Nederland

Farmers Market

Thank you!

Thank you for all the effort you put into coming to the market, whether it was just one event or all of them, you made it truly special and unique.

Our Mission: The purpose of The Market is to a operate farmers and artisanal market in Nederland, CO. Our mission is to build a market to be a profitable outlet for local business and agriculture, a valuable source of fresh and healthy foods for consumers, a valuable resource for community information and building social capital, and a profitable venue to support sustainable business.

LET'S
THIS

COLORADO
HEMP.
PRODUCTS
Herbs
BULK HERBS

Redemption Road
Redemption Road Coffee
Coffee For the Soul

BEANS
$6-$7
[royal burgundy]
GARLIC
$4-5
CABBAGE
$2-$3/ea
[Copenhagen]
JUICING
BEET
PESTO
BASIL
$6-$7

master
MASSAGE TABLES
FQD-557
540-QMC

Leavens
Gardens
SUNSET
TRACK & FIELD

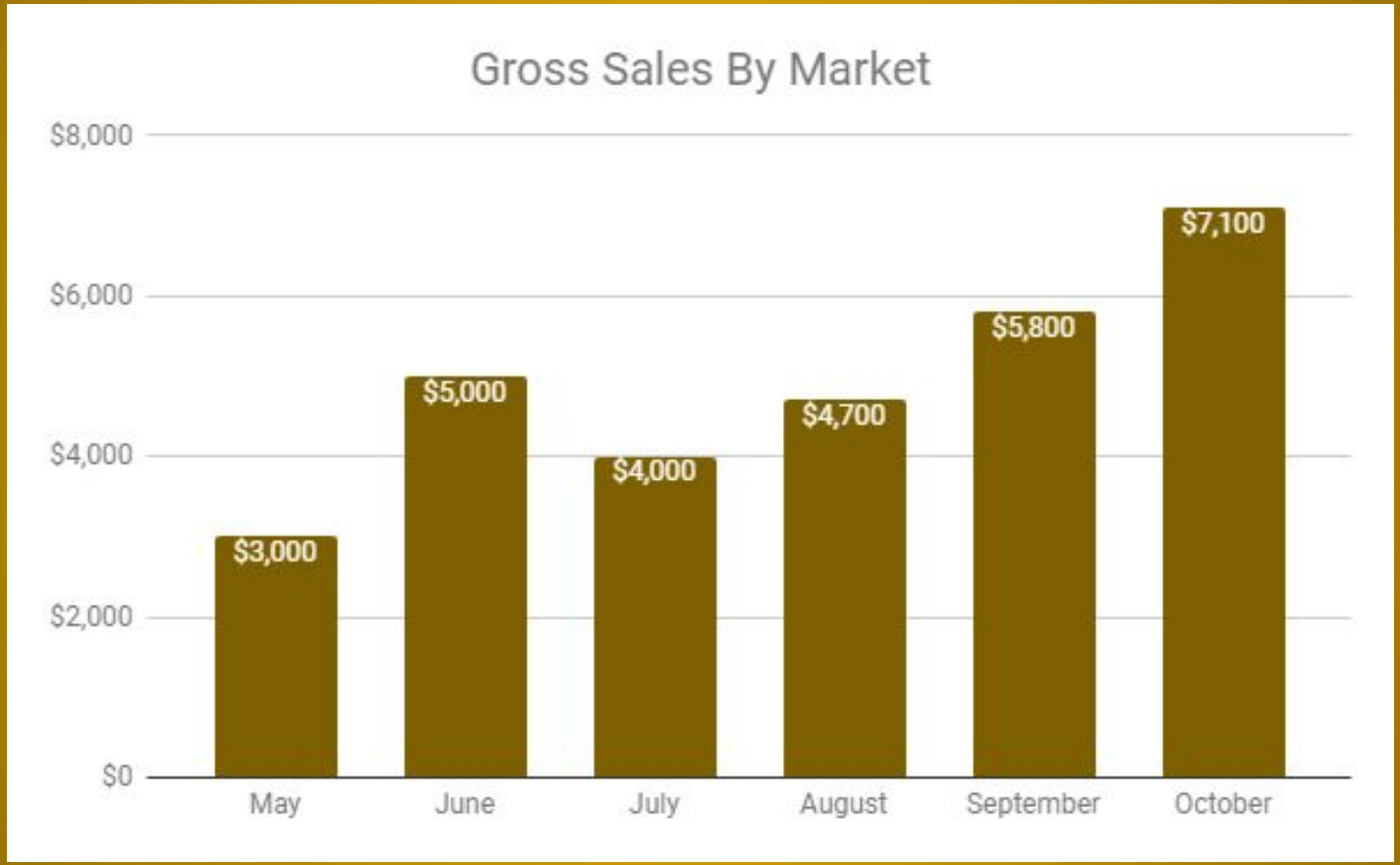
Volunteers are the key to success

Board hours gave 600 total hours
Market Volunteer gave 100 total hours

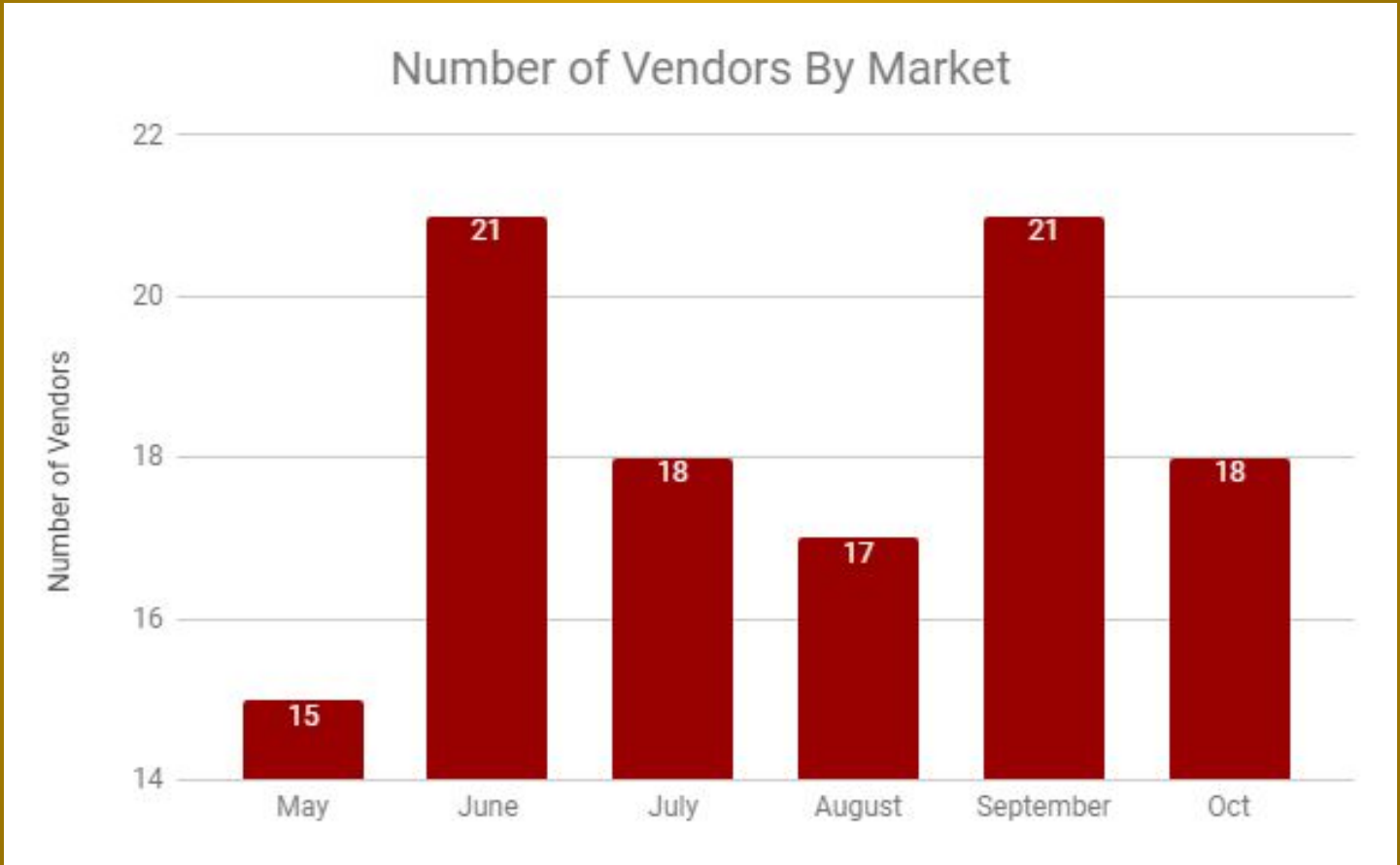
We are looking for volunteers to hold specific roles:

- MUSIC COORDINATOR
- COMMUNICATIONS/OUTREACH COORDINATOR (social and print media, flyers, advertisements etc.)
- SPECIAL EVENTS COORDINATOR
- PHOTOGRAPHER

