



«First Name» «Last name»
 «Address»
 «City», «St», «Zip»

373

Kentucky Farmers' Market Association
 Kentucky Department of Agriculture
 100 Fair Oaks Lane, 5th Floor
 Frankfort, KY 40601

Kentucky Farmers Market Week Set for August

The Kentucky Farmers' Market Association joins with the Kentucky Department of Agriculture and the USDA to celebrate farmers' market week August 2-9.

"Farmers' market week is a time to encourage new customers to come to the market to see what all we have to offer," said Coy Wilson, KFMA president. "We hope markets will show they are a fun place to shop for great local food."



The Vine Grove Farmers' Market enjoyed music and activities during last year's Farmers' Market Week celebration.

has obtained \$5000 to offer on a cost share basis to all markets to help them hold events.

The application was sent to markets in mid-July and the response was overwhelming. Events are planned all across the state for that week.

Check www.kentuckfarmersmarket.org for details

To help markets celebrate KFMA

For more information contact Janet Eaton at janet.eaton@ky.gov or check with your market contact who has received a packet with information.

RENEW YOUR MEMBERSHIP WITH KFMA TO ENJOY ALL THE BENEFITS AND SUPPORT A UNIFIED VOICE FOR KENTUCKY'S FARMERS' MARKETS!

Your renewal notice is enclosed in this newsletter. DON'T DELAY—RENEW TODAY E-mail to janet.eaton@ky.gov visit [www](http://www.kentuckfarmersmarket.org).

Kentucky Farmers' Market Association, Inc.
 c/o Janet Eaton
 Kentucky Department of Agriculture
 100 Fair Oaks Lane, 5th Floor
 Frankfort, KY 40601

Phone: 502-564-4983
 Email: info@kentuckfarmersmarket.org

Volume 1, Issue 3

Summer 2008

A publication of the



www.kentuckyfarmersmarket.org

Kentucky Farmers' Market News

KFMA Weighs in a Scale Issue

Digital? Hanging? No matter which way you go one of the biggest expenses you incur when you start selling at farmers' markets is buying your scale.

Farmers' markets are a commercial venue and are, therefore, governed by the same regulations as any commercial sales venue. That means, if you sell by weight, you must have a certifiable scales to ensure you are giving the consumer what they pay for.

The Kentucky Department of Agriculture inspects and certifies scales for farmers' markets just like they do for the big grocery stores and those all important gas pumps. However, the regulations were put in place for those other venues and sometimes they do not translate to the farmers' market situation. We saw a similar issue with some of the health department regulations that didn't "fit" very well.

The KFMA has opened a dialogue with the KDA Regulation and Inspection Division to discuss making the regulations more farmers' market friendly. The KFMA has also asked for a list of certifiable scales so growers do not spend hundreds of dollars only to have an uncertifiable scale as has happened in the past.

At this time the regulation requires the scale be for legal trade and made for commercial use. A legal-for-trade scale will be marked with:

- A serial number
- A model number
- Class III designation on the identification plate or seal.
- All scales must have an NTEP (National Type Evaluation Program) certificate of conformance. The scale must have been manufactured after July 1, 2003 to have this certificate.

Scales suitable for farmers' markets will have a 1/2 ounce or smaller or .01 pound or smaller increment.

Scales marked "Not Legal for Trade" are not acceptable. Baby scales or kitchen scales are two types of scales that are not legal.

Just as occurred with the health department inspectors in the past, the farmers' market is so different from any other venue the inspector visits that they must try to interpret these regulations for the situation in front of them. As a consequence, growers who sell at more than one market may get a sticker at one market and be told the scale will not pass at the next market. It is assumed then that the inspectors would like to get a firmer set of guidelines designed for the farmers' market inspections to end some of the confusion.

The KFMA will continue to work on this issue and encourages any member with a desire to help work on this issue to contact the board at info@kentuckyfarmersmarket.org.

Look Inside For...

- Customer service important at markets
- DPH visit farmers markets across the state
- Marketing conference set for November
- Farmers' Market Week set

Top Notch Customer Service

By Janet Eaton

We all know the story... It costs five times as much to bring in a new customer than to retain an existing one. So, it's important to do everything we can to keep our customers loyal to you and to the market.

DO...

Smile.

A big smile will get more customers in your booth than crossed arms and a frown.

Establish a relationship.

One of the things that our customers like best about the market is getting to know you, the vendors. Why not take the time to get to know them back, they'll appreciate it and you'll get invaluable market research. Learn their names or, better yet, learn their children's names. It'll bring them back to you every time.

