Nederland
FARMERS MARKET

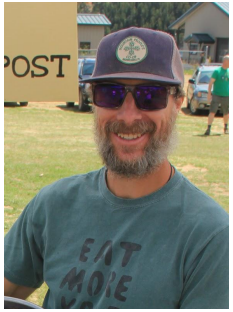
2018 Season Wrap-up

Welcome and Introductions
Board of Directors

Current

President
Market Manager

Treasurer
Finance Admin



Resale Coordinator
Music Coordinator

Vice President
Vendor Ambassador

Website Developer
Marketing

Future

YOU

Marketing Coordinator

YOU

Community Liaison

YOU

Music Coordinator

YOU

Secretary

Mission Statement

The purpose of The Market is to operate a non-profit farmers and artisanal market in Nederland, CO.

Our Mission is to:

- Build a market to be a profitable outlet for local business and agriculture;
- Be a valuable source of fresh and healthy foods for consumers;
- Be a valuable resource for community information and building social capital;
- Be a profitable venue to support sustainable business.

2018 Accomplishments

- NFM Registered as their own corporation with Colorado and the Federal Government for non-profit status, sponsors covered or filing fees.
- Increased Advertising and Customer Base.
- Approved as a SNAP and DUFB Vendor.
- Increased vendor participation.
- Increased Sponsor Revenue.
- Increased Market Property and Amenities.

Marketing

Backdoor Theatre Advertisements

Sandwich Boards

Banners

Design Program: Canva

Flyers

Magnets

Facebook

Instagram

MMAC Monthly Publication

Twitter

High Peaks Art Festival Program

2018 MARKET DATES
MAY 20
JUNE 10
JULY 8
AUGUST 12
SEPTEMBER 9
OCTOBER 14
Nederland
FARMERS MARKET
SECOND SUNDAYS
10-2
200 East St.
Guercio Field
Follow us

Nederland
FARMERS MARKET
Second Sundays 10 am - 2 pm, Guercio Field
Its our biggest season yet!
Come visit beautiful Nederland, grab some high altitude produce, eggs, kombucha, coffee, tea and artisan products!
Groove out to local musicians and stay for lunch.
nederlandfarmersmarket.org

Nederland
FARMERS MARKET
September 9th 2018
10 am - 2 pm, Guercio Field, 200 East St. Nederland
Back by popular demand, Chile Roasting! The NFM staff will be roasting an assortment of peppers and other vegetables for make your own "Roasted Salsa" kits. Recipes will be available.
Groove out to local musicians Eric Stone and Bamboche and stay for lunch from fare provided by local food trucks.
nederlandfarmersmarket.org

2018 MARKET DATES
SECOND SUNDAYS
10-2
200 East St.
Guercio Field
MAY 20
JUNE 10
JULY 8
AUGUST 12
SEPTEMBER 9
OCTOBER 14
Applications available NOW
nederlandfarmersmarket@gmail.com
Nederland
FARMERS MARKET

Nederland
FARMERS MARKET
Thank You for helping us reach our first
500 Followers
...AND for helping make our first market of the season a success!
We appreciate your support, we couldn't do it without you. We look forward to seeing all of you down at the market this summer

Calling for Vendors!
Join us in our 3rd Annual Market Season
Nederland
FARMERS MARKET

