

Shelton Farmers Market

History

The Shelton Farmers Market was established in 1997. Its mission is "Supporting Community, Because it Matters."

Location

The market is located in downtown Shelton on 3rd Street between Franklin and Cedar. The space is owned by the City of Shelton and is available to the farmers market at a reasonable cost.

The market is not located in a centralized location with businesses or other community activity around the site, and visibility is an issue. People cannot see the market from a distance. The market is accessible to customers, including handicapped access, but there is insufficient parking for vendors and customers. Vendors have ample room to set up their displays. Local highway access makes it easy for farmers to get to.

Public facilities, bathrooms and telephones, are available. There is water available to wash and cool produce. However, there is no shade/shelter available as protection from the weather.

Characteristics

	2009	2008	2007	2006
Number farm vendors:	11	n/a	n/a	n/a
Number crafters:	9	n/a	n/a	n/a
Number other food vendors:	2	n/a	n/a	n/a
Gross market sales:		\$41,359	\$38,846	\$21,257
Gross Farm vendor sales:		\$17,457	\$19,321	n/a
Number of customers:		n/a	n/a	n/a

Approximately 28% of the farmers are returning vendors.

Product makeup. Produce, nursery stock, baked goods, jewelry, soap and massage.

Customer makeup. No formal survey. Low income to middle class, Hispanic.

IV. Organization

How is the market organized, managed and staffed (e.g. board of directors, volunteer management, paid staff, etc)? There is a Board of Directors and paid manager (\$1,000 per season).

Are management and staff full or part-time? How many paid and part-time staff per market season? One part-time manager.

For the market manager, what are the average hours worked per week in-season? 20-25 hours. Off-season? 0 - 5 hours.

Does the market:

Have bylaws?	Yes
Have a budget and plan for annual business operations?	No
Seek sponsorships?	No
Have short- and long-range plans?	No

In what manner and how frequently does the market manager communicate with vendors? Weekly at the market.

V. Rules & Regulations

What are the rules and regulations governing market operations and vendors? For example, how are stalls assigned? Stalls are seasonally assigned. New vendors on one end, experienced on the other. First come, first served.

Is product sampling allowed? Yes

Does the market accept Food Stamps? No

What are stall fees and basis for fees? \$50/year or \$10/day plus 7% gross daily sales. Stalls with no owner or family member present must pay twice the daily stall fee. Annual membership fee of \$40.

Who may sell in the market? Farmers who raise their own produce, beekeepers, egg farmers, fish and/or shellfish growers, processors, crafters, and food vendors.

What products may be sold? Food, crafts, produce

Is the market producer-only or is resale allowed? Some resale is allowed.

Prohibited items?

Pets allowed? Yes

VI. Advertising, Promotion & Outreach

Who controls development and implementation of advertising and promotion for the market? Market Manager and Board.

What is the annual budget for advertising and promotion? There is none.

Does the market currently have specific marketing goals and strategies? No

What types of advertising does the market conduct? Newspaper

What types of promotion does the market conduct? Please include things like posters, signs, banners, flyers, special events, chef demonstrations, etc. Posters, signs, banners, flyers and special events.

Approximately how many events are held each year? First Saturday of the Month Kids Day – Food Drive.

Have these been successful in attracting customers to the market? No

Does the market actively work with other community groups? Yes

If yes, what types of groups does the market work with (e.g. Chamber of Commerce, restaurants and other businesses, etc). Downtown Business Association, Optomists

Is the market open to other community group participation (e.g. tabling)? Yes

If yes, what types of organizations participate? How frequently? Noxious Weed Control Board, Master Gardeners, Rotary, Kiwanis.

VII. Challenges & Opportunities

Please describe what you feel are the biggest challenges to the long-term viability of the market. What opportunities do you see for the success of the market?

Challenges: Not many vendors, not many customers = not many customers, not many vendors.

Opportunities: EBT for low-income customers.