

# Bethlehem & Gorham Farmers Markets

## 2018 Vendor Information

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*Welcome new and returning vendors! With additional funding and renewed commitment to promotion, we expect 2018 to be a great year for WREN Farmers Markets. See you there!*

### Schedule

#### **Bethlehem Farmers Market**

Saturdays, 10am-2pm, Jun 16 - Sep 29

outside the Local Works Store at the corner of Main St. and Park Ave., Bethlehem, NH

#### **Gorham Farmers Market**

Thursdays, 3-7pm, June 14 - Sep 27

on the Town Common, 69 Main Street, Gorham, NH

Markets are held rain or shine, but we understand that not all vendors will choose to attend in the rain. Vendors are encouraged, but not required, to attend all market dates. Please let WREN staff know in advance if you are going to miss a market. Refunds are not available for full-season vendors who miss market days.

### How to Become A Vendor

To become a vendor, please read the 2018 Vendor Information packet and then submit your application and supporting forms by June 1, 2018. You may also attend the optional Pre-Season Vendor Meeting in Bethlehem on May 5th, 12-1pm. Applications may be submitted via email, post, or dropped off at WREN Central in Bethlehem -- whatever is easiest for you. We know this is a busy time of year for farmers!

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## Registration & Fees

Vendors are required to maintain a WREN Business Membership throughout the market season. The membership is \$75 per year, and includes discounts on workshops and other benefits for entrepreneurs. Complete your membership online at [wrenworks.org](http://wrenworks.org) or email us for an application.

2018 Market booth fees are \$5 per booth per market day, or \$75 per market for the full 16-week season. Vendors who return the market application by May 15th with \$75 payment for the full season will be given priority on their choice of booth location on a first come, first served basis. Partial-season vendors are also welcome. All booth fees must be paid in advance or on the day of the market. Payment at the market is limited to check and exact change only.

Registration and booth fees partially support market management and promotion, with the remaining cost funded by a Harvard Pilgrim Healthy Food Fund Grant. Tag your market photos @HarvardPilgrim to thank them via social media for their support!

## Setup

Vendors who commit to a full market season will receive an assigned booth location. Partial-season vendors may be asked to move around, if necessary. A very limited number of electrical outlets are available for vendors who maintain coolers for food safety. Set up begins one hour prior to the market opening, and all sites must be cleaned and vacated within one hour after the market closes. To provide the best market experience for our customers, vendors are expected to attend the full market day, with only occasional exceptions.

FOR THE SAFETY OF ALL, THERE IS NO DRIVING ON THE COMMON DURING MARKET HOURS. During setup and cleanup, you are welcome to drive (carefully) on the grass to your booth location. If you arrive late or leave early, you will have to park on the street and carry your market supplies onto the common. The Town of Gorham does not generally allow driving on the common, so please be considerate, and park your vehicle on the street whenever possible. We do not want to lose this privilege.

## Products

All products sold at WREN Markets must be grown or crafted by the vendor, and may include:

- Fruits, vegetables, herbs, flowers, plants.
- Meat, dairy, and eggs.
- Maple syrup, honey, wool, and other agricultural products.
- Vendor-made crafts and artisan items (soaps, jewelry, wood carvings, etc.)
- Baked goods & preserves (bread, pastries, candies, jams, jellies, etc.)
- Hot prepared food.
- Art or books produced by the vendor.
- Other locally grown or crafted items must be pre-approved by market staff.

Resale of products is not permitted. WREN staff reserves the right to visit any vendor's business operation to authenticate that products are locally grown or crafted. If a vendor fails to comply with the above rule, their participation in the market may be cancelled with no refund of fees.

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## Gorham Market Token & Coupon Program

For the convenience of vendors and customers, Gorham Farmers Market staff maintain a credit card machine to process customer payments. Customers may swipe their credit, debit, or SNAP/EBT card at the market manager's tent to receive wooden tokens and coupons to spend at vendor booths. Vendors then submit these tokens and coupons for reimbursement to market staff at the end of each market, and vendors are reimbursed by check within 1-2 weeks. Vendors are encouraged but not required to accept tokens and coupons. If you would like to participate in these programs, please read and sign the attached documents for each program. SNAP training will be held for all vendors at 1:30pm on the first day of the Gorham Farmers Market.

