



FARMERS MARKET INFORMATION SHEET

Name of Farmers’: Market: KC Organics and Natural Market
 Contact Person: Peter Stauffacher
 Address: 5725 McGee St, Kansas City, MO 64113
 Telephone: 816.444.FOOD(3663) Email: kcorganics@yahoo.com
 Website: www.kcorganics.com

Market Description		
<p>General description of the market and location (Is there a building? What types of vendors do you have? Do you sponsor special events like music or kids activities?). Located in SKC in Minor Park at the Santa Fe Trail Historic Site, 1-mile south of I-435 just east of Holmes on Red Bridge Road. We are in a unique setting on the grass and under the trees in a park. We are a producer only market except for rare circumstances. We do not allow crafts, but have a special category for Eco-Products which better our environment. We have had Local music and a chef’s demo series. We hope to have some special events in the park. We are a Fair Trade market. We hold a special “Holiday Market” the second Saturday in December indoors at an area location.</p>		
<p>Please describe the market’s customer base. (Numbers, demographics, where they come from, etc.) The majority of our customers come from the SKC region and close access to the I-435 loop- from Blue Springs to Olathe and beyond. We have a wide variety of customers in age and socio-economice lifestyle. We appreciate a very educated and conscientious patron willing to pay a premium for quality foods and products. We have a special sense of community at the market and an endearing relationship with our patrons. We have a growing number of young families that see the value of Local Organically produced foods, and who like to buy various products from people they can know.</p>		
<p>What are the dates, days and hours of market? The market is open on Saturdays from 8-12:30 from the first Saturday in May to the middle of October, with a special indoor market event in December close to the market site.</p>		
<p>Briefly, what are costs and requirements for vendor participation? We are a pay as you come market. Prices start with a 6 foot booth at 15, a 10 foot at 20, and up. We are flexible and will make efforts to accommodate unique circumstances. Produce needs to be raised at a minimum USDA Organic standard, we accept Certified Naturally Grown, but we give preference to producers with the highest standards we can find (Bio-Dynamic as one example). We are a producer market, and generally do not allow for reselling except for particular products where a special relationship exists.</p>		
<p>How can vendors apply? Come visit our market or contact Peter for further info and an application.</p>		
<p>Average number of vendors: 8-12</p>	<p>Number of vendors who grow everything they sell: All</p>	<p>Number of non-farm vendors (crafts, other): 15-30%</p>
Sample price ranges		
Tomatoes (lb) \$ 2 to \$ 4	Sweet corn (doz) \$ 5 to \$ 8	
Melons (each or lb) \$ 4 to \$ 6	Watermelons \$ 4 to \$ 10	
Potatoes (lb) \$ 2 to \$ 3	Salad mix (lb) \$ 7 to \$ 10	
Lettuce (head) \$ 2 to \$ 5	Eggs (doz) \$ 2 to \$ 3	

Carrots (lb) \$ 2 to \$ 4	Meat (lb) \$ 3 to \$ 12
Other HONEY 15/qt	

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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		Explained above or as otherwise noted here
Local fruit	X		
Eggs	X		Free-range
Meat	X		Free-range Natural when Organic not avail
Dairy (cheese, yogurt, etc.)	X		Free-range Natural when Organic not avail
Honey	X		No antibiotics
Canned goods	X		
Baked Goods	X		
Non-local horticultural or agricultural products	X		We have coffee, make-up, body care products and other items that cannot be or are currently not produced in the Kansas City area.
Crafts		X	Note below
Other? We have mushrooms and other exotics	X		Eco-Products are allowed on a case by case basis. Many of these can look like "crafts," but with an environmental connection/story.

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