Leave your cares at the farm.

Before you set up each market day, remind yourself to greet each customer as if you were waiting for them to show that day. Yes, you have been up since dawn and, yes, your back hurts from picking beans, but they want to hear your voice tell them you are happy to be there and happy they are there, too.

Sell the whole market.

It can be hard for a new customer to find that last key ingredient in a market. Why not help by letting them know which vendors sell what they're looking for? Remember the movie "Miracle on 34th Street?"

DON'T...

Talk badly about other vendors.

Not only is this sort of behavior disrespectful to colleagues, it is also very unprofessional in front of a customer. Remember what your mother told you – if you can't say anything nice, don't say

anything at all.

Don't discuss market business with customers.

Customers should always see the good side of the market. They don't need to hear about how the board made a bad decision or you are unhappy with your spot.

Don't argue with a customer.

If a customer has a concern with one of your products, don't argue. Remember perception is reality. The quickest way to resolve problems is to say you are sorry and ask what you can do to resolve the situation. Many times all they want is to let you know they are unhappy.

Selling directly to the consumer can be challenging while being a lot of fun. Taking time to listen to those at your table gives you direct feedback that other marketing venues don't provide. So smile and listen and invite each customer back.

A new tool is available for farmers market managers and other professionals

"Shared Wisdom, Selling Your Best at Farmers Markets" is the title of a new video that helps farmers do a better job of display, merchandising and customer service at farmers markets. Filmed on site at several markets, this 23 minute video includes customer and vendor interviews and examples of both good and poor displays and customer service. It is meant to be used with farmer/vendors who are already selling at a market but it is also a great tool for recruitment of new farmers. This DVD is the result of a USDA AMS Farmers Market Promotion Program grant and was produced by Steve Miller, Cornell's FMNP education coordinator at Cooperative Extension of Madison County New York. Copies of the DVD are available from USDA, AMS, Marketing Services Branch, free of charge. To request a copy of the DVD, call AMS at (202) 720-8317.

State Health Department Representatives Visit Farmers' Markets

by Janet Eaton
Ky Depart. of Agriculture
Farmers' Market Specialist

The Kentucky Department for Public Health is sending out a couple of ladies to visit markets this summer. They are checking to make sure vendors are following all regulations regarding home processing, microprocessing, and sampling. They are reporting back to the state food safety folks and are following up on problems. Here are some reminders about the HB 391 products.

1) You must have the appropriate registration or permit for your product. Jams, jellies and fruit butters as well as baked goods require a home based processor registration and anything else must be covered by a microprocessor permit. The certificate from the class is not enough.

2) That permit/registration must be posted at the market in a visible place.

3) The Department for Public Health would like the market to ask for a copy of each permit/registration as a part of joining the market each year so you have them on file.

4) Each product **MUST** be labeled correctly. Check out the box to the right to see the requirements for labels.

LABELS FOR ALL HOME BASED PROCESSOR/ MICROPROCESSOR FOOD PRODUCTS SHALL CONTAIN THE FOLLOWING INFORMATION:

- a) The common or usual name of the food product.
- b) The name and address of the home-based processing operation. This shall include the street address, city, state, and zip code.
- c) The ingredients of the food product. Ingredients shall be listed in descending order of predominance by weight.
- d) The net weight or volume of the food product by standard measure or numerical count.
- e) The following statement in 10-point type: "This product is home-produced and processed".
- f) The date the product was processed.

The following potentially hazardous foods are prohibited from either category:

- 1) Crème-filled pies
- 2) Custard
- 3) Custard
- 4) Pies with meringue
- 5) Cheesecake
- 6) Cream, custard and meringue pastries
- 7) Raw seed sprouts
- 8) Garlic-in-oil mixtures
- 9) Canned, pureed baby foods
- 10) Foods vacuum packaged in containers other than mason-type jars
- 11) Processed juices
- 12) Foods containing meat and poultry
- 13) Any other foods designated by the Process Authority (DPH)

Marketing Conference Set For Nov. 13 and 14 in Lexington

The Kentucky Department of Agriculture in partnership with UK Cooperative Extension will hold a two-day marketing conference in Lexington on November 13 and 14. The conference will offer three tracks – meats, produce and direct marketing venues. Each track will feature some of the same topics tailored for the track topic. Successful farmers will of-

fer advice on what they did right and share some of the mistakes they made along the way. This conference promises to be a great opportunity to hone your marketing skills and learn about new opportunities. Watch your mail for further information and details.