form type 163) food permit and is a $195 annual fee.

FDACS Division of Food Safety
Bureau of Food and Meat Inspection       Ph: (850) 245-5520
3125 Conner Blvd - C-26, Tallahassee, FL 32399-1650
• Hygiene & Food Safety
  • Washing facility for food and hands provided.
  • Soap and disposable towels provided; chemical towelettes (when approved).
Food Safety for Food Samples
Good Agricultural Practices

• Food must be maintained at proper temperatures to prevent spoilage.

• Potentially hazardous food (foods that require temperature control for safety such as meat, milk, eggs, cut melons, cut tomatoes, etc.) must be maintained at proper temperature to prevent the growth of disease causing organisms.

  Hot Holding: 135°F or higher.
  Cold Holding: 41°F or below.

http://www.michigan.gov/documents/mda/MDA_FdSmpLngFarmMkts5-09_279110_7.pdf
Food Safety for Food Samples
Good Agricultural Practices

- Food must be protected against flying insects, sneezes and other contaminants.

Serving must be done in a manner protecting the sample from any bare hand contact.
Vendor should provide containers with hinged covers to prevent food contamination from customer by touching samples.

Marin County EHS approves of the method pictured above. The customer can obtain a sample with the toothpicks next to the covered container.

In this example the vendor gives out a sample using tongs.

This method provides the best way to keep the sample from being contaminated.

The vendor is in complete control of his sampling process and this method is highly recommended by the Marin and Alameda County EHS.
Food Safety for Food Samples.

Good Agricultural Practices.

Farmers Market Regulations

• If you are selling or giving samples of prepared food for consumption, then you must follow regulations of farmers' markets referred to as “greenmarkets.”

• Regulated as “temporary events.”
Farmers Market Regulations

- Greenmarkets are regulated by Division of Hotels and Restaurants of FL DBPR.

- Focus on food safety includes:
  - Licensing.
  - Inspection.
  - Compliance.
  - Education.
Temporary Events
Farmers/Greenmarkets

• While some greenmarkets operate year-round, most operate less often – opening only a few days during the week or on weekends.

• The division considers each opening at the same location a separate temporary event.
Temporary Events
Establishment Classification

• Food vendors must obtain a license from the division for each temporary event in which it participates, as well as separate facilities and locations.
  – Annual temporary event license option is available.

• Each temporary food service facility must be inspected by the division each time the establishment sets up for operation.

• If the temporary food service establishment does not meet minimum sanitation standards, it must discontinue operations until corrections are verified by the division.
Temporary Events
Farmers/Greenmarkets

• Participating vendors must be licensed for each weekend (or weekday) period they operate at the same location, as well as other locations.

• Operators who participate often may find it economically efficient to purchase an annual temporary event license.

• Information and guides to help participants are available at any district office or on the division’s website.
Division of Hotels & Restaurants

Division Staff

- 7 Field Offices
- 297 Total Staff

Consult Division staff for updated information about your license and permit needs at farmers markets.
Temporary Events License Fees

- 1–3 day event $ 91.00
- 4–30 day event $ 105.00
- Annual $1,000.00

No cash payments or checks accepted. Money orders or cashier’s checks only. Driver’s license required for identification. All non-annual licenses expire at event’s end.
Temporary Events Licensing Process

- Operators must have a completed Application for Temporary Event Vendor License on site with appropriate payment.
- Pass satisfactory inspection.
- Annual temporary license – Operators complete the application and call the Customer Contact Center (850.487.1395) to request an “opening” inspection. An inspector responds within five (5) business days to schedule the inspection.
Farmers Market Regulations

• The need for permits will vary for each location of farmers markets.

• Check with your Chamber of Commerce, local planning office and other relevant community services to find out what permits will be needed.


Siesta Key, Sarasota County, FL
Farmers Market
Value-Added Foods

• The historical content of selling farm grown items only has expanded to include a variety of food items, entertainment, cooking demonstrations and more . . .
Farmers Market
Value-Added Foods

• If you want to label your produce as “Organic”:
  – must be certified by an approved certifying agency.
  – on single food items use a small sticker version of the *USDA Organic* seal or display a sign of the seal above the organic produce.
  – organic certification exemption is available if you grow or handle less than $5,000 gross sales from organic produce.
TEMPORARY EVENT CHECKLIST EXAMPLES

• Physical Facilities.

