

# Schoolyard Vendor Guide



Your recipe for success at  
the Schoolyard Market



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## Schoolyard Market Vendor Guide

### Welcome to the Schoolyard Season!

We are so excited to have your business in our market this year! This guide was put together to remind you of some basics of selling at farmers markets and let you know all the ways we are working to help you and your business thrive in the Schoolyard this summer and fall. Please don't hesitate to reach out with any questions, concerns, or feedback.

Thank you!

Caitlin Mandel & Alison Mountford | Hope & Main Markets & Pop Up Events

### Overview of Schoolyard Market

#### *The Schoolyard Market is Unique*

Hope & Main is a nonprofit culinary business incubator that supports food entrepreneurs as they launch and grow their companies. The facility is based in a 100 year old elementary school building in Warren, RI. Our goal is to help grow the local food economy by creating a community of support for these businesses and one of the ways we do this is by hosting a weekly summer farmers market on the grounds of our facility.

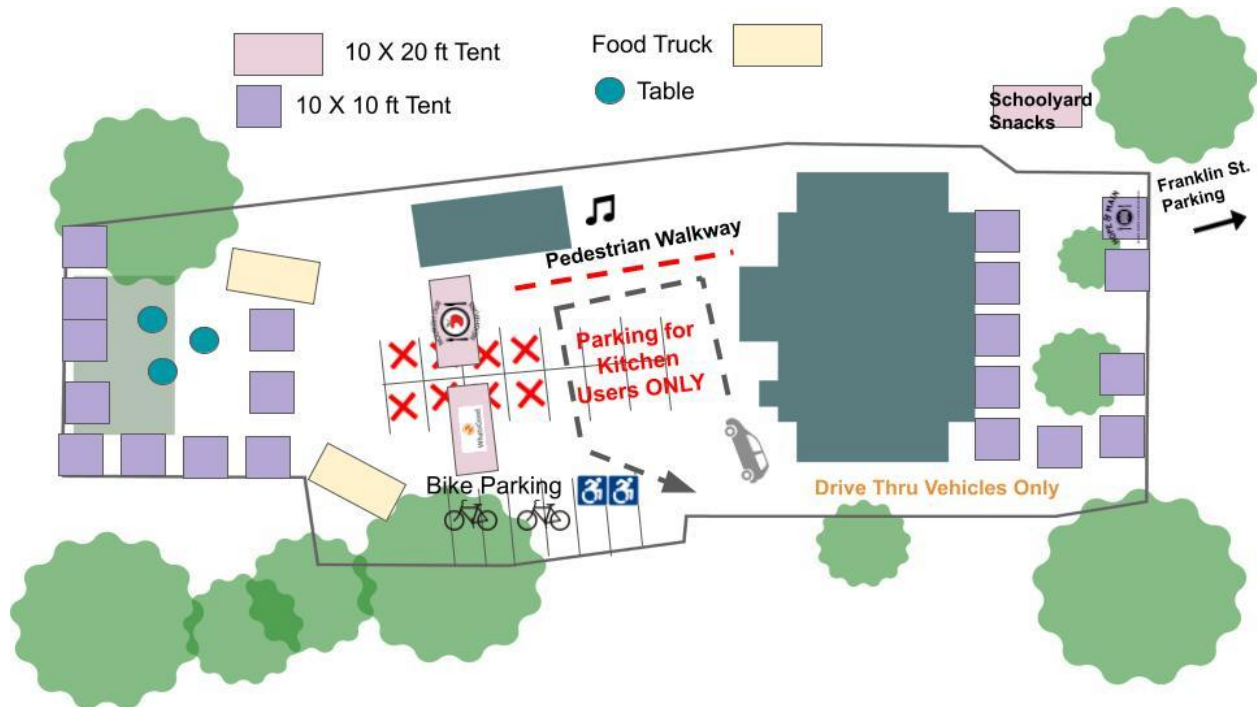
The Schoolyard Market features products from current Hope & Main member businesses and local farmers and artisans. This family-friendly event is one of only a few free weekday activities held in our low to moderate income area and we strive to make our programming inclusive and community-focused. The Schoolyard Market is funded in part by a USDA Farmers Market Promotion Program (FMPP) Grant and we accept SNAP, WIC, and Senior Citizen Vouchers as payment. Additionally, we are located on a Rhode Island Public Transportation Bus route and at an intersection of the well-loved East Bay Bike Path. Market goers can try and provide feedback (using our FEEDback forms) on some of the latest and greatest food products to hit the scene! Hope & Main is committed to the success of each and every vendor at our unique market, so please never hesitate to let us know how we can do this better!