**\$5 Credit Card Tokens** may be used for any purchase at the market. Participating vendors are required to provide change for these tokens, as if they were cash.

**\$1 SNAP Tokens** may only be accepted in exchange for SNAP-eligible food and seedlings. DO NOT GIVE CHANGE FOR THESE TOKENS.

**\$1 Market Match Coupons** may only be accepted in exchange for fresh fruits and vegetables. Granite State Market Match coupons from other markets may be accepted on a limited basis.

## 2018 Farmers Market Rules

- Vendors may only sell products at market that they grew or crafted themselves.
- All vendors must be pre-approved by market staff.
- A current WREN Business Membership is required for all market vendors.
- A booth fee of \$5 is due on or before each market day.
- Vendors must comply with all federal and state laws that apply to their business.
- Vendors must display a sign with their business name and post pricing for all products.
- No driving on the common during market hours.
- Tents must be secured on at least three legs at all times.
- Vendors selling products by weight must use a certified legal-for-trade scale.
- No soliciting by political or religious groups.
- Vendors' children and pets must be supervised at all times.
- Vendors are expected to treat customers, other vendors, and market staff professionally at all times. If you have a concern, please bring it to the attention of market staff.
- WREN requires all vendors to adhere to honest and ethical business practices. Illegal, fraudulent, or dishonest practices are prohibited.

## Market Operations

WREN market staff is responsible for the successful and orderly operation of the markets, and maintain full authority to keep the markets running smoothly. Please direct all day-to-day questions and issues to attending market staff. More serious concerns may be address outside of market hours by contacting WREN Farm & Food Program Manager, Ruth Ann Hacking. To ensure a productive marketplace for both vendors and customers, major disputes will not be addressed during market days.

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## Vendor Grants & Scholarships

WREN has a limited number of free legal-for-trade scales for vendors who commit to selling fresh fruits and vegetables at the Gorham Farmers Market, as well as equipments grants to purchase tents, tables, packaging, signs, scales, crates, or any other supplies that are required to bring fresh fruits and vegetables to market. There is no matching requirement for grants this year. Please see attached 2018 Vendor Equipment Grant application for more information and to apply.

WREN Scholarships are also available for NH Business owners with low-to-moderate income, and include a free Business Membership and workshops for up to three years. Please email [farmandfood@wrenworks.org](mailto:farmandfood@wrenworks.org) to request an application.

## Regulations & Resources

WREN has a new business development program for farmers and food producers! LEAF combines opportunities to sell your products with workshops, one-on-one sessions with WREN staff, networking opportunities, and referrals to resources to help your business grow. See attached documents for more information and a list of events.

All vendors are encouraged to secure liability insurance and familiarize themselves with food safety and farmers market regulations prior to selling at market. Below are a few recommended resources. Hard copies are available upon request.

- Selling Successfully At Farmers Markets: [https://extension.unh.edu/resources/files/Resource004139\\_Rep5905.pdf](https://extension.unh.edu/resources/files/Resource004139_Rep5905.pdf)
- Legal Guide for NH Agricultural Producers: [https://extension.unh.edu/resources/resource/7054/Legal\\_Guide\\_for\\_New\\_Hampshire\\_Agricultural\\_Producers\\_2017](https://extension.unh.edu/resources/resource/7054/Legal_Guide_for_New_Hampshire_Agricultural_Producers_2017)
- ACT Liability Insurance for Artists & Crafters: [www.actinsurance.com](http://www.actinsurance.com)
- Weights & Measures: [www.agriculture.nh.gov/publications-forms/documents/selling-at-farmers-markets.pdf](http://www.agriculture.nh.gov/publications-forms/documents/selling-at-farmers-markets.pdf)
- Farm Food Safety Toolbox: <https://extension.unh.edu/resource/farm-food-safety-toolbox>
- NH Cottage Food Laws: <http://www2.dhhs.nh.gov/dphs/fp/sanitation/homestead.htm>
- UMaine Recipe Testing Service: <https://umaine.edu/foodandagriculture/process-product-review-testing/>

