



2024 Vendor Meeting

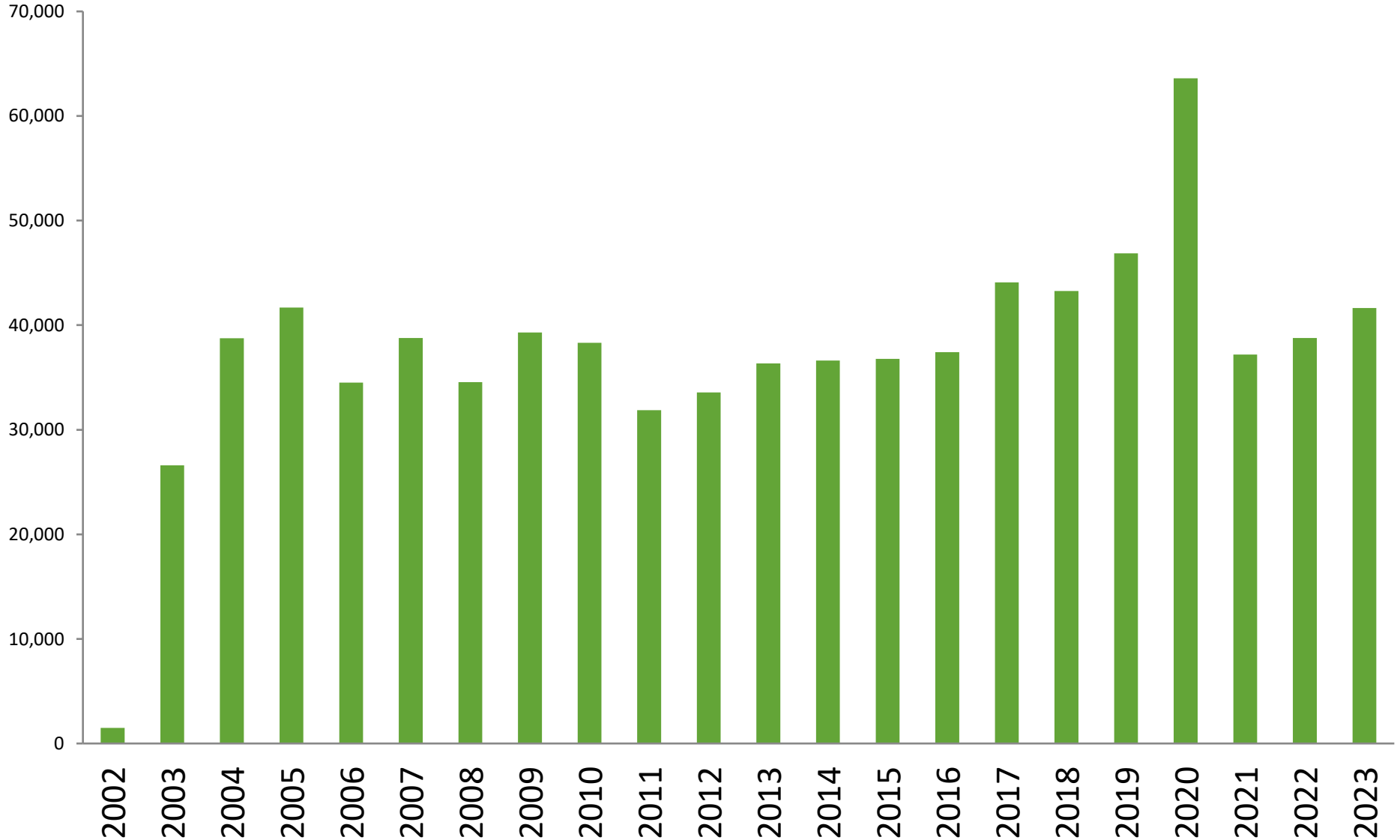


2023 Recap

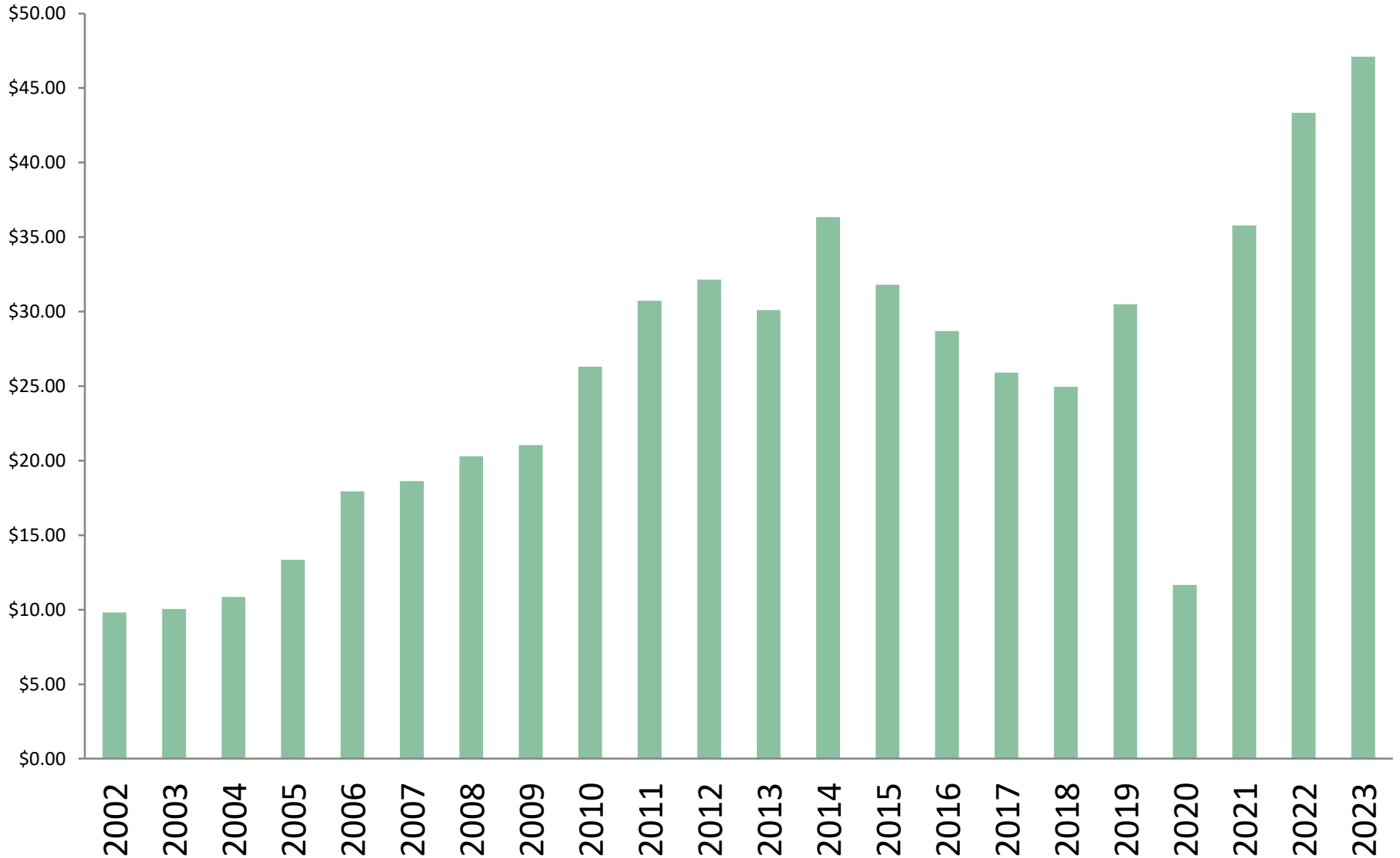
2023 Season Overview

- WFM season March 18 – December 23
- Anniversary events
 - POP Kids Parade
 - National Farmers Market Week
- WFM had live music for 39 weeks.
- WFM was able to accept W&M Dining Dollars

