New Opportunities for New Jersey Community Farmers Markets

Project Report

Rutgers Food Innovation Center
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Additional information is available at foodinnovation.rutgers.edu
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Table of Contents

Chapter 1. Growth of New Jersey Community Farmers Markets ................................................ 7
Chapter 2. Strengthening Farm Viability through Direct Marketing ........................................ 9
Chapter 3. Choosing a Market That’s Right for You: Location and Market Characteristics ..... 13
Chapter 4. Farm Market Participation: Issues Farmers Need to Consider ................................ 19
Chapter 5. Consumer Purchasing Options: Cash, Credit Cards, Vouchers, and Electronic Benefits Transfers (EBTs) .............................................................. 22
Chapter 6. Keep it Safe: Health Regulations and Farm Market Products .................................. 25
Chapter 7. Starting a Farm Market: A Community Perspective .............................................. 28
Chapter 8. Features of Successful Community Farmers Markets ............................................ 29
Chapter 9. Imagining a Future: Strengthening Markets and New Market Channels ............... 34

List of Tables and Figures

Charts:
Chart 1. Number of Community Farmers Markets in the U.S. ................................................ 8
Chart 2. Number of Community Farmers Markets in New Jersey ........................................... 8
Chart 3. Frequency of Farm Market Participation ...................................................................... 9
Chart 4. Profit Margins at Community Farmers Markets vs. Wholesale Channels ............... 10
Chart 5. Marketing Outlets Used by Farmers Who Attend Community Farmers Markets .... 11
Chart 6. Number of Vendors Per Market Reported by New Jersey Community Farmers Market Managers ....................................................................................................... 15
Chart 7. Percent of Markets Covering Costs with Fees ............................................................. 16
Chart 8. Percent of New Jersey Community Farmers Markets that Charge Vendor Fees to Farmers/Growers .......................................................... 17
Chart 9. Percent of Vendors Selling Hot or Cold Prepared Food for Consumption at the Market .................................................................................................................. 18
Chart 10. Percent of Credit Card Services on Site ................................................................. 23
Chart 11. Percent of Vendors that Accept WIC and Senior Citizen Vouchers ..................... 24
Chart 12. Top 5 Items Offered for Sale at New Jersey Community Farmers Markets ........... 26
Chart 13. Work as Farm Market Manager is One of a Number of Required Duties ............... 29
Chart 14. Criteria Used to Determine Market Hours ................................................................. 31
Chart 15. Percent of New Jersey Farmers Markets Offering Entertainment ....................... 32
Chart 16. Types of Entertainment Offered at New Jersey Community Farmers Markets .... 33

Tables:
Table 1. Fixed Costs to Participate in One or More Community Farmers Markets ............... 21
Table 2. Variable Costs to Participate in a Single Market for a 20 Week Season .................... 21

Appendices:
A. New Jersey Community Farmers Market Information Resources ................................. 38
B. National Community Farmers Market Information Resources .......................................... 42
C. 2009 New Jersey Farmers Market Guide ........................................................................ 43
Introduction

In 2007, the Rutgers Food Innovation Center (FIC) in cooperation with the New Jersey Department of Agriculture (NJDA) began a research study designed to assess the costs and benefits of directly marketing locally grown and value-added farm products at New Jersey’s community farmers markets. The study team also sought to identify the characteristics of successful community farmers markets. The NJDA interest in the project was spurred by documented evidence of the growth in the numbers of community farmers markets throughout the state and anecdotal accounts of the earning potential for grower participants at these markets. The FIC’s involvement was prompted by its role in rural development and its interest in helping farmers identify and utilize new marketing channels for value added farm products. The Rutgers FIC also partnered with members of Rutgers Cooperative Extension, Rutgers Food Policy Institute and the New Jersey Department of Health and Senior Services. Work on the project began in May 2007 and concluded in July 2009. A USDA Rural Business Enterprise Grant awarded to the NJDA supported this research.

The specific objectives of this study were to:

- Provide information to growers about the costs and benefits of participating in community farmers markets.
- Provide information to communities about best practices in establishing and operating a successful farm market.
- Identify characteristics of successful community farmers markets.
- Highlight information about market models and organization structures in other states that meet both grower and community goals.

An integrated set of research activities designed to achieve these goals were developed. Data was collected through mail surveys, personal interviews and focus groups. Data analysis was conducted by the Rutgers Food Policy Institute.

- Mail surveys were sent to 170 New Jersey farmers who had participated in community farmers markets in 2007. This yielded 52 usable surveys with information about their farms, businesses practices, and earnings. Information was also collected about their experiences, past activities and future plans as community farmers market vendors.
- Interviews were conducted with 52 community farmers market managers about their professional experience and about their markets’ characteristics, operational and organization structures, budgets, fee schedules, marketing practices, and views of the challenges and opportunities affecting their markets and those in other settings around the state.
- Two focus groups with a total of 22 New Jersey farmers were conducted. Participants were selected on the basis of their farms’ size, location, involvement in farmers markets and degree of participation as a vendor. They were asked to discuss their experiences as community farmers market vendors and their views about market managers, sponsors, marketing and promotion practices, customers, future business opportunities and competitors.
Interviews with 15 farmers about the earning potential and experience of participating in a community farmers market were conducted. Participants in this phase of the project were selected on the basis of location, farm type, degree of participation in markets, scale of operation, and involvement in value added production activities.

**Key Findings**

- Seventy-one percent of farmers who participate in community farmers markets and wholesale channels reported higher profits from community farmers markets.
- One-third of the farmers surveyed reported that their sales at farm markets represent at least 50 percent of their gross farm income.
- Farmers who participate in community farmers markets see this as a way to diversify market channels and manage risk.
- Earnings from an average market day range from $25 to more than $1,000; the median revenue reported by farmers responding to the survey was $863 per market day.
- Seasonal fixed costs to outfit a farmers market sales stall and develop/maintain an internet promotion site are approximately $3,350, plus a reliable truck.
- Variable costs for a 20 week long sales season are approximately $320 per week plus the cost of goods sold.
- Farmers who participate in community farmers markets report that they like meeting and interacting with customers and tend to learn more about consumer preferences and tastes as a result of this interaction.
- Participating in a market is a significant time commitment. Market days can be 10 to 15 hours long due to the time required for preparation, transport, loading, display set-ups, and packing up stock, displays and promotional materials at the end of the day.
- Market vendors reported that 90 percent of purchases made from their stalls were by repeat customers. Through consistent pricing and friendly, fair service these farmers could depend on customers returning time and again.
- Many market managers view their work as a form of public service in helping to preserve small family farms and providing access to healthy, fresh food for community residents.
- Most market managers work on a volunteer or part time paid basis.
- Most market managers are committed to highlighting locally grown products and ask their farmer-vendors to do the same.
- Many markets rely on support from volunteers and sponsors to carry out their operations; 56 percent operate on less than $5,000 per year.
- Most markets are small; more than half of those operating in 2007 had nine or fewer vendors.
The information obtained in this study was made available to New Jersey growers, specialty food marketers, farm market managers and potential sponsors of markets at three forums held around the state. These forums entitled, “New Opportunities for New Jersey Community Farmers Markets” were held in Bordentown, Paterson, and Bridgeton on April 1, 2, and 3, 2008, respectively and were attended by a total of 70 participants. Representatives from the FIC and NJDA were among the speakers at the forums. Former New Jersey Secretary of Agriculture Charles Kuperus participated in the Paterson program, Assistant Secretary of Agriculture Al Murray participated in the Bridgeton program and Logan Brown, Senior Economic Development Specialist for the New Jersey Department of Agriculture participated in the Bordentown program. William Manley, an Environmental Scientist at the New Jersey Department of Health and Senior Services’ (NJDHSS) Food and Drug Safety Program, attended all three programs and provided information about regulations governing the preparation of value-added products and food prepared for consumption at community farmers markets in New Jersey. A copy of the presentation prepared for these forums and an electronic version of this report are available at: foodinnovation.rutgers.edu.
Chapter 1: Growth of New Jersey Community Farmers Markets

New Jersey has always been characterized by the relationship with its land. It is the Garden State after all, producing a multitude of fruits and vegetables such as peaches, apples, berries, corn and tomatoes that are recognized beyond its borders for excellent taste and quality. Many of New Jersey’s family farms have a long history in farming and share a tradition of directly marketing their products to consumers. These growers often recount ways in which their families made deliveries to earn cash, tailgated, or set up cooperative markets, some as early as the 1930s, to sell produce where consumers could easily find them. “Seventy years later,” said one south Jersey farmer, “we’re still making money selling direct.”

Today, the landscape of New Jersey has dramatically changed around these family farms creating unique challenges that growers in the rural heartland of the country do not face. As the most urbanized and densely populated state in the U.S., New Jersey’s farmland base is shrinking due to escalating land prices, record high costs of production, stringent environmental and water regulations, and scarcity of labor. At the same time, New Jersey consumers have expressed a tremendous interest in local food production. They recognize the high quality, great taste and nutritional value of “buying local”. Buying local is a growing trend throughout the country and the world as food security, food safety and energy concerns have escalated. Consumers are interested in the vitality of their communities as well, and many have embraced community farmers markets as a way to enhance the quality of life in their communities and to revitalize down town shopping areas.

According to the research gathered for this study, organizers of successful community farmers markets have identified a diversity of benefits these markets provide to the local community such as:

- Access to fresh, farm grown foods for community residents.
- Recognition of the importance of New Jersey’s growers and family farms.
- Enhancement of the health and wellness of community residents particularly that of senior citizens and women with infants and children who are eligible for USDA subsidized Farmers Market Nutrition Program vouchers.
- Increased interest in community building as residents come together on a regular basis around a recurring, shared and appealing experience.
- Revitalization efforts and redevelopment programs are infused with new life and meaning.

Farmers markets in New Jersey are increasing at a rate nearly three times that of the national average. In 2000, 40 farmers markets were reported by NJDA; by 2007, there were 103 such markets listed and today approximately 130. Every county in the state had at least one weekly community farmers market and consumers throughout the state had access to fresh food being sold by the people who worked on farms where it was produced. This is a phenomenon that is distinguishing the Garden State and providing earning opportunities for its farmers.

- A North Jersey Farmer
Chart 1: Numbers of Community Farmers Market in the U.S.

**Numbers of New Jersey Farmers Markets Outpace National Growth Rates**

Source: USDA Agricultural Marketing Services

Chart 2: Numbers of Community Farmers Market in New Jersey

Source: New Jersey Department of Agriculture
Chapter 2: Strengthening Farm Viability Through Direct Marketing

Numerous benefits for farm businesses have been associated with participation in community farmers markets, including market diversification, enhanced revenues, new market outlets and higher profit margins. As mentioned in the previous chapter, there are numerous economic incentives that are generated through direct marketing.

Chart 3: Frequency of Farm Market Participation

Producers surveyed report that sales at community farmers markets provided a reliable cash flow for their farms, and, in general, higher profit margins than did wholesale channels. In the words of one south Jersey farmer, “People rely on us for farm fresh produce and expect we’ll bring the best we grow…. When we do, they are willing to pay for it without complaining about our prices.”