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In 2020, we expanded our market to include free school lunch distribution (through the RI Department of Education Summer Meals Program), free dinner distribution (through the Hope & Main Nourish Our Neighbors program) and WhatsGood pre-ordered grocery pickup. We deemed this weekly local food celebration “Whats Local Wednesday” but of course, the Schoolyard Market remains the main focus and feature.

The map below shows the general market layout this year:



### Please Note:

- There are six parking spaces available during the market for active kitchen users ONLY. All vendors/staff/customer parking is located across the street at the Franklin Street Lot
- Market customers will be instructed to walk on the north side of the building as the driveway is for cars using the drive thru meal & grocery pick ups only
- Schoolyard Snacks is a weekly kids cooking club that takes place in the front yard.



# Schoolyard Market Vendor Guide

## Schoolyard Vending Basics

### *Required Licenses*

Depending on the type of business you have ([check this handy guide](#)), you may be required to provide a valid food business license and/or retail sales permit. All Schoolyard Market vendors are required to provide a copy of your insurance rider with **"Hope & Main"** named as "additional insured."

### *Schoolyard Market Rules & Guidelines*

The current Rules and Guidelines can be found on Hope & Main's [Market Vendor Info Page](#)

### *Market Day Timing*

Please be respectful of your fellow vendors and be on time. We are all in this together and market shoppers respond best to a professional looking market that is completely set up when they arrive. *Your commitment to this market is very important.*

### **The Schedule:**

**2–3:45 pm.....Vendor Load-In**

**3:45 pm.....Parking lot closed to all vehicles except H&M Members using kitchens**

**4:00pm–7:00 pm.....Market Open!**

**7:00-8:30pm.....Vendor Load-Out**

Along the same lines, do not break down early. If you sell out of your products before we close at 7pm, that's a great opportunity to tell customers your products are in high demand and take orders for next week.

### *Communications from Hope & Main*

On the Monday before each Schoolyard market, your market manager will send out a confirmation email to every vendor scheduled for the upcoming market. Please inform the market manager of any changes and be sure to read the email thoroughly for important updates. This is also a great time to reply and let us know of any marketing content (stories, this week's promotions, photos, etc.) you would like us to include in our marketing efforts that week.



## Schoolyard Market Vendor Guide

The upcoming market's schedule will be posted on our website <https://makefoodyourbusiness.org/markets/> ), and also emailed to our over 4,000 market fans.

### *Food Safety*

Remember to consider food safety at your market booth, including the following tips:

- Anyone preparing samples must be wearing disposable gloves
- Samples are served on ice, or otherwise are discarded after four hours
- Any booth that handles food or samples should have a handwashing station, but this does not need to be complicated or expensive. Here is a great [video](#) of one setup and [a handout](#) with more details.

### *Accepting SNAP Payments at the Schoolyard Market*

As part of our FMPP Grant and our goal to support our local food community, Hope & Main is committed to improving access to fresh, local, healthy food and nutrition education for our low income friends and neighbors.




### **Farm Fresh RI Fresh Bucks Program**

13.9 % of Rhode Islanders live below the poverty line. Farm Fresh RI's FreshBucks program allows Supplemental Nutrition Assistance Program participants to use their EBT cards to shop at the market. Participants can swipe their EBT cards at the Hope & Main booth and receive that value in \$1.00 gold coins (called Fresh Bucks) they can use like cash at the market. When they do this, they also double their benefits by receiving an equal amount of \$1.00 silver coins (called Bonus Bucks) to shop for fruits and vegetables at the farmers market. Please note that only certain foods are eligible for the Freshbucks and Bonus Bucks program, the guide in the "Helpful Resources and Documents" section at the end of this guide provides more details. Vendors who have received these coins as payment can turn them in at the Hope & Main welcome tent by 6:30pm to be reimbursed in cash that day.