## Stay In Touch

The Bethlehem and Gorham Farmers Markets are managed by the WREN Farm & Food Program. For more information, please contact Program Manager, Ruth Ann Hacking:

**Phone:** 603-869-9736 ext.15

**Email:** [farmandfood@wrenworks.org](mailto:farmandfood@wrenworks.org)

**Website:** [www.wrenworks.org/programs/farmers-market](http://www.wrenworks.org/programs/farmers-market)

**Facebook Page:** [www.facebook.com/wrenfarmandfood](http://www.facebook.com/wrenfarmandfood)

**Facebook Vendor Group:** WREN Farmers Market Vendors

# 2018 WREN Farmers Market Vendor Application

Please complete this form and return to WREN by June 1, 2018.

Vendors who return this form by May 15th with the \$75 booth fee per market for the full 16-week season will be given priority on their choice of booth location. Partial-Season Vendors are welcome to apply and pay-as-you-go \$5 per day.

## VENDOR INFORMATION

Business Name:

Your Name:

Mailing Address:

City:

State:

ZIP Code:

Email:

Business Phone:

Cell Phone:

Website:

Facebook:  Yes  No

Are you a farmer?  Yes  No

## PRODUCT INFORMATION

All products sold at WREN Farmers Markets must be grown or crafted by the vendor.

Product Type(s):  Fresh Produce  Meat/Dairy/Eggs  Honey/Maple  Jams/Preserves  Baked Goods  
 Other Food  Flowers/Plants  Crafts/Artisan Products  Other

Briefly describe your products:

Do you give market staff permission to photograph your booth for promotion?  Yes  No

To help with market promotion, please consider emailing us high-quality images of your products and/or yourself at work.

## MARKET INFORMATION

Which Market(s) Would You Like to Participate In?

Bethlehem SAT 10-2, Jun 16 – Sep 29  Gorham THU 3-7, Jun 14 – Sep 27

Vendor Space Requested:

Vendor spaces are 12x12. Additional space will be allotted as available.

Do you need electrical access?  Yes  No

Preferred Booth Location:

How Many Markets Do You Plan to Attend?  All Bethlehem Dates  All Gorham Dates

Please list any market dates that you will miss, if known:

## GORHAM MARKET TOKEN & COUPON PROGRAM

Please indicate which programs you would like to participate in at the Gorham Market. See attached documents for more information. Sales made with tokens and coupons will be reimbursed to the vendor 1-2 weeks after submission.

- Credit/Debit Card Tokens (available to all vendors)  
 SNAP/EBT Tokens (available for vendors selling SNAP-eligible products)  
 Granite State Market Match Coupons (available for all vendors selling fresh fruits and vegetables)  
 None

## SCHOLARSHIPS & GRANTS

Please indicate if you would like to be considered for a scholarship or grant. See attached documents for more information.

- Vendor Equipment Grant (available for Gorham Market vendors who sell fresh fruits & vegetables)  
 Free Legal-for-Trade Market Scale (available for Gorham Market vendors who sell fresh fruits & vegetables)  
 WREN Scholarship (available for NH business owners with low-to-moderate income)

## EMERGENCY CONTACT

Name:

Phone:

Relationship:

## VENDOR SIGNATURE

I certify that the information provided on this form is correct, and that I have read and agree to comply with the 2018 Farmers Market Rules, and I agree to maintain a current WREN Business Membership throughout the market season.

Vendor Signature:

Date:

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Gorham Farmers Market

# Credit/Debit Card Token Program

## 2018 Vendor Agreement

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*Please fill out and return this form if you would like to accept \$5 credit/debit card tokens at the Gorham Farmers Market. This program is optional.*

This agreement is between the Gorham Farmers Market and \_\_\_\_\_,  
an authorized vendor.

This agreement allows the above-mentioned vendor to participate in the Credit/Debit Card Token Program at the 2018 Gorham Farmers Market. The vendor may voluntarily quit participating in the program at any time, but must notify Gorham Farmers Market staff in writing of such action.