In addition, participation in community farmers markets promoted agri-tourism activities on vendors’ farms and attracted customers to their on-farm stands and stores, thus extending the reach of farm businesses into nearby local communities. Growers participating in markets also experienced firsthand the public response to their products and learned how to market more effectively. Community farmers markets also gave growers the chance to create and sell value-added products.

The farmers surveyed and interviewed for this study all currently participate in community farmers markets. Most limit their participation to markets in New Jersey. A few will travel to Pennsylvania, Delaware or New York if it is geographically feasible or particularly suitable for their products. Of 51 respondents, over 60 percent participated in one to three markets and about five percent were

“I got $6 wholesale for a crate of lettuce that cost me $7.20 to grow. I got $24 from that same crate from people who buy from me at the community farmers market.”

- A South Jersey Farmer
serving at 10 or more markets a week. Approximately one third of the farmers surveyed earned more than 50 percent of their total income from community farmers markets. Other market channels used by farmers studied included wholesale, on-farm retail, pick-your own or u-cut, internet sales, direct sales to food stores, restaurants and/or institutions, and marketing through Community Supported Agriculture (CSAs). As Chart 4 below indicates, community farmers markets offer farmers a way to earn higher profit margins through direct sales than they do through wholesaling. They are among a number of alternative market channels that are sustaining New Jersey’s small and emerging farm businesses.

Chart 4:
Profit Margins at Community Farmers Markets vs. Wholesale Channels

Most farmers that are attending community farmers markets rely on revenues from a variety of sales and services to operate their farms. The farmers who participated in this study all reported that they viewed community farmers markets to be part of a diversification strategy that helped them manage and balance risk. Selling at community farmers markets has become for them one of a number of reliable ways to earn income they need to hold onto and operate their farms (see next page).
Farmers who also marketed products through wholesale channels reported higher net profits from direct sales at community farmers markets (71 percent of 21 respondents). One south Jersey farmer reported, “I’m making more when I pick fewer green beans by hand for market than I do when I harvest large quantities with machinery for wholesale.”

Another farmer said that an added benefit to selling at community farmers markets over wholesale markets was that he could sell ripe produce that would have failed wholesale grading standards because of its ripeness. “Ripe produce,” he added, “is just the kind of item that customers want when they buy fresh.”

It is notable that even when comparing on-farm sales to sales at community farmers markets, 89 percent of the 38 surveyed farmers who were also selling on their farms reported profit margins that were at least as high. An added advantage for those farmers was that customers were led to their farms by first encountering them at the community markets. Many farmers interviewed for this study chose to join community farmers markets close to their farms specifically to capitalize on this advantage. “They learn about us when we sell at nearby markets,” one central Jersey farmer said, “and then seek us out to buy other items when they need and want them.”

An advantage for all of the farmers included in this study was that a relatively small investment was needed to realize immediate economic returns at community farmers markets. Fixed and variable costs will vary from one operation to another. Some of the factors that drive costs include the type and variety of products being sold, the particular market fees and location of the market. Additional information on costs can be found on page 21 in tables 1 and 2.
To one north Jersey farmer selling at 17 New Jersey Community Farmers Markets, participation in more than one market was simply a matter of economies of scale, and he added, “Everything, when it’s on the truck, is what would be sold wholesale to someone else if I wasn’t selling it at community farmers markets.”

Estimated earnings for a market day varied over the course of a farm market season. For example, one participating central Jersey farmer with a small organic farm with gross earnings of $90,000 from all market channels in 2007 reported farm market day gross receipts of $250 in the last two weeks of May and approximately $610 in gross receipts at the same market in August at the height of the season.

A larger south Jersey fruit farmer with gross earnings of over $250,000 from all market channels in 2007 saw a similar fluctuation in seasonal earnings. The “high summer” season brought him gross market receipts of approximately $7,500 to $8,000 a day at his “best” market, a number that dropped in early fall to between $3,000 to $4,000 in market day gross receipts, rising slightly again in late fall.

Despite seasonal fluctuations in market day earnings, all farmers included in this study reported an economic advantage to marketing at well-run community farmers markets.
Chapter 3: Choosing a Market That’s Right for You: Location and Market Characteristics

The farmer quoted to the right laughed when he told the story, remembering picking the farm market out of an Internet list of available Friday markets without understanding its customer base. Presently active in two community farmers markets close to his farm and happy with the increased foot traffic and name recognition, this farmer now would carefully investigate any additional market he might be invited to join. He would want to know if his value-added farm products fit the community’s ethnic or cultural mix and if customers would be willing to purchase his higher-priced offerings of specialty cheeses and meats.

All farmers considering participation in community farmers markets have numerous factors to weigh. Some are unique to their product offering and some are related to the market itself:

- Where is the farm market located and how far is it from the farm?
- What is the size of the market and how large is the customer base?
- What days is the market in operation and are there established competing markets open on the same days and times?
- What fees are involved with the market?
- What is the availability of water and electricity?
- What percentage of the product for sale needs to be grown on my own farm?
- Does the market limit the number of farmers selling the same products?
- Do my products suit the ethnic mix of the community in which the market is located?
- How will the income level of the local community affect my pricing strategy?

“It was a nice market but our product didn’t work up there... because it’s a Jewish community– so we’re not kosher and there we were trying to sell pork! I didn’t know at the time, you know. So it just didn’t work, didn’t work for us.”

- A South Jersey Farmer
Market Location

Every market is distinct in terms of its location, consumer base, and vendor mix. The number of community farmers markets in counties throughout New Jersey in 2009 is indicated on the map below.

Community farmers markets are in every county; with the highest number in Essex and Monmouth counties in New Jersey.

Locations of 2009 Community Farmers Markets

Regional differences exist between north and south Jersey in terms of the challenges and opportunities for community farmers markets. South Jersey community farmers markets can be affected by being in the heart of the agricultural belt where populations are lower and many roadside stands with on-site parking are available. There are exceptions, of course, where the population base is denser, nearby farms are fewer, and where farm market managers actively seek a balanced mix of vendors so that all participants can thrive. In addition, south Jersey has the advantage of established markets at shore towns that draw a tremendous number of customers throughout the summer.

Revenue expectations are typically higher in the north. Participants of north Jersey weekday suburban and urban community farmers markets can take advantage of lunch hour or commuter shopping. Here again, products are a consideration. Does the office worker need to be able to keep something cold before going home? Are there value-added lunch hour products or dinners-to-go that can enhance sales? WIC and senior voucher transactions are more frequent at north Jersey urban markets, and for many farmers who have registered for these programs, they represent a reliable income stream.
Market Size and Characteristics

In general, most New Jersey community farmers markets are small. More than half have nine or fewer vendors; in part because many are in locations that can accommodate only a small number of vendors’ trucks and merchandise displays and, in part, because they have to limit the number of participating merchants to assure sales volumes. Many are located in public plazas, train station parking lots, or at transit stops that impose limits on the number of vendors that can be accommodated with parking or display space.

Chart 6:
Number of Vendors Per Market Reported by New Jersey Community Farmers Market Managers

The number of vendors at a market may also be intentionally limited as a strategy to attract or retain farmers by ensuring less competition for similar products. Market managers want the farmer participants to do well and, to do this, should assess the available consumer base to determine the numbers and types of producers needed to satisfy demand. Often, market organizers limit not only the number of vendors, but also the kinds of products that can be sold. One central Jersey farm market manager explained his market’s operation:

“We limit the numbers of vendors who sell any single type of item to three. That way we assure farmers that they will be able to sell off most or all of what they bring…. We also limit items sold to those that are produced by the vendor. At least 70 percent of items offered for sale have to be grown or made by the vendor who is selling them.”

Farmers should be aware that not all community farmers markets operate this way. Some do not restrict the number of products farmers may bring to market that they have not grown themselves. To some vendors, allowing farmers and even non-farmers to bring items that they have purchased for resale rather than have grown themselves is a source of contention. The vendors who raise this
issue suggest that this practice creates unfair competition and does not support local agriculture. Not everyone agrees on this issue. Some market managers, especially in urban settings, place their primary concern on the variety of choices available to their customers. If the business model of the market is to meet the consumer demands of a community’s ethnic groups, than a diversity of product supply sources may be needed. Observing a market on market day, speaking to the market manager and promoters, speaking to other participating farmers, or asking to see available by-laws that may govern its operation are ways to find out more about a market before committing to it.

Market Revenues and Fees

Most markets operate on limited budgets. Fifty-six percent of the market managers interviewed indicated that their markets’ 2007 gross incomes were less than $4,999 and 24 percent reported that their gross incomes were between $5,000 to $10,000. Despite this, some markets charged no fees to farmers and actually subsidized their participation, arguing that they needed to do this to attract farmers to untested locations or to serve as anchors for their markets.

Chart 7:
Percent of Markets Covering Costs with Fees

Source: 2007 Farm Market Survey Results
Market revenues rely on a combination of vendor fees and, in some cases, subsidies raised from local government agencies, tourism bureaus, business groups and public service agencies. Fees are typically charged to vendors for using space or stalls. Rates ranged in 2007 from $15 to over $100 a day. Very few markets charged vendors a percentage of daily receipts for stalls, though this practice is customary and in use in a number of other states. Market vendors and managers indicated that they preferred fixed fees and found this to be more predictable for purposes of budgeting and planning. Discounts are often provided for seasonal or advanced monthly payments and in some situations these are required to secure and hold a stall for the full season.

**Merchandise Management**

Market managers and promoters want their market to be a place where people can get "everything they need for the week," as one manager put it. Accordingly, they seek vendors with a full array of fresh fruits and produce as well as value-added products. Some growers produce their own value-added products; others arrange for them to be processed at facilities off their farms. Finding ways to add value to what they are producing for direct sales to customers is clearly a revenue stream waiting for growers and a significant new opportunity for them at community farmers markets in the Garden State.

Farmers are selling more than freshly picked edible items when they attend farmers markets. They and the market managers that run community markets indicate that customers are looking for flowers and nursery items as well specialty foods and crafts. As Chart 9 (found on page 18), indicates, half are offering only uncut, unprocessed foods. Many of the others are merchandising value added food products and this is because they are learning first hand from their customers that there is growing demand for these items.

“My market workers must be friendly and able to handle money accurately while under pressure from customers.”

- A SOUTH JERSEY FARMER

**Chart 8:**
Percent of New Jersey Community Farmers Markets That Charge Vendor Fees to Farmers/Growers

![Chart showing percentage of New Jersey Community Farmers Markets that charge vendor fees to farmers/growers. 81% yes, 19% no.](chart8.png)

Source: 2007 FIC Farmer Survey Results
Most, if not all, of what is sold in carefully managed markets are the growers’ products - harvested or raised on their fields and pastures. Some products target specific ethnic audiences in the community, a possibility that allows farmers to plant a wider diversity of crops. Specialty greens, hardy greens, herbs, organic and conventional produce, cut and potted flowers and shrubs, pickles, jams, honey, ravioli, fruit butters and pies – all of these local products and more find their way to New Jersey’s community farmers markets. At one market, with the consent of participating local farm vendors, a market manager addressed customer requests for tropical fruit by allowing one farmer’s son to open a “tropical” stand to sell mangos, pineapple and bananas.

