

# City of Wayne ~ Farmers' Market

## Vendor FAQ



### **Who is the Market Manager?**

Sandy McClure is the 2009 Market Manager. Sandy can be reached on 734.516.0202 or at [smcclure@ci.wayne.mi.us](mailto:smcclure@ci.wayne.mi.us) and will be on site each Market Day. Matt Miller is the City Planner. Matt can be reached at 734.722.2000.

### **What are the market hours?**

The market is open 3-7pm on Wednesdays, May 20<sup>th</sup> through October 28<sup>th</sup>

### **When do I arrive at the Market, ready to sell, on Wednesdays?**

Please arrive no later than 2:30pm and refrain from selling to customers until 3pm when the market opens. The first thing to do when arriving at the market is to check in with the market manager and receive your stall assignment. Those of you who are with us for the full season will be assigned a permanent location.

### **What signage am I required to display?**

Please ensure your signage includes your farm's name and location, prices, and signage indicating which products are spray-free. Also please consider any necessary liability, certification, or insurance documentation that might need to be on display in your market stall.

### **Where are the bathrooms and is water available?**

The State Wayne Theater is available for usage of restrooms and drinking fountains. Please consider bringing along your own personal cup or reusable water bottle.

### **Is electricity available?**

Due to the location of the market, electricity is not available.

### **Will you provide me with a tent and table?**

No. You need to bring your own set-up including table, tent (along with necessary weights to secure your tent) and any displays you choose. See last page of this document for helpful display suggestions.

### **What size of the stalls?**

Roughly 10 x 20 feet, but size hasn't been constrained up to this point.

### **Do I get a permanent space assigned?**

If you prepay for the whole season by opening day, May 20<sup>th</sup>, you can have a permanent space. It will be designated by the market manager with vendor input.

### **Can I sell pineapples or bananas?**

No. It must be Michigan grown produce, i.e., fruits and vegetables grown by your farm.

### **Farmers:**

**PLEASE NOTE:** we have applied for certification to accept Project Fresh/Bridge/SNAP and will notify you as soon as we've received approval and are able to participate.

## Simple Ways to Improve Your Vending Area

### 1. Bi-level merchandising

- a. Use of boards, bales of straws, etc. to give a step appearance
- b. Slant containers toward customers, which also gives the appearance of abundance (spilling out).



### 2. Attractive containers

- a. Use baskets (wooden or wicker), crates, bushels, metal buckets, etc. to display your food.
- b. Switch to smaller containers as stock decreases.



### 3. Cover your table

- a. Use a tablecloth, blanket, tapestry, etc.



4. Have a focal point to draw people in
  - a. Display a creative sign with your farm name on it
  - b. Display a picture of your farm
  - c. Display flowers
  - d. Bring props from your farm such as an old wheelbarrow, watering can, garden tools, etc.



5. Display items that go well together visually and when prepared
  - a. Contrast colors
  - b. Package items as a meal, like for stir fry, pot roast, salsa, pasta dishes, etc.
6. Clean, organize, and price items so they are visible to passersby
  - a. Be sure to have your items accessible to people who are wheelchair bound
  - b. Clean your produce
7. Display signs that indicate where your food is from or a list of ingredients



8. Customer Service
  - a. This should be your biggest focus
  - b. Make connections
  - c. Share recipes
  - d. Talk about how you grew the food they are about to purchase