The vendor agrees to abide by the following agreements:

- VENDOR agrees to be responsible for market staff and employees of the vendor to ensure the rules of the program are followed;
- VENDOR agrees to accept only Gorham Farmers Market wooden tokens and understands that tokens from other markets will not be reimbursed;
- VENDOR agrees to accept tokens for the purchase of any products;
- VENDOR agrees to return U.S. currency to the customer as change, in the event that the customer does not spend a full denomination of \$5;
- VENDOR agrees not to exchange the full value of any tokens for U.S. currency with any person except Gorham Farmers Market staff;
- VENDOR agrees to post a sign, provided by the Gorham Farmers Market, indicating that the vendor accepts credit/debit card tokens.
- VENDOR agrees to remit tokens to market staff for reimbursement at the close of each market. Tokens will be reimbursed by check within 1-2 weeks.

Please indicate vendor name and address as it should appear on reimbursement checks:

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

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VENDOR SIGNATURE

DATE

# SNAP Token Program & Granite State Market Match Coupons 2018 Vendor Training

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*Please read the following information about these programs and then complete the Statement of Understanding and the SNAP Vendor Agreement. SNAP vendor training will take place at 1:30pm on Thursday, June 14th, just before setup for Opening Day at the Gorham Farmers Market.*

SNAP/EBT enables low-income individuals and families to use their EBT card to buy eligible fresh and local products at the farmers market! This program gives low-income families better access to fresh foods, supports family farms and local producers, and directs tax dollars into the local economy. Granite State Market Match enhances the SNAP spending power by providing a dollar for dollar match to purchase locally grown fruits and vegetables.

## Common Terms

Supplemental Nutrition Assistance Program (SNAP) is the federally recognized name for what in NH is still known as food stamps. Established in 1964, this entitlement program provides income based federal assistance for food.

Electronic Benefit Transfer (EBT) is the name of the card used for payment of SNAP benefits. These benefits are to be used only at approved locations for approved foods.

Granite State Market Match (GSMM) is the incentive program that provides a dollar for dollar match to SNAP recipients when they shop for local fresh fruits and vegetables.

## How It Works for the Customer

1. At the market, SNAP recipients will choose how much they would like to spend that day on food purchases.
2. A market staff member will swipe their EBT card for that amount.
3. The customer is then given wooden tokens to purchase eligible items.

## How It Works for the Vendor

As a participating farm/vendor in this program, you have the opportunity to accept SNAP tokens (for eligible products only), Credit/Debit tokens (for customers who buy wooden tokens using a credit/debit card) and Granite State Market Match currencies (for purchase of fruits and vegetables only).

1. Before the market opens for business, the market staff will bring you an envelope for your tokens, a tracking form, and a sign to add to your display.
2. During the market, collect all tokens and coupons you accept in the envelope.
3. END OF DAY: Return sign, tokens/coupons, and tracking form to market staff in the envelope provided. Market staff will record your totals and sign your tracking form as a receipt for your SNAP/EBT sales.

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## Handling Tokens and Coupons

SNAP tokens are in \$1 denominations.

SNAP customers CANNOT be given change.

SNAP purchases must be rounded to even dollar amounts.

SNAP tokens are used for eligible products only.

CREDIT/DEBIT tokens are in \$5 denominations.

CREDIT/DEBIT tokens are treated like cash, and therefore may be given change.

CREDIT/DEBIT tokens have no restrictions.

GRANITE STATE MARKET MATCH COUPONS are in \$1 denominations.

GRANITE STATE MARKET MATCH customers CANNOT be given change.

GRANITE STATE MARKET MATCH is for FRESH FRUITS AND VEGETABLES ONLY.

## SNAP Token Product Guidelines

What products are eligible to be purchased using SNAP?

- Plants and seeds that grow food, and
- Foods wrapped, labeled, and intended for home consumption, including:
  - Meat, fish, and beans
  - Dairy products
  - Maple and honey products
  - Fruits and vegetables
  - Jams, sauces, soups
  - Cider

What products are not eligible to be purchased with SNAP?

