

Farmer's Market Handbook



The Farmer's Market Program is a partnership between Second Harvest and our partner charities to host on-site distributions of farm fresh fruits and vegetables. Farmer's Markets provide income eligible households a variety of seasonal highly nutritious fruits and vegetables.

The Farmer's Market Program is made possible by the Ohio Food and Agricultural Clearance Program (OFACP) and grant funds Second Harvest secures. OFACP is a program that provides an outlet for excess produce from the farms and provides nutritious food through Ohio food banks to food pantries and hot meal programs to provide to families in need. We advocate to the Ohio General Assembly for funding for OFACP along with the other 11 food banks across Ohio and the Ohio Association of Foodbanks.

Farmer's Market Meeting

Partner charities that express interest in hosting a Farmer's Market must consult with the Program & Education Coordinator via telephone and/or the annual Farmer's Market meeting. The consultation and meeting will provide opportunities for the exchange of information necessary for operating a Farmer's Market and aid in the planning process.

Responsibilities

Partner charities must be in compliance with regulations as required by Second Harvest and the Ohio Department of Job and Family Services Food Programs Manual in order to host a Farmer's Market.

Scheduling Farmer's Markets

Every year Second Harvest makes every attempt to equitably distribute Farmer's Market locations throughout the four counties we serve. We must balance the number, size, and location of each Farmer's Market with funding we receive from the Ohio Association of Foodbanks.

Second Harvest will begin scheduling Farmer's Markets in the spring of the active year. Partner charities expressing interest in the program can notify the Program & Education Coordinator in the spring to discuss the program. The Program & Education Coordinator will work with the partner charity and the appropriate food bank staff to identify a date, time and place for a Farmer's Market. The partner charity can promote and recruit volunteers as soon as they receive confirmation on the date and time.

Please Note: Farmer's Markets will operate rain or shine, unless one of the following reasons occurs:

- A serious state of emergency arises and the partner charity is incapable of honoring the commitment
- Severe weather occurs: i.e., lightning storms, tornadoes, flash floods, etc.
- Partner charity notifies the Program & Education Coordinator at least 7 days prior to the market

Cooperatives

Partner charities may create a cooperative to operate a Farmer's Market. **All** partner charities in a cooperative must work together in good faith to market, set-up, do client intake, distribute produce, clean up and turn in the statistical reports required.

Please Note: If two qualifying partner charities form a cooperative, one partner charity is responsible for assuming the lead role. The lead partner charity is responsible for signing the agreement, reporting the Farmer's Market statistics, and submitting the combined statistics on the Monthly Statistical Report. Partner

charities are to advise the Program & Education Coordinator if they establish a cooperative. A cooperative could be comprised of: 2 food pantries; a food pantry and a hot meal program; a partner charity and non-partner charity; or a partner charity holding a distribution at another site

Eligibility

Partner charities are required to follow Ohio Department of Job & Family Services (ODJFS) guidelines for establishing eligibility under TEFAP. Clients must meet the Household Income Eligibility Guidelines established by ODJFS for the current fiscal year. The table on the Eligibility To Take Food Home form shows the yearly gross income for each family size. If the client household income is at or below the income listed for the number of people in their household, they are eligible to receive food at the Farmer's Market. In addition, the Partner Charity must prominently display the current "And Justice For All" poster and the current Household Income Eligibility Guidelines at the registration table(s).

All client households must sign an Eligibility To Take Food Home form as they do at food pantries. It is easier to print new Eligibility To Take Food Home forms for each Farmer's Market, rather than move files outdoors. It is the same process as getting food from a pantry: a client is required to show **Picture Identification** and **Proof of Residency**. Eligibility To Take Food Home forms must be kept on file for five (5) years, plus current year.

Farmer's Market Statistics – Two Reports

1. Partner charities submit a Farmer's Market statistical report (for each Farmer's Market distribution) to stats@secondharvestfoodbank.org as soon as possible and no later than two (2) days after the completion of the Farmer's Market distribution.
2. Statistics from the Farmer's Market will be combined together with the monthly statistics from the food pantry and submitted on the ODJFS Monthly Statistical Report. The ODJFS Monthly Statistical Report is due by the 15th of the month following the month of service (i.e., June statistics are due by July 15).