## Schoolyard Market Vendor Guide

### Guide to Tokens used at the Schoolyard Market

1\$ Gold Coin (Freshbucks) 	\$1.00 Silver Coin (Bonus Bucks) 	\$5.00 Market Token 
<p>Part of SNAP program. Customer swipes their EBT Card at Market Tent and receives these coins to shop the market</p> <p>Items that are eligible = produce + packaged grocery items. No hot food, but packaged food to go is eligible!</p> <p>Vendors turn in their gold \$1.00 coins to the H&amp;M Welcome tent by 6:30pm for cash reimbursement</p>	<p>Part of SNAP program. Customers receive 1 silver \$1.00 coin for every \$1.00 gold coin they received from swiping their EBT card.</p> <p>Items that are eligible = fruits and vegetables only.</p> <p>Vendors turn in their silver \$1.00 coins to the H&amp;M Welcome tent by 6:30pm for cash reimbursement</p>	<p>NOT related to SNAP program. Originally these coins were used as cash if a vendor didn't accept credit cards, but H&amp;M primarily uses these as promotional giveaways now.</p> <p>Items that are eligible = Any market items (except alcohol) are eligible.</p> <p>Vendors turn in their gold \$5.00 coins to the H&amp;M Welcome tent by 6:30pm for cash reimbursement</p>

#### How you can help:


- Make sure you have clear, easy to read signage that includes all the payment types you accept (including tokens). Your market manager can help with this if you have questions!
- Consider providing some samples or a coupon that we can hand out to the Nourish Our Neighbor Customers at the market.
- If you can think of any other creative ideas, or want to help but are not sure how, let us know!





## Schoolyard Market Vendor Guide

Also as part of our FMPP Grant and as a participant in the Farm Fresh RI Freshbucks Program, we are required to collect data from all of our vendors at the market. To do so, we will be handing out a very short vendor sales slip towards the end of each market day. You can fill this out and drop it in the basket at the Hope & Main Welcome tent when you leave, or choose to fill out the form digitally when you get home. Please know that we understand this is sensitive information! We will keep it safe and will only be using it to report this data anonymously.

<div style="text-align: center;"></div> <h3 style="text-align: center;">We Love Our Schoolyard Vendors!</h3> <p>Schoolyard Market is made possible in part thanks to the USDA's Farmers Market Promotion Program (FMPP) grant. As the grant recipient, Hope &amp; Main is required to collect and report data from vendors at every market of the season so we can understand how to create a better market to serve our local food economy. Please complete the survey on the back of this card and return it to the picnic basket at the Hope &amp; Main Welcome Tent by 1:30pm on each market day. If you prefer to complete an online version of this form, please see the link on the vendor info webpage:</p> <p style="text-align: center;"><a href="http://www.makefoodyourbusiness.org/vendor-info">www.makefoodyourbusiness.org/vendor-info</a></p> <p>Full Season vendors are eligible for a \$100.00 refund or the equivalent in Hope &amp; Main-related expenses. Twice-Monthly vendors are eligible for a \$80.00 refund or the equivalent in Hope &amp; Main-related expenses.</p> <p><i>Please know we keep this information secure and it is only used to report FMPP and FarmFresh RI data!</i></p>	<p>Your Business Name: _____</p> <p>Market Date: _____</p> <p>Please write the value of the payments you collected in the following categories:</p> <p>_____ Cash</p> <p>_____ SNAP (Silver &amp; Gold \$1.00 coins only)</p> <p>_____ # SNAP Transactions (farmers only)</p> <p>_____ WIC FMNP (farmers only)</p> <p>_____ WIC CVV Sales Senior (farmers only)</p> <p>_____ FMNP Sales (farmers only)</p>
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## Your Market Setup

### The Basics

At a minimum, your market setup will require the following :

#### A Tent

White tents are the most flattering because they do not cast a hue on your products, and they are required by some markets. EZ-Up Tents are an investment but when properly cared for will last several years. That being said, if you already have a branded tent you'd like to use at our market, feel free!





## Schoolyard Market Vendor Guide

### Tent Weights

40 Pounds of weights on each tent leg. These can be disc weights, sandbags, or a homemade version.

### Table/Shelf/Display Platform

You need a place to display your products of course. Many vendors use a simple folding table with a table covering, but you can get creative!

### Large, Simple, and Easy to Read Signage

You want market customers to be able to read your business name **and** know what you make from across the parking lot. Large letters are key! Vinyl banners are a great investment, but we recommend you do not get them larger than about 4 feet wide so they can be used in indoor settings too (i.e. if you'll be doing a demo at a grocery store). We also recommend having grommets placed in each corner of the banner so they can be hung. Be sure to place some signage up high. Branded tablecloths or runners are an inexpensive and classy way to promote your brand but be sure to consider that people may be standing in front of them most of the time so you may not want to rely on them as your only signage.

