UC Davis Student Farm
Farmers Market Protocols

Farmers Markets on the UC Davis campus began in 2006 and were offered 4 or 5 weeks each quarter. By 2008, the market was operating for 10 weeks and hours were expanded to 10 to 2:30 during Spring and Fall quarters. We have been supporting the Farmers Market for the educational opportunities it offers our students and to improve recognition of the Student Farm on campus. From a financial point of view, the Farmers Market has been break even at best. What follows is a guide to doing this farmers market. It is also relevant to doing other farmer’s markets.

Background information: Farmers markets are outdoor markets where local growers can sell directly to consumers. This benefits both the consumer and farmer. For the consumer, produce at farmers markets is fresher, retains more of its nutrients, and is usually sold at less than retail prices. Farmers markets also help to build community and have been used to revitalize downtown areas. Farmers benefit because they can increase their share of the sale price by selling directly to the consumer. In addition, they are paid in cash at the point of sale. This is a great advantage over selling wholesale at lower prices and with delayed payment. Farmers achieve cost savings as well by not having to purchase new boxes, which is required with wholesales sales.

Farmers markets are a traditional way of selling produce, and have been operating continuously in Europe and less developed countries for centuries. A resurgence of farmers markets in the U.S. began in the 1970s when a few hundred were established around the country. By 1994 there were 1,755, and by 2006 that increased to 4,385, and then to 5,274 in 2009. Aside from produce, meat, fish, honey, cheese, wreaths, breads, pastries, and various preserved and ethnic foods may be sold at farmers markets.

Many farmers markets were developed by organic growers who were not part of the conventional produce distribution system. Today farmers markets have both organic and conventional growers. Most are local in that they drive less than 100 miles, but there are
some specialty crop growers, of avocados, for example, that travel hundreds of miles to
go farmers markets.

Twenty years ago, farmers markets allowed small, local growers to enter into the produce
market much capital and without encountering many obstacles. Today it is very difficult
for new growers to gain access to the more profitable farmers markets, and larger
growers tend to sell only at the largest and most profitable markets. Farmers also face the
risk that produce brought to the market will be unsold. Bad weather or competition from
other events can reduce attendance at farmers markets. For a small operation, unsold
product may be of low value, but for a large grower, unsold product can represent large
losses. As growers become larger and their operations mature, they may cut back on
farmers markets and depend more on CSA, retail, and wholesale sales.

Summary: Farmers markets have benefits for the consumer, farmer, and the community
as a whole. They have spread widely throughout the U.S. and help to support many
smaller farms. Farmers markets represent one type of direct marketing.

Farmers Market Guidelines for the UC Davis Quad Market, (and generally applicable to
other markets in California.)

1. A certified producer’s certificate is required by growers in order to attend a
farmers market. The reason for this document is to verify that the produce sold at
the farmers market is being grown by the producer, and not purchased from
somewhere else. The certificate must contain the variety name of every type of
produce being sold at the farmers market. The certificate form can be obtained at
the Ag Commissioner’s office and a copy must be taken and displayed at FM.
Another copy is provided to the FM manager, and, in our case, another is given to
the UCD Dept. of Health and Safety. The certificate is renewed every year.
(Renewal date: December 1. for us). There is a fee ($25-2010). Representatives from the Ag Commissioner attend farmers markets and check that this form is current and that all products being sold are on the certificate. They may also inspect the farm to see that the products are being grown there.

2. A certified scale is required at the FM. It must be inspected each year by the Ag Commissioner’s office. There is a fee, $16.

3. We have a sign that identifies us as the Student Farm that we display at FM.

4. A cash box is needed at the market. We usually have a kitty that has 25 ones, 6 fives, 4 tens and a good supply of quarters, nickels, and dimes. The kitty must be set up at the beginning of the season and then maintained for the duration of the farmers market.

5. A folding table, table cloth, and awning are needed for the market as well (stored in our storage shed).

6. Our farm is certified organic by CCOF (California Certified Organic Farmers), They require that we maintain an audit trail from field to point of sale for all of our crops, so we must record what is brought to FM and what is sold. A list of each week’s sales is kept on file. (See attached).

7. At the end of FM a fee must be paid based on sales. A form is provided by the market manager and should be returned to her with the appropriate fee. The fee is paid with cash from the market.

8. A sign board is brought to the market to list what is being sold and its price. The sign must have our name and the name of our organic certifier (CCOF) on it. If any items are brought to the market that are not certified organic, they must be identified as such.

9. First thing in the morning we begin to pick for FM. As an example of what we would pick, in the fall we would bring tomatoes (20 lbs), peppers (3 lbs), kale (6 bunches), collards (6 bunches), lettuce (8 heads), broccoli (8 heads), cabbage (4 heads) basil (6 bunches), persimmons (5 lbs), pomegranates (10 lbs), cauliflower
(8 heads), beets (6 bunches), eggplants (8), peppers (2-3 pounds mixed), Winter squash (10 mixed), and a few herbs and misc. greens, Spring would be similar but without the tomatoes, peppers, eggplant and basil, unless some of them were in the greenhouse.

10. Produce is displayed in baskets and/or boxes in a way to simulate abundance.

11. After each market it is important to talk with the marketers and see how products sold and what adjustments need to be made each week.

12. Remember, FM is show time and it is important to be outgoing, friendly, and informative and helpful. The goal is to build clientele that come back week after week.

Attachment 1.

**FARMERS MARKET Pick List**

**WRITE IN TODAY’S DATE____________**

<table>
<thead>
<tr>
<th>1. Amount Picked</th>
<th>1. Amount Sold</th>
<th>2. Grapes - Table lbs.</th>
<th>1. Figs</th>
<th>2. Leeks each</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pomegranate each</td>
<td>Garlic each</td>
<td></td>
<td></td>
<td>Leeks each</td>
</tr>
<tr>
<td>Onions lbs.</td>
<td>Broccoli lbs.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cabbage each</td>
<td>Cauliflower each</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collards bunches</td>
<td>Kale bunch</td>
<td></td>
<td></td>
<td>Kohlrabi each</td>
</tr>
<tr>
<td>Misc. leafy greens bunches</td>
<td>Mustard bunch</td>
<td>Radish/daikon each</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turnip each</td>
<td>Beets bunch</td>
<td></td>
<td></td>
<td>Chard bunch</td>
</tr>
<tr>
<td>Spinach lbs.</td>
<td>Lettuces each</td>
<td></td>
<td></td>
<td>Okra lbs.</td>
</tr>
<tr>
<td>Cucumber each</td>
<td>Cantaloupe each</td>
<td>Summer squash each</td>
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<td></td>
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<tr>
<td>---------------</td>
<td>-----------------</td>
<td>--------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winter squash each</td>
<td>Watermelon each</td>
<td>Beans - fresh lbs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peas - fresh lbs.</td>
<td>Sweet potatoes lbs.</td>
<td>Eggplant each</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peppers each</td>
<td>Potato lbs.</td>
<td>Tomatillo lbs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tomato each</td>
<td>Asparagus bunch</td>
<td>Jalapeno peppers lbs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sweet corn each</td>
<td>Basil bunch</td>
<td>Carrots bunch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Celery</td>
<td>Fennel each</td>
<td>Mixed herbs bunch</td>
<td></td>
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</tr>
<tr>
<td>Parsley bunch</td>
<td>Parsnip each</td>
<td>Beans (dry) lbs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Popcorn each.</td>
<td>Other___________</td>
<td>Other___________</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cherry toms- basket</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total sales for day:

TOTAL SALES: ______________