Half of the 46 vendors responding to questions about their farm market merchandise offered prepared food for sale. That is, they offered more than uncut, unprocessed produce and fruit. Often, they brought salads, cheeses, meats, processed meat products, jams, juices, ciders, teas, fruit butters, pickles, farm-baked cakes, cookies and pies and other ready-to-eat or ready-to-heat foods that were made in licensed food processing facilities or commercial kitchens. Their customers were willing to pay premium prices for value added to products which made the expense of producing these items worthwhile.

Chart 9:
Percent of Vendors Selling Hot or Cold Prepared Food for Consumption at the Market

Many Farmers Sell Value Added Items at Community Farmers Markets

Source: 2007 Farm Market Survey Results
Chapter 4:
Farm Market Participation: Issues Farmers Need to Consider

Community farmers market participation initially may be a daunting task for farmers unaccustomed to selling their products directly to consumers. A decision to sell at a market means that farmers must think about many aspects of marketing they never had to think about before. These include:

• How do I attractively display products and post prices?

• How much investment is required for equipment, tables, tents and merchandising apparatus?

• Can I manage long hours away from the farm on market days for a period of eight to 25 weeks or more?

• What items should I grow that will provide a variety of produce and meet the demands of the customer base (which may be different than the items grown for wholesale markets) and that allows for a supply of product to sell during the course of a market season.

• Am I willing to engage in conversation with curious customers about my work, farm and products?

Some farmers embrace these tasks. Some who were unsure when they began report they now are unwilling to miss a market day and the interaction with customers, market managers, and fellow farmers they’ve come to enjoy. Whatever the inclination or time available for direct marketing at community farmers markets, all farmers need someone who can help them meet the challenge of participation.

Labor

Growers with small farms, attending one or two community farmers markets on different days, without too much product variety, might be able to handle working alone at the market, but most farmers cannot. On average, farmers within the scope of this study reported employing one worker per day for each market they attended. Some farmers participating in popular markets employed four or five workers per market day. Often the farmers worked with their crews, but some farmers with market obligations in different towns on the same day had to depend on reliable crews taking on markets alone. Moreover the people hired had to be able to sell the products. This is especially important for farmers selling value-added products who need workers who can speak knowledgeable about what they are selling. “I just can’t hire anyone, a warm body,” said one farmer who recruits in Europe at food science colleges to find students who want to learn to make and sell his product. At the price he must charge for a specialty product that is expensive to make, he must have a staff educated enough to speak with customers about how it is made.

All farmers, no matter their products – vegetables, fruit or value-added – reported needing reliable, friendly, energetic workers who were able to lift heavy loads, make change under pressure, were honest, willing to chat, and mindful about how the merchandise appeared to customers. They had to know about farming,
crops and the items being sold. They had to be willing to work long hours on
summer weekends and stay into the fall for the many markets that run through
October and into November. Many farmers interviewed trusted only family
members for these tasks. Some avoided high school students in particular,
finding their interest waned, or they had to reengage with school or sports
obligations before the market season ended. Those interviewed hired family,
friends, local teenagers, senior citizens, and foreign students wishing to spend a
summer abroad. One farmer interviewed hired the children of loyal customers.

Wages
Pay rates offered by farmers within the scope of this study ranged from minimum
wage to $10 to $15 an hour. Some farmers offered incentive payments such as a
bonus for sales over a daily revenue goal, or a percentage of the day’s earnings
above transport and stall costs. To monitor their crews, farmers relied on secret
shoppers, other employees, market manager and customer reports. They also
compared receipts with those from past months, weeks, and years. Some farmers
could track receipts over the course of a market day and determine if earnings
grew down when workers were not being closely supervised. Many have made
a practice of encouraging their market sales staff and helping them make
improvements in customer service. One central Jersey farmer offered an opinion
that was expressed by a number of focus group participants when he pointed
out that his employees were more productive when they were at a Community
Farmers Market: “We can be open all day at the farm stand and no one comes in,
while at the farmers market it’s more targeted for labor.”

Fixed and Variable Costs
In addition to labor costs incurred preparing for and participating in community
farmers markets, there are other fixed and variable costs to consider. The expenses
in Tables 1 and 2 were estimated with information provided by market managers
and farmer vendors. This estimate provides a picture of both fixed and variable
costs that vendors can expect when they engage in direct sales at community
farmers markets. It also illustrates that relatively modest investments are needed.

The investment needed to participate in a farmers market is relatively modest.
In most cases, less than $3,400 will purchase the items needed to merchandise
farm products. Costs for a farmer to participate in one market within a 120 mile
distance of the farm will require approximately $6,410 for a 20 week season or
$320/day; these expenses do not include cost of goods sold.
Table 1:  
Fixed Costs to Participate in One or More  
Community Farmers Markets

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tents or Umbrellas</td>
<td>$500</td>
</tr>
<tr>
<td>Apparel (Shirts, Aprons)</td>
<td>$50</td>
</tr>
<tr>
<td>Merchandising Materials (Baskets, etc.)</td>
<td>$200</td>
</tr>
<tr>
<td>Website Development</td>
<td>$300</td>
</tr>
<tr>
<td>Re-Usable Cartons and Baskets in Lieu of a Scale</td>
<td>$200</td>
</tr>
<tr>
<td>Truck (Depreciation or Rental at $100/day x 20)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Truck Trailer</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$3,350</strong></td>
</tr>
</tbody>
</table>

*Costs for transportation vary, though most farms have trucks available, some farmers choose to purchase or lease trucks and trailers.

Table 2:  
Variable Costs to Participate in a Single Market  
For a 20 Week Season

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Materials/Coupons/Website Changes</td>
<td>$500</td>
</tr>
<tr>
<td>Website Maintenance</td>
<td>$200</td>
</tr>
<tr>
<td>Gasoline at $100/Day x 20 Days</td>
<td>$2,000</td>
</tr>
<tr>
<td>Stall Rental Fees at $50/Day Average x 20 Days</td>
<td>$1,000</td>
</tr>
<tr>
<td>Ice and Containers at $20/day x 20 days</td>
<td>$400</td>
</tr>
<tr>
<td>Insurance (Typically a Rider on Existing Policy)</td>
<td>$100</td>
</tr>
<tr>
<td>Licenses (if Selling Processed Food)</td>
<td>$60</td>
</tr>
<tr>
<td>Packaging Materials</td>
<td>$150</td>
</tr>
<tr>
<td>Labor at $10/hour (10 hours/day x 20 days)</td>
<td>$2,000*</td>
</tr>
<tr>
<td>Costs of Goods Sold</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$6,410</strong></td>
</tr>
</tbody>
</table>

*Often a family member.
Chapter 5: 
Consumer Purchasing Options: Cash, Credit Cards, Vouchers, and Electronic Benefits Transfers (EBTs)

WIC and Senior Vouchers, in some cases, can be a key source of earnings for some New Jersey farm market vendors. These transactions may be a small percentage of total sales, but according to one New Jersey farmer, some urban farm markets without supermarkets nearby “would not exist without WIC checks.” One and a half million USDA, WIC, and Senior Voucher dollars were available to eligible New Jersey residents in 2006. “A WIC niche would be an incentive for me to join a new market,” said one small central Jersey grower currently in three markets, when asked if he was looking to add more markets to his roster. Another south Jersey farmer listed senior vouchers and WIC vouchers as an important revenue stream in his market earnings, noting that they are particularly important for urban markets. A third mentioned the loyalty of customers using senior vouchers. “They come back,” he said.

Only 18 percent of 51 market managers interviewed for this study reported having market rules requiring growers to accept WIC or senior vouchers, although most said their vendors were registered to do so. They also added that the state office handling voucher registrations is efficient and the redemption process simple.

Credit Cards

Regular credit card use is not a feature of most community farmers markets, but farmers are increasingly interested in including them in the services they provide. Vendors who accept credit cards report that their earnings have increased, however, only 14 percent of 51 market managers surveyed offered on-site services to take credit cards. Some vendors use WiFi card readers and other credit card tools to independently accept cards. For community farmers markets in resort towns, the cards increase sales: “Suburban consumers and vacationers don’t walk around with cash,” said one south Jersey farmer. “They will buy more with credit cards.”

Vendors selling value-added products say they realize higher receipts for individual sales if they allow credit card use. Other vendors will only accept credit cards for large sales. Many vendors express interest in having market managers issue Market Vouchers for credit card purchases.

EBT Transactions

EBT cards are the electronic version of food stamps. EBT card-swipe terminals, wired and wireless, allow food stamp recipients to authorize transfer of their benefits from a Federal account to a retailer account for payments for products received. The cards and EBT card-swipe terminals have been in existence since 2004.

Increasingly, farmers markets in many states are making EBT terminals available to customers. In Pennsylvania, the Commonwealth purchased terminals for use at Philadelphia farm markets specifically to encourage food stamp transactions,
acknowledging the far-reaching health effects and nutritional benefits of fresh produce and fruit. California’s 500 certified farm markets are equipped with EBT terminals.

According to a USDA website posted in 2006, almost all Northeast and Atlantic states – Connecticut, Massachusetts, Maine, New York, Pennsylvania, New Hampshire, and Washington D.C. – were making use of EBT point of sale card-swipe terminals at farm markets and many were expanding their use. Sixteen farm markets in Connecticut made terminals available, an increase of 11 over the previous year. In New York, 25 farm markets had terminals with 30 more expressing interest.

Most markets using EBT machines issue scrip or wooden tokens to customers in one-dollar denominations, which allow them to shop with individual farmers at the market. Many New Jersey farmers participating in markets with populations enrolled in the food stamp program have expressed interest in registering to accept food stamp purchases and to have access to EBT terminals. The NJDA is testing applications of EBT payment tools at community farmers markets and it is likely that they will become available widely within the next few years.

Chart 10:
Percent of Credit Card Services on Site

- no credit card services
- credit card services

86%
14%

(n=51)

Source: 2007 FIC Farmer Survey Results
Chart 11:
Percent of Vendors that Accept WIC and Senior Citizen Vouchers

Many New Jersey Community Farmers Markets Require Vendors To Accept WIC and Senior Citizen Vouchers

Source: 2007 FIC Farmer Survey Results

82%
18%

(n=51)
Health regulations governing food sold at community farmers markets are designed to ensure that products produced for retail sale are safe for consumption. These regulations protect both the consumer and producer from potentially dangerous food safety related incidents. New Jersey’s food safety rules are referred as Chapter 24 (N.J.A.C. 8:24) “Sanitation in Retail Food Establishments and Food and Beverage Vending Machines”. The Chapter 24 rules can be reviewed by visiting http://www.state.nj.us/health/foodanddrugsafety/rfp.shtml

The information provided in this chapter is an overview of the key points from Chapter 24 rules that are of particular relevance to farm market products. Vendors and market managers are urged to familiarize themselves with New Jersey health regulations by calling the New Jersey Department of Health and Senior Services’ Food and Drug Safety Program at 609-588-3123 or the New Jersey Department of Agriculture at 609-292-5575. The following websites are also very helpful.

http://www.nj.gov/agriculture/divisions/md/prog/farmersmarkethelp.html

What Vendors Must Know

As noted in Chart 9 (on page 18), half of the vendors participating in markets are offering only uncut, unprocessed foods. These foods along with honey are exempted from license requirements, although they must be stored in sanitary conditions (see code for definition of “sanitary condition”). In the case of uncut fruit and vegetables, loose product and storage containers must be placed off the floor and have no direct contact with the ground. The remaining value-added foods that are ready to eat, ready to serve or ready to cook must address other food safety considerations, such as:

- No foods prepared in a home or uncertified kitchen are permitted for sale at farm markets or any other retail outlets.
- Foods prepared in separate, approved commercial kitchens that are located either on or off the farm are allowed to be sold through retail outlets. Inspected and certified kitchen spaces may be available in local firehouses, churches or local public service organizations. To find available approved kitchens, vendors can contact their local health department.