We are big fans of having a large A-frame sign in front of your tent and also a table top sign in your booth with your menu & prices. Customers do not like to have to ask about your prices and may skip your booth altogether and this makes it very easy for customers to understand what you are selling. Having the sign right out in front of your tent allows customers to browse your inventory why they wait in line/approach your booth.

Caitlin and Ali attended a farmers-market manager conference and learned that a hot-sauce vendor's sales increased at least 20% (particularly from SNAP customers) when she started putting out a sign that listed all the payment types she accepted (see photo below). Also be sure to have ingredient & allergen info readily available.





## Schoolyard Market Vendor Guide

### Cash!

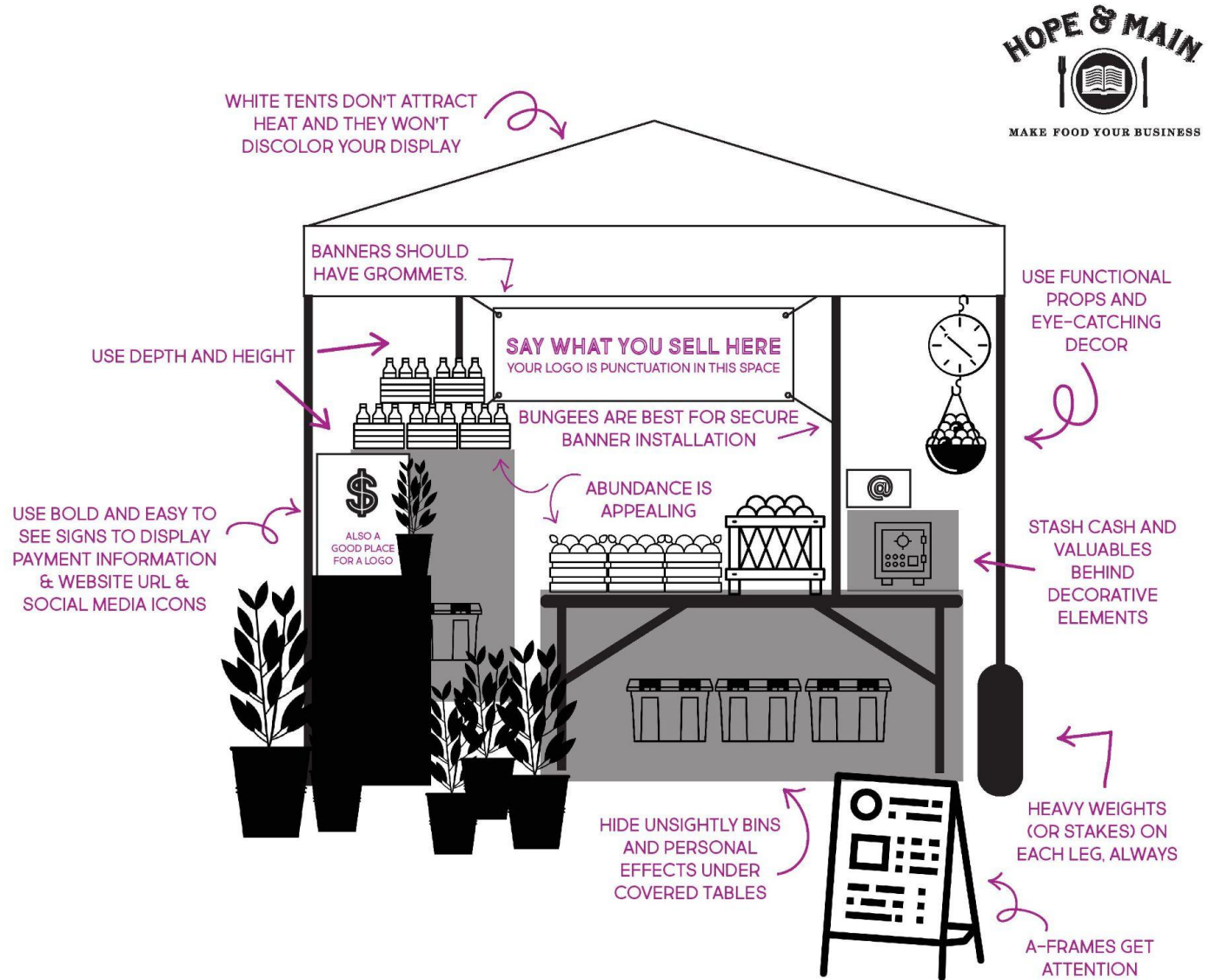
Be sure to bring enough cash to make change, we recommend at least \$200.00 in smaller bills.