Pantry Trak

Pantries already using PantryTrak and hoping to use it for their Farmer's Market should be prepared for the special challenges of an outdoor distribution using computers, such as WIFI availability, keeping computers dry in the event of rain, access to power outlets, and screen glare under bright sunlight. Test your market site well in advance of market day to allow time to make necessary adjustments and/or obtain equipment such as an extension cord or Wi-Fi extender. If you are not able to find a computer setup that will work at your market site, be prepared to use paper forms and enter them into PantryTrak after the market. Eligibility To Take Food Home forms must be kept on file for five (5) years, plus current year.

Pantries should make sure they have a Farmer's Market recording event set up in their PantryTrak account and be sure to use this recording event during the market. This will allow you to pull up a separate report for just these service visits using the "by location, by event" feature under the "main pantry report include produce" page. If a pantry does not have a recording event set up for Farmer's Market they should contact the PantryTrak Coordinator or the Director of Programs and Member Services to add one.

Pantries not currently using PantryTrak that hope to use PantryTrak for their Farmer's Market must contact the PantryTrak Coordinator or Director of Programs and Member Services at least 6 weeks prior to their market to set up a training.

Promotion

Partner charities are responsible for promoting the Farmer's Market. Below are two marketing suggestions which have worked:

1. **Direct Marketing:** Partner charities can use flyers, handouts and word-of-mouth to inform clients at their site, in the neighborhood, at income eligible housing communities and other public places to advertise the event.
2. **Media and Social Media:** Partner charities can work with media outlets to publish and promote the Farmer's Market. (Newspapers, Radio, Facebook, etc.)

In all promotions, partner charities must honor the following guidelines:

- Partner charities should notify Second Harvest of all media requests and media coverage for the Farmer's Market.
- Partner charity needs to acknowledge Second Harvest as the produce provider in media and social media
- When possible, the Second Harvest logo is to be used on flyers, signs and other print media.
- Partner charities must notify the public of the ODJFS guidelines for establishing eligibility and what to bring to the Farmer's Market distribution (photo I.D and proof of residency).
- Partner charities can work with the local press. Per the USDA, all press releases must include the following statement no smaller than other text in the message, "This institution is an equal opportunity provider".

Operations

To ensure the safety of clients and volunteers, Second Harvest advises partner charities to receive an order approximately two hours before the market begins. Receiving an order early gives the partner charity sufficient time to organize a Farmer's Market. There are two ways a partner charity can receive produce for a Farmer's Market:

1. Delivery

Second Harvest will decide on viable delivery dates and times and make the best effort to accommodate each partner charity's request for a market. The availability of drivers and vehicles limits the ability of Second Harvest to honor the first choice of every partner charity. We will work with partner charities to coordinate a mutually agreeable arrangement.

If clients start arriving before the produce is delivered you will need to establish a crowd control plan to ensure everyone's safety. Staff, volunteers, and clients are to follow the directions of the driver in order to avoid hazards and injuries during truck maneuvering and product unloading process.

At the site, the driver will unload the pallets of produce from the truck; however, the partner charity must have volunteers available to assist the driver in positioning the pallets for the market. The drivers will provide further instruction to the volunteers as necessary.

Please Note: There are no Shared Maintenance Fees on Farmer's Market orders. Starting June of 2016, **partner charities WILL be charged a delivery fee of \$30 per load.** (If a large market requires two truckloads of produce, each load would be a \$30.00 fee).

2. Pick-up

Partner charities can pick-up produce for smaller Farmer's Markets and will have more flexibility in scheduling. A partner charity picking up produce with their routine order is not receiving an order for a Farmer's Market. An order for a Farmer's Market is separate from a partner charity's food order and is scheduled with the Program and Education Coordinator.

Invoicing

Partner charities must sign an Agency Order Form for the Farmer's Market. In most cases, the driver will transport the Agency Order Form with the delivery. A partner charity being invoiced for a Farmer's Market should review the order for accuracy. Partner charities that operate multiple programs must verify that the Agency Order Form is intended for the correct partner charity and program. Check and verify that the Agency Order Form has the correct program number listed as well. Partner charities must keep a copy of the Agency Order Form and the Agency Invoice Form that arrives through the mail at the end of the month on file with the rest of their food program paperwork.

Food Safety Controls

Second Harvest makes every effort to schedule deliveries approximately two hours before the start of each Farmer's Market. This will help ensure that best practices are met for food safety. Protecting the food source once it has reached the partner charity site is an extremely important task. All produce and cases must be kept off the ground. Keeping the produce on a pallet or a table is the best way to keep produce off the ground and potential pests and contaminants at bay. Greens are sent to the site on ice. Second Harvest has a limited number of shade tents that may be borrowed upon request to keep produce cool. Thermal blankets can also be utilized.