



WELCOME
to the
Ozark Farmers Market
at Finley Farms

OFM

Board of Directors & Management

- **EJ McKenna, *President***
- **Patty Quessenberry, *Sec'y***
- **Katherine Dowdy, *Treasurer***
- **Kassi Glassman, *Blue Silo Beef***
- **Adam Houseman, *Finley Farms***
- **Heather Alder, *Heather Hills Farm***
- 👉 **Andi Foster Phillips, *Market-Day Manager***
- 👉 **Maddie McKenna, *Media & IT Manager***

OFM Special Guest

Jennifer Elms

DUFB Project Support Coordinator II

Double Up Food Bucks

University of Missouri Extension

jelms@Missouri.edu

OFM Fees 2023

- ☐ **\$250/season**
- ☐ **Food Trucks \$275/season**
 - ☐ **\$35 Single Day**
- ☐ **4% of daily sales (PODS)**
(minimum \$4/market)

Applications

- **Vendors who pay fees by *April 1st* will receive \$50 discount**
- **Applications received by April 1st will be reviewed for approval by Committee no later than April 8th**
- **Reviews are based on product fit and attendance commitment**
- **If paid applicants are not admitted to market, a full refund will be issued**
- **Copies of all required licenses or Christian County Health Dept. approvals must be provided to OFM prior to vending: Eggs, Prepared Foods, Food Trucks, etc.**

Market Day Set-Up

General Set-up Guidelines (*see Rules & Regs for full list of requirements*)

- Tents must have **WHITE** canopy;
- Tents must be weighted with minimum of 25# for each leg for safety;
- No slant-legged tents (they are often less stable and interrupt neighboring tent lineups);
- Center aisle booths are required to have rear tent wall and/or banner or signage to block the “backs-ends” of vendor setup;
- Tables and electrical cords are not provided:
 - You must *inform us on your application* of electrical needs
 - You must have minimum 40' cord
 - Food Trucks must provide info on their electrical plugs (Use of generators are discouraged based on noise. Ask for discussion.)
- Vendor parking is at *Senior Center* lot across the highway;
- Vendors must not park in customer parking areas ;
- Vending Times 3:00-7:00 (Even if sold out, there is no breaking down until after market closing.).

Market Day Set-Up

- All Vendors must notify the the OFM contact via text, call, or email no later than Wednesday NOON to confirm your attendance each week.: **417.848.5618**
- Booth spaces for each market are based on confirmed vendor attendance, which can/will vary slightly from week to week, although we try not to move a vendor far from originally assigned location. We want your customers to easily be able to find you.
- Set-up time is between 1-2:30, however, specific arrival time slots will depend on assigned booth location. If you arrive earlier than your assigned time slot then please stay out of the way of other vendors' arrival and setup—vehicle maneuvering/unloading space is extremely tight.
- Tardiness cannot be tolerated due to vendor and customer safety in the set-up area.
- All Vendor vehicles **MUST** be out of vending area no later than 2:30:
 1. Unload tent & materials;
 2. Move vehicle to vendor parking;
 3. Then set up booth.
- Please Respect Market-Day Manager's Authority, setup is often a chaotic process!

Market Day

By signing the Application vendors agree to abide by all Rules & Regulations including but not limited to:

- ◆ **Supplemented produce must be preapproved – see application Rules & Regs, and never more than 20% of total offerings;**
- ◆ **Senior Voucher program signs must be visible to customers;**
- ◆ **Pricing must be visible for all products;**
- ◆ **Tables must have full coverings, colorful is best for sales;**
- ◆ **Signs cannot be placed in customer's paths or anywhere but your vending area;**
- ◆ **Use colorful banners and signs to attract customers and brand your booth, especially for center aisle locations;**
- ◆ **Farm & facilities are subject to inspection by OFM.**