Preparation

Among the products requiring preparation in commercial kitchens are:

- Baked goods.
- Jarred, non-potentially hazardous foods, such as jams and jellies.
Ciders; and canned or jarred high acid or acidified foods like pickled peppers and salsa, all meant for refrigerated storage.

Canned or jarred low acid or acidified foods meant for room temperature storage, must be prepared in a certified retort canning facility.

Special handling instructions for potentially hazardous foods that include meat, poultry, fish, milk, eggs, cooked vegetables, raw seed sprouts, and cut melons include the temperatures at which the products must be kept. For instance:

- Eggs at 45º F.
- Cheese at 41º F or at an approved aging temperature.
- Fresh meat below 41º F.
- Foods meant to be hot must be kept at 135º F or above. There are regulations regarding cooling foods as well.

Frequently found items at New Jersey farmers markets are farm fresh products; other merchandise, including ready to eat and processed foods, eggs, cheeses, meats, fish, candies, and dairy products are subject to regulations and inspections. Chart 12 indicates how frequently these items appear at New Jersey’s community farmers markets. It is evident from this that market managers and farmers need to be sensitive to regulatory requirements of the state’s Retail Food Safety Code.

**Chart 12:**
**Top 5 Items Offered for Sale at New Jersey Community Farmers Markets**

<table>
<thead>
<tr>
<th>Type of Items</th>
<th>Percent of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>locally grown NJ fresh produce</td>
<td>100%</td>
</tr>
<tr>
<td>fresh flowers</td>
<td>80%</td>
</tr>
<tr>
<td>desserts</td>
<td>60%</td>
</tr>
<tr>
<td>fresh and ethnic breads</td>
<td>40%</td>
</tr>
<tr>
<td>honey</td>
<td>20%</td>
</tr>
</tbody>
</table>

Source: 2007 Farm Market Manager Survey
Sanitary Food Handling

The food safety rules require specific sanitary and hand washing facilities to protect value-added or prepared foods from contamination. No bare hand contact with ready-to-eat foods is permitted. Spoons, forks, spatulas, single-use gloves, deli tissue, and items of that nature are required when handling prepared foods.

Vendors planning to produce value-added products, or who are selling agricultural products requiring special handling, are urged to contact state and local health departments for complete regulatory information. Market managers also should be familiar with health regulations to protect the consumers and vendors participating in their markets.

Labeling

Finally, all jarred and prepackaged foods sold at community farmers markets must be labeled with:

- The product name.
- Ingredients listed in descending order of their inclusion as a percentage of the final product.
- The name and address of the firm selling the product.
- Product weight.
Chapter 7:
Starting a Farm Market: A Community Perspective

In addition to providing local growers with nearby, organized sites to sell farm fresh products, market sponsors create reliable, low-cost, and recurring programs that highlight downtown shopping districts, tourism promotional efforts, recreation opportunities, nutrition, and community development programs. Farm market managers interviewed for this study said that the markets serve as local meeting places and are often a substitute for town centers in some settings. They attract a wide cross section of the population – senior citizens, young families, empty nesters, tourists, young people, and singles appeal to a culturally diverse population. They help to span the urban/rural divide in densely populated areas, and remind people of the value of farmland preservation. In downtowns and on main streets, community farmers markets attract consumers who then patronize nearby shops, thereby promoting the economic viability of these businesses as well.

Since farm market offerings are typically fresh or specially prepared value-added products, they promote healthy eating and provide fresh produce to neighborhoods that otherwise might rely on convenience or fast food. Community farmers markets also give farmers a chance to educate consumers about “seasonality” or availability of local produce. One north Jersey farmer interviewed says that using the market to educate his customers about the nutritional value of what he sells is one of the benefits of participation. He looks forward each year to helping consumers overcome “aversion to things not cosmetically appealing” among his organic offerings, and awaken “numb palettes” by encouraging customers to try something new.

Relationships are built between customers, farmers and farm market managers that translate into loyalties and a desire for tradition and continuity. For that reason, farm market organizers are willing to meet the challenges associated with opening a market. These include the need for a prominent location with available parking, calculation of the proper number of vendors to offer customers a wide variety of produce and product; assurance for the farmers of sufficient sales; and educating consumers as to market days, location, and hours, to name a few. Market organizers are varied and typically are from for-profit and non-profit organizations such as:

- Community service groups.
- Business improvement districts.
- Entrepreneurs.
- Farmer cooperatives.
- Chambers of Commerce.
- Community action agencies.
- Recreation, parks or tourism departments.
- County agriculture development boards.
- Local government agencies.
Chapter 8:
Features of Successful Community Farmers Markets

Characteristics of Successful Markets

A primary objective of this study was to identify the characteristics of successful markets so that new or existing markets can develop a strategy that will work. Characteristics that were identified include the following:

1. Capable and Motivated Market Managers

Community farmers markets are often started by grassroots efforts - whether by enthusiastic residents or nonprofit community development organizations, or even by local government. The result is organizers who are dedicated and committed to serving the communities they know and care about. However, resources for market managers may not be easily accessible. In New Jersey, no government agency provides requirements on the best way to operate a market or uniform guidelines for market management. However, the state does require vendors to observe state health regulations, licensing requirements, or regulations regarding weights and measures. A good resource for information and guidelines on farm markets is the New Jersey Council of Farmers and Communities, a non-profit, volunteer organization operating with the cooperation of the New Jersey Department of Agriculture, Rutgers Cooperative Extension, Farm Bureau and the Highlands Council. They serve as a liaison between New Jersey Farm families and 35 market members. For more information go to: jerseyfarmersmarkets.com.

Many market managers are employed by market sponsors that require them to run a community farmers market as one of several job duties. As Chart 13 indicates, 67 percent of community farmers market managers are juggling market management activities with other responsibilities. Others who serve in this capacity do so as volunteers, as contract consultants and as full or part time employees of the market sponsor. A few markets have reached a level of maturity that has led them to establish a formal business structure and operate as cooperatives, non-profit corporations, or, occasionally, as for profit corporations or LLCs.

Chart 13:
Work as Farm Market Manager is One of a Number of Required Duties

67% yes
33% no

Source: 2007 FIC Farm Market Manager Survey (n=42)
Market organizers thus have a tough job to do, and often without training. Over 50 percent of 47 managers interviewed were relatively new to the job, serving for one to three years. Sixty-Seven percent of 42 interviewed said managing their communities’ farmers market was only one of many job duties they had. Many market managers were volunteers. Yet, as one north Jersey farmer selling value-added products said, “So much depends on market managers.” Managers can, in the opinion of many farmers interviewed, make or break the markets they manage.

2. Successful markets are well-planned, well-managed and well-promoted

- Market organizers have identified prominent locations with available parking, have sought and won the cooperation of local officials, and have developed consistent, year-to-year marketing programs.

- They have carefully developed realistic budgets and identified a diversity of funding mechanisms (e.g. sponsorships, grants, revenue stream).

- They have examined the community profile and understand the purchasing demands of the market’s customer base.

- They are aware of community diversity and the products that may be demanded by unique ethnic populations. They can suggest crops or products to growers that may appeal to those groups.

- They are aware of nearby community markets and have made sure they have chosen a market day that provides the best chance of success. Of 51 market managers surveyed for this study, over 40 percent picked market days based on the availability of farmers, and just over 20 percent listed competing market hours as a consideration for the days they set for their own markets (see Chart 14).

- Successful farm markets have managers who are present on market days, observing transactions, encouraging or listening to farmers and taking notes on issues that need to be addressed.

- Communication with vendors and consumers is critical to effectively meeting the needs of both groups. “Farmers need to have their concerns represented in the running of the market,” said one central Jersey farmer interviewed for this study. Qualities he listed as necessary for market managers were “open-mindedness and a willingness to listen.”

- Other factors that affect formation and operation of a community farmers market include community development initiatives such as special improvement districts or Main Street programs and support from human service agencies that want to provide access to fresh foods that would otherwise not be available.
3. Publicity and Market Promotion

Publicity and promotion are key to a market’s success. One north Jersey farmer said of market managers “They must be innovative for a market to succeed. A significant challenge is market managers who are not actively promoting the market, who are not motivated.”

- Successful managers develop a variety of promotional activities such as advertising their markets with emails to patrons, organizing kick-off ceremonies, creating banners, signs, press, and website releases.
- They can identify the most effective advertising medium for their target area.
- They recruit a variety of vendors to offer consumers a good blend of products and purchasing opportunities. As one farmer pointed out: “It’s not just a question of duplication. Certain markets can only support so many growers. You’re splitting sales if a market is too small for too many growers of the same product.”
- Market managers should have a good sense of retailing, merchandising and public relations. Many savvy market managers will go to the best “on-site” source for that information, the farmers themselves.
- Based on experience, farmers often have ideas that will help the market and can offer valuable advice about how to operate more successfully. Sixty percent of the farmers surveyed for this study participated in one to three community farmers markets. Over 10 percent participated in four to five markets.
4. Market Events

Successful market managers make their markets places people enjoy and want to return to throughout the season. They also employ a personal touch in managing the vendors and customers. One market manager interviewed had included funding in his budget for taking participating farmers to a kick-off dinner at a local restaurant just before the season began. Another manager sponsors a thank you picnic at season’s end, inviting farmers and their families, market volunteers, and supporters, and prepares dishes with vendor products.

Of 51 managers interviewed for this study, 59 percent offered some kind of entertainment at their markets, 29 included music as a regular feature of the market day, and about 20 hosted cooking demonstrations by local chefs. Other market day entertainments included storytellers, petting zoos, drumming circles, dancing exhibitions, rug stomps, and a motorcycle admiration day. Organizations and sponsors were encouraged to participate as well, scheduling bike drives and other events of community interest. These special events earn print and broadcast coverage and sometimes bring new patrons to the markets. This is often the case when local groups, such as school choirs, are invited to offer performances that are then attended by family members and friends. Chef demonstrations likewise attract attention from local business boosters and expose restaurants to potential farmer suppliers.

