

## **Structure, Strategy and Striped Tomatoes: Building Better Markets for Providence Farmers and Eaters**

The project will standardize year-to-year management operations, including new city-wide farmers market branding, applications, and market rules; create a market manager's guide for management tasks; and increase patronage of seasonal markets by: purchasing EBT infrastructure and creating signage and educational materials in Spanish and English about the market's ability to utilize WIC and farmers market senior coupons; and developing promotional materials and advertisements. Farm Fresh Rhode Island, which currently organizes and coordinates six (6) markets, would coordinate and create nine (9) consistent markets (including market branding, applications, management and market operations, rules, and procedures, and publicity) for consumers to buy directly from farmers in the Providence metro area.

[Final Report](#)

TO: Carmen Humphrey  
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FROM: Sheri Griffin, Project Manager  
Farm Fresh Rhode Island

SUBJECT: FMPP final report

DATE: October 7, 2009

**Project Name:** Structure, Strategy and Striped Tomatoes: Improving Markets in RI

**Project Manager:** Sheri Griffin

**Phone Number:** 401-480-0102

This final report encompasses the grant period of eighteen months, beginning in October of 2007 through March of 2009. This grant-funded activity included the implementation of electronic benefits transfer at farmers markets in the Providence, Rhode Island metropolitan area. This activity also funded the creation of a guide for Rhode Island market managers on creating/improving farmers markets, covering site, vendor and administrative concerns, as well as explaining government food security programs that affect farmers markets.

### **Project Summary**

This project was begun in 2007, when the number of farmers markets in Rhode Island was below 30 and the institutional knowledge of running a market was held within a group of individuals who conversed frequently and could help each other with varying questions. As the desire for local food has grown, so to has the amount of farmers markets in Rhode Island. There are currently 44 markets in Rhode Island, and more are added monthly! Farm Fresh has worked hard to standardize its procedures, across its 7 summertime markets and 1 indoor, wintertime market. These procedures include vendor & site selection, promotion, staffing, government programs including SNAP/EBT and more.

### **Goals and Outcomes**

With the support of the Farmers Market Promotion Program, Farm Fresh was able to add EBT acceptance to all its markets. Promotion, outreach and staffing centered around this new program from January 2008 to present. Farm Fresh was able to achieve much through this focus. Discussion of the market seasons follows.

#### **1. Wintertime market 2007-8**

Upon receipt of the funding in October of 2007, Farm Fresh was readying for the creation of Rhode Island's first Wintertime Market. This market featured from 12-15 producers in a

downtown Providence art gallery. The market was an excellent beginning for Farm Fresh's year-round markets program. Farm Fresh support SNAP use at this market, via a wireless card reader and a token system. SNAP acceptance was featured in promotional materials for this market.

## **2. Summer Market Season 2008**

With the support of the Farmer Market Promotion Program, Farm Fresh was able to integrate SNAP acceptance in all of its market promotions, including posters, banners, bookmarks and press releases. Farm Fresh utilized its card reader and token system weekly at five of its seven seasonal outdoor markets. The other two markets featured the machine several times, but staffing capacity prevented it from being there every single week. The 2008 market season shows a steady increase in EBT acceptance, as more and more SNAP clients received information on the program. Farm Fresh provided outreach materials to northern Rhode Island SNAP field offices, and give information on farmers markets and the token system to SNAP field offices for them to tell their clients directly. Please see attached SNAP usage chart for full information on SNAP acceptance during the 2008 summer market season. Also attached are promotional materials for this market season. The first year that Farm Fresh accepted SNAP benefits at farmers markets – 2007 – a total of 530 Food Stamp dollars were used. In 2008 that number more than tripled to \$1,800. Also in 2008, Farm Fresh's 7 summer markets accounted for 76% of the Women, Infants and Children's Farmers Market Nutrition Program vouchers used in Rhode Island. That amounts to roughly \$88,500 out of the \$115,500 that WIC families spent on local fruits and veggies from local farmers

## **3. Wintertime Market 2008-9**

After the small-scaled success of the 2007-8 Wintertime Market, the large-scale, stunning success of the 2008-9 Wintertime Market surprised everyone. The market moved a much larger location and many more vendors signed up. And many more people came! Newspaper, television and radio coverage followed. SNAP sales at Farm Fresh's indoor, wintertime from December 2008 – May 2009 totaled over \$4,000.

## **4. Summer Market Season 2009**

Funding from the Farmers Market Promotion Program helped coordinate the publicity for the 2009 outdoor market season, and Farm Fresh added the staffing capacity to have market supervisors at each market, who could run the card reader/token system. A series of grants administered to Farm Fresh Rhode Island during the summer of 2009 highlight Farm Fresh's commitment to providing access to healthy local foods for low-income shoppers.

- Farm Fresh RI received a \$10,000 grant from the Wholesome Wave Foundation to provide up to \$10 in matching tokens for EBT users at our 8 seasonal markets. The outreach and media coverage associated with this grant have sharply increased the amount of EBT transactions at our markets.
- Farm Fresh is the fiscal agent and administrator for an \$8,000 from the Rhode Island Foundation to purchase and implement EBT card readers at other markets across the state. This has resulted in 5 new markets accepting EBT in the 2009 summer season, and more are planned for 2010.
- \$8,000 in \$1 tokens (good for SNAP-approved products) has been purchased by a Rhode Island food pantry that lacks the appropriate storage for fresh produce.

Clients of this pantry were able to redeem tokens at local farmers markets to receive fresh, local food as part of their food share.

- \$25,000 from the Blue Cross/Blue Shield of Rhode Island Foundation for a nutrition education program at farmers markets for families receiving SNAP or WIC benefits. Families receive information recipes and counseling, and at a third visit to the market, \$25 in \$1 tokens to use for fresh fruits and vegetables at the market.
- \$1,000 from the Episcopal Charities of Rhode Island, plus \$500 in individual donations, to underwrite low-cost market share subscriptions for families receiving SNAP, WIC or unemployment benefits. Participants were able to put their balance of the subscription on their EBT cards.

### **Beneficiaries**

The beneficiaries of this grant include

- Markets and their communities in Rhode Island that have received promotion and assistance from Farm Fresh Rhode Island.
- EBT recipients in Rhode Island who were able to utilize their benefit at market
- WIC FMNP and Senior FMNP recipients who able to utilize their benefits at more certified markets throughout the state.
- Shoppers at Farm Fresh's Wintertime Market – for 2007-8 and for 2008-9, this was the only indoor, wintertime market in the state.

### **Lessons Learned.**

This Farmers Market Promotion Program grant allowed Farm Fresh to implement a vision of creating access to fresh, local food for low-income families. Creating and using a wireless card reader/token system with 8 markets and 45 vendors has been a challenge, but seeing the numbers of SNAP dollars used at market rise each month, season and year makes the challenges feel very worthwhile. Now the organization is in tune with the rhythms of SNAP – heavy usage at beginning of the month, dwindling participation at the end of the month.

It's also an honor to share our system and expertise with other markets across the state. We hope that we have saved these organizations, including the Rhode Island Division of Agriculture, time and money by having created and tested this system for two year prior to their adoption of EBT readers.

Finally, the understanding and experience given to us through the Farmers Market Promotion Program funding has shown Farm Fresh a variety of new avenues to expand markets for local famers with low- to mid-income shoppers; such as market shares, community supported agriculture, work with food pantries, and work on the implementation of the new WIC cash-value vouchers for fruit and vegetables.