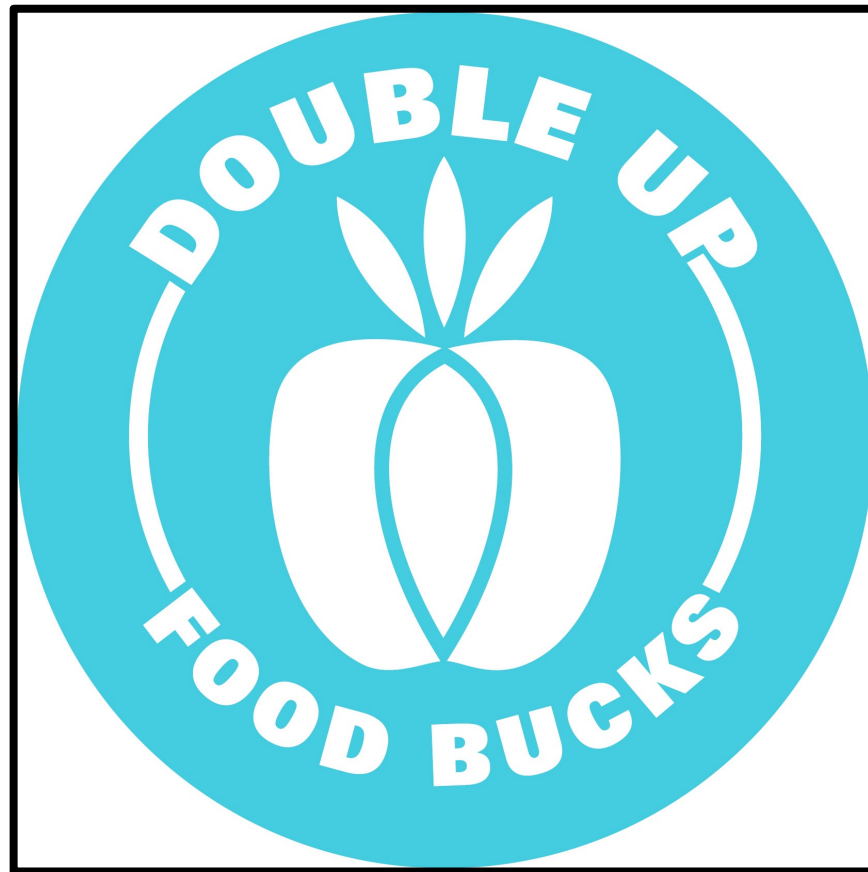
Market Day: TOKENS

\$5 CASH & \$1 SNAP



Market Day: TOKENS

New this season! **Double-Up Food Bucks**



Market Day: TOKENS

How do tokens work?

- **Customers purchase all tokens at MARKET HUB tent.**
 - **There are 3 types:**
 1. **\$5 CASH***
 2. **\$1 SNAP****
 3. **\$1 Double-Up Food Bucks (DUFB)*****
- 1. **\$5 CASH* tokens work just like cash, including change back;**
- 2. **\$1 SNAP** tokens work like cash, can be used for all food products, *no change is given*;**
- 3. **\$1 Double-Up Food Bucks (DUFB)*** tokens work like cash, but they can ONLY be used for locally grown fresh produce (fruits & vegetables), *no change is given*.**

Market Day: TOKENS

SNAP

Eligible items using SNAP tokens?

- Most food products such as meats, prepared foods, and breads; plus seeds and food-related plants
- No hygiene items (soaps, lotions)
- No pet foods



Market Day: TOKENS

DOUBLE UP FOOD BUCKS

JENNIFER ELMS

Double-Up Food Bucks

Project Support Coordinator II

MU Extension

Market Day: TOKENS

DOUBLE UP FOOD BUCKS

Double Up Food Bucks

A NATIONAL MODEL FOR HEALTHY FOOD INCENTIVES



Families bring
home more
healthy food



Farmers
make more
money



More food
dollars stay in
local economy,
**strengthening
communities**



Market Day: TOKENS

DOUBLE UP FOOD BUCKS

Double Up Food Bucks - Heartland

Farmers Markets

How the Incentive Works

- SNAP tokens are purchased with an EBT card at a participating farmers market information booth. SNAP tokens can be used to buy any SNAP eligible item at the market.
- Double Up Food Bucks (DUFb) tokens are given as a match (up to \$25 per day). DUFb tokens can buy any fresh vegetables and fruits at the market.
- Customer shops!