- Non-food items, including: beer, wine, liquor, tobacco, vitamins, remedies/medicines
- Food meant to be eaten on site

## Market Match Coupon Product Guidelines

Granite State Market Match is an incentive program partially funded through a grant from the USDA and as such has federal guidelines. Match coupons may be used exclusively for the purchase of fruits and vegetables.

## As a participant farmer/vendor in the SNAP/EBT and Granite State Market Match program, you are responsible for understanding the following rules:

1. Products purchased using SNAP tokens must be eligible products based on federal guidelines.
2. Understand the process of accepting SNAP, Credit/Debit, and Market Match currencies.
3. Only redeem currencies accepted at your booth.
4. Tokens and Coupons along with a filled out receipt must be returned to the Gorham Farmers Market Manager's tent at the end of each market and recorded by market staff.
5. Business owner or primary contact is responsible for training all market staff about the program's rules.



# SNAP & Granite State Market Match

## 2018 Statement of Understanding

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*Please complete this form and return it to market staff to indicate that you understand how to participate as a vendor in the SNAP & GSMM Programs.*

### **Please indicate your understanding:**

- I understand what SNAP, EBT, and Granite State Market Match mean.
- I understand how customers shop using this program.
- I understand how to turn in my tokens/coupons for redemption.

### **Please indicate which applies to you:**

- My business will accept SNAP, CREDIT/DEBIT tokens, and GSMM coupons.
- My business will accept SNAP and CREDIT/DEBIT tokens only.
- My business will accept CREDIT/DEBIT tokens only.

### **Please indicate which applies to you:**

- I understand what products may be sold using SNAP and GSMM tokens.
- I still have questions about eligible products.  
If so, please indicate your questions:

### **As a participant in the SNAP, CREDIT/DEBIT, and GSMM Program, you must understand and follow the rules set forth by the federal SNAP and Granite State Market Match programs:**

- I understand and agree to abide by the rules of the program.
- I do not agree and am choosing not to participate in the program.

YOUR NAME:

BUSINESS NAME:

PHONE:

EMAIL:

SIGNATURE:

DATE:

# SNAP & Granite State Market Match

## 2018 Vendor Agreement

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*Please fill out and return this form if you sell SNAP eligible products and would like to accept \$1 SNAP tokens and \$1 Granite State Market Match coupons at the Gorham Farmers Market.*

This agreement is between the Gorham Farmers Market and \_\_\_\_\_, an authorized vendor.

This agreement allows the above-mentioned vendor to participate in the Supplemental Nutrition Assistance Program/Electronic Benefits Transfer (SNAP/EBT) Program and Granite State Market Match (GSMM).

The vendor is bound by this agreement to follow all guidelines, as set forth by federal and state authorities and the Gorham Farmers Market. The vendor may voluntarily quit participating in the program at any time, but must notify Gorham Farmers Market staff in writing of such action.

The vendor agrees to abide by the following agreements:

- VENDOR agrees to be responsible for market staff and employees of the vendor to ensure the rules of the program are followed;
- VENDOR agrees to accept only Gorham Farmers Market wooden tokens and coupons and understands that tokens from other markets will not be reimbursed;
- VENDOR agrees to accept tokens for the purchase of only SNAP/EBT eligible foods, including: fruits, vegetables, bread, eggs, meat, fish, poultry, jams and sauces, dairy products, cold soups, maple and honey products, seeds and plants which produce food to eat, and baked goods for home consumption;
- VENDOR agrees to accept coupons for purchase of fruits and vegetables only;
- VENDOR agrees that no U.S. currency will be returned to the customer as change, if the customer pays solely with SNAP/EBT tokens and GSMM coupons;
- VENDOR agrees that the value of the tokens received will not exceed the posted value of the tokens (customers will receive full value for their tokens);
- VENDOR agrees not to exchange any SNAP benefits/tokens for U.S. currency with any person except Gorham Farmers Market staff;
- VENDOR agrees to post a sign, provided by Gorham Farmers Market, identifying the vendor as an authorized SNAP/EBT vendor;
- VENDOR agrees to track purchases for reimbursement. Gorham Farmers Market will send by mail or bring reimbursement checks to the market on a bi-weekly basis.

