



FARMERS MARKET INFORMATION SHEET

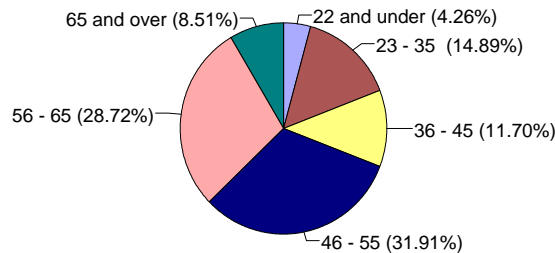
Name of Farmers' Market: **Downtown Lawrence Farmers' Market**
 Contact Person: **Mercedes Taylor-Puckett**, market coordinator
 Address: **PO Box 44-2151 Lawrence KS 66044 Office: 900 Massachusetts Suite 100**
 Telephone: **785.331.4445** Email: **farmersmarket@sunflower.com**
 Website: <http://downtownlawrence.com/farmersmarket.html>

Market Description

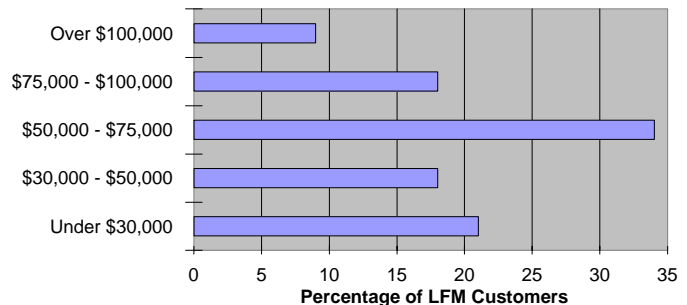
The Downtown Lawrence Farmers' Market has been a local tradition for 30 years. Beginning in 2006, the Saturday Market moves to a larger location (96 stalls) between 8th & 9th Streets and New Hampshire & Rhode Island Streets. The Tuesday and Thursday Market remains in its long-time lot at 1020 Vermont St. Vendors offer produce, meat, dairy, honey, processed goods, cut-flowers and plants with a limited number of agricultural crafts. Live music is a much-loved feature of the Saturday Market and is often present at weekday markets. Numerous special events are planned for the 30th birthday of the DLFM.

MARKET SHOPPER DEMOGRAPHICS

Age in Years of LFM Customers



Annual Income of LFM Customers



Saturday Market attendance averages 2000-2500 shoppers with Weekday Markets drawing between 200-400. Saturday attendance is projected to rise substantially with the larger location, additional vendors and outstanding parking facilities.

MARKET DAYS AND TIMES: The DLFM operates three days a week from the last Saturday in April to the second Saturday in November. 2006 April 29th -November 11th.
 Saturday 7:00 AM – 11:00 AM Tuesday and Thursday 4:00 PM-6:00 PM

FEES: To sell at the market, vendors must become members of the Downtown Lawrence Farmers' Market. The annual membership fee is \$30 per business/farm. In addition to the membership fee there is an annual advertising fee assessed at the rate of \$30 per stall.

Daily Fees

Weekdays
 \$3.00 per stall per day
 Saturday
 1st Stall \$12
 additional stalls \$18.00 each

Season Pass

Tuesday or Thursday
 \$29.00 1st stall per weekday
 additional stalls \$35 each per weekday
 Saturday Only
 \$86 1st Stall
 \$115 for each additional stall
 3 Days a Week
 \$115 1st Stall
 additional stalls \$145 each

The Downtown Lawrence Farmers' Market is a strictly monitored producer-only market. Farm inspections are required for all new vendors.

APPLICATIONS: use above info to contact market coordinator. Applications can be mailed or e-mailed to potential vendors. PDF downloads may be available on website in Spring. Spring General Membership Meeting on Feb.16th. New vendor applications may take 14-25 days to be approved.

Average number of vendors: Saturday 35-60 depending on season # expected to increase with new location Tues/Thurs 5-37 depending on season	Number of vendors who grow everything they sell: DLFM requires vendors to grow what they sell.	Number of non-farm vendors (crafts, other): DLFM has 4 vendor categories: Producers, Processors, Value-Added Crafters and Prepared Food Vendors. Less than 20% of vendors fall in the last two categories.
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Sample price ranges

Tomatoes (lb)	\$1.00 to \$4.00	Sweet corn (doz)	\$3.00 to \$4.00
Melons (each or lb)	\$2.50 to \$5.00	Watermelons	\$3.00 to \$5.00
Potatoes (lb)	\$1.50 to \$3.00	Salad mix (lb)	\$8.00 to \$10.00
Lettuce (head)	\$1.50 to \$3.00	Eggs (doz)	\$2.00 to \$4.00
Carrots (lb)	\$2.00 to \$3.00	Meat (lb)	\$3.00 to \$15.00
Other			

Market Product Guidelines:

<i>Product</i>	<i>Allowed</i>	<i>Not allowed</i>	<i>Restrictions (please specify; e.g., must be organic, grown by vendor, etc.)</i>
Local vegetables	X		Must be grown by vendor.
Local fruit	X		Must be grown by vendor.
Eggs	X		Must be registered with KS Dept. of Ag.
Meat	X		Must be registered with KS Dept. of Ag, meat processed in USDA or KS facility, labeled, may only be sold frozen.
Dairy (cheese, yogurt, etc.)	X		KS Dept of Agriculture Kansas Dairy Manufacturing License.
Honey	X		
Canned goods	X		Must be registered with KS Dept. of Ag, KDHE regulations followed.
Baked Goods	X		
Non-local horticultural or agricultural products		X	All products must be grown in Kansas by the vendor offering it for sale.
Crafts	x		Must be a Value-Added Craft such as wool yarn spun from vendors own sheep or dried flower wreaths from garden materials.
Prepared Foods	X		KDHE Food Service License required.

 X Yes, please post this Information Sheet on the Growing Growers Training Program website, to let farmers know about our Market.