### **Additional information.**

Information attached includes photos, charts of EBT acceptance and posters, handouts.



## Farm Fresh Rhode Island

Box 1943, Providence, RI 02912 – www.farmfreshri.org

### An Online Guide to Starting a Farmers Market in Rhode Island

By Farm Fresh Rhode Island

October 8, 2009

Written with support from the United States Department of Agriculture's Farmers' Market Promotion Program.

*So, you want to start a farmers market? Great! But there are a lot of things to think about first. In Rhode Island, there is no central market authority that dictates when or where markets should occur. Markets here are run by the state, nonprofits, cities and individuals. So, you can do it! It's just smart to think carefully before you leap in!*

### Farm Fresh Rhode Island

Farm Fresh Rhode Island is a 501c3 non-profit organization founded in 2004.

#### **Mission:**

Farm Fresh Rhode Island is growing a local food system that values the environment, health and quality of life of RI farmers and eaters.

#### **Vision:**

A New England abundant with diverse family farms and fertile soils, with locally and honestly produced foods and flavors at the heart of every dinnertable.

#### **Objectives:**

Preserve Rhode Island farmland and our agricultural and culinary knowledge  
Build healthier communities  
Increase access to fresher, tastier food  
Improve impact of food production and distribution on our environment  
Strengthen community-based businesses

### Market Research

There is much to think about before starting and managing your own market. A couple questions to get you thinking:

- **Vision:** What is your vision for the market and your long-term goals?
- **Constituents:** - Who will come to your market? Where do they live? How will they get to the market? Are there EBT and WIC clients in your neighborhood? How can you reach out to these populations? How many vendors can your market support?
- **Location:** Are there other markets nearby? Are they struggling or thriving? Will you be competing with them? How will your market fit in? How close is your market to public transportation? Is there enough parking?
- **Size:** How big of a space you could fill? How many customers you think your area could bring in?
- **Season and Schedule:** You should choose a schedule that makes sense for you and your community. It's good to think about the needs of your area, if there



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is already a summer market in your town, maybe you want to consider a winter market, or a market another time in the week that would be good for customers. When do people in your community work and purchase groceries?

- **Management structure:** What kind of management or oversight makes the most sense for your market? Will there be a board and paid staff? Who might be able to fill these roles? Transparent operations help build trust between vendors and the market -- these are vital relationships to build and maintain. Management might be determined or influenced by the market's source of funding.
- **Operating Costs:** Will you have to pay rent? Will you have to pay staff to organize and set up the market? Will you offer a market manager fee? How much will you charge vendors? Will you have any sponsorship?
- **Startup Costs:** Vendor fees can go along way in covering operational costs, but start-up money may need to come from other sources. Think about sponsorships or local government resources. Decide if the market should work towards economic autonomy or if it benefits from a close financial relationship with other groups or institutions.

### Vendor research

- **Locating and connecting with farmers:** You should look at other markets in your area and research what types of farmers live in your area and whether they would be interested in going to market. As a market master, you need to ensure that this market will be worth farmers' while: many products that come to market and do not sell must be thrown out. It's important to create a balanced market environment if you can. For example, do not have three bakeries and only one vegetable farm.
- If you are having difficulty locating vendors, it may be because there are already 44 farmers markets in Rhode Island. Please bear in mind that while the popularity of markets is growing, the number of farmers is not growing as quickly.
- **Products at Market** Think about what you want the market to emphasize in terms of products. Some markets host farmers and other vendors, including value-added products (i.e. baked goods, preserved/processed foods) and crafts alongside growers. Other markets choose only to include growers.
- **Will it be grower-only?** Are vendors allowed to buy in and re-sell products from their neighbors? What are the guidelines for "buying in."
- **Standards:** What vendors will receive priority? How will you determine who is accepted? You may want to create some kind of policy as to what kind of value-added product you wanted. eg: Is the bakery going to be allowed at the market, even though none of the ingredients are local? Would you allow ice cream on site that didn't use Rhode Island milk?



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### **Site research**

Make sure that you are choosing a place that people can find easily, perhaps in a well-known area. Also a high traffic spot where the market is visible can allow people to discover the market even if they didn't know it existed. Is the market near to places where many people work or live? It's great to situate the market where people are already likely to be. With that in mind, be sure to have adequate parking both for vendors and for the public. Observe where levels of foot traffic are likely to be highest and establish car traffic flows accordingly. Pedestrians should feel relaxed and safe at the market. Another important consideration is accessibility for elderly or handicapped patrons and families with strollers. This is a must! The site of the market should be as level and smooth as possible, clear of tripping hazards, and large enough to host all the vendors with plenty of room for people to get around. On a related note, markets benefit from proximity to public transit, so keep this in mind when choosing a site.

Is it possible to have running water, restrooms, or electricity at the market? These are all elements that increase the comfort of both customers and vendors and encourage people to stay longer. Plans are also needed for emergency situations. Maintain a first aid kit and review your emergency responses.

### **Neighborhood partnerships**

What is your connection to this community? Hopefully you have some personal resources and networks to draw on in order to build support for the market. In addition, you could partner with community groups who may have an interest in the market -- community gardeners, local schools, musicians, restaurants, community organizers, etc. Contact local food banks, soup kitchens, and gleaners who may be interested in gathering the leftovers at the end of the market day. Let these groups know that you are committed to making the market a strong presence with positive energy in the neighborhood. Identify your common goals and see what you can work together on. On the other hand, consider who might be opposed to the market. Are your neighbors worried about noise and trash around the market site? Are you diverting resources and attention away from another community event? It's important to try to work with the people and groups around you. Further, keep in mind the goals and vision for the market as you first saw it.

### **The Market Master Booth**

The Market Master booth is a place to conduct the business of the market, but it also a place to promote events, provide information on agriculture and nutrition, and to serve as an information source. It could also be a place to sell items not already at the market, such as bread for a nearby bakery, seeds, eggs, etc. Be sure to follow your own market guidelines and don't compete against your own vendors! Selling things can keep you



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busy during market, and give you a clear idea of whether your market is failing, surviving or thriving.

If you are processing credit, debit or EBT cards, as discussed below, you will need to staff a management booth each market day. This can be a large, but worthwhile, commitment. Volunteers can help ease this responsibility if chosen with care.

### **Agricultural partnerships/rural stakeholders**

Similarly, you can also find comrades in the folks at neighboring farms and local agricultural groups. These, too, are people in your community well worth working with. Get to know your fellow non-profit neighbors, especially land trusts, food policy advocates, and other organizations whose missions overlap with the goals of the market.

### **Licensing**

Respecting local authorities in the initial planning and start-up stages of the market can go along way towards avoiding problems later. Talk to the local health department and inform them of what kinds of vendors will be at the market in order to find out what rules will apply to you.

Vendors are responsible for having the appropriate licenses based on what they sell, but local health department officials can help you understand and inform your vendors as well. You may choose to require that vendors go through the appropriate licensing and inspections before signing on to the market, or you might want to work with them to facilitate the process. In general, vendors with meat, dairy, prepared or processed foods need Department of Health Licenses. All of these products must be prepared/made in a certified facility. Prepared foods can be in a “farm home kitchen” or any other commercially licensed facility – not in a house, according to RI law. Dairy and meat must be processed in a USDA certified facility. Currently, eggs can be sold without this licensing. Again, working with RI Department of Health will insure that everything is correctly licensed, for the protection of you and your customers.

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There are specific licenses you need as a master yourself. Some cities in RI require a Vendors or Peddler’s License. Check with your town clerk to see what is required of the market.



