

Glorified Checklist:
The Basics
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Is a farmers' market right for your college campus? What are the first logistics to consider?

1. Regional Research

- a. Are there other farmers' markets in the area?
- b. Is there a diverse range of local food producers?
- c. Who are your prospective vendors?
- d. Who are your customers?
 - i. High-income? (kale, chard, cave-aged raw milk cheese)
 - ii. Low-income? (food stamps, WIC stamps)
 - iii. Students? (kitchen access, easy-to-eat items)
 - iv. Faculty?
 - v. Administration & Staff?

2. Location

- a. Accessibility by car (farmers park on site and unload from vans)
- b. Layout of vendors
- c. Foot Traffic
- d. Car Traffic
 - i. Parking
 - ii. Visibility from road (signage)
- e. Approvals from borough, town, university/college campus

3. Date

- a. Weekend mornings are popular (Saturday, Sunday) but miss weekday rush of university environment
- b. Weekdays catch university crowd but lose community workforce

4. Time

- a. Lunch crowd
- b. Intervals when classes let out
- c. How long can farmers stay?
- d. 4 hours is a good place to start

5. Publicity

- a. Posters on campus
- b. Website
- c. Email blasts
- d. Newspaper articles – free publicity!
- e. Newspaper advertisements
- f. Banners across roads
- g. Staked signs