### *Beyond the Basics*

Beyond the basics we mentioned above, we encourage you to get creative and have fun with your booth design. If your brand or product was a room or an “experience”, what would it look like? What are simple ways you could tell your brand story through different elements? For example, a simple tablecloth with one of your brand colors adds a nice punch. Think beyond the folding table, perhaps you could invite people in to your booth to shop like they would at a store. Below are some examples of a creative market stall setup. Pinterest is a great source for ideas and instructions. Be sure to tell the story of how your products are made. Even just a single 8 x 10 inch color photo of you making your products displayed in a frame will help people understand and appreciate your story even more.



## ANATOMY OF A MARKET STALL





## Schoolyard Market Vendor Guide

### Marketing & Promotions

#### *How Hope & Main will Promote your Business*

We will post the list of each week's market vendors on our website and also send it out to our newsletter list of more than 4,000 Hope & Main fans. If you email us any content (specials, photos, stories) or tag us in any social media post we will be sure to share that on our own social media accounts and in the newsletter. We will also create a Schoolyard Market Facebook Event.

Please don't be shy about sharing any stories or photos or news about your business. First, of all, we **love** hearing it, but also - we need you to provide this content or we cannot promote you properly!

We also run advertisements in The Bay Magazine and throughout the season we will be distributing rack cards and posters around the area and posting on digital calendars.

### Take Care of Yourself!

And last, but not least, remember that this season is a marathon, not a sprint! Be sure to take good care of yourself - watch the weather and dress accordingly. Bring snacks and water and an extra set of hands if you can. Don't be afraid to ask for help from your fellow vendors or the Hope & Main staff if you have any problems or questions or concerns.

### Let's Do This!

Things not to forget...

## Market Day Checklist!

OUTDOOR		INDOOR	
<input type="checkbox"/> Popup Tent <input type="checkbox"/> Tent Weights <input type="checkbox"/> Tent Banner <input type="checkbox"/> Bungees <input type="checkbox"/> Tent Sides		<input type="checkbox"/> Tabletop Sign <input type="checkbox"/> Floor Mat <input type="checkbox"/> Small Banner/Tabletop Sign <input type="checkbox"/> Ties/String	
ALWAYS			
<input type="checkbox"/> Hand Truck/Cart <input type="checkbox"/> Product <input type="checkbox"/> Display Product <input type="checkbox"/> Table/Merchandise Display <input type="checkbox"/> Table Cover <input type="checkbox"/> Cash Box <input type="checkbox"/> Waste Receptacle <input type="checkbox"/> Waste Bags <input type="checkbox"/> Menu Signage <input type="checkbox"/> Email Capture List, On Clipboard		<input type="checkbox"/> Inventory/Market Day Data Tracker <input type="checkbox"/> Price Tags/Signs <input type="checkbox"/> Gloves <input type="checkbox"/> Sampling Platters/Containers <input type="checkbox"/> Sampling Utensils <input type="checkbox"/> Cutting Board <input type="checkbox"/> Business Cards/Collateral <input type="checkbox"/> Special Orders <input type="checkbox"/> Cooler/Thermometer <input type="checkbox"/> First Aid Kit	
PRODUCT			
SKU 1000001	QTY	RESERVED	
SKU 1000002	QTY	RESERVED	
SKU 1000003	QTY	RESERVED	
CASH BOX		GENERAL SUPPLIES	
<ul style="list-style-type: none"><li>• \$200, only 1's and \$10's</li><li>• Credit Card Device</li><li>• Receipt Book</li><li>• Counterfeit Bill Marker</li><li>• Pen</li><li>• Permanent Marker</li></ul>		<ul style="list-style-type: none"><li>• Water</li><li>• WiFi Hotspot</li><li>• Hand Wipes</li><li>• Sunscreen</li><li>• Non-plastic Shopping Bags</li><li>• Festive Decorations</li><li>• Scissors</li></ul>	