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VENDOR SIGNATURE

DATE

# Harvard Pilgrim Healthy Food Fund

## 2018 Vendor Equipment Grant



# Harvard Pilgrim HealthCare Foundation

*Gorham Farmers Market vendors may qualify for a free legal-for-trade scale and/or a grant for market equipment, including tents, tables, packaging, marketing materials, or other items to help you bring fresh fruits and vegetables to the Gorham Farmers Market. We expect to offer multiple \$100-\$500 grants, with larger amounts considered as funds allow. These grants are available through the generosity of the Harvard Pilgrim Healthy Food Fund. To apply, please complete this application and a release form.*

### HEALTHY FOOD FUND VENDOR EQUIPMENT GRANT APPLICATION

Business Name:

Your Name:

Mailing Address:

City:

State:

ZIP Code:

Email:

Business Phone:

Website:

Briefly describe the fresh fruits and vegetables that you will sell at the Gorham Farmers Market:

Would you like to be considered for a free legal-for-trade scale?  Yes  No

Value of additional equipment grant requested: \$

If you receive a vendor equipment grant, what will you use it for?

Please check this box to indicate that you agree to attend the Gorham Farmers Market for the entire 2018 market season.

### VENDOR SIGNATURE

I certify that the information provided on this form is correct, and if selected, I agree to use the Healthy Food Fund Vendor Equipment Grant to help bring fresh fruits and vegetables to the 2018 Gorham Farmers Market.

Vendor Signature:

Date:



**NAME, LIKENESS, AND TESTIMONIAL RELEASE**

I hereby grant Harvard Pilgrim Health Care, Inc., and its respective subsidiaries, affiliates, successors and assigns, and to such other persons or entities as they may designate from time to time (collectively, "Licensees"), the absolute right and permission to use in perpetuity my name, video and/or photograph of me, in all forms of media, including on [www.harvardpilgrim.org](http://www.harvardpilgrim.org), promoting and publicizing Harvard Pilgrim Health Care and the Foundation.

I agree that any videos and/or photographs taken of me by the Licensees are owned by them. If I should receive any print, negative, or other copy thereof, I shall not authorize its use by anyone else.

I agree that I will not hold Licensees, or anyone who receives permission from any of them, responsible for any liability from the use of my name, video, photograph, in accordance with the terms thereof.

Nothing herein will constitute any obligation on the Licensees to make any use of any of the rights set forth herein.

Printed Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Parent/Guardian Printed Name \_\_\_\_\_  
(if person stated above is under 18 years of age)

Parent/Guardian Signature \_\_\_\_\_  
(if person stated above is under 18 years of age)

## **LEAF 2018**

# The Business of Local Food & Farming

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*Our new LEAF program (Launching Entrepreneurs in Agriculture and Food) offers comprehensive, long-term support for your farm or food business. Let us help you navigate the business of local food and farming, so that you have more time and energy to focus on production.*

### **Market Access**

New and established vendors are invited to sell at our Local Works Stores and at the Bethlehem and Gorham Farmers Markets.

### **Workshops**

LEAF workshops focus on reaching new markets with your products and building the skills you need to run a successful business.

### **Private Coaching**

Have a specific question or concern that you need help navigating? Schedule an hour one-on-one with WREN staff to problem solve together. Sessions are \$45 for members and free for those who income-qualify.

### **Networking**

WREN has teamed up with the Littleton Co-op to offer a monthly winter networking event, Coffee For Farmers. Meet at the Co-op Cafe on second Wednesdays from December to April, 11am-noon, for free coffee and conversation with other farmers.

### **Resources**

Whether you are wondering how to approach a wholesale buyer, having trouble navigating regulations, or would like to sell a value-added product, we are developing a resource guide to help you along the way. We are also available to refer you to outside resources for farmers and food producers. If you're not sure where to start, just ask us!