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### **Insurance**

Consult an insurance specialist when you have located a site for your market. In general, the market will need general liability insurance coverage. This will provide coverage for the market as a whole, against such issues as slip and fall or similar. In general, these policies cover vendors selling fresh fruits and vegetables as well.

Vendors with products other than fresh fruits and vegetables should have their own product liability insurance policy. This should be a requirement for participation in the market, along with any needed Department of Health licensing.

### **Women Infants and Children (WIC) Farmers Market Nutrition Program (FMNP)**

The WIC FMNP program is a great vehicle for market success in low-income neighborhoods. Through this program, low-income mother and children receive \$15 per year in vouchers to be used for fresh fruits and vegetables at farmers markets. Administration of this program is through the market manager - a market must be certified by the RI Department of Health WIC office before farmers can accept these vouchers at a market.

WIC vouchers are issued to clients at health clinics, in a packet of information that includes lists of area markets that are licensed to accept WIC.

Starting in 2010, farmers' market vendors in RI will be able to accept "in-store" WIC checks for fresh fruits and vegetables. These vouchers will be in \$6, \$8 and \$12 increments. Please contact the WIC vendor office for complete information on both of these programs. They will be able to guide you on how to certify your market for WIC redemption and provide you with the most complete and up-to-date guidelines.

Shopping families are the lifeblood of most markets. Having children's activities, music or games will help families feel welcome, and will generate a longer shopping visit and more repeat visits! Cooking demonstrations or tasting activities are excellent ideas for family shoppers. Even inexpensive efforts like a bottles of bubble solution or packs of stickers can take the pressure off parents and give them more time to shop.

WIC FMNP Coordinator: Lauren Piluso  
phone: (401) 222-4630  
fax: (401) 222-1442  
website: [www.health.ri.gov](http://www.health.ri.gov)  
[lauren.piluso@health.ri.gov](mailto:lauren.piluso@health.ri.gov)



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### **Senior Farmers Market Nutrition Program (SFMNP)**

The SFMNP operates somewhat like the WIC-FMNP, providing low-income seniors with \$5 vouchers to be used at farmers markets. Unlike WIC vouchers, SFMNP programs can be utilized at some farmstands. The vouchers are distributed at senior centers. Farmers register individually with the Division of Agriculture to accept SFMNP. Many RI farmers are already certified, but it's a good practice to make sure that your farmers are registered.

It's important to help vendors understand what they can and cannot accept the vouchers as payment for. These vouchers can be used for fresh fruits, vegetables, honey and herbs.

It's important to make benefit recipients feel comfortable and welcome at the market. Hosting a Senior Day (or similar) event, maybe the last market day of each month, when seniors receive an additional discount, can encourage seniors to visit the market and also make it more worth their while.

SFMNP Coordinator: Peter Susi  
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Rhode Island Dept of Environmental Management  
235 Promenade Street  
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### **Credit/debit/electronic benefits transfer (EBT)**

Many American use plastic for their grocery shopping, whether it be credit cards, debit cards, or electronic benefit transfer cards (cards for food stamps benefits). It's difficult for individual vendors to accept these cards at farmers markets. A wireless card reader itself costs between \$700-\$1,000 and monthly fees run about \$30-\$70 dollars per month, depending on the number of transactions.

Many markets overcome these barriers by purchasing a single machine for an entire market. The machine can then be used by customers to purchase scrip or tokens, that are used at the market vendors. The credit/debit/EBT funds are deposited in a market bank account, and the vendors redeem the tokens with the manager at the end of market. Scrip or tokens can be created in 2 denominations to distinguish between credit & debit purchases (which have no restrictions) and EBT purchases, which do have restrictions. A market must be certified by the US Department of Agriculture to accept EBT, and vendors and customers must follow EBT guidelines.



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To become certified, go to [www.fns.usda.gov/snap](http://www.fns.usda.gov/snap) and fill out the application for retail stores who wish to accept EBT. If you want to fill the application out online you just have to create an account and username and then fill it out and it can be sent in via internet. If you want a paper copy of the application sent to you then call this number: (877) 823-4369. If you have any questions about the application contact: Maria Schamberger, Albany Field Office (518) 431-4274.

### **Fresh Bucks Token System in Rhode Island**

Fresh Bucks are metal coins in denominations of \$1 and \$5, first created by Farm Fresh RI for use with the EBT/credit card reader at the 2007 market season. Fresh Bucks are an easy way to allow Credit Card users and Food Stamp / SNAP / EBT users to participate at your RI farmers' market.

Farmers' market managers or farmstands can contact Farm Fresh to acquire Fresh Bucks coins for use at their Rhode Island market. We encourage markets to keep Fresh Bucks in circulation through the season, and have materials to help explain Fresh Bucks to market-goers.

Here's how it works at Farm Fresh RI markets. Fresh Bucks are provided as a service to encourage patronage of the local farmers' market. Farm Fresh RI runs a booth at the market that serves as a single "point of sale" with a wireless card-processing machine. Customers swipe a credit or debit Ccard for \$5 coins or an EBT card for \$1 coins to spend at any food vendor. Food vendors can then redeem Fresh Bucks at the Farm Fresh booth and we write a check by the end of the market.

There are currently no redemption fees for farms or other participating vendors. Customers with credit cards are charged \$1 for each transaction to cover the 2-3% processing fees we pay and our wireless service. While we may lose some money on larger credit card transactions, this loss is balanced by the smaller transactions; the convenience for customers; and the increased revenue potential for local farms at the market. There are no fees for customers with EBT cards.

Since \$1 Fresh Bucks coins function as a scrip system that allows EBT users to participate in the market, the same restrictions that apply to EBT also apply to Fresh Bucks. A \$1 coin can pay for any food item that is not served hot or for immediate consumption. \$1 coins can also pay for food-growing plant starts. A cup of coffee, flowers, soap or a sandwich at the market is unfortunately off limits. Baked goods should be wrapped in a bag for consumption after the market. The USDA provides a full list of Food Stamp eligible items.

Consistent with EBT rules, there is no change given for \$1 coins. It's not very hard for customers to spend the full \$1 and serves as a commitment to supporting local food producers.



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We make sure all of our vendors know these details. We display EBT, Visa and Mastercard signage at our booth explaining Fresh Bucks to customers. We also provide point of sale signage for farmers and other vendors at the market saying "Fresh Bucks accepted". At the Farm Fresh booth we provide gift tags and a special baggie for customers purchasing Fresh Bucks as a gift. We also coordinate with the SNAP Outreach Program for web, print and on-the-street outreach.

Farm Fresh RI will redeem Fresh Bucks from farmers and farmers' market managers for US dollars. Farmers at markets managed by Farm Fresh RI can receive same-day reimbursement by check. More information on this program can be found at [www.farmfreshri.org/about/freshbucks.php](http://www.farmfreshri.org/about/freshbucks.php).

### **Promoting your Market**

Naturally to have a successful market, you need to find the best way to inform your customer base about your market. Making posters and other paper advertisements are a good way to get the word out.

Some ideas for promoting your market:

- Visit community centers, senior centers, libraries or schools to do presentations
- Radio/tv interviews (free) Send a press release to your local media outlets!
- Bus or bus stop ads
- Newspaper article about the market or advertisements
- Use your network of organizations that are like-minded to send out emails advertising the market or hold an opening event
- Work with local chefs and restaurants to promote the market. Consider inviting chefs to host cooking demonstrations

Farm Fresh has complete listings of all RI farmers markets on its website. Please check the site at [www.farmfresh.org](http://www.farmfresh.org) to list your market. These listings are used to create promotional lists of markets on bookmarks. These bookmarks are distributed across the state. Listing on the site will guarantee the listing of your market on the bookmarks.