Chart 15:
Percent of New Jersey Community Farmers Markets Offering Entertainment

Source: 2007 FIC Farm Market Manager Survey
Chart 16:
Types of Entertainment Offered at New Jersey Community Farmers Markets

Source: 2007 Farm Market Manager Survey

5. Market By-Laws

Many successful farmers markets have some form of governance and operate under a set of bylaws. Some markets use by-laws that have been adapted from those suggested by the Council of New Jersey Farmers and Communities, or developed independently from available resources posted online by markets across the country or in neighboring communities. Sample bylaws collected from numerous New Jersey markets have some of the same features. They often:

- Set out the purpose of their markets and requirements for registration.
- Post fees, list the location and time the market will operate.
- Specify health and insurance certificates required of vendors.
- Define who may sell at the market, and the use of assigned spaces.
- Clearly explain where, when and how market disputes will be settled.
- Indicate how merchandise must be displayed and sold.
- Clearly state product limitations and a process to gain permission to sell items not on the “permitted for sale” list.
- Define what constitutes a violation of the market rules and set forth a process for appeal.
- Include contact numbers for managers and the market mailing addresses.
Chapter 9:
Imagining a Future: Strengthening Markets and New Market Channels

For community farmers markets to best serve New Jersey farmers, they must be stable, well-managed, well-located, and economically healthy themselves. Many other states with a long tradition of community farmers markets provide models from which New Jersey market managers and sponsors can learn. The following practices offer some ideas for new opportunities:

A Paid Manager or Staff is a Factor for Market Success

Two studies, by researchers from Rutgers University (1998)\(^1\) and Oregon State University (2006),\(^2\) identified the absence of paid staff as one of the principal reasons markets fail. They indicate that markets rely on having a competent manager oversee the many tasks involved in organizing and operating a market through the year or on a seasonal basis. These include recruitment, site lay-out, assigning stalls, contracting, risk management, quality assurance, promotion and advertising, fundraising for events and operations, collaborations with local sponsors, farmers and other markets, problem solving, etc. Researchers have also noted that a well performing farmers market manager is on-site when the market is operating and can be approached by vendors, consumers and sponsors with questions, concerns and demands. In their estimation, frequent staff turn-over caused by poor compensation and absence of benefits affects the continuity of market operations and development.

Market Promotion is Key

Market managers, who pay constant attention to advertising and market promotion, as well as to educating consumers on the role of farm markets in community health and well being, keep markets active and vibrant and an essential part of the community.

Market Sponsors Can Help the Bottom Line

Banks, realtors, social service providers, community development corporations, restaurants, transit systems, local government and business associations, and tourism groups have all been successfully approached to help sponsor markets. Not only do they provide cash to help pay for market promotion, but their word of mouth enthusiasm and advertising efforts provide a continual reminder to consumers to come shop on market days.

Vendors Fees Contribute to Market Success

Markets should try not to subsidize vendors by charging little or nothing for space. Charging a reasonable price for stall space generates more funding for market day promotion and entertainment. The increased promotion, if done properly, will draw more customers and thus add to the income potential for vendors.

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Revenue Sharing to Support Markets

California’s 500 certified farmers markets are self-supporting and remain so by requiring vendors to pay a small percentage of their daily receipts to the market manager at the end of each market day. Impromptu onsite activity audits and farmers reports on quantities of items brought and left at the end of the market day are ways to achieve a fair and accurate accounting. Vermont and several other New England states charge vendors a percentage of their earnings to cover markets’ costs. They typically rely on an honor system and manager observations of purchasing activities at vendors’ stalls. These practices assume that vendors will recognize the benefits they derive from sustaining their markets. They believe that paying a commission of five percent to six percent of their earnings is a fair and reasonable price to support market expenses and promotions.

Certifying Markets can Standardize Voucher Redemptions

Certifying those markets that participate in and promote voucher and EBT programs, and requiring vendors to sell what they grow, are practices used in some states. The requirement for limiting merchandise to that grown by farmers conforms to requirements set by the USDA for its Farmers Voucher program and assures public agencies that the vouchers are being used as intended. In such situations, terminals for EBT and voucher transactions are provided by the state in these markets. Grower requirements such as this reflect the states’ interest in maintaining the economic viability and preservation of farms.

Statewide Community Farmers Market Associations Add Value

Statewide or regional community farmers markets associations have formed in 24 states around the county. Most enjoy modest support and subsidies from their state Department of Agriculture; a number sustain themselves solely on dues and fees. In most cases, they operate as business associations and some have established themselves as charitable organizations with public education and health as their mission. Typically, these associations do some or all of the following:

- Support networking among market managers, farmer vendors and sponsors.
- Establish performance standards for adhering to health and safety codes.
- Support economies of scale with respect to purchasing programs for insurance and promotional materials.
- Operate public information programs including a website, with links to local sites.
- Obtain and distribute funding for market programs.
- Assist market stakeholders in collaborative marketing initiatives like Farm to Chef and Buy Local programs, and serve as a distribution center for Community Supported Agriculture (CSA) growers who attend the market.
- Provide support for market start ups and guidance for market expansions.
• Facilitate the use of community farmers markets as service delivery sites for statewide public health and information programs (health screenings and nutrition education).

• Mediate market mergers.

• Arrange for shared advertising and promotional initiatives.

• Conduct annual meetings to share information about market best practices and to address issues of concern.

Statewide ‘Signage Campaign’ - Community Farmers Markets as Agri-Tourism Sites

Programs are underway in a number of states to standardize road signs that point out nearby agri-tourism sites, such as farm markets. Libraries, hospitals and cultural centers have been able to work cooperatively through national trade associations to achieve similar signage goals and have devised nationally accepted designs that reliably announce facilities and programs and provide directions. The state of Massachusetts has adapted a standard for agri-tourism signage that goes further than many other states. It has designed and installed signs throughout the state that are attractive and easy to interpret. The locations of these signs are confined to state roads. The New Jersey Department of Agriculture has recognized the importance of this type of initiative and has addressed the need to implement a signage campaign as one of its Agriculture Economic Development Strategies.

Rutgers Food Innovation Center: A Resource for Market Vendors and Market Managers

Rutgers Food Innovation Center (FIC) is a Bridgeton, New Jersey based food business incubator and processing facility that offers an array of business planning, risk management, marketing and merchandising support programs, and, product development and manufacturing for farmers, food entrepreneurs, and food businesses. It also is equipped to offer assistance to individuals and groups involved in organizing a community farmers market. The professional staff can support farmers in creating, processing and packaging value-added products from items produced on their farms in a licensed, FDA and USDA inspected food processing facility. Business development specialists at FIC can also offer guidance and advice to representatives of communities that want to start or strengthen community farmers markets. They have worked with communities to develop plans for public markets and have observed markets in a number of settings throughout the United States and overseas.

Next Steps:

It is evident from the research undertaken in this study that interest in community farmers markets is growing. Nearly half of 51 farmers who responded to FIC’s Farmer Survey indicated that there is a high likelihood they will be selling at more markets over the next five years. Also, market managers surveyed indicated that they were seeing demand for stalls increasing. Many who participated in
the research focus groups and in personal interviews stated that they would like access to an easy to locate, centralized information resource. Farmers and market managers also expressed that they would like advice about how to start markets, how to sell at markets, how to promote markets and how to tap into the earning opportunities available through markets.

In response to these needs, the Rutgers Food Innovation Center in collaboration with the New Jersey Department of Agriculture, is offering:

- Online courses entitled, *Farmers Markets Best Practices for Farmers and Vendors* and *Farmers Markets Best Practices for Sponsors and Managers* are being offered through FIC’s internet based Distance Learning Program. Information about FIC’s Distance Learning Programs can be found at: foodinnovation.rutgers.edu/educational_resources.

- An easy to read brochure for market managers and vendors that outlines relevant health and food safety issues and regulations is being distributed in collaboration with the NJDA, the NJDHSS and the FIC. It can be found at: nj.gov/agriculture/pdf/chapter24guide.pdf.

- Information about community farmers markets will appear on the FIC website, as well as on the NJDA Agriculture Marketing website. It will feature annual directories of markets in the state by county and information about new market opportunities.
Appendices

APPENDIX A:

New Jersey Community Farmers Market Information Resources

New Jersey offers a number of resources and support groups to assist farmers and community groups seeking to start or expand a community farmers markets. Among these are:

STATE OF NEW JERSEY

New Jersey State Department of Agriculture (NJDA)

<table>
<thead>
<tr>
<th>Contact</th>
<th>Logan Brown, Economic Development Specialist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>nj.gov/agriculture/divisions/md</td>
</tr>
<tr>
<td>e-mail</td>
<td>logan.brown.ag.state.nj.us</td>
</tr>
<tr>
<td>Phone</td>
<td>609-292-8856</td>
</tr>
</tbody>
</table>

The Department offers a number of programs to promote and assist community farmers markets. It has pioneered the branding of Jersey Fresh foods and created a brand that has benefitted New Jersey farmers who sell products directly to consumers. Information about ways to use the Jersey Fresh Brand is available through the Division of Marketing and Development. New Jersey’s “Jersey Fresh” branding program was the first in the nation to promote the benefits and quality of locally grown and sold produce. In 2008, the state launched a “Jersey Fresh - as Fresh as Fresh Gets,” campaign to promote the benefits of fresh foods grown and produced on New Jersey’s farms.

Among NJDA Programs that Work Directly with Farmer/Vendors and Community Farmers Market Organizers and Managers are:

Farm Fresh Program

<table>
<thead>
<tr>
<th>Contact</th>
<th>Ron Good, Bureau Chief</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>nj.gov/jerseyfresh</td>
</tr>
<tr>
<td>e-mail</td>
<td><a href="mailto:ron.good@ag.state.nj.us">ron.good@ag.state.nj.us</a></td>
</tr>
<tr>
<td>Phone</td>
<td>609-984-2278</td>
</tr>
</tbody>
</table>

This program provides materials, banners and guidelines for using the Jersey Fresh brand. It also keeps records about farmers markets in the state and serves as an information resource. Its staff has worked with market organizers, managers and vendors for more than two decades and can offer guidance to people and groups seeking information about issues that affect market operations in respect to state laws.

Farmers Market Nutrition Programs

<table>
<thead>
<tr>
<th>Contact</th>
<th>Ron Good, Bureau Chief</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td><a href="http://www.state.nj.us/agriculture/divisions/md/prog/communityfarmers.html">www.state.nj.us/agriculture/divisions/md/prog/communityfarmers.html</a></td>
</tr>
<tr>
<td>e-mail</td>
<td><a href="mailto:ron.good@ag.state.nj.us">ron.good@ag.state.nj.us</a></td>
</tr>
<tr>
<td>Phone</td>
<td>609-984-2278</td>
</tr>
</tbody>
</table>
Farmers Market Nutrition Program

This program certifies farmers for USDA supported WIC and Seniors Farmers Market Nutrition Programs (FMNP). These programs provide an opportunity for the state’s farmers to direct market their locally grown fresh fruits, vegetables and herbs to nutritionally at risk pregnant, breast-feeding, post-partum women, children two to five years old as well as eligible seniors 60 years of age and older. Participants in the FMNP receive four $5 vouchers valid June 1 through November 30 to purchase locally grown produce. To qualify, farmers must be farming at least five acres and must agree to sell eligible produce items that they have grown in exchange for vouchers. The program is administered jointly by the Department of Agriculture and the Department of Health and Senior Services.