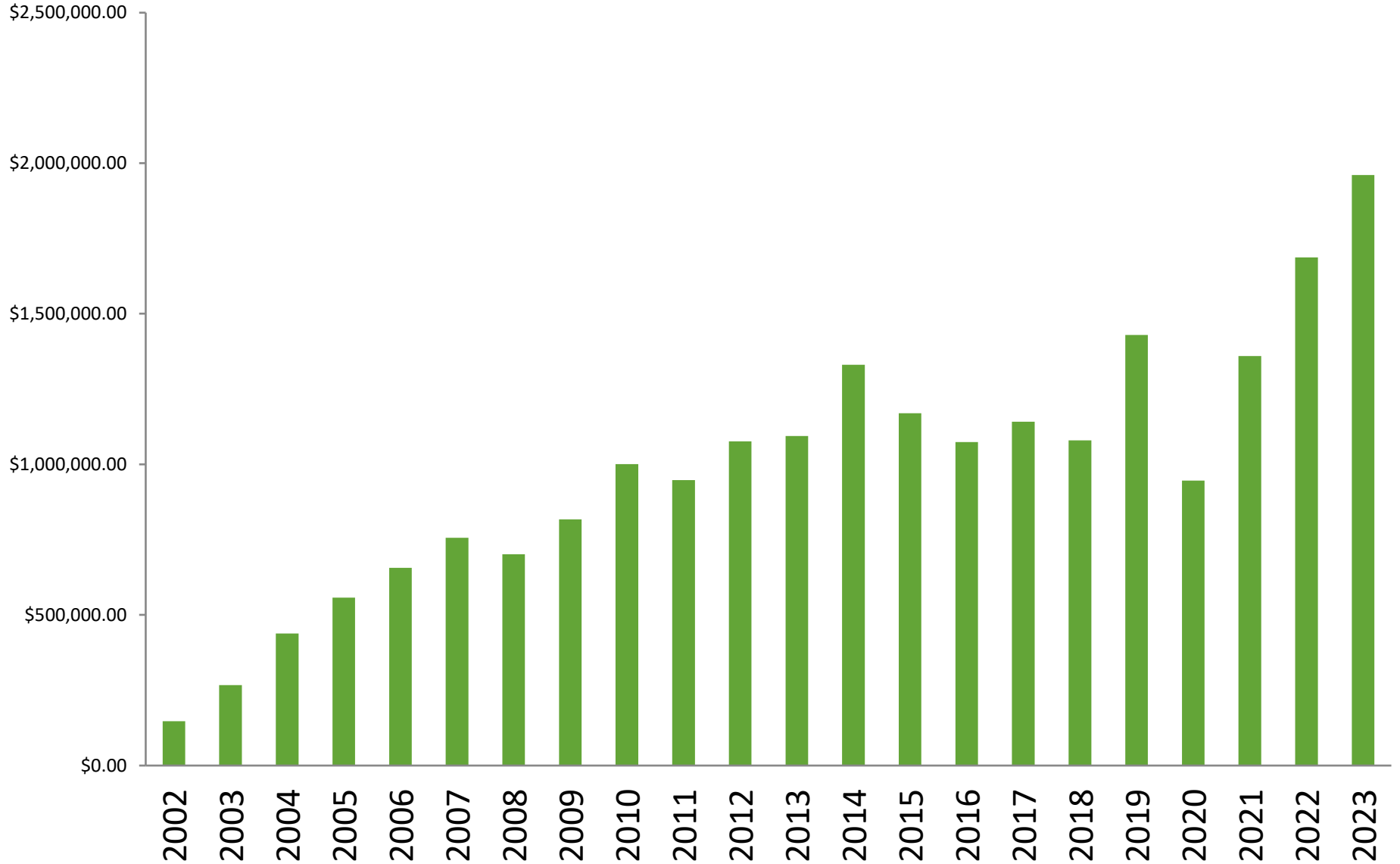
Customers per year 2002-2023



Average Sales per Customer 2002-2023



Vendor Income 2002-2023

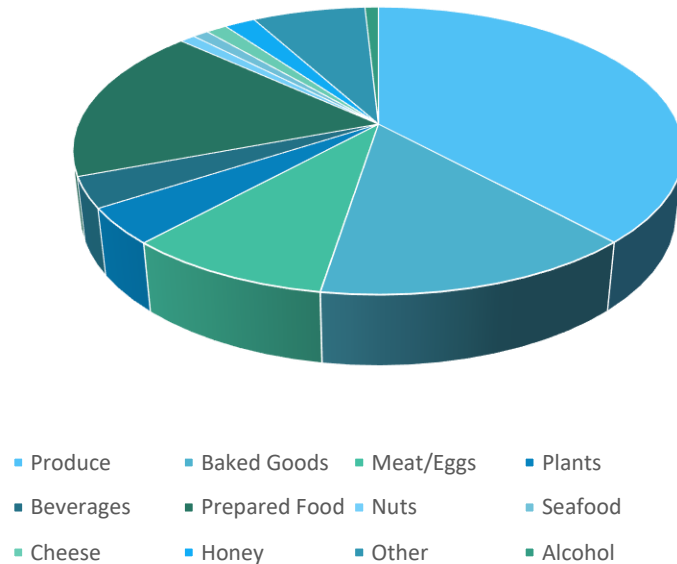


2023 Token Program

- WFM was one of 120 outlets in VA to receive funding (as a Sub-Grantee of Virginia Fresh Match) from the GusNIP Grant through the USDA.
- The incentive for using SNAP was 1:1 without a limit for fruits and vegetables and 1:0.5 for all SNAP Eligible foods. Families with children got up to an additional \$25 for fruits and vegetables.
- \$13,304 was redeemed in SNAP in 2023.
- \$18,909 was redeemed in incentive funds.
- WFM vendors received \$103,940 in token transactions.
- Children redeemed \$2100 PoP Club tokens.

Sales by Category

Produce	38%
Baked Goods	14.38%
Meat/Eggs	9.23%
Plants	4.05%
Beverages	3.44%
Prepared Food	17.52%
Nuts	0.96%
Seafood	1.00%
Cheese	1.32%
Honey	1.96%
Other	7.14%
Alcohol	0.85%





Roundtables

- Join a group
- In 15 Minutes rotate to a different topic
- Have fun and switch it up
- Assign a secretary so we can share the ideas each group comes up with

Roundtables

- **Displays**
 - Tents, Tables, Weights, Signs, Displays, etc.
- **Tech Solutions**
 - Point of sales, websites, e-commerce, loyalty programs/cards
- **Social Media/Marketing**
 - newsletters, facebook, twitter, Instagram, reels, etc.
- **Business Needs**
 - Budgeting, grants, coaching, pricing, forecasting, growing, etc.
- **What Works? What Doesn't?**
 - How can WFM help your business.



2024 at the Market

- Code of Conduct
- Policies and Procedures
- Market Events and Programs
- Marketing & Trends
- Office Hours

Code of Conduct

Acceptance of Responsibility.

Respect for Others.

Controlled Substances.

Communications.

Social Media Policy.

Conflict Resolution.

Honest Representation.

Policies and Procedures

2024 Vendor Handbook

Changes:

- Vehicles at the market
- Late Fees