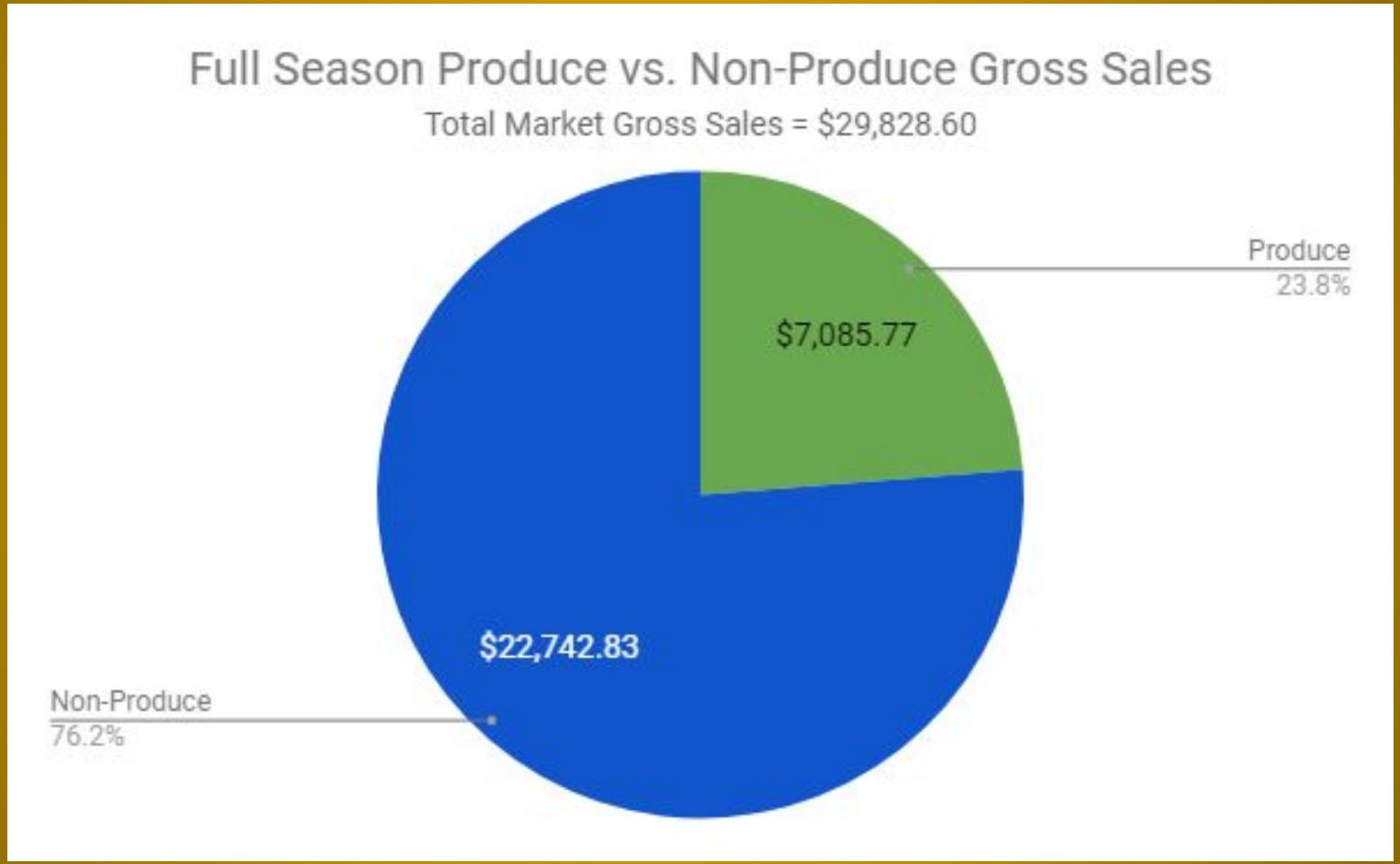
Statistics


Gross Sales By Market
$8,000
$6,000
$4,000
$2,000
$0
$3,000
$5,000
$4,000
$4,700
$5,800
$7,100
May
June
July
August
September
October

Statistics


Number of Vendors By Market
Number of Vendors
22
20
18
16
14
15
21
18
17
21
18
May
June
July
August
September
Oct

Statistics


Full Season Produce vs. Non-Produce Gross Sales
Total Market Gross Sales = $29,828.60
Produce
23.8%
$7,085.77
$22,742.83
Non-Produce
76.2%

Commitments

Please keep your commitments, spread the word, bring a friend to help volunteer

In order to do a weekly market event:

- We need to build up our customer base
- We need a committed group of ten volunteers for each market

Let's hear from you!

Break out session

Count out in groups of 5 to 10 (depending on # of attendants)
Discuss in your groups:

- What went well from a vendor perspective?
- What went well from a shopper perspective?
- What can we (the board) improve on....
  - ...support vendors/volunteers? What can we incentivize volunteers with? What bets attracts vendors?
  - ...Frequency for 2018?
  - ...support shoppers? Marketing?
- Did we achieve our mission? (See next slide)

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Improvements for next season

- For overall sustainability of the market, increase booth fees by $5.00 or increase NFM collection to 3.265% of sales
- Hire a Market Manager
- Write Grants this winter!
- Encourage more cooperative booths
- Increase volunteer group and introduce volunteer incentives

How to get more produce vendors?

- Outreach and Marketing
- Third-Party Resale Approval (individuals, fundraiser groups)
- Support local gardening. How can we support you?
- Farm meet and greets - need volunteers