### **Opening Day**

The early days of a market's life can be frustrating and uncomfortable. It takes time to build up support for the market. It can be hard even for the most committed would-be customers to remember to visit the market at the right time and day. Talk with vendors to ensure that they understand the time commitment the market requires and that they must stay for the duration of the market day and they must come to every market. Customers won't feel excited about coming to the market if the vendors don't feel excited about sticking around.

Farmers are at the market to make their living. A big part of your work as a market master is to support your vendors and to support the vitality of the market. This means thinking creatively about ways to bring people in and to make them want to stay.



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Remember that the market is both a business setting and a service to the community and you must balance both sides of this scale.

### Possible conflicts

As a market master, it's ultimately up to you to foster and maintain a good work environment. This means foreseeing possible conflicts, amongst various market community members, and working to avoid or resolve them. As part of the market management, you need to establish and communicate the rules of the market. Make them clear to vendors and other relevant parties from the beginning to prevent problems later. You're the one enforcing these rules, as well. Find a method that is comfortable for you and fair to vendors.

### Ongoing /responsibilities

The market should feel comfortable and pleasant both for vendors and for customers -- and also for you! Staying on top of your continuing responsibilities can help keep things running smoothly, and overall make the market better and your job easier. Tasks to keep in mind include

- Checking in with vendors that they attend market and sell only approved items,
- Maintaining publicity for the market to ensure steady attendance,
- Continuing outreach to new customers and, if necessary, new vendors,
- Requesting regular feedback from vendors,
- Collecting vendor fees and paying bills,
- Making sure the markets' financial obligations are taken care of.

It is very helpful to have cell phone or home phone numbers for all of your vendors in case you need to contact them on short notice or touch base about a market-related issue during the week.

### Events

People really enjoy going to farmer's markets and it's great to make it an event for them to come, enjoy the sights and maybe even stay around for a while. Here are some ideas for events at the market:

**Music:** Invite music acts to play. Think about what type of music market customers would enjoy. Kid-friendly music is often a big hit at markets with lots of families. Think about where a musician could set-up, whether they need electricity, if there is a shady spot for the musician to play and shady, grassy spot in which families can sit and enjoy the music

**Workshops:** The market is also a great space to host workshops or tables with information on relevant topics like composting or vermiculture. Or consider having



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visiting community organizations that would create interest and enjoy the public exposure.

**Cooking Demonstrations:** Cooking demonstrations are a great way to draw customers to the market and offer nutrition education and cooking tips.

Johnson and Wales University's Veggin Out! program uses local produce to prepare healthy, culturally appropriate and affordable meals at farmers markets. Working with the WIC department, Veggin' Out draws in large crowds to markets and offers free samples and taste tests. Veggin' Out attends markets with high WIC redemption rates for free. Contact the Rhode Island WIC office for more information on Veggin' Out.

The University of Rhode Island's SNAP Education Program also does cooking demonstrations at the farmers market, cooking up easy, healthy, and affordable meals. Find out more information at: <http://www.uri.edu/ce/fsnep/index.html>

A tomato tasting or corn-shucking contest are other ideas for market events. Many, many more ideas can be found with a quick web search for “farmers market events.”

### **State Farmers Market Association**

Rhode Island has a State Farmers Market Association. This nonprofit helps administer the state's Senior Farmers Market Nutrition Program. Contact Peter Susi at the RI Division of Agriculture for more information.

Peter Susi

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Rhode Island Dept of Environmental Management

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**RHODE ISLAND**  
Electronic Benefit Transfer

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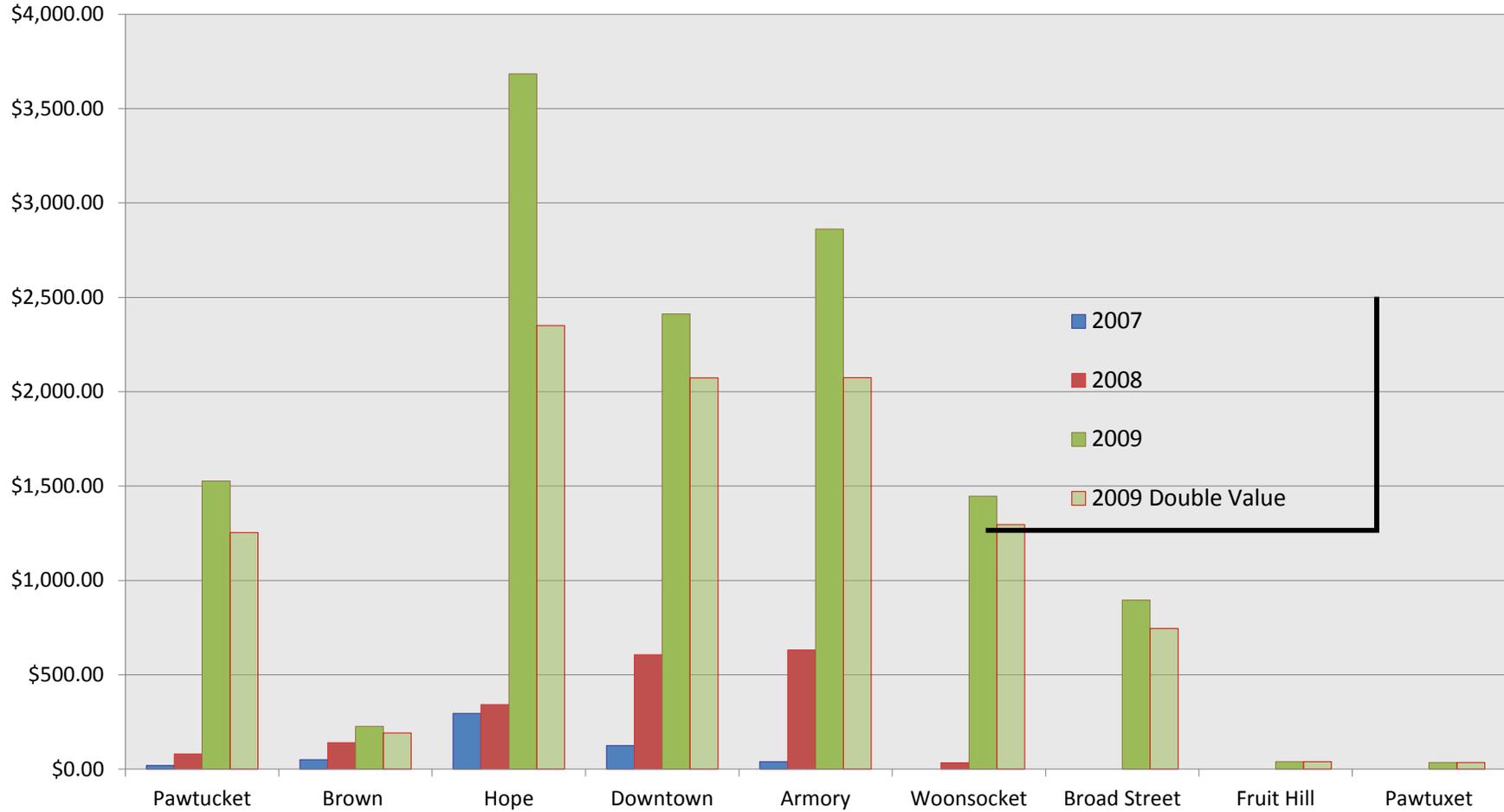


