



Annual Market - Vendor Communication Checklist

Communicating the major details of the market season with your vendors is not only key to making sure your market runs smoothly on opening day, it is also an important risk management strategy. One way to communicate important details for a smooth operation is by developing a market – vendor communication checklist. The following list is useful for informing new vendors and reminding returning vendors of critical information that will help your market be a success. Make a plan for when you'll communicate this information. Sharing it before the start of your season(s) is a best practice, either as an email/letter or as a hand-out at an all-vendor meeting.

Remind your vendors of:

1 Rules and Expectations

- Key dates and times for the season** - E.g., opening and closing days, regular market hours, any weeks with unusual schedules, what time vendors can arrive to set up, how long vendors must stay at the market, etc.
- Updated market rules** - Draw attention to any changes from the previous season's rules. Inform or remind vendors of disciplinary procedures for failing to correct unsafe conditions in a timely manner.
- Request for vendors' paperwork** - E.g., proof of insurance, certifications, etc.

2 Market Season Communications

- Important contact information and when to use it** - Some markets have different contacts on market day or prefer to be contacted via email for certain issues and phone for others. Being specific about how and when vendors contact the market will help streamline these communications.
- Planned communications** - If your market plans to communicate regularly with your vendors, let them know when and how they can expect to hear from you so they know to look out for it.
- Plans for emergencies or extreme weather events** - Explain how and when decisions will be made about whether a market day will be canceled.

3 Vendor Set-up

- Set-up and packing-up details** - Let vendors know where they are expected to park, what times they are allowed to drive into the market to unload, etc.
- What vendors are expected to bring** - E.g. canopy weights (if you have specific requirements, it's important to note them), tables, etc.

4 For markets with SNAP benefits

- Review the details of your market's system** to ensure that your vendors are complying with FNS regulations about the program. Details to include are how customers can use SNAP at your market (market operated vs. vendor operated); if you have a market currency or receipt system, how it works; and a reminder of what products are eligible for purchase with SNAP benefits.



Find more legal resources for farmers markets at farmersmarketlegaltoolkit.org