YOUR HEALTHY OPTIONS FROM FARM TO FORK
ONE STOP SHOP FOR LOCALLY SOURCED PRODUCTS

NEDERLAND FARMERS MARKET

with over 30 local vendors

produce herbal remedies eggs
soaps artisans jewelry
cottage foods

Music By
Nokuthula & Chis Smith

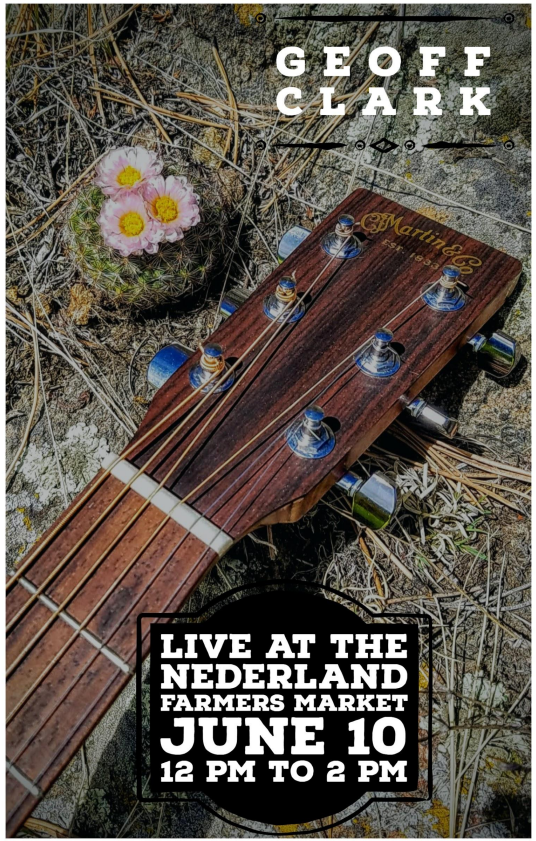
JULY 8TH

10 am - 2 pm

Guercio Field

200 East Street, Nederland

www.nederlandfarmersmarket.org



YOUR HEALTHY OPTIONS FROM FARM TO FORK
ONE STOP SHOP FOR LOCALLY SOURCED PRODUCTS

NEDERLAND FARMERS MARKET

with over 30 local vendors

produce herbal remedies eggs
soaps artisans jewelry
cottage foods

~Live Music~
Bamboche 10-12; Black Dog 12-2

AUGUST 12th

10 am - 2 pm

Guercio Field

200 East Street, Nederland

www.nederlandfarmersmarket.org

Bee Aware of Colorado Pollinator Month

honey

beeswax

mead

seeds

A SPECIAL THEMED MARKET WHERE YOU CAN LEARN ABOUT NATIVE PLANTS AND HOW TO PROTECT BEES AND OTHER POLLINATORS THAT HELP COMPLETE OUR FOOD CHAIN

Over 30 local vendors offering produce, eggs, artisans and more!

June 10th

10 am - 2 pm

nederlandfarmersmarket.org

Live Music
Sean Bryant & Geoff Clark

Nederland HARVEST MARKET

FUN FOR THE WHOLE FAMILY!

Sunday, October 14th

10 AM - 2 PM

Guerico Field, 200 E. St. Nederland, CO 80466

Featuring:
Pumpkin Patch &
Chile Roasting

Live Music by:
NoGo Gilbillies &
Sean Byrant

Nederland FARMERS MARKET

FOLLOW US: @nederlandfarmersmarket

NEDERLANDFARMERSMARKET.ORG

Help us kick-off market season!
Join us from
10 am - 2pm at Guercio Field
THIS SUNDAY MAY 20
Nederland
FARMERS MARKET

Swing down to this month's farmers market for fresh roasted chiles and salsa ingredients! Roasted live and in person by members of the board!

Nederland
FARMERS MARKET

Sunday, September 9th
10am - 2pm

Guercio Field
200 East Street, Nederland CO 80466

Nederland
FARMERS MARKET

Hatch Green Chile Roasting

Sunday, October 14th
10am - 2pm

Guercio Field
200 East Street, Nederland CO 80466

Pumpkin Patch

Live Music

A gourd time will be had by all!

Nederland
FARMERS MARKET

Pumpkin Patch

Hatch Green Chile Roasting

Live Music

Sunday, October 14th
10am - 2pm

Guercio Field
200 East Street, Nederland CO
80466

What's missing?
How can we improve?

Marketing Coordinator with branding experience!

Sole duties are:

- Design and submit material for advertisements
- Take photographs at events
- Works on outreach with local publications and radio
- Writes and submits press releases
- Creating a flyer campaign
- Facebook advertisements, Instagram posts
- Vendors Highlights
- Website (WIX site)
- Vendor recruitment to fill gaps in market

