

Going to the Farmers' Market



Who is in your marketing group?

- Which day of the week is your market?
 - Tuesdays
 - Thursdays
- Are you an “A” group or a “B” group?
- Does your whole group want to go to market, or do you want to send one or two people at a time?

What help and supplies are available for market?

- A ride to and from market
- A table, banner, table cloth and baskets
- Bags for customers
- A cash box
- Price list or signs with pricing
- A spray bottle to mist vegetables
- An English-speaking helper as needed

What vegetables do you have to sell today?

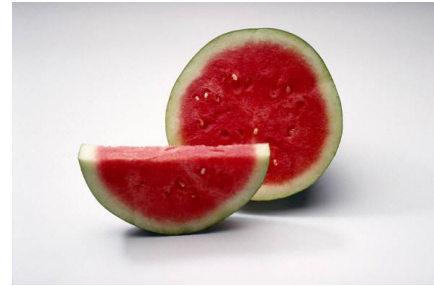
Look at your plot. Is there anything ready to sell?



July



August



August

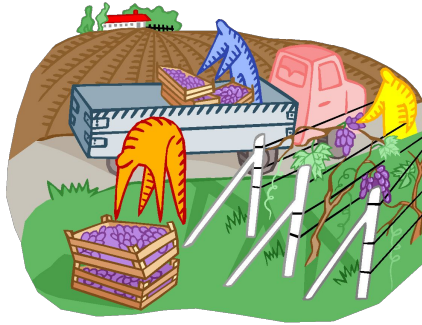
September



What vegetables do the other members of your group have ready to sell?

Harvesting

- Harvest vegetables in the morning or afternoon, not in the middle of the day



- Use your harvest bin to collect everything you will be bringing to market, making sure vegetables do not sit in the hot sun
- Put rotten or not used parts in the compost pile

Washing Vegetables

We have access to water at the community gardens.

You will use tubs to wash vegetables at the community gardens.

*DO NOT wash vegetables in the irrigation water at the farm.
This water IS NOT SAFE to drink.*

Using Tubs to Wash

- You will need 2-3 tubs to properly wash.
- Fill each $\frac{1}{2}$ way with water. Be sure to shut off water when containers are $\frac{1}{2}$ way full.
- Dunk and shake your vegetables in the first one.
- Transfer to the second one and scrub them as needed.
- Make sure to get as much dirt and grit off of vegetables as possible.
- Make sure to use cold water so the vegetables do not wilt.
- Trim off wilted or dead ends, tops or roots, and pull off bug bitten outer leaves.
- Put vegetables in a clean tub or box for storage in the refrigerator.
- Empty the dirty water at designated area.
- Rinse the tubs, and return them to their storage place.



Do NOT need refrigeration

Tomatoes

Peppers

Eggplant

Corn

Potatoes

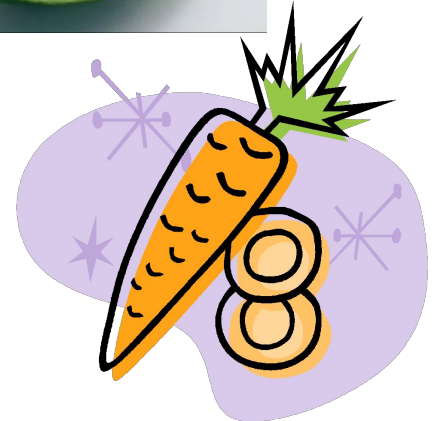
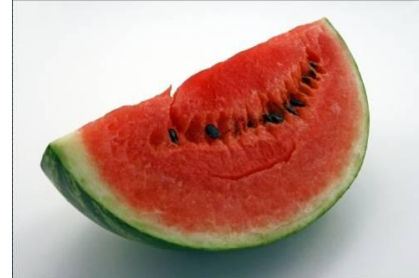
Winter Squash

Watermelon

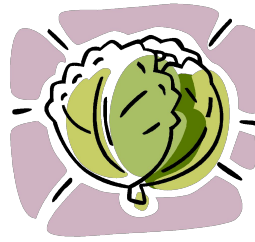
Onions

Pumpkin

Carrots



DO need refrigeration



ALL greens (collards, kale, lettuce, spinach)

ALL cabbage

Summer squash

Green Beans

Peas

Radishes

Turnips

Beets

Roots with Greens attached



How do you pack and store vegetables correctly?



Keep harvested vegetables out of the sun

Store CLEAN vegetables in the refrigerator

Be careful not to crush tomatoes and other softer vegetables

Be careful of each other's harvests

Do not mix vegetables (i.e. put hot peppers and greens touching)

Bunch radishes and other roots before storing them for easy sale at farmers' market



What do you bring to market?



Your group's vegetables
A table
A table cloth
A chair (if desired)
Baskets for displaying your vegetables
A cash box (\$ money \$)
A price list or price cards
A spray bottle
Bags for your customers
Water to drink
A smile!

EBT and WIC Family Coupons

- You can take cards AND coupons from customers at the Old North End and Winooski Markets
- Farmers WILL NOT be paid right away but will have to wait to be reimbursed
- All farmers who sold on day of sale will split the reimbursement check (\$\$)
- **It is important to keep GOOD RECORDS so that everyone is paid fairly for their vegetables**



Tips for selling

- Get to market on time
- Bring enough vegetables
- Make your table pretty
- Keep track of how much you bring and sell
- Bring bags for your customers
- Be ready to answer questions about your vegetables
- Clearly note prices OR know them
- Have change handy for your customers



Remember what makes you special



Your smarts and your love
Your good vegetables
Your strength
Your hard work

What happens when the market is over?

- Make sure all market supplies are returned to their storage places
- Make sure money is distributed fairly
- Make sure unsold vegetables are put in refrigerator, divided up or taken home