



May 17, 2018

Hello Farmers' Market Vendors,

The 2018 Alamosa Farmers' Market season will soon be upon us and we have lots to share with you. We will continue to offer fresh Colorado and regional produce, hand-crafted goods, properly certified honey, animal products, bakery items, food stuffs and permitted cottage foods. We are offering vendors the opportunity to sell at two markets this season. Our **Downtown Market** will continue on **Saturdays from July 14 to October 13, 8:30 am to 1:30 pm.** Additionally, we will offer a **Weekday Market** at the Rio Grande Farm Park on **Wednesdays from August 1 to September 26, 4:30 pm to 7 pm.** This second market will include produce and shelf stable foods only.

This is my 6th season with the market and I have learned a great deal in that time. One lesson is that time is precious. To conserve time all vendors are asked to attend one **pre-season vendor meeting**. The meetings will be 90 minutes or less. You need to pick one date and time you can attend and indicate it on the included post card. The choices are **June 15 from 5:00 to 6 pm** and **June 16 from 9 – 10:30 am**, both at the **Alamosa Family Rec Center** (2222 Old Sanford Rd, Alamosa, CO 81101). I know some of you live a great distance away so let me know if neither time is workable for you. We will cover market changes, updates, and vendor stand displays. I appreciate your cooperation.

The second big change is the use of the Manage my Market program. This program will allow on-line registration for vendors and give you access to your sales records throughout the season. It will allow me to track vendor paperwork, sales, floor plans, etc. This program has a cost per vendor so we are asking vendors to pay an application fee of \$15 to help cover this program. All vendors will use this, even if they decide to complete actual paper paperwork. I will go more into detail at the trainings but you can reach me in the meantime for assistance. This program will help streamline the application process. To apply on-line go to this website (Found on our website and Facebook: <https://www.managemymarket.com/landing.aspx?orgID=1357>)

Final big change for the 2018 season involves the Double Up Food Bucks program. This statewide program has been bringing new customers into the market for the past 2 years. They have provided us an opportunity to better serve our customers by loaning us new technology. We will be issuing all vendors who sell produce a tablet each week so that they can run Double Up Food bucks with a plastic card (like a credit card). We are hoping this will save us all time counting vouchers and help customers keep track of their Double up bucks easier. We will cover how this program will work at our June meetings.

You will not find a copy of the Market rules and regulations or application in the letter this year. We will go over them in the pre-season meeting and in the meantime, they are on the "Manage my market" page and our website. If you have no way to access this information digitally, indicate that on the included postcard and I will send the materials out to you.

See you all in July!

Mandy Pittman

Mandy Pittman, Director

Alamosa Farmers' Market

Alamosa Farmers' Market
PO Box 1983, Alamosa, CO 81101
Phone: 719 480 4365 alamosafarmersmarket@gmail.com



2018 Vendor Checklist:

- Register at Manage my Market site <https://www.managemymarket.com/landing.aspx?orgID=1357> (by June 1 for early bird pricing)
- All vendors must weigh down their tents.
- Attend vendor meeting on June 15 or 16
- **All items** sold at the market must come from Colorado or a surrounding state. All crafted items must be made by the vendor or a direct family member.
- All produce must be sold by growing farmer or purchased directly from growing farmer.
- Vendors will be placed by Market staff. We are structuring the market a bit differently this season so we are not accepting space requests at this time.
- Vendors can again donate goods to the Food Bank at the end of every market day. We will also have food drives the first Saturday of each month as a thank you to the Food Bank for allowing us to use their space to store our Market gear.
- If you are interested in being a market underwriter, I have included a form for that as well. This is a great way to help support the market and advertise your farm/ business. You can also share the form with other business owners who might want to help support our market.
- The Health Department has reminded me that anyone who sells prepared food must show proof of completion of a Food Safety Handling Class every 2 years. If you did not take a class last year, you must take one this year.
- The SLV Local Foods Coalition invites farmers and vendors to join their fall Farm Festival on **Sunday, August 26**. See enclosed flyer for more information.
- **Downtown Saturday Market** - *Corner of State & 6th Street*; July 14 - October 13; 8:30 am to 1:30 pm
- **Farm Park Wednesday Market** - *Rio Grande Farm Park - East Entrance of Alamosa on Highway 17 just north of Highway 160*; Wednesdays, August 1 – September 26; 4:30 pm – 7 pm
- Contact Mandy Pittman, Director with any and all questions:

PO Box 1983, Alamosa, CO 81101

Phone: 719 480 4365

alamosafarmersmarket@gmail.com

alamosafarmersmarket.org

www.facebook.com/amosafarmersmarket/

Alamosa Farmers' Market

PO Box 1983, Alamosa, CO 81101

Phone: 719 480 4365

amosafarmersmarket@gmail.com