



HCFM MARKET-MANAGEMENT ACTIVITIES

- **Oversee All Activities at Market, inc. *but not limited to***
 - ☑ Enforce market rules
 - ☑ Train/oversee volunteers at market
 - ☑ Schedule and coordinate all activities at market
 - ☑ Insure vendors adhere to WIC FMNP rules
 - ☑ Insure ADH and other regulations are met
 - Food handling / safety
 - Refrigerator temperature log / required temps met
 - Items that can be legally sold at market
 - ☑ Schedule all activities/cooking demos/events to insure minimal conflict and proper/safe use of facilities
 - ☑ Schedule Day Managers and other volunteers
 - ☑ Assign spaces to vendors
 - ☑ Collect rents from preregistered vendors
 - ☑ Register vendors as needed, collect registration fees, explain market rules, etc.
 - ☑ Daily radio ads from market - What's at Market - What's Happening!
 - ☑ Hold produce drawings and notify/photograph winners (have camera at market!)
 - ☑ Set out and pick up signs
 - ☑ Set up "welcome" table with coffee, tickets for drawings, notices, etc.
 - ☑ Clean up kitchen / appliances after each market day
 - ☑ Clean up restrooms/utility room after each market day
 - ☑ Restock all supplies after each market day
 - ☑ Schedule facility maintenance / repairs
 - ☑ Daily Market Manager Reports

- **Perform Farm Visits**
 - ☑ Visit each farm not known to managers/volunteers to insure products grown/produced by vendor
 - ☑ Visit farm to follow up on complaints that produce not grown by vendor

- **Work with MG's on activities at NDOG, inc. *but not limited to***
 - ☑ Garden planting, maintenance and harvesting
 - ☑ Garden workshops

- Donations of produce to WIC recipients, seniors and others who visit market
 - Educational signage/brochures
 - Donations of herbs/produce to local businesses/restaurants to promote garden & market
 - Fund-raising seed/herb sales at market
- **Recruit Growers / Vendors**
 - Contact potential growers/vendors prior to and throughout season to insure wide variety and adequate supply of products
 - Hold grower / public meetings prior to season and provide:
 - Registration info and forms
 - Food handling / safety training
 - WIC FMNP training
 - "Marketing Yourself" training
 - Market Maker, LocallyGrown.net
 - "Planning for the Season" training and find out what growers/vendors will be bringing and "fill in gaps"
 - Radio interviews and PSA's to both radio stations
 - Articles and PSA's to both newspapers.
 - Register growers and process all paperwork
 - Registration forms reviewed, approved by Market Manager and payments deposited
 - Checks for splits to Old Washington and Hope written and mailed with copy of applications
 - WIC FMNP applications reviewed, approved by Market Manager and forwarded by courier to Little Rock
 - All registration checklist items completed and appropriate information reviewed with vendor
 - Paperwork to Market Manager to be followed up on and/or filed in Market Management Notebook
- **Report to Overseer's Committee**
 - Market activities, vendor participation, customer traffic, etc.
 - Rents received and other monetary transactions
 - Any issues related to rules and changes needed
 - Facility maintenance needed

- **Miscellaneous Reports/Applications Institutional . . .**
 - ☑ **Market application to Arkansas Farmers' Market Association each year**
 - ☑ **Market Application to WIC FMNP each year**
 - ☑ **Make sure Nashville Chamber of Commerce dues are paid**
- **Promote Market**
 - ☑ **Weekly email notices of what's expected** (make attractive so that they are notices/read, make sure they are accurate and customer are not mislead or come to market and do not have what they came for, etc ...If don't know for sure, don't put it!)
 - ☑ **Weekly radio interviews or PSA's to both radio stations**
 - ☑ **At least one weekly news article/photo to Nashville News-Leader**
 - **produce drawing winner/photo/caption** (lists winner, produce, vendors who contributed produce, info about market or upcoming events...)
 - **NDOG workshop**
 - **Kids' Klub workshop**
 - **Cooking demo**
 - **Vendor highlight**
 - **"You Can Do It" Garden Series**
 - **events scheduled at market** (cultural or healthy nutrition, gardening, etc...articles should emphasize community, health, culture...)
 - ☑ **Weekly business-sponsored ads to Nashville News-Leader** (make sure they are accurate and customer are not mislead or come to market and do not have what they came for...If don't know for sure, don't put it!)
 - ☑ **Weekly business-sponsored radio ads to both radio stations** (make sure they are accurate and customer are not mislead or come to market and do not have what they came for...)
 - ☑ **Weekly webpage and Facebook updates**
 - **produce drawing winner photo** info includes winner name, produce/items donated and by with vendors)
 - **events scheduled at market**
 - ☑ **Daily radio "Did You Knows" to promote market, et. al.**
 - ☑ **Flyers/brochures in local businesses throughout season**
 - **promote market**
 - **promote events/cooking demos/workshops**
 - ☑ **Other Website Updates**
 - **Market Maker**
 - **LocallyGrown.net**
 - **Other**