New Jersey Department of Health and Senior Services

Division of Food Safety and Health

<table>
<thead>
<tr>
<th>Contact</th>
<th>Richard Ritota, Food and Drug Program Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td><a href="http://www.state.nj.us/health/foodanddrugsafety/index.shtml">www.state.nj.us/health/foodanddrugsafety/index.shtml</a></td>
</tr>
<tr>
<td>e-mail</td>
<td><a href="mailto:Richard.ritota@dohss.state.nj.us">Richard.ritota@dohss.state.nj.us</a></td>
</tr>
<tr>
<td>Phone</td>
<td>609-588-3123</td>
</tr>
</tbody>
</table>

Contact for Retail Food Safety Guidelines: William Manley, Food Safety Specialist

<table>
<thead>
<tr>
<th>Contact</th>
<th>William Manley, Food Safety Specialist</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-mail</td>
<td><a href="mailto:william.manley@dohss.state.nj.us">william.manley@dohss.state.nj.us</a></td>
</tr>
<tr>
<td>Phone</td>
<td>609-588-3123</td>
</tr>
</tbody>
</table>

The Food and Drug Safety Program regulates food, drug and cosmetic safety, and provides information to consumers and the regulated industry. It sets standards that are enforced by New Jersey’s local health departments and provides guidelines for farmers and market managers to use. The following major activities that affect community farmers markets are handled by the program:

• License and inspect wholesale food, milk and shellfish establishments.
• Enforce food safety laws.
• Provides consumer information.
• Issues Public Health Advisories.
• Assists in the investigation of food borne outbreaks.
• Oversees the voluntary Food Manager certification.

Guidelines for Farmers Markets have been developed by NJDHSS and NJDA. These can be found at: nj.gov/agriculture/pdf/chapter24guide.pdf

Rutgers, The State University of New Jersey

As the state land grant institution, Rutgers is equipped to provide a number of services and programs to support community farmers markets. In addition to its far reaching New Jersey Agricultural Experiment Station Cooperative Extension, it offers help through its Small Farms Programs and its Food Innovation Center.
Rutgers University New Jersey Agricultural Experiment Station Cooperative Extension

Contact: Jack Rabin, Associate Director
Website: njaes.rutgers.edu/extension
e-mail: rabin@njaes.rutgers.edu
Phone: 732-932-5000, ext. 610

Rutgers University Food Innovation Center

Contact: Diane Holtaway, Associate Director, Client Services
Website: foodinnovation.rutgers.edu
e-mail: holtaway@aesop.rutgers.edu
Phone: 856-459-1900, ext. 4514

Contact for Business Association Mentoring

Contact: Carol Coren, Business Mentor
Website: foodinnovation.rutgers.edu
e-mail: coren@aesop.rutgers.edu
Phone: 856-459-1900

New Jersey Community Farmers Market Alliance

Contact: Beth Feehan
Website: foodinnovation.rutgers.edu
e-mail: b.feehan@comcast.net
Phone: 609-557-5113

This informal group is providing basic advisement to people seeking to start or expand a community farmers market and is exploring ways to offer winter markets for farmer/vendors.

New Jersey Council of Farmers and Communities

Website: jerseyfarmersmarkets.com

This non-profit organization began in 1992 to assist the development and on-going network of community farmers markets and farmers throughout northern and north-central New Jersey. This network has successfully provided economic stimuli for many downtown business districts and developed a set of guidelines for community farmers markets that include audits of farms to assure the source of items sold by participating farmer/vendors.
Northeast Organic Farmers Association – New Jersey (NOFA)

Website: nofanj.org
E-mail: nofainfo@nofanj.org
Phone: 609-737-6848

NOFA/NJ offers outreach and technical services to organic gardeners and farmers, and to conventional farmers interested in incorporating organic practices into their production systems. Their members are often involved in farmers markets and can help market organizers locate organic producers who might be interesting in direct marketing.
APPENDIX B:

National Community Farmers Market Information Resources

There are many organizations that operate at national and state levels to support farmers markets – cooperative extension, food security advocates, state departments of agriculture, and a host of nongovernmental organizations. The following is a list of some that offer useful information and are available to offer assistance to farmers, growers, food entrepreneurs, community organizers, and farmers market managers.

Community Food Security Coalition

Website: foodsecurity.org

This advocacy and public education organization can provide guidance about ways to bring bridges between farmers markets and other community-driven efforts together to improve food security and to address hunger issues throughout the United States.

Farmers Market Coalition

Website: farmersmarketcoalition.org
Phone: 304-263-6396
Toll-free Phone: 877-FMC-0553

The mission of the Farmers Market Coalition (FMC) is “to strengthen farmers markets for the benefit of farmers, consumers, and communities.” It serves as an information center for farmers markets and provides educational programming and networking opportunities.

Local Harvest

Website: localharvest.org

This web-based service organization maintains a definitive and reliable nationwide directory of small farms, farmers markets, and other local food sources. It operates a search engine that helps people find products from family farms, local sources of sustainably grown food, and encourages them to establish direct contact with small farms in their local area. Its commitment is to real food, real farms, real community.

Wallace Center for Sustainable Agriculture

Website: wallacecenter.org

This nonprofit division of Winrock International is a non-government organization that provides information and services to help entrepreneurs and communities build a new, 21st century. It sponsors a National Farmers Market Network that offers programs about ways to create food systems that are healthier for people, the environment, and the economy. Information about this network can be found at: wallacecenter.org/our-work/Resource-Library/overview-sheets/NFMN_Overview.pdf.
APPENDIX C:

2009 New Jersey Farmers Market Guide

The following community farmers markets will be operating in 2009. Many accept WIC and Senior Farmers Market Nutrition Program checks. Some have long-standing traditions of operating in their communities; a few are starting up as new service programs. Market information was accessed through the New Jersey Department of Agriculture website and Rutgers Food Innovation Center research efforts. Please note that changes in dates, operating times and locations may have occurred since the information was compiled.

ATLANTIC COUNTY

Atlantic City

July 9 to October 24
Thursdays and Saturdays, 9 a.m. to 4 p.m.
Atlantic Avenue between North and South Carolina Avenue (Center City Park)
609-517-5891

Hammonton

July 3 to Early September
Fridays, 4 p.m. to 8 p.m.
Route 54, Front Street (Downtown)
609-703-5835

Jersey Fresh at Smithville

June 26 to September 25
Fridays, 11 a.m. to 3 p.m.
Smithville on the Village Green (Parking Lot)
609-965-6414

Margate

June 25 to August 27
Thursdays, 9 a.m. to 1 p.m.
9700 Amherst Avenue (Steve and Cookies by the Bay)
609-442-6162

BERGEN COUNTY

Emerson

June 28 to September 27
Sundays, 9 a.m. to 2 p.m.
Between Ackerman and Linwood Avenue (Emerson Plaza West)
201-262-6086, ext. 204

Englewood

July 10 to October 30
Fridays, 11 a.m. to 6 p.m.
North Van Brunt Street and Demarest Avenue (Depot Square Park)
201-871-6645

Fort Lee

June 28 to October 25
Sundays, 8 a.m. to 2 p.m.
On Corner of Inwood Terrace (Fort Lee Community Center)
201-592-3663

Hackensack

June 24 to October 28
Wednesdays, 11 a.m. to 6 p.m.
River Street, across from Sears Building (Johnson Park)
201-489-3700

Hasbrouck Heights

June 16 to September 29
Tuesdays, 12 a.m. to 6 p.m.
Washington Place and the Boulevard (On the corner)
201-288-5464

Ridgewood

June 28 to October 25
Sundays, 9 a.m. to 3 p.m.
Garber Square (NJ Transit Station)
201-445-2600

River Vale

June 25 to October 29
Thursdays, 12 a.m. to 6 p.m.
Piermont Avenue and River Vale Road (Mark Lane Sports Complex)
201-664-2346 ext. 1001

Rutherford

June 3 to October 8
Wednesdays, 11 a.m. to 6 p.m.
Center of Downtown (Williams Plaza)
201-460-3000, ext. 3156
## BERGEN COUNTY

### Teaneck

**June 25 to October 29**  
**Thursdays, 12 p.m. to 6:30 p.m.**  
Garrison Avenue and Beverly Road  
(Cedar Lane Municipal Parking Lot)  
201-836-3151

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## BURLINGTON COUNTY

### Burlington County

**May 16 to November 7**  
**Saturdays, 8:30 a.m. to 1 p.m.**  
500 Mooresown Centerton Road,  
Mooresown  
(Near Centerton and Hartford Roads)  
856-642-3850

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### Columbus

**Year Round**  
**Daily 7:30 a.m. to 3 p.m.**  
2919 Route 206  
609-267-0400

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## CAMDEN COUNTY

### Berlin

**Year Round**  
**Sundays, 10 a.m. to 6 p.m.**  
Thursdays to Saturdays,  
10 a.m. to 9 p.m.  
Route 541 at Clementon Road  
(Across from Berlin Cemetery)  
856-767-1284

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### Camden

**June 23 to October 27**  
**Tuesdays, 10 a.m. to 3 p.m.**  
Broadway Avenue  
(Walter Reed Transportation Center  
Court Yard)  
856-963-2432, ext. 216

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### Camden Community

**June 19 to October 30**  
**closed July 4**  
**Fridays, 10 a.m. to 5 p.m.**  
Broadway and MLK Boulevard  
856-963-2432, ext. 216

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### Camden Our Lady of Lourdes

**July 1 to October 28**  
**Wednesdays, 2 p.m. to 5 p.m.**  
1600 Haddon Avenue  
(Parking Lot at the Osborne Family  
Health Center)  
856-963-2432, ext. 216

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### Camden Virtua Health

**June 18 to October 29**  
**Thursdays, 11 a.m. to 3 p.m.**  
Atlantic and Mt. Ephraim Avenue  
856-963-2432, ext. 216

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### Collingswood

**May 2 to November 21**  
**Saturdays, 8 a.m. to 12 p.m.**  
Between Collins and Irvin Avenue  
(Along High Speed Line)  
856-559-0234

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### Gloucester City

**May 10 to November 22**  
**Sundays, 10 a.m. to 2 p.m.**  
King Street and Jersey Avenue in  
the Marina  
(Market Street West, to King Street,  
Turn Left onto King Street)  
888-202-2155

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### Haddonfield

**May 2 to October 31**  
**closed July 4**  
**Saturdays, 8 a.m. to 12 p.m.**  
Haddonfield Presbyterian Church  
(Kings Highway and Chestnut)  
856-616-8311

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### Ocean City

**June 24 to September 2**  
**Wednesdays, 8 a.m. to 1 p.m.**  
Asbury Avenue between 5th and 6th  
(Tabernacle Grounds)  
609-399-1412

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### Stone Harbor

**June 28 to September 6**  
**Sundays, 8 a.m. to 12:30 p.m.**  
95th and 2nd Avenue  
(Water Tower Lot)  
609-368-1924

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### West Cape May

**June 30 to September 1**  
**Tuesdays, 3 p.m. to 8 p.m.**  
732 Broadway  
(Borough Hall Municipal Complex Back  
Yard Park)  
609-884-1005, ext. 9

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## CUMBERLAND COUNTY

### Bridgeton Riverfront

**June 19 to August 28**  
**Fridays, 10 a.m. to 2 p.m.**  
Broad and Commerce Street  
(Riverfront Parking Lot)  
856-453-8130
Vineland  
June 20 to August 15  
Saturdays, 8 a.m. to 12 p.m.  
700 Block Landis Avenue  
(Next to Taste of the Island Restaurant)  
856-794-8653