 **Farmers' Market**  
EBT WIC Every **FRIDAY 11-2** at **KENNEDY PLAZA Jun-0**

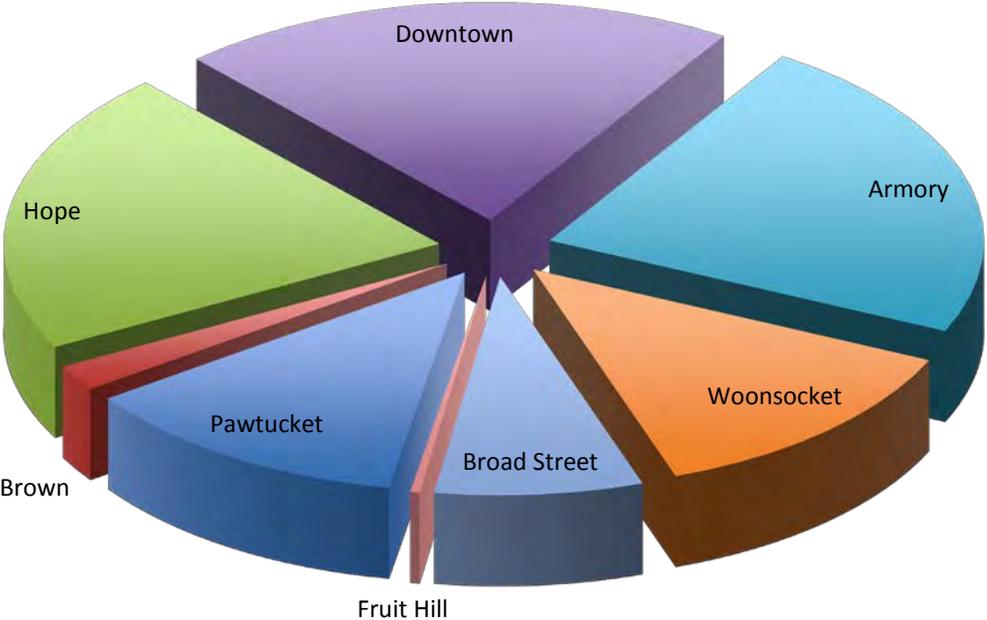




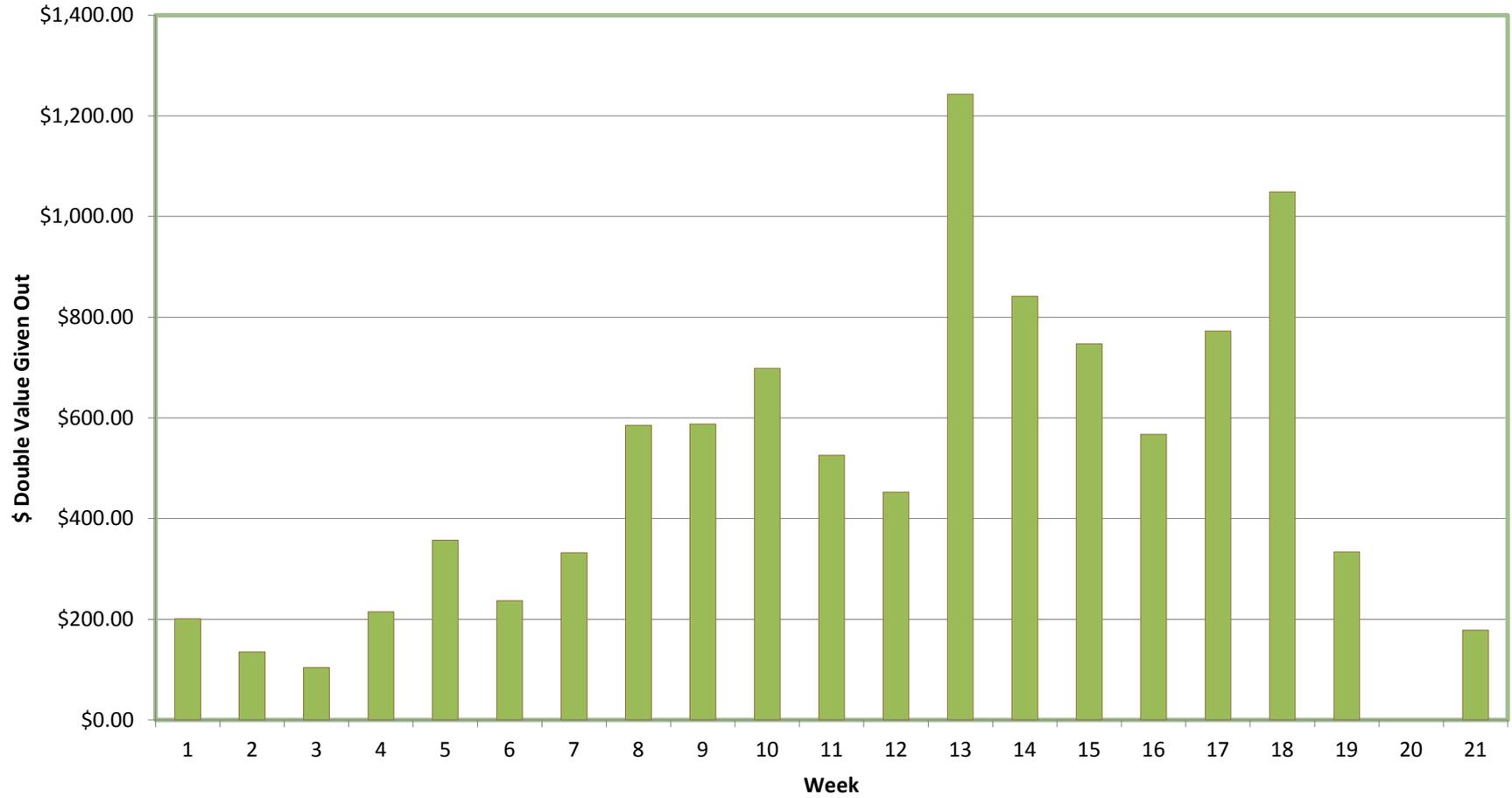
## Yearly EBT Sales by Market



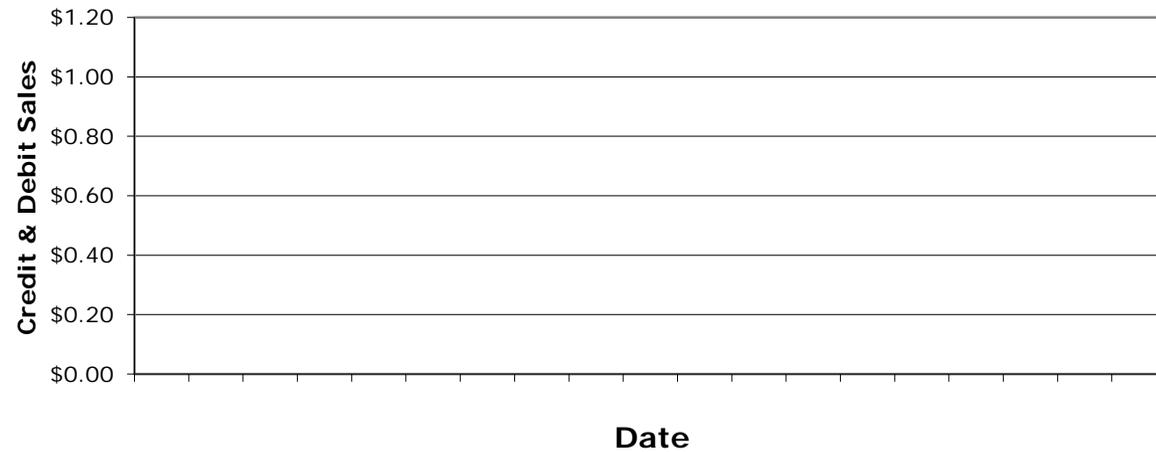
# Chart Title



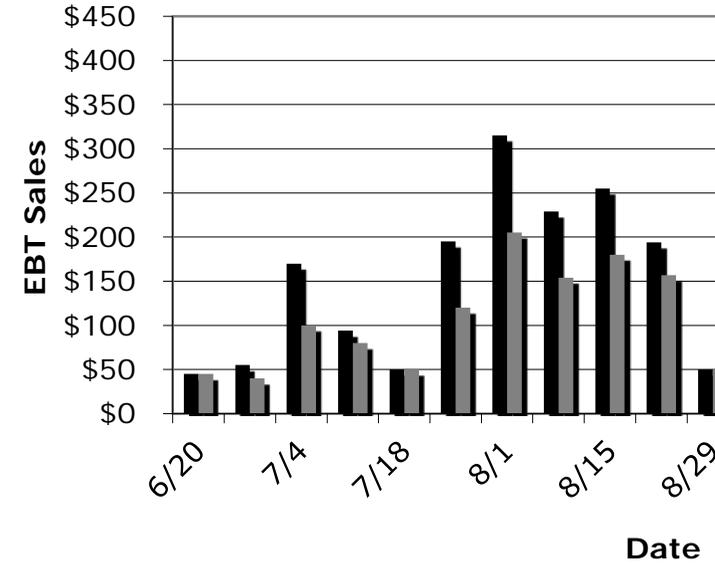
## Double Value \$ by Week



## 2009 Hope Street Market Credit & Debit Card Sales



## 2009 Hope Street Market EBT Sales



Date	Sales
6/13/2009	\$1,104.00
6/20/2009	\$1,500.00
6/27/2009	\$795.00
7/4/2009	\$1,285.00
7/11/2009	\$972.00
7/18/2009	\$1,241.00
7/25/2009	\$1,342.00
8/1/2009	\$900.00
8/8/2009	\$945.00

### Quick Facts 2009:

Total Number of Transactions This Season: **692\***  
 Average Number of Transactions Per Week: **35**  
 Average Transaction Amount: **\$34.66**  
 Total 2009 Sales: **\$23,983.00\***  
 Average Sales Per Week: **\$1,208.58**

Date	(black bar) EBT Sales	(gray bar) Double Value
6/20/2009	\$45.00	\$45.00
6/27/2009	\$55.00	\$40.00
7/4/2009	\$170.00	\$100.00
7/11/2009	\$94.00	\$80.00
7/18/2009	\$50.00	\$50.00
7/25/2009	\$195.00	\$120.00
8/1/2009	\$315.00	\$205.00
8/8/2009	\$229.00	\$154.00
8/15/2009	\$255.00	\$180.00
8/22/2009	\$194.00	\$157.00

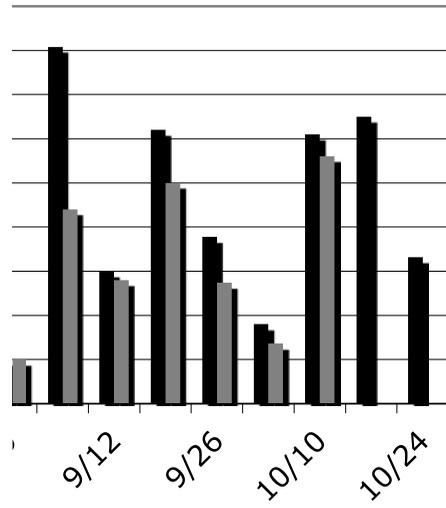
### Quick Facts

Total Number of Transactions: **232**  
 Average Transaction Amount: **\$12.94**  
 Total EBT Sales: **\$1,944.00**  
 Average EBT Sales Per Week: **\$194.40**

8/15/2009	\$1,400.00	*Does not include market on 6/6/09
8/22/2009	\$1,753.50	
8/29/2009	\$605.00	
9/5/2009	\$1,560.00	
9/12/2009	\$920.00	
9/20/2009	\$1,875.50	
9/26/2009	<b>\$1,315.00</b>	
10/3/2009	\$1,025.00	
10/10/2009	\$1,435.00	
10/17/2009	\$990.00	
