

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

December 2018

[View this email in your browser](#)

**Welcome to the quarterly
South Carolina Association of Farmers Markets
member-only newsletter!**

From SCAFM President, Stan Perry

This is my last article as your association president. Beginning with our annual conference in January, Elise Ashby, will ascend from Vice-President to the office of President. I am excited to have Elise take the lead and will be staying on the board in support.

Our annual meeting on January 22, 2019 is an important event. This is our opportunity to share best practices, cover new rules and regulations, discuss issues, elect our leaders for the coming year, and network. There is no limit to the information we obtain from working with our peers. I encourage each of you to make the event a priority. Let me also suggest you consider serving on the board and inviting new members to join. We have a voice in the state as an organization. Everyone deserves to be heard.

As we journey deeper into the holiday season, I have been reading more about farming and farmers, along with their hopes, faith and ambitions. I recently ran across the *Thanksgiving Prayer for Farmers*, and I would like to share this stanza.

Thank you, God, for farmers! For those people who have touched the soil, who have known it intimately, the feel of it in their fingernails, the taste of it, the way it smells after the rain. For those who have cared for animals, touched them, heard their cries, nurtured them carefully. Being a farmer can be a hard life, the bills don't match the income, the weather doesn't co-operate,



SCAFM Board of Directors:

President

[Stan Perry - Clemson Sandhill](#)

[Farmers Market](#)

Vice President

[Elise Ashby - Union County Farm & Craft Market](#)

Secretary / Treasurer

[Mandy Watson - TD Saturday Market](#)

Region I Upstate Directors

[Newton O'Dell - Greenwood Farmers Market](#)

[Stephanie Turner - Uptown Market](#)

Region II Midlands Director

[Stan Perry - Clemson Sandhill](#)

[Farmers Market](#)

Region III PeeDee Directors

[Calvin Hastie, Sr. - South Sumter](#)

[Farmers Market](#)

[Anne Marcengill - Lake City Farmers Market](#)

Region IV Lowcountry Directors

[Tracy Richter - Mount Pleasant](#)

[Farmers Market](#)

SCDA Liaison

[LauraKate Anderson - SCDA](#)

Executive Director

[Jackie Moore, SCDA](#)

or the markets are fickle. Be with farmers, Lord, and particularly the farming families in our church, in hard times as well as good. Help us to create a society where farmers are respected and compensated for their work fairly. Help us to personally be thankful for their work, that sustains us in the most basic way possible.

Thank you for the opportunity to have served as your association president, and as always, thank you for your membership, support, dedication to creating a memorable experience for our consumers, and efforts to foster a profitable season for our farmers and entrepreneurs.

2019 SCAFM Conference

Tuesday, January 22 at the Phillips Market Center, SC State Farmers Market, West Columbia. Cost to SCAFM members - \$25.

Working Agenda:
(subject to change)

8:30 – 9:00am - Registration
 9:00 – 9:45am - Introductions & SCAFM Annual Business Meeting
 9:45 – 10:15am – Produce Safety
 10:15 – 10:30am - Cottage Law – DHEC
 10:30 – 11:00am - Lawyer on Liability at Market
 11:00 – 11:15am – Farmers Market Nutrition Program
 11:15 – 11:30am - SNAP Technology / Federal Contracts Update
 11:30 – 11:45am – Commissioner of Agriculture Hugh Weathers, SCDA
 11:45am – 12:30pm – Lunch
 12:30 – 1:00pm – Roundtable Discussions (Choose one)
 Best Practices – Paperwork Required
 Special Market Activities
 Conflict Resolutions – Vendor Compliance
 Funding and Partnerships
 1:00 – 1:20pm – Wrap-up on discussion 5 minute readout each group
 1:20 – 2:00pm – Safety and Human Trafficking - Sheriff Department
 2:00 - 2:15pm - Door Prizes / Announcements
 2:15 – 3:00pm – SNAP Training

SCAFM Board of Directors

The Board needs a minimum of 11 directors.

We will need to elect 5 board members.

Region I (Upstate) needs 1

Region II (Midlands) needs 2

Region III (Pee Dee) needs 0

Region IV (Lowcountry) needs 1

Would you consider being on the SCAFA Board of Directors for 2019?

Your input is valuable to this association. Please contact SCAFM president, Stan Perry if you are willing to serve. Perry8@clemson.edu

It is that time again! 2019 Dues invoices will be sent out in December. Check your mailbox!

Why join SCAFM?

Membership benefits include but not limited to...