Market Day: TOKENS

DOUBLE UP FOOD BUCKS

Double Up Food Bucks

Eligible items

Use SNAP for these items:



Fruits
Vegetables



Honey



Jam



Baked goods
Cereals



Milk & Cheeses
Eggs



Seeds and plants
for food



Coffee beans
Coffee grounds



Dips, Salsas
Frozen food



Meats
Poultry



Nuts

Use Double Up Food Bucks for these items:



Fresh fruits and vegetables



Seeds and plants
for food



Market Day: TOKENS

DOUBLE UP FOOD BUCKS

How you can help

Elements for Success

- Offer a variety of fresh fruit and vegetable options.
- Training of staff and volunteers is very important.
- Communication with SNAP customers is critical: awareness, how the program works, how to shop smart.
- Change cannot be given for tokens – round prices down or give a little extra to help customers stretch their Double Up dollar
- Use good signage at your booth.



Market Day:

TOKENS *Reimbursement*

How do Vendors get Reimbursed?

- ① Submit tokens with PODS (fill in PODS slip) at Hub by 7:15 pm (*Please, no less than \$10*).
- ② Sign Reimbursement Request for all tokens.
- ③ Reimbursement checks will be in next Market's PODS envelope (or mailed upon request).

Market Day: TOKENS

Sign Reimbursement Request

[illegible]

Market Day: PODS

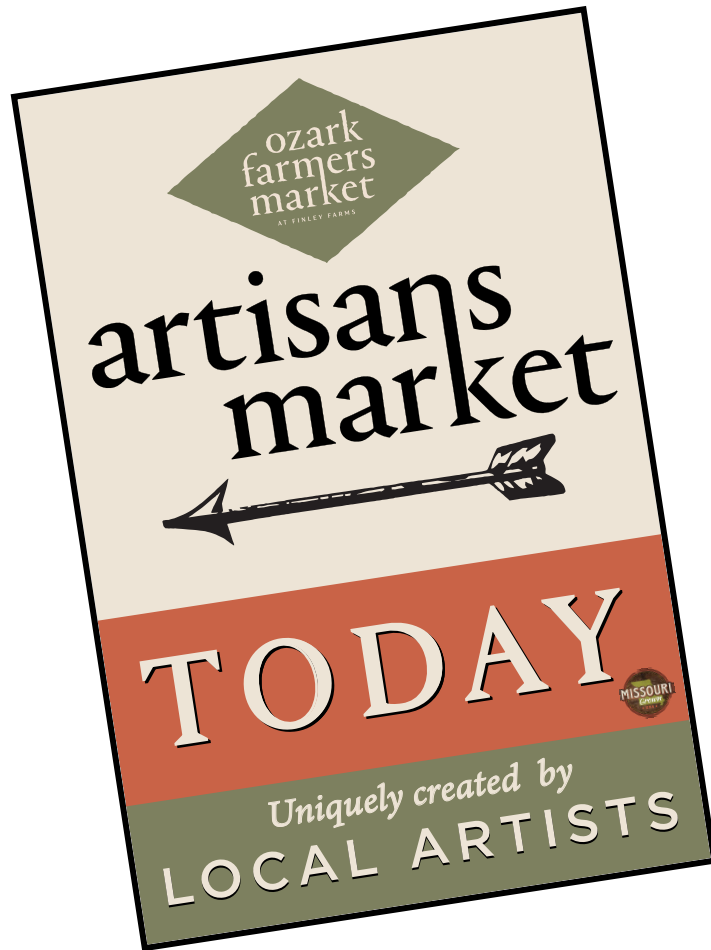
(Percentage of Daily Sales)

**Fill out PODS Slip in Envelope provided,
Turn PODS Envelope into HUB tent by 7:15**

OFM Vendor: *Joe's Farm*
Market Date: *May 18, 2023*
Gross Sales: *\$175.00*
PODS (Gross X .04/or \$4 min): *\$5.25*
TOKENS: *\$5 Cash: \$20 SNAP: \$52*
Double-Up Bucks: \$48

ARTISANS MARKET

Coordinator, Ashleigh Hawkins



2nd ARTISANS MARKET
held concurrently with the
Farmers Market, 3:00-7:00
inside the Market Shed.

Applications available on website:
OzarkFarmersMarket.com

\$125 if paid in full by June 1st
\$35 per individual market

- 1. June 1st**
- 2. July 6th**
- 3. August 3rd**
- 4. September 7th**

2023 SEASON PAYMENTS:

\$50 discount if paid by April 1st

(Does not pertain to Artisans Market vendors)

Payment Options

Note: Payments made for unadmitted applications will be refunded in full.

- ✓ **Cash (w/receipt)**
- ✓ **Check (no receipt) to OFM**
- ✓ **Credit/Debt Card: + \$3 processing**