### **Scholarships & Grants**

NH business owners with low to moderate family income may qualify for a free WREN Business Membership, workshops, and private coaching for up to three years. Equipment grants are also available for healthy food vendors at the Gorham Farmers Market. If you would like to be considered for a scholarship or grant, please email us or stop in to complete an application.

# The Business of Local Food & Farming

## Upcoming LEAF Events

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### Coffee For Farmers

Wednesday, April 11, 2018, 11am - 12pm

Each month through the winter, WREN and the Littleton Co-op invited farmers to meet at the Co-op Cafe to enjoy a hot cup of coffee and conversation with other farmers. Whether you want to bounce production concerns off of someone, or just get out and enjoy the day, we look forward to seeing you at the final coffee of the season!

### Choosing the Best Web Marketing Strategy for Your Business

Wednesday, April 11, 2018, 6-7:30pm

Every business needs an online presence, but what type of presence works for your industry? Join Veronica Francis, owner of Notchnet and Co-Founder of WREN, at this seminar to review web marketing strategies and how to implement the right plan that fits your budget and goals. WREN Member Free • Non-Member \$45

### Online Sales for Local Food & Farms

Wednesday, April 25, 2018, 2-5pm

Learn how to start selling your products online from your own website or other sites such as Etsy. We will discuss the pros and cons of different website options and techniques for implementing online sales. If you would like to follow along with your own website, please bring a laptop and your login information. WREN Member \$20 • Non-Member \$45

### Meet the Buyer

Thursday, April 26, 6-7:30pm

Join Judy Ratzel of the Omni Mt Washington Resort, Charise Baker of the Littleton Food Cooperative, and Hannah Stier from Garnet Hill's Apparel Group for an overview and discussion on their purchasing calendars, interests, expectations and processes for reviewing new products. This is your opportunity to hear directly from these buyers and ask your questions. Bring along a sample of your product. WREN Member \$20 • Non-Member \$45

### Farm Scale Certification Clinic

Thursday, April 26, 2018, 11am - 2pm

The NH Department of Agriculture will be on site at WREN to certify your legal-for-trade scales for the 2018 market season. This clinic is open to anyone who grows and sells their own agricultural products and who uses a scale commercially at farmers markets or a farm stand. Inspection and certification is FREE to growers who have 3 or fewer scales under 100 lb. capacity and no other commercial devices.

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## **Pre-Season Vendor Meeting**

Saturday, May 5, 2018, 12 - 1pm

Our farmers markets are continuing this year in Bethlehem and Gorham. If you are interested in vending this year, please complete and return the vendor application, or plan to attend this optional pre-season vendor meeting to reserve your space. All vendors are required to hold a current WREN Business Membership. Booth fees are \$5 per day, or \$75 per market for the full 16-week season.

## **How to Process Credit Card Payments**

Saturday, May 5, 2018, 1-2pm

It is easier and more affordable than ever for small businesses to accept credit payments from customers. In this workshop, we will discuss options for accepting credit cards online and in person at farmers markets. If available, please bring your laptop and/or smartphone. WREN Member FREE • Non-Member \$20

## **Exploring Market Channels for Agricultural Product Sales**

Wednesday, May 2, 2018 10am - 12pm

For agricultural business owners looking at new markets, evaluating the benefits and risk of each venue is essential. Some channels might be a perfect fit. Others won't – and knowing the difference can have a big impact on your business. In this workshop, Nada Haddad, UNH Cooperative Extension's agricultural business management field specialist, will guide business owners through the strategic marketing process. We'll discuss the considerations, tips and advantages that come with new markets. FREE

## **Farmers Market Preparation and Sales**

Thursday, May 10, 2018

Join industry expert Bruce Baker to learn how to increase your farmers market sales through better booth design, product presentation, and sales tactics that work.

WREN Member \$45 • Non-Member \$75

*To register for an event, visit [goo.gl/Wabyor](http://goo.gl/Wabyor) and choose the event you would like to attend. Workshops are held in the basement classroom at WREN, 2011 Main Street, Bethlehem, NH, unless otherwise noted. Parking is available in the lot behind the WREN Local Works Store. Enter through the blue door at the back of the building, and the classroom is downstairs.*