10/24/2009	\$1,020.00	

8/29/2009	\$50.00	\$50.00	*some data
9/5/2009	\$404.00	\$220.00	
9/12/2009	\$150.00	\$140.00	
9/20/2009	<b>\$310.00</b>	<b>\$250.00</b>	
9/26/2009	\$189.00	\$137.00	
10/3/2009	\$90.00	\$68.00	
10/10/2009	\$305.00	\$280.00	
10/17/2009	325	\$0.00	
10/24/2009	\$166.00	\$0.00	

## Net EBT Sales



### acts 2009:

Number of EBT Transactions:

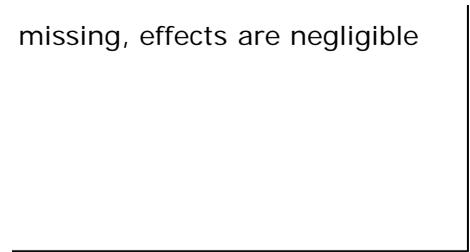
Transactions per Week: **13**

Transaction Amount:

Sales: **\$3,591.00**

BT Per Week: **\$189.00**

missing, effects are negligible





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y				Fruit Hill Wednesday										
Ave EBT	\$DV	EBT+DV	Ave DV	\$CC/D	#Trans	Ave CC/D	Date	\$EBT	#Trans	Ave EBT	\$DV	EBT+DV	Ave DV	\$CC/D
							6/10/2009							
							6/17/2009							
							6/24/2009							
							7/1/2009							
							7/8/2009							
							7/15/2009							
							7/22/2009							
							7/29/2009							
							8/5/2009							
							8/12/2009							
							8/19/2009							
							8/26/2009							
							9/2/2009							
\$12.50	\$50.00	\$125.00	\$8.33				9/9/2009	\$30.00	3	\$10.00	\$30.00	\$60.00	\$10.00	
\$10.00	\$10.00	\$20.00	\$10.00				9/16/2009	\$10.00	1	\$10.00	\$10.00	\$20.00	\$10.00	
\$10.00	\$10.00	\$20.00	\$10.00				9/23/2009					\$0.00		
\$8.67	\$26.00	\$52.00	\$8.67				9/30/2009					\$0.00		
\$10.17	\$51.00	\$112.00	\$8.50				10/7/2009					\$0.00		
\$9.00	\$45.00	\$90.00	\$9.00									\$0.00		
		\$0.00										\$0.00		
		\$0.00										\$0.00		
		\$0.00										\$0.00		
		\$0.00										\$0.00		
<b>\$10.06</b>	<b>#####</b>	<b>#####</b>	<b>\$9.08</b>					<b>####</b>	<b>4</b>	<b>\$10.00</b>	<b>####</b>	<b>#####</b>	<b>####</b>	