- Shared Spaces

Reporting Sales Information

ALL vendors must enter their sales information every week.

- Report sales by Monday
- We will email a token receipt Monday morning
- Please pay fees within 7 days of the Market
- Email updates for the newsletter to Tracy by Tuesday at noon.

Tokens



- Alcoholic beverage vendors can not accept tokens.
- You will receive an envelope every Saturday to put your tokens in.
- The envelope has the form with tear off receipts.
- At the end of the market, take out the form, count the tokens, tear off your receipt and place the tokens and your form in the envelope.
- Every week, whether you receive tokens or not, return the envelope to the token coordinator.
- You will receive an e-mail confirmation of the number of tokens submitted.
- You will receive payment via ACH direct deposit.

Power of Produce Program

The Power Of Produce (POP) Club is a nationally recognized kids program started at the Oregon City Farmers Market in May 2011, to empower kids to make healthy food choices, introducing them to where their food comes from.

Includes Produce Passport, 2 bite club, and tokens for children to spend on fruits and vegetables.

Program kicks off May 25.

VA Green Certification

- Goals
- Initiatives
- Earth Day – April 20
- Bags

Chefs Tent

- Highlighting produce
- Sustainability
- Justin Diaz

Marketing and Trends

- Recipe cards
- Collaboration with social media influencers
- Events within our event
- Partnership with radio, print and online advertisers

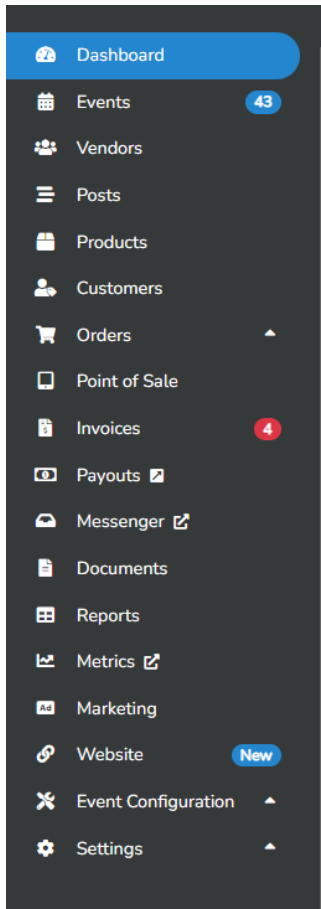
- Local continues to be trendy
- As prices for food go up, WFM prices remain pretty steady
- Focus on eating healthy, fresh, and from-scratch

Social Media

- Be sure to get your updates in every week and include photos for the newsletter.
- If you are active on social media, @tag the **Williamsburg Farmers Market** when posting photos or product updates.