ESSEX COUNTY

Bloomfield  
June 18 to October 29  
Thursdays, 1 p.m. to 7 p.m.  
Between Washington Street and Glenwood Avenue  
(Lackawanna Plaza, in front of NJ Transit Train Station)  
973-429-8050

East Orange  
July 7 to October 27  
Tuesdays, 9 a.m. to 5 p.m.  
Halsted Street and Central Avenue  
(Behind Auto Zone)  
973-414-4153

Livingston  
June 11 to October 29  
Thursdays, 12 p.m. to 6 p.m.  
Livingston Town Center  
(Corner of Mount Pleasant Avenue and North Livingston Avenue)  
973-992-8080

Main Street South Orange  
June 24 to October 28  
Wednesdays, 2 p.m. to 7 p.m.  
1st Street and Sloan Street  
(Sloan Street Parking Lot)  
973-763-6899

Maplewood  
June 22–October 26  
Mondays, 2 p.m. to 7 p.m.  
Springfield Avenue and Indiana Street  
(Municipal Street Parking Lot)  
973-763-6011

Millburn Jersey Fresh  
June 16 to October 27  
Tuesdays, 8 a.m. to 2 p.m.  
Main Street and Essex Street  
(Train Station Parking Lot)  
973-379-2341

Montclair  
June 6 to November 28  
Saturdays, 8 a.m. to 2 p.m.  
Walnut Street  
(Train Station Parking lot)  
973-228-2366

Newark - Bethany Baptist Church  
July 30 to October 29  
Thursdays, 10 a.m. to 4 p.m.  
275 West Market Street  
(Bethany Baptist Church)  
973-623-8161

Newark - Branch Brook Park  
July 10 to October 30  
Fridays, 8 a.m. to 1 p.m.  
Lake and Park Streets off of Bloomfield Avenue  
(The Meadow, North of the Ballentine Gates)  
973-623-9464

Newark - Common Greens Downtown District  
June 25 to October 29  
Thursdays, 11 a.m. to 4 p.m.  
Between Broad and Park Place  
(Military Park)  
973-733-9333, ext. 21

Newark - The Commons at Washington Park  
June 24 to October 14  
Wednesdays, 11 a.m. to 3 p.m.  
Washington and James Street  
(Downtown)  
973-819-5025

West Orange  
July 3 to October 30  
Fridays, 12 p.m. to 6 p.m.  
66 Main Street  
(Behind Town Hall)  
973-325-4109

GLOUCESTER COUNTY

Woodbury  
June 18 to October 1  
Thursdays, 2 p.m. to 6 p.m.  
Cooper and East Barber Street  
(Along Rail Road Parking Lot)  
856-845-1300, ext. 123

HUDSON COUNTY

Hoboken—Downtown  
June 30 to October 1  
Tuesdays, 3 p.m. to 7:30 p.m.  
Washington Street between Newark Street and Observer Highway  
(Two blocks West of PATH Station)  
201-420-2277
HUDSON COUNTY

Hoboken Uptown
July 2 to October Thursdays, 3 p.m. to 7:30 p.m.
Hudson Street
(Between 12th and 13th Streets)
201-420-2049

Jersey City - Friends of Van Vorst Park
June 18 to November 28 Saturdays, 8 a.m. to 2 p.m.
Jersey Avenue & Montgomery Street
(Van Vorst Park by Grove Street PATH Station)
201-433-5127

Jersey City - Hamilton Park
June 3 to October 28 Wednesdays, 4 p.m. to 8 p.m.
Pavonia Avenue and McWilliams Place
(Hamilton Park)
917-855-2212

Jersey City - Harvest Square
July 7 to October 27 Tuesdays, 3 p.m. to 6 p.m.
Bramhall and Grand Street
(St. Patrick’s Roman Catholic Church)
201-332-8600

Jersey City - Journal Square
July 29–November 25
Wednesdays, 11 a.m. to 7 p.m.
Kennedy Boulevard at Journal Square
(Right off PATH Terminal)
201-798-6055

Jersey City - Paulus Hook
June 13 to December 19 Saturdays, 11 a.m. to 4 p.m.
Washington Street
(By the Korean War Memorial)
908-879-2696

Kearny
June 25 to October 29
Thursdays, 12 p.m. to 6 p.m.
Kearny Avenue
(Center of Downtown Between Afton Street and Bergen Avenue)
201-955-7400

HUNTERDON COUNTY

Highbridge
June 20 to October 10 Saturdays, 8:30 a.m. to 12:30 p.m.
Main Street
(Corner of Main and McDonald Streets)
908-892-7022

Hunterdon Land Trust
June 7 to October 25 Sundays, 9 a.m. to 1 p.m.
Route 12 Circle and Route 523, West Flemington
(Dvoor Farm, Near Municipal Building)
908-625-8241

MERCER COUNTY

Capital City
July 9 to September 24
Thursdays, 11 a.m. to 2 p.m.
East State Street, The Commons
(Between Warren and Broad Streets)
609-393-8998
Greening Princeton
September 22 to October 27
Tuesdays, 11 a.m. to 2 p.m.
Firestone Library, Chapel Plaza
(Princeton University Campus)
610-247-9902

Hopewell
Year-round
Wednesdays, 2 p.m. to 7 p.m.
Off of Greenwood Avenue
(Historic Hopewell Train Station)
609-466-8330

Lawrenceville - Main Street
June 7 to November 1
Sundays, 9 a.m. to 1 p.m.
16 Gordon Avenue
(Off Route 206, Parking Lot, Gorden Fuel Parking Lot)
609-206-0344

Pennington
June 6 to October 17
Saturdays, 9 a.m. to 1 p.m.
Route 31 at West Delaware Avenue
(Pennington Shopping Center)
609-577-5113

Trenton Farmers Market
Year Round
Tuesdays and Saturdays, 9 a.m. to 6 p.m.
Sundays, 10 a.m. to 4 p.m.
960 Spruce Street
(Next to Halo Farms)
609-695-2998

Tri County Auction
May to June
Wednesdays, 6 p.m.
July
Mondays, Wednesdays, and Fridays, 7 p.m.
619 Mercer Street
(South of Hightstown)
609-448-0193

West Windsor Community
May 16 to October 24
Saturdays, 9 a.m. to 1 p.m.
Princeton Junction Train Station
(Southbound Vaughn Drive Parking Lot, off Alexander Road, 1 mile off Route 1)
609-577-5113

MIDDLESEX COUNTY

Edison
June 7 to October 25
Sundays, 8 a.m. to 2 p.m.
980 Amboy Avenue
(Rear Parking Lot of Provident Bank)
609-248-7475

Highland Park
July 12 to November 20
Fridays, 11 a.m. to 5 p.m.
Between 2nd and 3rd Avenue
(Old Senior Recreation Parking Lot)
732-828-8444

Jamesburg
June 13 to October 3
Saturdays, 9 a.m. to 2 p.m.
Church Street and Gatzmer Avenue
(Jamesburg Presbyterian Church Parking Lot)
732-512-7417

Metuchen
June 13 to October 3
Saturdays, 9 a.m. to 2 p.m.
Pearl Street
(Commuter Parking Lot)
732-548-2964

Middlesex
June 19 to September 18
Fridays, 11 a.m. to 6 p.m.
Route 28/Union Avenue
(Near Middlesex High School across from McDonald’s)
732-356-7400, ext. 237

New Brunswick Community Farmers Market
July 10 to October
Tuesdays, 12 p.m. to 5 p.m.
Fridays, 2 p.m. to 7 p.m.
178 Jones Avenue
(Georges Road, between Pine and Sanford Streets)
732-932-5000, ext. 586

New Brunswick - Rutgers Gardens
May 1 to October 30
Fridays, 1 p.m. to 6 p.m.
112 Ryders Lane
(Rutgers Campus off Route 1)
732-932-8451

Woodbridge
June 20 to October 31
Saturdays, 8 a.m. to 1 p.m.
1 Main Street
(Town Hall)
732-634-4500, ext. 6058
MONMOUTH COUNTY

Asbury Park
June 27 to October 24
Saturdays, 8 a.m. to 1 p.m.
Main Street and Sunset Avenue
(Firemen’s Park)
732-502-5749

Atlantic Highlands
May 22 to October 9
Fridays, 12 p.m. to 6 p.m.
Ferry Stop Park
(Harbor and 1st Street)
732-872-8711

Belmar
May 30 to August 29
Saturdays, 11 a.m. to 4 p.m.
9th and Main Street
(Pyanoe Plaza)
732-681-2900

Carousel Market
June 14 to August 30
September 6 to November 1
Saturdays, 9 a.m. to 3 p.m.
700 Ocean Avenue
(In Carousel building on Asbury Park Boardwalk)
732-897-6500

Englishtown Auction Sales
Year Round
Saturdays and Sundays,
8 a.m. to 4 p.m.
Off County Road 527
609-209-4032

Freehold
June 9 to October 20
Tuesdays, 11 a.m. to 7 p.m.
One East Main Street
(Hall of Records Plaza)
732-462-3584

Giamano’s Organic
June 24 to Early Fall
Wednesdays, 10 a.m. to 4 p.m.
301 Main Street
(Route 71)
732-890-0294

Highlands
June 27 to November 7
Saturdays, 9 a.m. to 2 p.m.
Bay and Waterwitch Avenues
(Huddy Park)
732-291-4713

Keyport
June 25 to October 8
Thursdays, 3 p.m. to 7 p.m.
West Front Street, Waterfront
(Held in Mini Park)
732-739-5138

Long Branch-West End
June 4 to December 3
Thursdays, 11 a.m. to 6 p.m.
139 Brighton Avenue
(Across from Jesse’s Café in Municipal Parking Lot)
732-229-6999

Millstone
May 30 to October 24
Saturdays, 9 a.m. to 1 p.m.
Woodville Road and Baird Road
(Corner of Baird Road and Woodville Road, in Wagner Park)
732-446-4249, ext. 1103

Red Bank
May 10 to November 22
Sundays, 9 a.m. to 2 p.m.
2 Bridge Avenue
(Corner of West Front Street and Shrewsbury)
732-530-7300

MORRIS COUNTY

Boonton
June 13 to October 31
Saturdays, 8:30 a.m. to 2:30 p.m.
Upper Plane Street Lot
(Parking Lot in Boonton)
973-257-9107

Chatham Borough
June 27 to October 31
Saturdays, 8 a.m. to 1 p.m.
Railroad Plaza South and Fairmount Avenues
973-635-0674, ext. 588

East Hanover
June 15 to October 26
Mondays, 12 p.m. to 6 p.m.
Eagle Rock and Ridgedale Avenue
(Luker’s Park)
973-428-3005

Madison
June 25 to October 1
Thursdays, 2:30 p.m. to 7 p.m.
Downtown, on Waverly Place
973-593-8496
Morris Plains
June 13 to October 17
Saturdays, 9 a.m. to 2 p.m.
Speedwell Avenue Extension
(Off Route 202)
973-267-1488

Morristown
June 14 to October 25
Sundays, 8:30 a.m. to 2 p.m.
Spring Street and Morris Avenue
(Public Parking Lot 10)
973-455-1133

Netcong
June 13 to October 10
Saturdays, 9 a.m. to 2 p.m.
Main Street and Route 46
(Netcong Train Station)
973-347-0252