- **Give Presentations to Civic Groups et. al. to promote the market and educate the public about activities at the market/garden**
 - ☑ **SWAFMC**
 - ☑ **Market brochure**
 - ☑ **Relevant upcoming event flyers/info**
 - ☑ **Relevant registration packets/info**
 - ☑ **Powerpoints from previous talks available for use/editing, save new ones for future use**

- **Provide info/workshops to help other communities that wish to start their own markets**
 - ☑ **Resource packet on CD**

- **Provide Grower Support**
 - ☑ **Market signs**
 - ☑ **Labels for eggs and cottage foods to meet legal requirements**
 - ☑ **Recipe cards/brochures/business cards or other grower-promotional material**

- **Train Day Managers / Others (Friends?) to assist with above**
 - ☑ **Develop SOP's for Day Manager Duties . . .**
 - ☑ **Schedule ServSafe and other food safety courses as needed to insure Day Managers are trained**
 - ☑ **Provide onsite food safety training or oversight for all Day Managers, volunteers, and vendors serving samples/processed foods**
 - ☑ **Develop written safety protocols for serving samples/processed foods**

- ☑ **COORDINATE/INTEGRATE ALL OF ABOVE INTO PLAN FOR THE SEASON**

HCFM Market Management Notebook

- **Vendor Applications with checklist and copies of WIC FMNP Applications**
- **Day Manager Reports**
- **Temperature Logs**
- **Farm Visit Reports**
- **Copy of HCFM WIC "FMNP Application (Markets app, not vendors)**
- **Copy of Arkansas Farmers' Market Association Application**
- **SWABEC Rules**
- **HCFM Bylaws and Overseers Committee Members**
- **Schedule of Events for Season**
- **Contacts**

STANDARD OPERATION PROCEDURE

DAY MANAGER DUTIES

- I. **Put out signs and arrive at the Market site by 6:30 am.**
- II. **Set up "welcome table" before 7:00 am:**
 - 1) Make coffee and set out with creamers, sugars, napkins, etc. (Be sure any serving utensils are "serving side down"! and any items that might attract flies are covered . . .)
 - 2) Set out sign-up sheet for produce drawing/email notices
 - 3) Set out sign for day's events.
 - 4) Put sign up with previous week's produce drawing winner and picture!
- III. **Assign spots to vendors, reserving annual registered vendors locations if possible - For each new vendor:**
 - 1) Welcome each vendor to the market and be sure to let them know how much we appreciate their participation.
 - 2) Verify that all the produce the vendor wishes to sell was not grown by someone else (with the exception of authorized representative/family member) and that it was grown within 75 miles of Washington.
 - 3) Register the vendor being sure to complete each item on the vendor checklist as appropriate. File the **Vendor Registration Form, signed page 5 of the Rules and Regulations** and **fees paid** in the market notebook with the market receipt book.
- IV. **Collect items for produce drawing:**
 - a) Be sure to enter what each vendor contributed to drawing on back of Day Managers' Report.
- V. **Complete the Day Managers' Report.**

Be sure to put as much information as necessary to describe anything going on at market, produce and farm products brought to market, any observations about customer traffic, etc. to make the report as complete a record of the day's activities as possible. Be sure front and back of the report are complete and something is entered for every block.
- VI. During the day, be sure to **welcome all customers** to the Market and let them know how much we appreciate their business.
- VII. **Assist** anyone who needs help carrying purchases to their vehicles, etc.
- VIII. **Call in radio ad at 8 am or as scheduled.**
- IX. **Hold produce drawing at 9 am.**
 - 1) Tape winning ticket to Day Managers' report and notify winner.
 - 2) Take picture

- X. **Make sure the site is clean** at the end of the day and no trash is left at the market. To avoid flies, etc., have vendors take produce with them and take all trash from trash bin to the dumpster behind the Health Department. Wash out can if there is anything that will attract flies.
- XI. **Pick up the signs at 11 am.**
- XII. **Clean and restock kitchen -**
 - 1) clean and disinfect all 4 sinks (tablespoon bleach to spray bottle and fill with water)
 - 2) clean and disinfect all countertops
 - 3) clean refrigerator inside (spray bleach) and out (NO bleach! use stainless steel cleaner)
 - 4) clean range (for grates use damp cloth only - no bleach)
 - 5) sweep floor
 - 6) clean around light switches/door knobs/etc. with damp cloth
 - 7) empty trash
 - 8) enter any items needed on day managers report
- XIII. **Clean and restock restrooms -**
 - 1) clean both toilets inside and out
 - 2) clean 3 sinks
 - 3) sweep floor
 - 4) restock toilet paper
 - 5) restock napkins
 - 6) clean mirrors
 - 7) clean around light switches/door knobs/etc. with damp cloth
 - 8) empty trash
 - 9) enter any items needed on day managers report