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		Armory									Thursday		Downtown	
#Trans	Ave CC/D	Date	\$EBT	#Trans	Ave EBT	\$DV	EBT+DV	Ave DV	\$CC/D	#Trans	Ave CC/D	Date		
		6/11/2009	117	6	\$19.50	45	\$162.00	\$7.50	\$50.00	3	\$16.67	6/12/2009		
		6/18/2009	35	4	\$8.75	35	\$70.00	\$8.75	\$135.00	7	\$19.29	6/19/2009		
		6/25/2009	\$42.00	4	\$10.50	\$37.00	\$79.00	\$9.25	\$74.00	2	\$37.00	6/26/2009		
		7/2/2009	\$80.00	7	\$11.43	\$65.00	\$145.00	\$9.29	\$102.50	5	\$20.50	7/3/2009		
		7/9/2009	\$106.00	8	\$13.25	\$62.00	\$168.00	\$7.75	\$115.00	5	\$23.00	7/10/2009		
		7/16/2009	\$68.00	7	\$9.71	\$53.00	\$121.00	\$7.57	\$85.00	2.5	\$34.00	7/17/2009		
		7/23/2009	\$70.00	9	\$7.78	\$70.00	\$140.00	\$7.78	\$80.00	3	\$26.67	7/24/2009		
		7/30/2009	\$38.00	6	\$6.33	\$38.00	\$76.00	\$6.33	\$111.00	6	\$18.50	7/31/2009		
		8/6/2009	\$130.00	13	\$10.00	\$120.00	\$250.00	\$9.23	\$42.00	2	\$21.00	8/7/2009		
		8/13/2009	\$158.00	12	\$13.17	\$103.00	\$261.00	\$8.58	\$85.00	3	\$28.33	8/14/2009		
		8/20/2009	\$111.00	7	\$15.86	\$65.00	\$176.00	\$9.29	\$35.00	2	\$17.50	8/21/2009		
		8/27/2009	\$120.50	13	\$9.27	\$110.50	\$231.00	\$8.50	\$4.00	4	\$1.00	8/28/2009		
		9/3/2009	\$260.00	29	\$8.97	\$241.00	\$501.00	\$8.31	\$35.00	2	\$17.50	9/4/2009		
		9/10/2009	\$197.00	20	\$9.85	\$192.00	\$389.00	\$9.60	\$135.00	8	\$16.88	9/11/2009		
		9/17/2009	\$220.00	21	\$10.48	\$200.00	\$420.00	\$9.52	\$120.00	6	\$20.00	9/18/2009		
		9/24/2009	\$143.00	14	\$10.21	\$118.00	\$261.00	\$8.43	\$65.00	4	\$16.25	9/25/2009		
		10/1/2009	\$306.50	26	\$11.79	\$221.50	\$528.00	\$8.52	\$195.00	7	\$27.86	10/2/2009		
		10/8/2009	\$356.00	30	\$11.87	\$275.25	\$631.25	\$9.18	\$59.00	9	\$6.56	10/9/2009		
		15-Oct	\$124.00	11	\$11.27	\$103.50	\$227.50	\$9.41	10	1	\$10.00	10/16/2009		
		10/22/2009	\$306.50	20	\$15.33	\$0.00	\$306.50	0	\$14.00	1	\$14.00	10/23/2009		
		10/29/2009	\$25.00	3	\$8.33	\$25.00	\$50.00	\$8.33	\$79.00	4	\$19.75	10/30/2009		
						\$0.00								
			#####	260	\$10.81	#####	#####	\$8.15	#####	86.5	\$19.63			
			143.5						\$77.64	4.11905				



Friday						Hope Street		Saturday				
\$EBT	#Trans	Ave EBT	\$DV	EBT+DV	Ave DV	\$CC/D	#Trans	Ave CC/D	Date	\$EBT	#Trans	Ave EBT
\$128.00	13	\$9.85	\$126.00	\$254.00	\$9.69				6/13/2009			
\$20.00	2	\$10.00	\$20.00	\$40.00	\$10.00				6/20/2009	\$45.00	5	\$9.00
\$7.00	3	\$2.33	\$7.00	\$14.00	\$2.33				6/27/2009	\$55.00	4	\$13.75
				\$0.00					7/4/2009	\$170.00	10	\$17.00
\$123.00	12	\$10.25	\$103.00	\$226.00	\$8.58				7/11/2009	\$94.00	8	\$11.75
\$32.00	3	\$10.67	\$30.00	\$62.00	\$10.00				7/18/2009	\$50.00	5	\$10.00
\$72.50	9	\$8.06	\$72.50	\$145.00	\$8.06				7/25/2009	\$195.00	12	\$16.25
\$45.00	5	\$9.00	\$45.00	\$90.00	\$9.00				8/1/2009	\$315.00	21	\$15.00
\$172.00	19	\$9.05	\$162.00	\$334.00	\$8.53				8/8/2009	\$229.00	16	\$14.31
\$174.00	17	\$10.24	\$164.00	\$338.00	\$9.65				8/15/2009	\$255.00	19	\$13.42
\$83.00	10	\$8.30	\$83.00	\$166.00	\$8.30				8/22/2009	\$194.00	17	\$11.41
\$88.50	10	\$8.85	\$87.50	\$176.00	\$8.75				8/29/2009	\$50.00	6	\$8.33
\$362.50	28	\$12.95	\$220.50	\$583.00	\$7.88				9/5/2009	\$404.00	22	\$18.36
\$110.00	12	\$9.17	\$110.00	\$220.00	\$9.17				9/12/2009	\$150.00	14	\$10.71
\$124.50	13	\$9.58	\$124.50	\$249.00	\$9.58				9/20/2009	\$310.00	25	\$12.40
\$155.00	16	\$9.69	\$155.00	\$310.00	\$9.69				9/26/2009	\$189.00	13	\$14.54
\$296.00	24	\$12.33	\$213.00	\$509.00	\$8.88				10/3/2009	\$90.00	7	\$12.86
\$152.00	15	\$10.13	\$142.00	\$294.00	\$9.47				10/10/2009	\$305.00	28	\$10.89
\$160.50	17	\$9.44	\$150.50	\$311.00	\$8.85				10/17/2009	325		
\$38.00			\$0.00	\$38.00		20	3		10/24/2009	\$166.00		
\$68.00	9	\$7.56	\$58.00	\$126.00	\$6.44				10/30/2009	\$93.00	8	\$11.63
				\$0.00								
#####	237	\$9.34	#####	#####	\$8.57					#####	240	#####
										\$189.00	13.65	