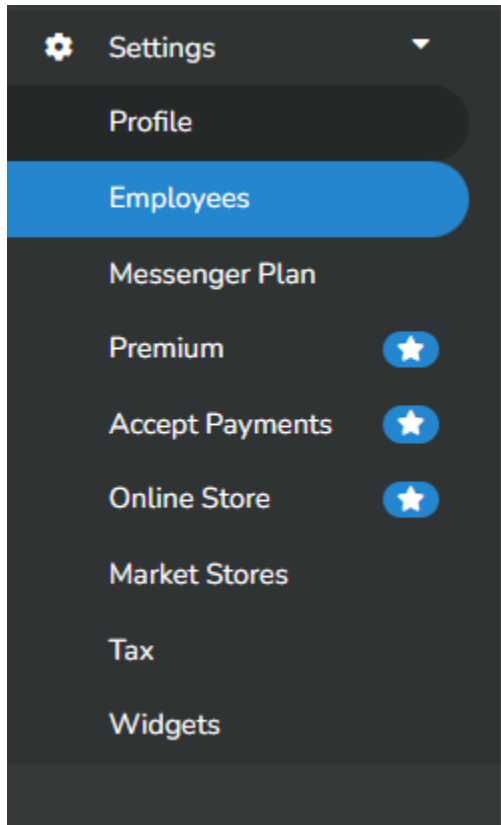


Marketspread



- Get Help
- Enter Products
- Market Map
- Check In
- Report Sales
- Pay

Marketspread – Get Help



- Go to Dashboard
- Click on Settings
- Click on Employees
- Click + Add Employee

Marketspread – Enter Products

The screenshot displays the Marketspread interface for 'Rockahock Farm Specialty Food Artisan'. The main content area is titled 'Products | Default' and features a search bar and filter options. A table lists the following products:

Name	Category	Item Type	Price	Inventory
Apple Dumplings	Baked Goods	Pastries	\$13.00	Not tracked
Bartlett's Ginger Pear Bread	Baked Goods	Bread	\$11.00	Not tracked
Brown Sugar Pound Cake	Baked Goods	Bread	\$11.00	Not tracked
Brunswick Stew	Prepared Packaged	Stew	\$8.00 - \$13.00	Not tracked
Cheese Straws (Variety of Flavors)	Baked Goods	Crackers	\$9.00	Not tracked
Chocolate Zucchini Bread	Baked Goods	Bread	\$11.00	Not tracked
Coconut Pound Cake	Baked Goods	Bread	\$11.00	Not tracked
Colcannon	Prepared Packaged	Soup	\$8.00 - \$13.00	Not tracked

Marketspread – Market Map

- Dashboard
- Events 43
- Vendors
- Posts
- Products
- Customers
- Orders
- Point of Sale
- Invoices 4
- Payouts
- Messenger
- Documents
- Reports
- Metrics
- Marketing
- Website New
- Event Configuration
- Settings

Booths

Rockahock Farm

Rockahock Farm
Specialty Food Artisan
Other

Booths: S4

[View profile](#)



- Click Events
- Click the Right Arrow

























ID	Area	Size
S4	Area 1	20.0ft x 10.0ft

Marketspread – Check - In

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Future Events

[Subscribe to calendar](#)