• Overhead protection if food prepared or portioned on premise (nonflammable, if cooking).

• Water, Plumbing and Waste.

• Access to a three-compartment sink if not installed in unit for washing and sanitizing of utensils and equipment.
Handwashing and Food Safety

• Handwash facility provided (e.g., Igloo® cooler with on/off valve).

• Soap and disposable towels provided; chemical towelettes (when approved).

• Hot and cold food maintained at proper temperatures.

• Food must be protected against flying insects and other vermin.
Customer Contact Information

• www.MyFloridaLicense.com/dbpr/hr
  – License renewal, complaints, inspections available on Internet.
  – Extensive self-service information continuously available.

• Telephone
  – Customer Contact Center - 850.487.1395.
Farmers Market
Value-Added Foods

• Value-added foods are important features of farmers markets.

• Requirements for production of approved value-added foods.
  – From only approved sources (FDA & GAPs).
  – Inspected facility (Health Department).
  – Food handler training, i.e., Food Manager Certification (FL BPR).
Food Safety For Approved Sources

• Value-added foods with preserved foods must follow proper procedures at federal level regulations from the U.S. Food and Drug Administration (also USDA for meat and poultry products), state level regulations, and often county or city regulations.

• Resources for starting your own preserved foods business are provided by the National Center for Home Food Preservation.

http://www.uga.edu/nchfp/business/starting_business.html
UNPERMITTED HOME BASED FOOD PROCESSOR
UNSAFE FOOD PRODUCTS
Farmers Market
Value-Added Foods

• Requirements for sales of approved value-added foods.
  – No matter what you’re selling – if you’re selling it, you’re in business. Visit
    http://www.stateofflorida.com/portal/desktopdefault.aspx?tabid=8 to find
    out more about collecting state sales tax, proper licensing and more.
  – food permit (FDACS, Division of Food Safety).
  – foods prepared in a facility that meets certain state and federal standards.
  – have a certified Food Protection Manager.

http://smallfarms.ifas.ufl.edu/planning_and_management/pdf/FarmersMarketVendorCertifications.pdf
RAW MILK AND YARD EGGS
“PET FOOD” LABELLING

- Division of Agricultural Environmental Services.
- Application for feed master registration.
  - Annual Fee of $25.
  - Expires on June 30th of each year.
  - Allows sales up to 25 tons per year.
- Section 580.041, F.S.
“PET FOOD” LABELLING

MILK & EGGS MUST BE LABELED

(1) The common name of the food.

(2) A list of ingredients in descending order.

(3) Net weight or volume of contents.

(4) The name and place of business of the manufacturer, packer or distributor.

(5) Single use articles must not be reused.
“NOT FOR HUMAN CONSUMPTION”
LABEL REQUIREMENT
FOR MORE INFORMATION

Florida Dept. of Agriculture
Food Safety Division
850-245-5520

FDA’s Food Information Line:
1-888-SAFEFOOD (1-888-723-3366)

USDA’s Meat and Poultry Hotline:
1-800-535-4555
TTY 1-800-256-7072
Farmers Market Start-Up Considerations
General Business Issues

• **Business Organization Type** – Sole Proprietor, Partnership or Corporation.

• **Fictitious Name Registration** – If your business will use any name other than the owners’ legal name or full corporation name then a fictitious name registration is required.
  
  Agency: Florida Department of State

  Division of Corporations

  (800) 755-5111

• **Employer Identification Number (EIN)** - Also known as a Federal Tax Identification Number, and is used to identify a business entity. Generally, businesses need an EIN.

  Agency: IRS, (800) 829-4933
Regulations

Occupational License

• An occupational license is a privilege tax to engage in or manage any business, profession, or occupation within a particular jurisdiction.

