



CROSSROADS FARMERS MARKET

Takoma/Langley Crossroads

Mailing Address: 6930 Carroll Avenue, Suite 426, Takoma Park, MD 20912

Dear Prospective Vendors,

Below you will find details re: the 2016 season, which will be consistent with how we operated in 2015. Crossroads Farmers Market is again proud to be among nine markets participating in a national pilot project called **Farmers Market Metrics (FMM)**, which is designed to help farmers markets better understand and communicate the impact that they have in their community. As one of the chosen pilot markets, we will be assisted by the FMM team to improve data collection about shopping patterns as well as vendor trends. This information will allow us to understand more about what the market can do to meet the needs of shoppers, and help us to better support vendor business operations. The FMM team will also provide us with visual reports to show the impact of our market, which will be used to continue advocacy efforts for increased local and national market support.

This season, you may see some additional surveys being conducted at market. They will be short and will not interfere with the flow of customer traffic. We will share what we learn with you as the project progresses, and you are welcome to ask questions. As part of the project, vendors will also be briefly surveyed about a small number of topics, including things like amount of food donated (if applicable) or the number of crops and varieties you offer for sale. We will do our very best to ask questions at appropriate times. All information you provide is confidential and will be compiled into aggregate statistics. No individual business information will be released without consent from the business owner.

Why are we asking for this information? Sometimes we take for granted that everyone understands the significant economic and social benefits that our market offers the community. The truth is, not everyone sees it this way. As the market continues to grow, we may compete for space, parking, and the right to be taken seriously by the people who make decisions about how land is used and how tax dollars are spent. We need to better articulate the role this market plays in our economy and community if we want to see it thrive, and we can only do that with your help.

Your cooperation, accuracy, and honesty in responding to surveys or research questions is critical to helping Crossroads understand its impacts and communicate its value to potential partners and funders. We greatly appreciate your cooperation, and look forward to working with you to make 2016 the best season yet. Thank you in advance for your assistance.

Learn more about Farmers Market Metrics on the Farmers Market Coalition website:

www.farmersmarketcoalition.org/farmers-market-metrics.

Interested? Questions?

Contact Market Manager, Michelle Dudley @ (240) 601 5532

mdudley@crossroadscommunityfoodnetwork.org



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Please consider the following as you look to apply as a Crossroads vendor for 2016:

- 🍎 **Application Fee for vendors is \$35.** All vendors will pay a weekly stall fee of 5% of sales and a 2% fee for any wooden tokens accepted (see guidelines for more info).
- 🍎 2016 will mark the **10th season** that Crossroads Farmers Market continues to provide its community with increased access to fresh, local farm products!! By providing supplemental funds known as “Fresh Checks” for those shopping at market with WIC, SNAP and SFMNP coupons, Crossroads makes fresh and local food options more accessible. We’ll be coordinating some special event(s) for our 10th year!
- 🍎 CFM will be open on **June 1st** and the current plan is for our standard 25 week season (until Nov. 16th). We are a **Wednesday** market operating from **11:00am-3:00pm**.
- 🍎 **Please mark your calendars-** on **Wed. May 11th, 12pm** we will hold a vendor orientation.
- 🍎 For the 2016 Market season, Crossroads Farmers Market intends to distribute \$62,000 in Fresh Checks to area low-income families for the purchase of fresh and local foods. These funds will be received directly by Crossroads farmers participating in the CFM market.
- 🍎 In 2016, Crossroads Farmers Market “Fresh Check” coupons spending may be limited to fresh fruits, vegetables and herbs **only**. No honey. Meat/eggs **TBD**.
- 🍎 Priority will be given to returning vendors and producers offering new kinds of products. We are especially looking for seafood, eggs, meats, figs, persimmons, flowers, honey, dairy, breads, shelled beans, ethnic crops and plant starters.
- 🍎 Prior to the 2016 market season, Crossroads will ensure that all participating farmers be trained and certified to accept WIC Fruit and Vegetable Coupons (FVC), FMNP and SNAP. Crossroads Farmers Market is located near the state’s largest WIC benefit clinic.
- 🍎 We are happy to announce that our Anne St. location continues to be extremely successful, with overall sales continuing to increase (26% increase in 2014 and 19% increase in 2015)!
- 🍎 In 2016, Crossroads Farmers Market vendors will once again have the opportunity to sell and donate gleaned produce to Takoma Park Meals on Wheels. These products will be cooked and sent directly to food insecure families in our neighborhood.
- 🍎 Crossroads Farmers Market is a vibrant community space where one can sense the spirit of the traditional market place. At Crossroads you can find local musicians, ethnic greens and herbs, a wide array of lunch options, and other locally-produced items all representing the cultural and agricultural diversity of the area.

We look forward to reviewing your application!

Sincerely,
Michelle Dudley
Market Manager

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