
Market Manager Tasks Calendar

Adapted from NMFMA Market Manager Guide:

<https://www.newmexicofma.org/docs/Market-Manager-Resource-Guide.pdf>

Pre Season

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| <ul style="list-style-type: none"><input type="checkbox"/> Attend the NMFMA Annual Conference- You are here!<input type="checkbox"/> Develop advertising and promotions plan<ul style="list-style-type: none">● Media campaign<ul style="list-style-type: none">○ Radio○ Print○ Social Media● Promotional materials<ul style="list-style-type: none">○ signs○ banners○ flyers<input type="checkbox"/> Work with the market board on market systems to promote sustainability for the market (review, update, and create)<ul style="list-style-type: none">● Rules and regulations for vendors**● Strategic planning for the market *● Board/committee development* | <ul style="list-style-type: none"><input type="checkbox"/> Select opening/closing dates for the market<input type="checkbox"/> Update location, hours, and days at newmexicoFMA.org<input type="checkbox"/> Secure necessary permits-<ul style="list-style-type: none">● Business License, event permits, etc.● Nursery plant license from NMDA (August renewal)● Secure market liability insurance (available through NMFMA)<input type="checkbox"/> Review the market site for improvements<input type="checkbox"/> Submit membership application and dues to NMFMA<input type="checkbox"/> Recruit farmers/vendors via outreach<input type="checkbox"/> Establish budget/funding sources<input type="checkbox"/> Develop community relationships<input type="checkbox"/> Hold pre-season vendor meetings to communicate all of the above |
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In Season

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| <ul style="list-style-type: none"><input type="checkbox"/> Enroll farmers and vendors in the market through vendor agreements/ market applications.*<input type="checkbox"/> Attend to finances—collect and record vendor fees and vendor sales totals for annual Data Survey reporting<input type="checkbox"/> Assign vendor spaces to seasonal vendors, assign spaces each week to daily vendors<input type="checkbox"/> Place all signage before the market opening<input type="checkbox"/> Ensure all market rules and state/city regulations are adhered to<input type="checkbox"/> Carry out promotional plan<input type="checkbox"/> Resolve any disputes that arise with vendors, customers, or local government | <ul style="list-style-type: none"><input type="checkbox"/> Set up and operate info booth for consumer questions, educational materials, EBT/DoubleUpFoodBucks and debit transactions, etc.<input type="checkbox"/> Enroll new farmers in the Nutrition Incentives Programs and educate vendors about rules/enroll them in online training<input type="checkbox"/> If participating in NI programs, keep transaction records for SNAP/debit, reimburse vendors, report to NMFMA<input type="checkbox"/> Act as liaison between vendors and market board/advisory committee<input type="checkbox"/> Conduct periodic customer counts and collect vendor sales information - Market Data How-To- Guide found at www.newmexicofma.org/market_data.php<input type="checkbox"/> Conduct farm inspections as needed |
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Post Season

- Send in requests for promotional expense reimbursements to the NMFMA by November 15th at https://newmexicofma.org/promo_funds.php
 - Submit your market data and N.I. year-end reporting to the NMFMA at www.newmexicofma.org/market_data.php
 - Evaluate the market season—what went right, what could be improved upon
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Farmers Market Operations Online Resources:

- ***NMFMA Market Manager Resources page:** https://www.newmexicofma.org/market_managers.php
 - ***Business Structures, Employment Classifications for Managers, and Managing Risks at Markets:** <https://farmersmarketlegaltoolkit.org/>
 - ****Understanding Farmers' Market Rules:** <http://www.flaginc.org/publication/understanding-farmers-market-rules/>
 - **Farmers Market Coalition Resources and Education for Farmers' Market Manager:** <https://farmersmarketcoalition.org/education/>
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