New Providence
June 17 to October 28
Wednesdays, 1 p.m. to 6 p.m.
Town Hall-Front Lot
(New Providence Municipal Building)
908-598-2532

Calgo Gardens
June 12 to October 30
Fridays, 11 a.m. to 5 p.m.
84 Cross Street
732-905-6606

Toms River
June 10 to October 28
Wednesdays, 11 a.m. to 5 p.m.
Water Street
(Huddy Park)
732-946-2711

Lacey Township
July 10 to September 18
Fridays, 12 p.m. to 5 p.m.
Route 9 and Lacey Road
(Community Hall Parking Lot)
609-693-1100, ext. 2201

Manahawkin
Year Round
Fridays, Saturdays, and Sundays, 8 a.m. to 5 p.m.
657 East Bay Avenue
(Garden State Parkway Exit 63)
609-597-1017

Point Pleasant
July 12 to September 13
Sundays, 9 a.m. to 1 p.m.
Arnold Avenue, Route 35 and Cooks Lane
(NJ Transit Train Parking Lot)
732-701-0055

Seaside Park Marina
June 22 to September 7
Mondays, 11 a.m. to 5 p.m.
J Street and Central Avenue
(Seaside Park Marina Field)
732-793-3700

South Toms River
June 9 to October 27
Tuesdays, 11 a.m. to 6 p.m.
Route 166
(Mathis Plaza)
732-349-6122

OCEAN COUNTY

Barnegat
June 25 to October 22
Thursdays, 12 p.m. to 5 p.m.
East Bay Avenue and Route 9
(Barnegat Municipal Lot by Gazebo Park)
609-698-0080, ext. 122 or 132

Tuckerton
July 11 to September 19
Saturdays, 10 a.m. to 2 p.m.
Main Street
(At Tuckerton Seaport)
609-296-5463

Calgo Gardens
June 12 to October 30
Fridays, 11 a.m. to 5 p.m.
84 Cross Street
732-905-6606

Seaside Park Marina
June 22 to September 7
Mondays, 11 a.m. to 5 p.m.
J Street and Central Avenue
(Seaside Park Marina Field)
732-793-3700

South Toms River
June 9 to October 27
Tuesdays, 11 a.m. to 6 p.m.
Route 166
(Mathis Plaza)
732-349-6122

Clifton
June 5 to October 16
Fridays, 11 a.m. to 6 p.m.
Clifton Avenue and First Street
973-253-1455

Little Falls
June 5 to October 30
Fridays, 11 a.m. to 6 p.m.
225 Main Street
(Municipal Buildings Parking Lot)
973-812-7916

Paterson
Year-Round, daily
449 East Railway Avenue
973-742-1019

PASSAIC COUNTY

Clifton
June 5 to October 16
Fridays, 11 a.m. to 6 p.m.
Clifton Avenue and First Street
973-253-1455

Little Falls
June 5 to October 30
Fridays, 11 a.m. to 6 p.m.
225 Main Street
(Municipal Buildings Parking Lot)
973-812-7916

Paterson
Year-Round, daily
449 East Railway Avenue
973-742-1019

OCEAN COUNTY

Barnegat
June 25 to October 22
Thursdays, 12 p.m. to 5 p.m.
East Bay Avenue and Route 9
(Barnegat Municipal Lot by Gazebo Park)
609-698-0080, ext. 122 or 132

Tuckerton
July 11 to September 19
Saturdays, 10 a.m. to 2 p.m.
Main Street
(At Tuckerton Seaport)
609-296-5463

Calgo Gardens
June 12 to October 30
Fridays, 11 a.m. to 5 p.m.
84 Cross Street
732-905-6606

Seaside Park Marina
June 22 to September 7
Mondays, 11 a.m. to 5 p.m.
J Street and Central Avenue
(Seaside Park Marina Field)
732-793-3700

South Toms River
June 9 to October 27
Tuesdays, 11 a.m. to 6 p.m.
Route 166
(Mathis Plaza)
732-349-6122

Clifton
June 5 to October 16
Fridays, 11 a.m. to 6 p.m.
Clifton Avenue and First Street
973-253-1455

Little Falls
June 5 to October 30
Fridays, 11 a.m. to 6 p.m.
225 Main Street
(Municipal Buildings Parking Lot)
973-812-7916

Paterson
Year-Round, daily
449 East Railway Avenue
973-742-1019
PASSAIC COUNTY

Pompton Lakes
June 26 to October 16
Fridays, 12 p.m. to 7 p.m.
247 Wanaque Avenue
(Off Hamburg Turnpike)
973-865-5906

Ringwood
May 30 to October 31
Saturdays, 9 a.m. to 1 p.m.
30 Cannici Drive
(Municipal Parking Lot, close to Intersection of Skyline and Cannici Drive)
973-962-4864

West Milford
June 17 to October 28
Wednesdays, 3 p.m. to 7 p.m.
1911 Union Valley Road
(Our Lady Queen of Peace Church)
845-337-1802

SALEM COUNTY

Salem
May 21 to August 27
Thursdays, 10 a.m. to 2 p.m.
124 West Broadway
(In front of First Baptist Church)
856-935-8800

Woodstown
May 8 to October 30
Fridays, 9 a.m. to 2 p.m.
Route 40 and West Wilson
(At the Railroad Crossing)
609-420-3014

SOMERSET COUNTY

Bernardsville
June 13 to October 24
Saturdays, 9 a.m. to 2 p.m.
Route 202 and Clairmont Road
(NJ Transit Station)
908-766-5836

Bound Brook
June 20 to October 24
Saturdays, 9 a.m. to 2 p.m.
Main Street
(NJ Transit Parking Lot)
908-894-0515

Franklin Township
May 2 to November 28
Saturdays, 9 a.m. to 2 p.m.
720 Hamilton Street
(John’s Plaza, across from New Millennium Bank)
732-873-2500, ext. 400

Montgomery
June 13 to October 17
Saturdays, 9 a.m. to 1 p.m.
Route 206 just North of Route 518 Junction
(Village Shopper Shopping Center)
Krowe48483@aol.com

North Plainfield
July 11 to September 26
Saturdays, 9 a.m. to 2 p.m.
Somerset and Race Streets
(Municipal Parking Lot, across from Borough Hall)
908-755-1526

Somerville - Downtown
June 4 to October 1
Thursdays, 12 p.m. to 6 p.m.
Corner of Grove and East Main Street
(Somerset County Courthouse Green)
908-541-1600

SUSSEX COUNTY

Crystal Springs
June 13 to October 31
Saturdays, 9 a.m. to 2 p.m.
Crystal Springs off Route 94
(At entrance to Crystal Springs)
973-827-3088

Olde Lafayette Village
June 28 to October 25
Sundays, 10:30 a.m. to 3:30 p.m.
Routes 15 and 94
(Old Lafayette Village Shopping Center)
973-383-8323

UNION COUNTY

Elizabeth
June 9 to November 24
Tuesdays, 11 a.m. to 6 p.m.
Union Square
(Union Square between Elizabeth Avenue and High Street)
908-965-0660, ext. 13

Kean University
May 20 to August 5
Wednesdays, 11 a.m. to 6 p.m.
August 14 to November 20
Fridays, 11 a.m. to 6 p.m.
Green Lane off Morris Avenue
908-737-6019
<table>
<thead>
<tr>
<th>Location</th>
<th>Dates</th>
<th>Days</th>
<th>Time</th>
<th>Address</th>
<th>Phone</th>
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</thead>
<tbody>
<tr>
<td><strong>Linden</strong></td>
<td>May 11 to October 26</td>
<td>Mondays</td>
<td>3 p.m. to 7 p.m.</td>
<td>Wood Avenue (Across from City Hall, at Raymond Bauer Promenade, CVS Parking Lot)</td>
<td>908-494-0771</td>
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<tr>
<td><strong>New Providence</strong></td>
<td>June 17 to October 28</td>
<td>Wednesdays</td>
<td>1 p.m. to 6 p.m.</td>
<td>Elkwood Avenue and Academy Street (Borough Hall Parking Lot)</td>
<td>908-598-2532</td>
</tr>
<tr>
<td><strong>Rahway</strong></td>
<td>July 17 to October 23</td>
<td>Thursdays</td>
<td>12 p.m. to 6 p.m.</td>
<td>East Milton Avenue and Irving Street (NJ Transit Station Plaza)</td>
<td>732-396-3545</td>
</tr>
<tr>
<td><strong>Roselle Park</strong></td>
<td>July 2 to October 29</td>
<td>Wednesdays</td>
<td>1 p.m. to 6 p.m.</td>
<td>Chestnut Street and Grant Avenue (Michael Mauri Park)</td>
<td>908-245-0666</td>
</tr>
<tr>
<td><strong>Scotch Plains</strong></td>
<td>June 27 to November 7</td>
<td>Saturdays</td>
<td>8 a.m. to 2 p.m.</td>
<td>Park Avenue (Municipal Parking Lot on Park Avenue)</td>
<td>908-322-4999</td>
</tr>
<tr>
<td><strong>Springfield - Summer</strong></td>
<td>July 6 to September 7</td>
<td>Mondays</td>
<td>12 p.m. to 6 p.m.</td>
<td>101 Mountain Avenue (Jonathan Dayton High School Parking Lot)</td>
<td>973-912-2201</td>
</tr>
<tr>
<td><strong>Springfield - Fall</strong></td>
<td>September 14 to October 26</td>
<td>Mondays</td>
<td>12 p.m. to 6 p.m.</td>
<td>Caldwell Place (Ruby Field)</td>
<td>973-912-2201</td>
</tr>
<tr>
<td><strong>Summit</strong></td>
<td>June 7 to November 22</td>
<td>Sundays</td>
<td>8 a.m. to 1 p.m.</td>
<td>DeForest Avenue and Maple Street (City Park Lot # 2)</td>
<td>908-277-6100</td>
</tr>
<tr>
<td><strong>Westfield</strong></td>
<td>July 11 to November 7</td>
<td>Saturdays</td>
<td>8:30 a.m. to 2 p.m.</td>
<td>South Avenue Parking Lot (NJ Transit Railroad Station)</td>
<td>908-233-3021</td>
</tr>
<tr>
<td><strong>WARREN COUNTY</strong></td>
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<tr>
<td><strong>Blairstown</strong></td>
<td>July 11 to October 31</td>
<td>Saturdays</td>
<td>10 a.m. to 2 p.m.</td>
<td>Route 521 at Givens Belet American Legion/VFW Post (1/4 Mile South of Route 94)</td>
<td>908-362-7967</td>
</tr>
<tr>
<td><strong>Hackettstown' Downtown</strong></td>
<td>June 1 to November 2</td>
<td>Mondays</td>
<td>10 a.m. to 2 p.m.</td>
<td>Main and Moore Street (Moore Street Municipal Parking Lot, Behind Stella G's Restaurant)</td>
<td>908-850-5004</td>
</tr>
<tr>
<td><strong>Washington Borough</strong></td>
<td>June 19 to October 2</td>
<td>Fridays</td>
<td>3 p.m. to 7 p.m.</td>
<td>Route 57 (On Route 57, East Washington Avenue, just West of Intersection of Route 31)</td>
<td>908-689-4800</td>
</tr>
</tbody>
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