Date	Event	Market	Status	Weather	Booth	Sales	
March 4, 2023	2023 Williamsburg Farmers Market Season Spring/Summer	Williamsburg Farmers Market	Upcoming	-	(Area 1): S6	Pending	 
March 11, 2023	2023 Williamsburg Farmers Market Season Spring/Summer	Williamsburg Farmers Market	Upcoming	-	(Area 1): S6	Pending	 
March 18, 2023	2023 Williamsburg Farmers Market Season Spring/Summer	Williamsburg Farmers Market	Upcoming	-	(Area 1): S6	Pending	 
March 25, 2023	2023 Williamsburg Farmers Market Season Spring/Summer	Williamsburg Farmers Market	Upcoming	-	(Area 1): S6	Pending	 
April 1, 2023	2023 Williamsburg Farmers Market Season Spring/Summer	Williamsburg Farmers Market	Upcoming	-	(Area 1): S6	Pending	 
April 8, 2023	2023 Williamsburg Farmers Market Season Spring/Summer	Williamsburg Farmers Market	Upcoming	-	(Area 1): S6	Pending	 
April 15, 2023	2023 Williamsburg Farmers Market Season Spring/Summer	Williamsburg Farmers Market	Upcoming	-	(Area 1): S6	Pending	 
April 22, 2023	2023 Williamsburg Farmers Market Season Spring/Summer	Williamsburg Farmers Market	Upcoming	-	(Area 1): S6	Pending	 
April 29, 2023	2023 Williamsburg Farmers Market Season Spring/Summer	Williamsburg Farmers Market	Upcoming	-	(Area 1): S6	Pending	 
May 6, 2023	2023 Williamsburg Farmers Market Season Spring/Summer	Williamsburg Farmers Market	Upcoming	-	(Area 1): S6	Pending	 
May 13, 2023	2023 Williamsburg Farmers Market Season Spring/Summer	Williamsburg Farmers Market	Upcoming	-	(Area 1): S6	Pending	 

- Click Events
- One week to market

Marketspread – Report Sales

The screenshot displays the Marketspread web application interface. On the left is a dark sidebar with navigation options: Dashboard, Events (43), Vendors, Posts, Products, Customers, Orders, Point of Sale, Invoices (4), Payouts, Messenger, Documents, Reports, Metrics, Marketing, Website (New), Event Configuration, and Settings. The main content area is titled 'Events Requiring Actions' and contains a table with the following data:

Date	Event	Market	Status	Weather	Booth	Sales
Feb. 11, 2023	2023 Williamsburg Farmers Market Season- Winter	Williamsburg Farmers Market	Ended	☁ - 47 °F	(Area 1): S4	Not reported Report sales

Below the table is the 'Report Sales' form for the event '2023 Williamsburg Farmers Market Season- Winter' at the 'Williamsburg Farmers Market' market. The form includes input fields for various token amounts and a note field:

- Power of Produce Club (orange vouchers) Amount: \$
- Bonus Bucks (blue tokens) Amount: \$
- Cash Amount: \$
- Credit Tokens (\$5 green tokens) Amount: \$
- Check Amount: \$
- Virginia Fresh Match (black tokens) Amount: \$
- POP Plus (light pink vouchers) Amount: \$
- SNAP (red tokens) Amount: \$
- W&M Tokens (purple tokens) Amount: \$
- Note:

- Click Events
- Click Report Sales
- Enter Tokens and Sales
- Enter Newsletter Information under Notes
- Click Report

Marketspread – Pay Fees

- Dashboard
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- Vendors
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Past Due Invoices

Past due #0286725 Sales percentage for Feb. 11, 2023 @ 2023 Williamsburg Farmers Market Season- Winter Balance: **\$91.20** Due on: Feb. 21, 2023 [Pay](#)

Name
Sales percentage for Feb. 11, 2023 @ 2023 Williamsburg Farmers Market Season- Winter

Item	Price	Qty	Item Total
Sales percentage 6%	\$91.20	1	\$91.20
Total			\$91.20
Balance			\$91.20

Payment

VISA

..... 7955 01/23

VISA

..... 6528 09/26

Add new card

..... MM/YY

Billing address CVV

Can't find address? Click to enter manually

+\$3.03 additional fee applies

Enable auto-pay

Cash

Check

[Cancel](#) [Pay](#) Secure

Your Input is Important

If you have any ideas of how we can improve, let us know.

Some of you are at other markets as well as WFM, do they do anything special that you would like to see replicated at our market, let us know!

Are there any producers at other markets that you think would be an excellent addition to WFM, let us know.

Office hours:

Tracy – Wednesday 1-4 pm; Friday 10 am – noon.

George – Monday, Tuesday, and Wednesday 8:00 am – 2:00 pm

Lizzy – Fridays 1 – 4 pm.

How Did We Do?