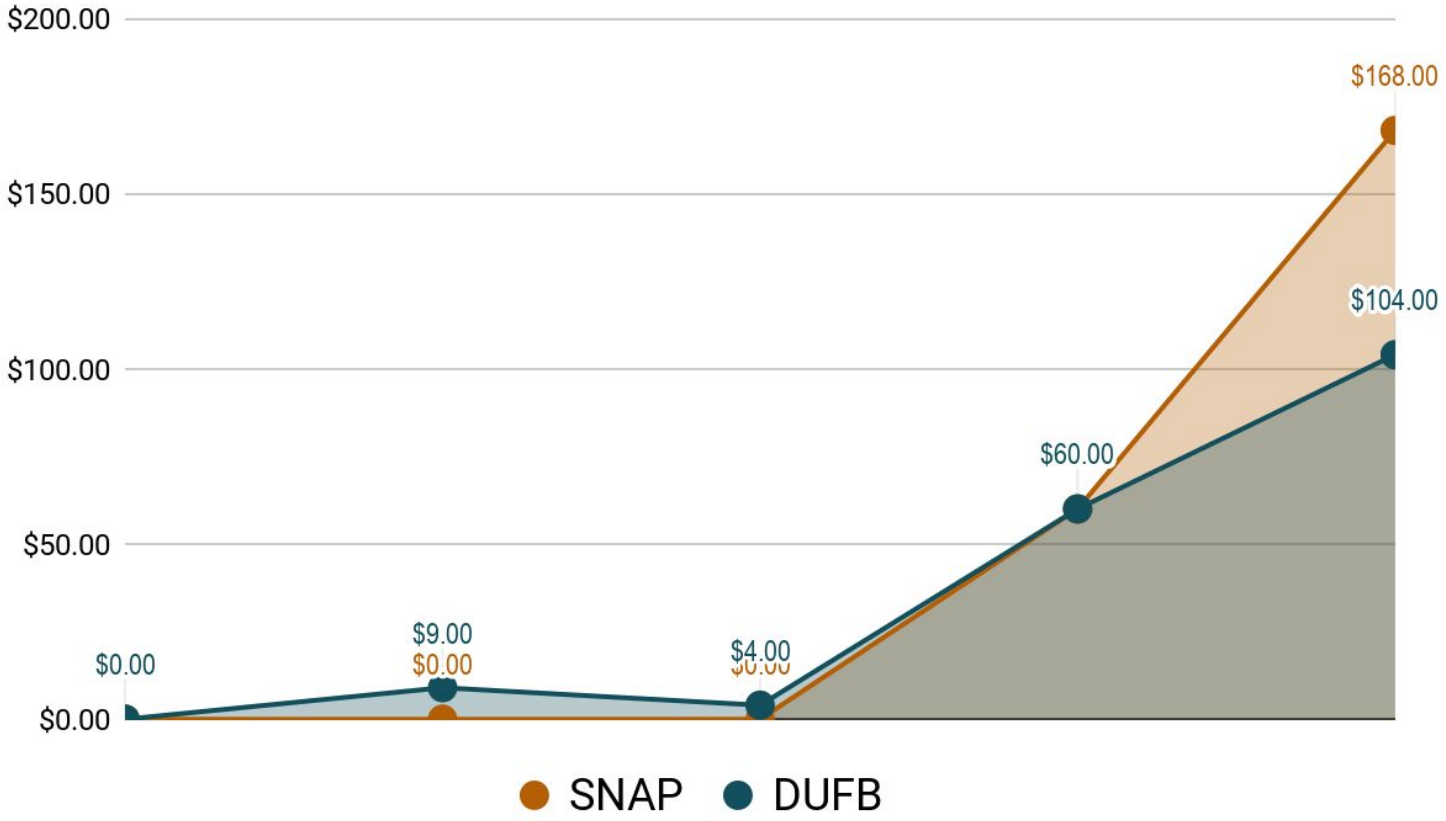
2018 Accomplishments:

SNAP & DUFB

NFM was approved as a SNAP vendor offering Food Stamps at the market: We also partnered with LiveWell to offer Double Up Food Bucks. To be able to increase SNAP options and to be approved as a WIC vendor, our market must offer more staple food categories, such as grains and dairy.

