

Checklist for a Successful First Day

Careful planning for market is essential to your success. Be on time and ready to sell by the opening bell. Make a checklist! Examples of items to include:

- Market manager's cell phone number.
- Canopy (white is best) and 25 pounds of weight minimum for each leg of the canopy.
- Stall structure: tables, table covering, racks, shelves and other display infrastructure.
- Display containers for your product.
- Bags and compostable serving items (paper or reusable are best, plastic for meats).
- Cash box with cash, square reader, and charged phone and extra batteries. Be prepared to make change for \$20 bills. Find out the location of the nearest bank or other options for getting change throughout the day if needed.
- Licensed scale (as appropriate for your products).
- Hand washing station items, if applicable.
- Pencils, pens, calculator, sales record/receipt book, notepad, bags, boxes, flats.
- Trashcan, broom, dustpan, trashbags.
- Signage - the more personal, the better. Consider using pictures!
- Large sign or banner at eye level or above with your farm/business name and location.
- Individual product names and prices alongside of the items—how the item is sold (by weight, piece, quantity). Highlight different varieties, heirlooms, product qualities (sweet, spicy, bitter), storage and usage tips, etc.
- Educational flair: handouts with recipes, how-to's, seasonality information, new items, product information.
- Information about your business, farm, CSA or other on-farm activities, promotional materials, business cards. Remember that many chefs and food business owners shop at farmers markets.
- Miscellaneous display items such as back up sign making materials including chalk, paper, cardboard, markers, scissors, tape, pens, bags, price tags, pocket knife, duct tape.
- Personal comfort items: weather gear, gloves, hats, rainwear, water bottle, a rubber mat on which to stand, heater for cold weather markets, etc.
- Your customer service personality—a big smile is your best asset.

