



TIPS FOR NEW AND POTENTIAL VENDORS

Making a commitment to direct marketing, particularly in a Farmers Market is something that should be thought through and carefully considered. The benefits of successful planning far out weigh the effort it takes, and it helps to ensure that your market experience is positive and profitable.

Before you make application to the TFM (or any Farmers Market), ask yourself these questions:

- Do I have the time to both grow/make my product AND handle direct marketing?
- Do I have the temperament to handle the contact with the public?
- Do I have the motivation and ability to learn about display, signage and other important aspects of successful direct marketing?
- Do I have the resources to purchase trucks, display equipment, canopies, etc

Once you decide to make the commitment to selling in a farmers market, ask yourself:

- Is the TFM a good fit for me?
- Do I clearly understand and agree with the rules of the Market?
- How am I going to compete against existing vendors? How will I stay competitive, year after year?
- How do I begin to build a customer base?
- Who will my employees be and how will I train them to sell my product?
- What am I going to do with fresh market product that doesn't sell? Do I have alternatives such as stores or farmstands to move unsold product after Market? Can I turn some of my unsold product into value added products such as jams or syrups so that it doesn't go to waste? Am I willing to sell at a discount for local chefs?

Applying to the TFM

- Fill out your application thoroughly at www.tacomafarmersmarket.com.
- Mail your application fee and copies of all applicable licenses to the Market office.
- Be familiar with the Market rules.
- Make sure that you check your e-mail for communications from the Market.
- Attend a Vendor Meeting if possible – they are VERY informative.