Staple Food Categories in 2018:
Fresh Vegetables & Fruit, Breads, Eggs, Dried Meat

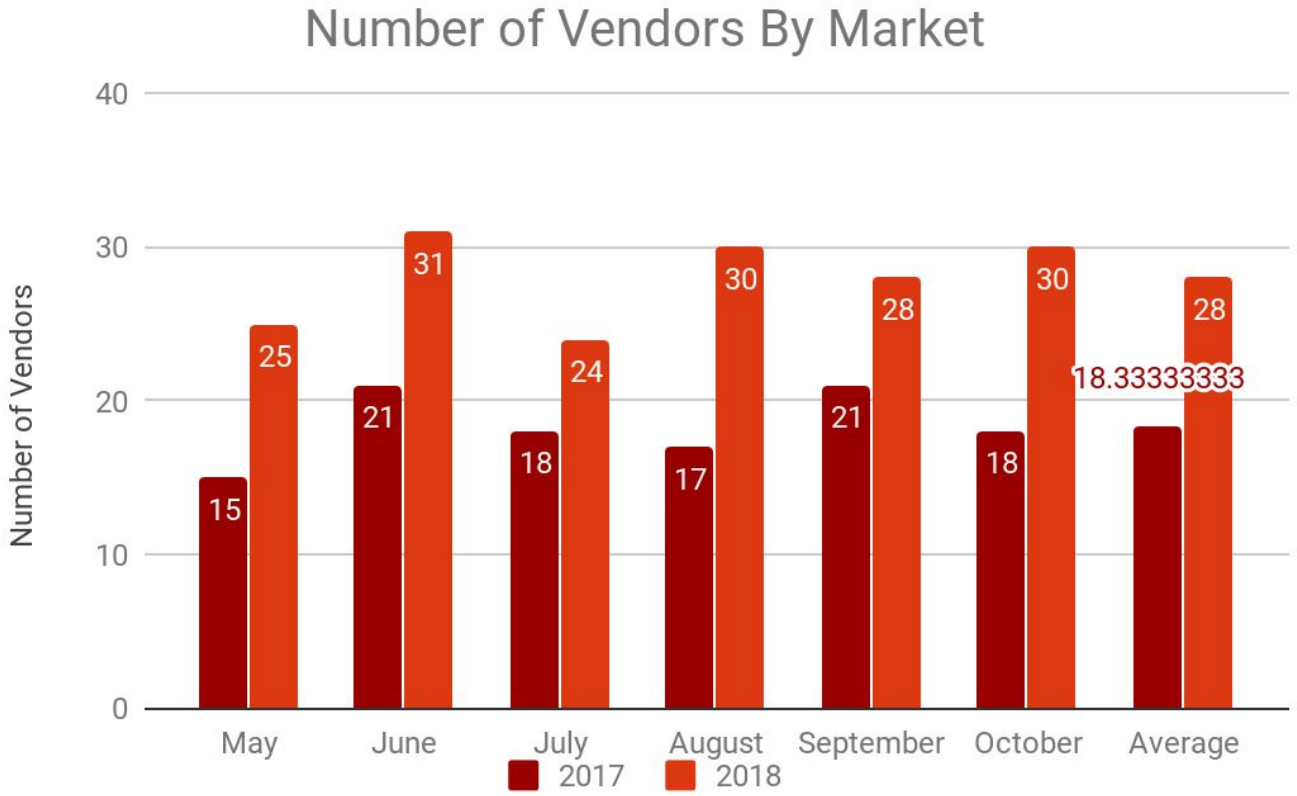
Foods Needed to Develop the Market:
Fresh Meat, Cheese, Milk, Nuts, Grains, Flours


