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10 Things You Need for a Successful Farmer's Market

1. **Location**: a central location that is easily accessible is paramount. The Market will perform better if it is located near residential areas as it often functions as a supermarket.
2. **Large enough**: the Market has to be large enough in size to create critical mass to draw customers. Critical mass is determined by the diversity of vendors in terms of product specialization and range rather than sheer number of vendors overall.
3. **Disciplined management**: management should be free to manage and operate the Market free from political interference. There needs to be strong enforceable lease arrangements that ensure quality control.
4. **Parking**: parking needs to be easy to find and use as Markets often draw customers from a very broad trade area. Consumers should be able to carry their packages/bags back to their vehicle.
5. **Building**: the Market building should be purposely built so that it is highly visible and accessible. In addition, proper, functioning services requires such as plumbing, cooking/venting, wet/dry garbage handling, storage lockers, as well as everything being clean and maintained.
6. **Vendors**: a part from the critical mass issue, there needs to be groups of anchor vendors including permanent (e.g., produce, meat, baked goods,), seasonal (e.g., real farmers), and prepared foods for on-site consumption or home meal replacement.
7. **Entertainment**: special events should be layered on to draw additional people to the Market.
8. **Marketing**: a full marketing program including public relations will be required to compete effectively. The Market must consider themselves to be in competition with local supermarkets and adjust their marketing budgets accordingly.
9. **Socialization**: the Market must become an "in" place to visit. It will be a place to see other and be seen.
10. **Safe and Secure**: safety and security are very important for both vendors and customers.

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