

Farmers' Markets!

Farmers' Markets are a beloved part of summer for many. Consumers flock to markets to get fresh vegetables, hand-made soaps and tinctures, locally raised meats, fresh baked goods, mushrooms and other forage foods, and much more! For a quick-view of each of the markets in the RDBN by going to our online guide – [Farmers' Markets Guide for the RDBN](#).

How do I SELL my products at a Farmers' Market?

- ∞ Many of the Farmers' Markets in the RDBN are members of the [BC Farmers' Market Association](#) and have set guidelines of what is allowed to be sold at a market. *The general rule is... if you can make it, bake it, or grow it, you can sell it at the Farmers' Market.* It is best to check with each individual market however, as each market has their own specific guidelines. Every market has a **Market Manager** that is there to help you.
- ∞ There are some markets in the RDBN that are independent and therefore may allow a wider range of items that you can sell.
- ∞ Every market will charge a fee for your space to set-up and sell your products. These fees vary by market, again check with the market(s) you are interested in vending at as to the costs associated with that market.
- ∞ Having great products to sell isn't the only thing you need for the market. You'll likely need to supply your own table, tent, power cables (if applicable), signs, price board, chair, table cover etc. Have a look at the set-up of your favourite vendors to get ideas of what you'll need for your booth.
- ∞ For some types of food you'll also need a permit and/or letter from the Health Authority that states your products are safe to sell. The [Temporary Food Markets Guideline for Temporary Markets](#) will help you to understand what is required depending on your food product(s). You can also ask the Market Manager.
- ∞ One more consideration is insurance. Check with your market to see what is needed.

Once you have all the permits, displays, prices etc. figured out, it is time to start selling! Selling at a Farmers' Market can be a wonderful opportunity to:

- ∞ **Meet new customers!** Having a conversation with someone interested in your product can be a powerful and effective marketing strategy. People love the story behind a business, and who best to share that story than you, the producer! Be sure to have business cards or pamphlets to hand out to potential customers.
- ∞ **Generate income!** There will be slow days at the market, but one thing is certain - seeing your stock go down can be a real boost to the system. Some producers make the majority of their income at Farmers' Markets.
- ∞ **Understand what customers like!** By talking with customers and watching how they decide on which of your products to buy can help you with planning for the next markets. You might want to bring more of a certain product, bring products that customers inquire about, or change your display to highlight the popular products, etc.
- ∞ **Get off the farm!** Sometimes spending a day off the farm out in community can bring a bit of break to the daily routine.

**[Farmers' Markets Guide
for the RDBN](#)**