$200.00
$150.00
$100.00
$50.00
$0.00
$168.00
$104.00
$60.00
$9.00
$0.00
$0.00
$4.00
SNAP
DUFB

64%

Vendor participation from 2017 to 2018

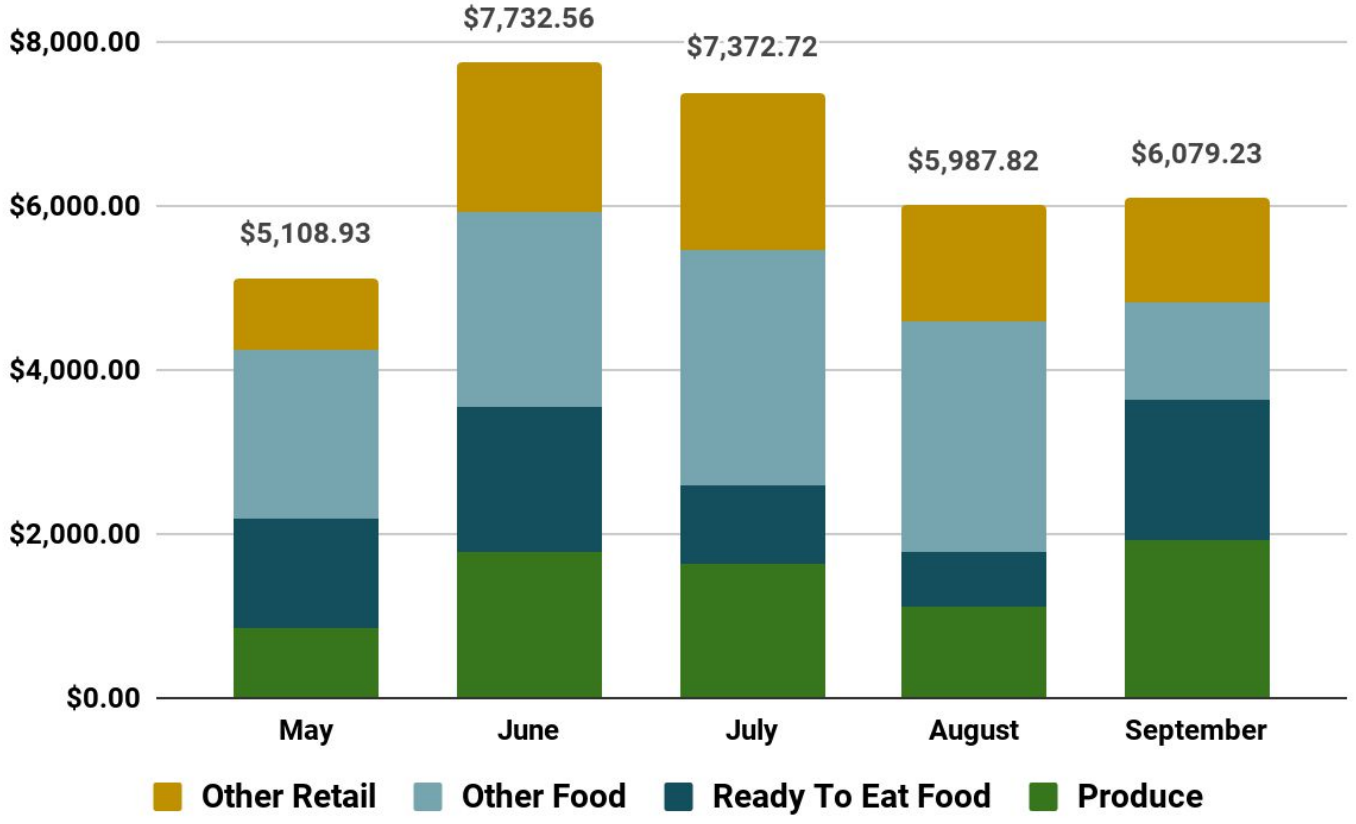
Vendor Participation



2018 Food vs. Other Gross Sales

Total Gross Sales= $32,27.26

Gross Sales by Market



2018 Sales Tax

Vendors submitting their own tax: 21

Vendors submitting tax through NFM: 30

Tax Amount Collected: $1124.34 (about $200/market)