- Listing in membership directory
- Facebook page to link to your page
- Website – you can list your events
- Quarterly e-newsletter
- SCDA support
- Opportunity to be a member of a larger group that support the Farmers Markets
- Networking – Peer to Peer networking
- Annual conference
- Opportunity to serve on the Board of Directors
- Automatic membership in the Farmers Market Coalition and receive their Newsletter.

<https://farmersmarketcoalition.org/education/newsletter>

WE NEED YOUR EVENTS!

The South Carolina Association of Farmers Markets has a new website. <http://southcarolinafarmersmarkets.com/>
Check out all it has to offer including a downloadable

Farmers Market Toolkit.

Are you holding a special event at your market? Add it to the calendar by following this link

<http://southcarolinafarmersmarkets.com/events/community/add>

South Carolina Association of Farmers Markets is on Facebook!!!

<https://www.facebook.com/southcarolinaassociationoffarmersmarkets/>

How to Keep a Market Going Year Round

The adjustments to making your market year-round might be minimal—not quite as many vendors or customers as in May, but the existing structure, schedule, and rules may still hold nicely. Simply call your market a year-round market and make a few tweaks as necessary. You will have to work creatively with a much more limited array of local farm products, and a much less hospitable outdoor environment for shopping. Consider reducing vendor fees for your first winter or two or offer flat rates instead of percentage-of-sales to attract more vendors. Encourage vendors in the summer to plant hearty winter crops and storage crops, letting them know that you will offer a market for those products come November.

Demonstrate your commitment to this promise in the winter, even if only a few vendors show up every week. Find vendors who can offer value-added products such as sauces, jams, and jellies, as well as meats and cheeses to round out the less-abundant winter supply of fresh produce. The 32nd Street Farmers Market in Baltimore continues its market in the winter, adjusting its policies to accommodate some non-local produce. The Dupont Circle Farmers Market in Washington DC maintains its strict producer-only policies year-round but adjusts the market hours to better meet the seasonal needs of producers and customers.

As a compromise between year-round and seasonal markets, you may also want to consider holding holiday markets. Berkshire Grown hosts holiday markets in Great Barrington and Williamstown,

Massachusetts—one before Thanksgiving, the other before Christmas—so hard-core locavores can buy bulk items, and others can buy value-added items to use as gifts or as part of their holiday meals. The West Virginia Farmers Market Association hosts a 'Winter Blues' Farmers Market to take place immediately before a statewide small farm conference when many producers are already gathering in one place.

No matter what you decide, be sure to ask your farmers what their preferences are for the off season—many of them might enjoy having a break in the winter! It's also not a bad idea to survey your customers about their willingness to brave the cold to visit the market in February.

What to Do to Prepare for Your Next Market Season

There is no shortage of tasks for a Market Manager during the off season to prepare for the next market season. These include activities that should take place before the season begins or right after the market ends to make sure the market for next year is an even greater success. Here are some things to consider during these times.

Pre-Season:

- Decide how you will advertise and when you will hold promotional events.
- Develop your media campaign
- Create promotional materials such as signs and brochures
- Decide on special events and start planning
- Review and update market rules and regulations
- Develop or review the market's strategic plan
- Meet with and report to the market board/committees
- Develop or review the market's long-term marketing plan
- Review and update the market's emergency preparedness plan
- Review the market's operating hours
- Secure all permits
- Secure market liability insurance
- Review and improve the layout and design of the market
- Determine if your market is missing any products
- Develop a strategy to recruit new farmers and vendors
- Establish your budget and secure funding
- Determine or review vendor fees
- Establish community partnerships
- Certify market for the Nutrition Assistance Programs
- Hold a vendor meeting to discuss policies and changes

Post-season:

Evaluate the market season:

- What worked well and what changes can be made to improve the market?
- What events/promotions added to market sales and what brought in more customers?
- Develop and update your advertising campaign
- Hold vendor meetings to give vendors a chance to offer ideas, discuss issues, and celebrate the end of the season

- Find professional development opportunities for management and staff.

Atten the SCAFM conference on January 22, 2019

- Repair and maintain market grounds and supplies

Farmers Market Coalition: Your state farmers market association is a

State Partner. You already have FMC Membership. Benefits site

[https://farmersmarketcoalition.org/education/member-resources/?](https://farmersmarketcoalition.org/education/member-resources/?orgId=farmersmarketcoalition)

[orgId=farmersmarketcoalition](https://farmersmarketcoalition.org/education/member-resources/?orgId=farmersmarketcoalition)

Copyright © 2018 South Carolina Association of Farmers Markets, All rights reserved.

[unsubscribe from this list](#) [update subscription preferences](#)

