

Canaan Community Market

Farmers' Market

There would be approximately 800 to 1,000 square feet dedicated to the sale of products from area farmers and others in agricultural production.

The organization of that part of the Market would be a vendors' cooperative. All of the producers would be members of the cooperative.

The vendors would:

- Decide who will be members
- Manage the operation of the cooperative market
- Set the hours for the Market
- Manage the display area
- Acquire equipment for the Market
- Manage the bookkeeping for the Cooperative
- Establish a POS system for tracking of inventory, restocking and distribution of revenue
- Manage the public relations for the Market
- Purchase products from non-member producers for resale
- Decide which third party producers to purchase from
- Set market standards
- Manage inventory levels
- Assure proper care of produce for highest quality
- Procure common insurance
- Supervise manning of the Market
- Manage pricing for pooled produce from multiple vendors
- Offer pooled assistance to members with advice and functional support
- Form a business entity

Key components discussed to date: (NOTE: These are preliminary thoughts at this time)

- The Farmers' would like to run it simultaneously with the outside farmers' market and would continue to participate fully in the Sunday market.
- Other producers would be invited to join. About 30 invitations will be issued to join in the conversation.
- Products will still be identified by the producer whenever possible. Non local producers will also be identified. Labels will be used whenever possible and practical. Multiple local producers for the same products will be encouraged, rather than discouraged.
- Whenever possible, the products will be grouped by type, both the specific product and the family of similar products (ie greens, root vegetables, fruits etc.).

- All of the traditional farmers' market products would be sold including but not limited to fruits, vegetables, poultry, eggs, honey, preserves, breads, pastry, meats, dairy, milk, cheese, syrup, wine, beer (subject to licensing), flowers, crafts, fish, soaps, skin products, clothing, fabric, herbs, salsa, pickles, candy, nuts, berries, condiments, mushrooms etc.
- Staple products would be offered all year with purchases of organic products from other areas used to provide selection regardless of the season. Local would be sold first provided that there were local products available.
- Third party produce as well as vendor produce would be "owned" by the cooperative. Net revenue from sales would be divided amongst member vendors and applied to costs.
- There would be a combination of shelving, coolers (varying temperatures), freezers, and bins. All coolers would have glass doors and be easily accessible for customers. There would be capacity for storage of product that is held for replenishment of customer stock.
- All products would be protected by product liability insurance.
- The Market would cooperate with other non-profits in furtherance of community endeavors.
- Initially, the Market plans on having 25-30 sf for each vendor needing freezer space, 10 to 15 sf for each vendor needing refrigeration, 10 to 35 sf for each vendor needing shelf space (15" to 16" between shelves) and increments of 9 cf bin space (3' long, 2' front to back and 18" high) for products sold in bins. Vendor space will be adjusted as needed.
- The Market would like to operate in conjunction with the Cardigan Mountain Arts Association or its individual members. There is a belief that have multiple types of products and services under one roof would synergistically increase the sales for everyone and increase consumer awareness. The Market will support the provision of cashier services for CMAA or displaying artisans. The Market believes that the eastern most set of rooms offers the greatest amount of wall space that could accommodate artisans.
- The Market is interested in joining forces with an entrepreneur that would provide café services that would use the locally grown products and serve a variety of coffees and beverages as well as pastries and deserts. The Market would provide indoor and outdoor areas for sit down dining and would assure cell service and WIFI internet service. The Market would like to get a wine and beer license to allow for wine and beer tastings and sales.
- The Market would like to acquire commercial grade kitchen equipment that would be licensed and available to member vendors for food preparation as well as available to the Café operator.
- The Market would encourage demonstrations and music as part of the shopping experience.
- The Market is considering operating from 11 AM to 7 PM every day.
- The goal is to utilize a total of 2,400 feet for all of the services and products identified in the above summary.
- The Town economic development programs will facilitate this Market for at least 18 months and will provide on-going public relations support.

Interested in a Canaan, NH Community Market?

- A local group has been working to plan a year round community market. The numbers work and would be a good deal for vendors. **The idea will only work if there are 30 interested vendors**

(for farmers, crafts people and artists). We currently have 12 vendors. We need to hear from any interested parties by July 22. If you are interested, call 523-4501 ext 5, 707-9349, or email townadmin@canaannh.org.

- **WHAT'S IT INCLUDE?**
- **Sales and display areas** including wall space, counters, shelves, greens cooler, dairy cooler, freezer. **Separate areas for crafts/artists and farmers. Cashier services. Sit down areas** for eating and learning or demonstrations. WIFI. **Commercial kitchen.** Insurance coverage. Town support for media and advertising. Will operate in partnership with traditional Sunday Farmers Market.
- **Café** using locally grown products, bakery, boutique coffees and smoothies.
- **Open 5 days a week** (includes weekends).
- System will use local produce and food to greatest extent possible and supplement with non-local organic food seasonally to **assure year round availability.** All sources marked. Pricing **competitive.**
- **IS THERE ENOUGH INTEREST?**
- We ran a market survey in May for just the farmers and the returns indicated that food sales from the respondents only would total nearly \$200,000 a year. Café, artists, and craft revenues are not included in this survey.
- **HOW IT WORKS FOR VENDORS**
- Vendors would have to pay an annual membership of \$50. The monthly charge would be 7% of gross for the first \$400 of gross a month and 10% of gross for gross sales greater than \$400 per month.
- **WHERE WOULD IT BE?**
- 2,400 square feet on Route 4 across from the common in Canaan. Plenty of parking. Fully renovated areas.
- **VISIT OUR WEBSITE –**
- <http://www.canaannh.org/opportunity/index.html> click on community market tab at center top.
- **LIKE IT? WE NEED 30 INTERESTED VENDORS BY JULY 22. CALL OR EMAIL TODAY.**
- **Mike Samson, Canaan**