Nederland Tax Revenue Generated: $1779.62

Total Tax Revenue Generated: $3025.78

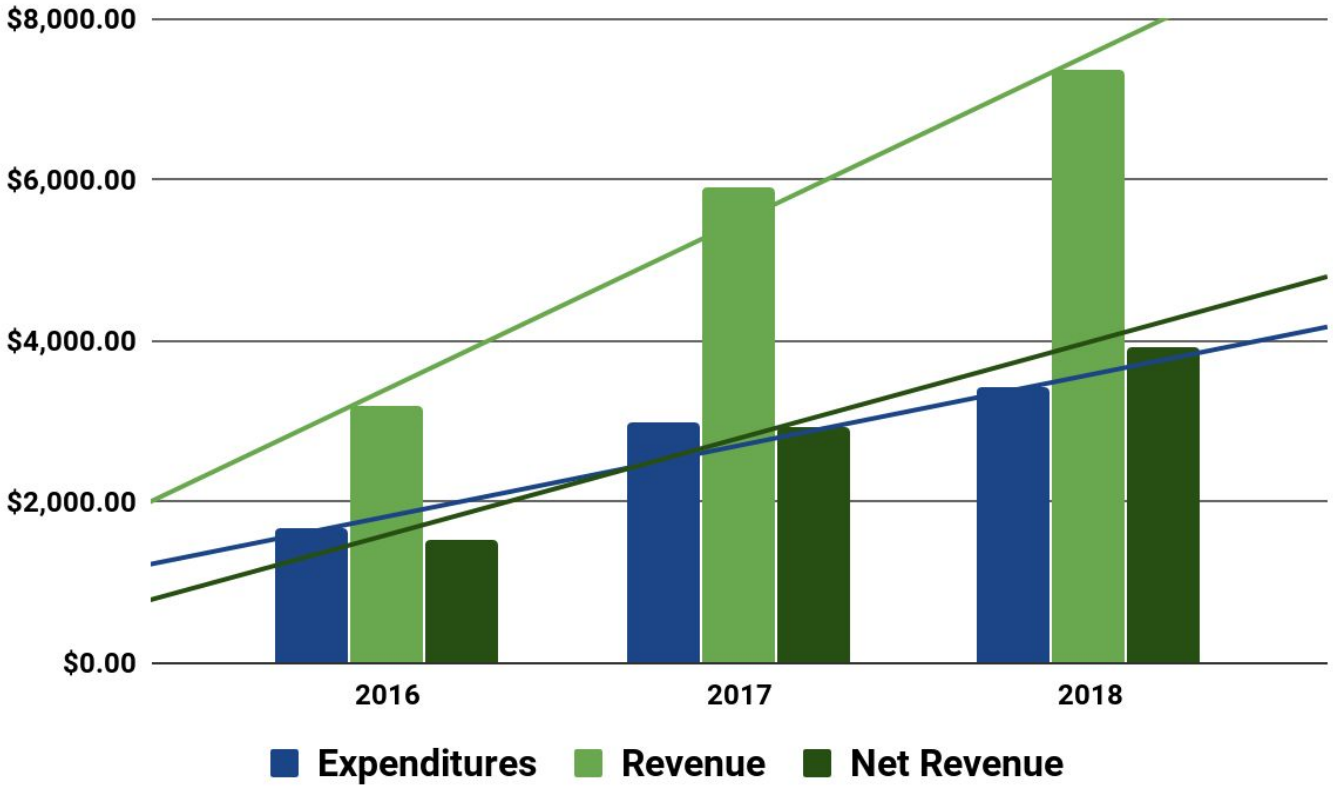
Rates:
Nederland: 4%

County: 0.985%

Special District: 1.1%

CO State: 2.90%

Market Revenue



Partnerships and Sponsors

Summer 2019 Sundays

May 12, 19, 26

June 2, 9, 16, 23, 30

July 7, 14, 21, 28

August 4, 11, 18, 25

September 1, 8 , 15, 22, 29

October 6, 13

We have been holding our events on the “Second Sunday” with exception to May, because of Mother’s Day

Considerations to think about?
Weather in May and October (snow potential)

2019 Market Options

Once per Month Frequency

Booth Fee: $30 single event, $150 full season

Variety: 50/50 split produce vs non produce

Once a month (6 Markets)

May 12/19/26, June 9, July 14, Aug 11, Sep 8, Oct 6/13

Higher Frequency Events

Booth Fee: $30 single event

Variety: 50/50 split produce vs non produce

Example: Every Other Week (11 Markets)

May 19, June 2, June 16, June 30, July 14, July 28, Aug 11, Aug 25, Sep 8, Sep 22, Oct 6

Break Out Session

Count off 1-5

Once in groups....

Choose one recorder and one spokesperson for the group

Please fill in your sheet

At the end, pick the top 3 highlights to report on

Turn in your sheet

Communication and logistics:
How are logistics communicated, how do we compare to other market communications, improvements?

Marketing/Advertisements
What more needs to happen?
What did you see that we did well?

Brainstorm on ....
How to focus on more local vendors?

How to focus on more customers?

How to increase fresh produce/Staple Foods vendors

How can we support the development of agriculture in Nederland/ Peak-to-Peak area?

Increased market events? (Twice a month? Every week?)
Why aren't we doing it?

How can we do it?

As vendors, do you have enough product/ time to be apart of a higher frequency market here in Nederland?

Other lingering thoughts?