

## Final day “Vendor Garage Sale” is a hit

Vendors cleaned up in more ways than one on the final day of the Saturday Market in Salem, Ore. For the second year, the market’s closing day included a vendor garage sale, in which vendors brought household items, knick knacks and other used items to sell at their booths, along with their regular market goods. No commercial items were allowed.



A customer looks over garage sale items for sale on the final day of the Salem Saturday Market’s 2007 season.

Colleen Walker, the market’s administrative coordinator, says the idea was to boost vendor attendance at the end of the year, which keeps the customer base up. This year, more than half of the 86 booths on the final day in October brought garage sale items. Publicity in the local paper helped increase attendance and brought record sales for the market’s participating vendors.

Walker says the event also attracted new customers to the Saturday Market. “We got lots of calls from outside people who wanted to bring garage sale stuff to sell, but we limited it to only our vendors who paid all the membership fees.”

## End of season doesn’t mean the end of sales

When the 2007 season ended for the BelAir Farmers’ Market in California, the market let customers know of ways they could keep buying products from some of their favorite vendors. Several of the market vendors offer products year-round in local stores, at their own farm stands or through online orders, and that information is posted on the market’s website, along with links and phone numbers to contact them directly. [www.belairfarmersmarket.com](http://www.belairfarmersmarket.com)

## Community partnership gains friends and funds through annual dinner

The North Union Farmers Market partnered with the Cleveland Botanical Garden for the 10th annual “Farm to Table” event to benefit both organizations. The Tuscan-

themed party attracted more than 400 guests and featured fresh local food prepared by some of Cleveland’s most popular chefs. Tickets sold for \$75 for Garden and North Union members and \$85 for nonmembers. Along with Tuscan-themed refreshments, guests enjoyed free parking, Tuscan music, and a 20 percent discount in the Garden Store. The evening raised \$20,000 for the two organizations.

## Plattsburgh Farmers Green Market builds customer relations

The market offers its customers weekly email reminders with updates of what will be at the next market and gives the recipient the option of receiving the email on Wednesday or Thursday. The market also asks customers to help promote the market by printing out a pdf file and posting it at their workplaces and other locations that will attract more customers. “The more customers we have, the more farmers we can support,” their request explains.

## Meet Hanna, the Market Dog

Although pets are often not allowed at markets, that is not the case for a very special dog at the Washington Farmer’s Market in Washington, Ga. “Hanna The Market Dog” – as she is known – is a 10-year-old border collie who has become such an attraction that a fan club has sprung up around her. “Some people come to the Market just to see her,” said Hanna’s owner and the market manager, Katherine Stolz-Barber. “We have customers that arrive with pockets full of dog treats just for her every market day!”



Because Hanna was adopted from a shelter, her owners organized an Adopt-A-Pet day at the market. The 2007 event, which drew around 500 people, included a raffle with pet themed prizes and free spay and neuter coupons. Several animals from the local shelter were adopted, over \$300 dollars was raised, and a long list of individuals volunteered for the shelter. Now that two previous Adopt-A-Pet days have been extremely successful, Washington Farmers’ Market plans to make it an annual event.

## Market events attract young people

Six teen chefs from the C’est si Bon Cooking School in Chapel Hill, N.C., demonstrated their cooking skills at the Wednesday Carrboro Farmers’ Market in Carrboro, N.C. The teens selected fresh food items from market vendors to create Italian bruschetta and share samples. The school takes the aspiring chefs on visits to farmers, local artisans, chefs, select restaurants and the farmers market. Market manager Sarah Blacklin says the market plans to have more kids’ activities in 2008, including the popular seedling event in which each child receives a seedling to plant, has a picture taken with it, and later brings the grown plant back with what it yielded to show others. ❖