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Last Updated: 10/26/2009

\$DV	EBT+DV	Ave DV	\$CC/D	#Trans	Ave CC/D
			\$1,104.00	40	\$27.60
\$45.00	\$90.00	\$9.00	\$1,500.00	42	\$35.71
\$40.00	\$95.00	\$10.00	\$795.00	25	\$31.80
\$100.00	\$270.00	\$10.00	\$1,285.00	33	\$38.94
\$80.00	\$174.00	\$10.00	\$972.00	29	\$33.52
\$50.00	\$100.00	\$10.00	\$1,241.00	40	\$31.03
\$120.00	\$315.00	\$10.00	\$1,342.00	40	\$33.55
\$205.00	\$520.00	\$9.76	\$900.00	29	\$31.03
\$154.00	\$383.00	\$9.63	\$945.00	31	\$30.48
\$180.00	\$435.00	\$9.47	\$1,400.00	33	\$42.42
\$157.00	\$351.00	\$9.24	\$1,753.50	54	\$32.47
\$50.00	\$100.00	\$8.33	\$605.00	19	\$31.84
\$220.00	\$624.00	\$10.00	\$1,560.00	44	\$35.45
\$140.00	\$290.00	\$10.00	\$920.00	29	\$31.72
<b>\$250.00</b>	\$560.00	\$10.00	\$1,875.50	48	\$39.07
\$137.00	\$326.00	<b>\$10.54</b>	<b>\$1,315.00</b>	<b>40</b>	\$32.88
\$68.00	\$158.00	\$9.71	\$1,025.00	25	\$41.00
\$280.00	\$585.00	\$10.00	\$1,435.00	36	\$39.86
\$0.00	\$325.00	\$0.00	\$990.00	27	\$36.67
\$0.00	\$166.00	\$0.00	\$1,020.00	28	\$36.43
\$75.00	\$168.00	\$9.38	\$835.00	32	\$26.09
<b>\$2,351.00</b>	<b>#####</b>	<b>\$8.75</b>	<b>#####</b>	<b>724</b>	<b>\$34.28</b>
			<b>\$1,181.81</b>	<b>34.48</b>	

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Saturday					Pawtucket Sunday									
#Trans	Ave EBT	\$DV	EBT+DV	Ave DV	\$CC/D	#Trans	Ave	CC/D	Date	\$EBT	#Trans	Ave EBT	\$DV	EBT+DV
									6/14/2009	\$34.00	3	\$11.33	\$30.00	\$64.00
									6/21/2009	\$46.00	5	\$9.20	\$35.00	\$81.00
									6/29/2009	\$22.00	2	\$11.00	\$20.00	\$42.00
									7/5/2009	\$70.00	5	\$14.00	\$50.00	\$120.00
									7/12/2009	\$69.00	7	\$9.86	\$59.00	\$128.00
									7/19/2009	\$26.00	4	\$6.50	\$26.00	\$52.00
									7/26/2009	\$25.50	4	\$6.38	\$25.50	\$51.00
									8/2/2009	\$223.00	19	\$11.74	\$190.00	\$413.00
									8/9/2009	\$94.00	11	\$8.55	\$94.00	\$188.00
									8/16/2009	\$50.00	4	\$12.50	\$40.00	\$90.00
									8/23/2009	\$65.00	9	\$7.22	\$65.00	\$130.00
									8/30/2009	\$55.00	8	\$6.88	\$55.00	\$110.00
									9/6/2009	\$241.00	13	\$18.54	\$155.00	\$396.00
									9/13/2009	\$95.00	11	\$8.64	\$95.00	\$190.00
									9/20/2009	\$86.00	9	\$9.56	\$62.00	\$148.00
3	\$10.00	\$30.00	\$60.00	\$10.00					9/27/2009	\$22.00	3	\$7.33	\$22.00	\$44.00
			\$0.00						10/4/2009	\$202.00	16	\$12.63	\$145.00	\$347.00
1	\$5.00	\$5.00	\$10.00	\$5.00					10/11/2009	\$102.00	9	\$11.33	\$85.00	\$187.00
			\$0.00						10/18/2009					\$0.00
			\$0.00						10/25/2009					\$0.00
			\$0.00						11/1/2009					\$0.00
			\$0.00						11/8/2009					\$0.00
<b>4</b>	<b>\$7.50</b>	<b>####</b>	<b>\$70.00</b>	<b>\$7.50</b>					<b>Totals</b>	<b>#####</b>	<b>142</b>	<b>\$10.18</b>	<b>\$1,253.50</b>	<b>#####</b>

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		<b>Totals</b>							
<b>Ave DV</b>	<b>\$CC/D #Trans Ave CC/D</b>	<b>Week</b>	<b>\$EBT</b>	<b>#Trans</b>	<b>Ave EBT</b>	<b>\$DV</b>	<b>EBT+DV</b>	<b>Ave DV</b>	<b>\$CC/D #Trans Ave CC/D</b>
\$10.00		1	\$279.00	22	\$12.68	\$201.00	\$480.00	\$9.14	
\$7.00		2	\$146.00	16	\$9.13	\$135.00	\$281.00	\$8.44	
\$10.00		3	\$126.00	13	\$9.69	\$104.00	\$230.00	\$8.00	
\$10.00		4	\$320.00	22	\$14.55	\$215.00	\$535.00	\$9.77	
\$8.43		5	\$445.00	41	\$10.85	\$357.00	\$802.00	\$8.71	
\$6.50		6	\$259.00	28	\$9.25	\$237.00	\$496.00	\$8.46	
\$6.38		7	\$407.00	39	\$10.44	\$332.00	\$739.00	\$8.51	
\$10.00		8	\$738.00	64	\$11.53	\$585.00	\$1,323.00	\$9.14	
\$8.55		9	\$693.00	65	\$10.66	\$588.00	\$1,281.00	\$9.05	
\$10.00		10	\$861.50	77	\$11.19	\$698.50	\$1,560.00	\$9.07	
\$7.22		11	\$609.00	60	\$10.15	\$526.00	\$1,135.00	\$8.77	
\$6.88		12	\$490.00	53	\$9.25	\$453.00	\$943.00	\$8.55	
\$11.92		13	\$1,747.50	136	\$12.85	\$1,243.50	\$2,991.00	\$9.14	
\$8.64		14	\$925.00	91	\$10.16	\$842.00	\$1,767.00	\$9.25	
\$6.89		15	\$871.50	80	\$10.89	\$747.50	\$1,619.00	\$9.34	
\$7.33		16	\$649.50	59	\$11.01	\$567.50	\$1,217.00	\$9.62	
\$9.06		17	\$1,079.50	91	\$11.86	\$772.50	\$1,852.00	\$8.49	
\$9.44		18	\$1,228.50	114	\$10.78	\$1,048.75	\$2,277.25	\$9.20	
		19	\$689.50	37	\$18.64	\$334.00	\$1,023.50	\$9.03	
		20	\$510.50	20		\$0.00	\$510.50		
		21	\$206.00	22		\$178.00	\$384.00		
		22	\$0.00	0		\$0.00	\$0.00		
<b>\$8.57</b>		<b>#####</b>	<b>1150</b>	<b>\$11.34</b>	<b>#####</b>	<b>\$23,446.25</b>	<b>\$8.93</b>		



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<i>EBT sales</i>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2009 Double Value</b>
<b>Pawtucket</b>	\$20.00	\$81.00	\$1,527.50	\$1,253.50
<b>Brown</b>	\$50.00	\$141.00	\$227.00	\$192.00
<b>Hope</b>	\$295.00	\$342.00	\$3,684.00	\$2,351.00
<b>Downtown</b>	\$125.00	\$606.00	\$2,411.50	\$2,073.50
<b>Armory</b>	\$40.00	\$632.00	\$2,861.50	\$2,074.75
<b>Woonsocket</b>	\$0.00	\$34.00	\$1,446.50	\$1,295.50
<b>Broad Street</b>	\$0.00	\$0.00	\$896.00	\$745.00
<b>Fruit Hill</b>	\$0.00	\$0.00	\$40.00	\$40.00
<b>Pawtuxet</b>	\$0.00	\$0.00	\$35.00	\$35.00

	<b>#EBT Trans</b>
<b>Pawtucket</b>	142
<b>Brown</b>	22
<b>Hope</b>	240
<b>Downtown</b>	237
<b>Armory</b>	260
<b>Woonsocket</b>	147
<b>Broad Street</b>	88
<b>Fruit Hill</b>	4