• Producers of agricultural products are exempt from occupational licenses as long as all products being sold were grown or produced by the farmer.

• Any person who buys, receives, solicits, handles, or negotiates ag products from producers must be licensed and bonded.

Agency:  FDACS, Division of Marketing & Development
(850) 488-4101
Regulations
Zoning

• Most agricultural uses can only occur on Agriculture Zoned property.
• Farmers Market operations can occur on non-agricultural land as long as a site permit has been approved by local municipal zoning office.

Agency: Sarasota County Planning and Development Services
(941) 861-5000
Regulations

Building Permits

• Nonresidential “farm buildings” are exempt from the Florida Building Codes and any county or municipal building code.

• Most jurisdictions require notification to the county or city Building Department.

Agency: Sarasota County Planning and Development Services
(941) 861-5000
Farmers Markets
Liability Insurance

• 2 kinds of insurance:
  – Liability (slip and fall)
    • ‘Hold harmless’ clause may be part of market rules.
  – Product liability
    • Especially important for value-added products.

• Need to fully understand your policy requirements at each market.

• Consult insurance professional.

http://solutionsforyourlife.ufl.edu/hot_topics/agriculture/farmers_market.html
Farmers Markets
Liability Insurance

• Insurance needs will depend on a variety of factors. You should consult an insurance specialist to determine what type of insurance your will need.

• The USDA's Farm Service Agency (FSA) has local service centers that help farmers navigate their way through a myriad of federal assistance programs.

• The USDA's Risk Management Agency (RMA) provides crop insurance through a variety of approved insurance providers – see web site for an overview of various insurance policies and RMA's Agent Locator. The regional RMA office in Valdosta, Georgia, covers Florida.

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

http://solutionsforyourlife.ufl.edu/hot_topics/agriculture/farmers_market.html
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Environmental Administrator
Division of Food Safety Bureau of Food & Meat Inspection
Florida Department of Agriculture & Consumer Services
“GUIDELINES FOR MOBILE FOOD ESTABLISHMENTS”
Market Gardening
Online Resources

• ATTRAPublications
  – Farmers Markets
    http://attra.ncat.org/attra-pub/farmmrkt.html
• EDISPublications
  – Starting a Farmers Market
    http://edis.ifas.ufl.edu/document_fy639
• Farmers Markets Coalition
  http://www.farmersmarketcoalition.org/
• Farmers Market Consortium. Resource Guide. USDA
  www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELDEV3100937&acct=frmrdirmkt
• Greater Sarasota Area Farmers Markets – see Sarasota County Extension local foods list
  http://sarasota.extension.ufl.edu/AG/localfood.shtml
• National Center for Home Food Preservation
  http://www.uga.edu/nchfp/
Market Gardening
Online Resources

• National Farmers Market Summit Proceedings Report
  www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5066926&acct=frmrdirmkt
• New Entry Sustainable Farming Project, Plain Language Guide to Selling at a Farmer’s Market
  http://www.leopold.iastate.edu/research/marketing.htm
• Planck, N. 2004. Some thoughts on selling at farmers' markets.
  http://newfarm.rodaleinstitute.org/features/0504/farmmarkets/index.shtml
• UF/IFAS Extension – Starting a Farmers Market
  http://solutionsforyourlife.ufl.edu/hot_topics/agriculture/farmers_market.html
• UF/IFAS Small Farm and Alternative Enterprise Program Publications
  – Farmers Market Series
  http://smallfarms.ifas.ufl.edu/planning_and_management/marketing.html
Market Gardening References

• Gibson, E. 1994. Sell What You Sow! New World Pub., Auburn, CA
Farmers Market Videos

• Bayou City Farmers Market
  – interviews of the grower/venders on their farms and at the market
    http://www.youtube.com/watch?v=VV0FAS0wtrE

• Farmers Market Marin County, CA
  – shows displays and selling techiques
    http://www.youtube.com/watch?v=VJHn-fcn5vw

• Food Works
  – a program using the growing & selling of food for farmers markets to show young people how to make a difference in their community
    http://cookingupastory.com/show/food-works/