



# Selling Successfully at a Farmers Market

*Nada Haddad, UNH Cooperative Extension Food and Agriculture Field Specialist*

**F**or growers, it's a place to sell their products, be part of the community, meet new customers and build a strong, loyal relationship with them.

Customers visit and shop at farmers markets to buy locally grown produce, experience new products, get to know and interact with the growers and support local farm family businesses.

The following guidelines will help you get organized, and allow you to continue improving your display, making your farmers market trip successful and enjoyable for your customers.

## First Steps

- Talk with your insurance agent well in advance of the market season opening. Prepare a list of your products to let your agent know of your business plans. Most markets will ask you to provide evidence of farm or commercial liability insurance when you apply to be a vendor at the market. Your agent can put the appropriate liability coverage in place and provide evidence of insurance (commonly called a "certificate of insurance"). Depending on the size of your operation you may also want to discuss farm personal property, farm use auto and workers compensation coverage with your agent.
- Have a farm name and register it. Registration will ensure that you haven't chosen a business name already in use in New Hampshire, and will give you the exclusive legal right to use it. Your name is or will become an invaluable asset to your agricultural business enterprise, so give it careful thought. Before spending money on promotional

materials, register your business with the Secretary of State's Corporation Division in your state. (See addendum.)

- Check and stay informed of federal, state, and local regulations as well as individual farmers-market best practices and guidelines. Rules and regulations vary from state to state and from one municipality to another. Rules and regulations also vary with the products you produce and sell. (See addendum.)

## Bring Your Best Product to Market

*Quality, Quality, Quality!* Your produce has to look and taste its best. Bring only your highest-quality products harvested at their optimum maturity and freshness.

For produce and herbs, quality equals freshness, flavor, texture, look, color cleanliness, and aroma. Study the photos in seed catalogs and check out the produce section of gourmet markets to familiarize yourself with the different varieties of vegetables and fruits, and most importantly their optimum harvest size. Many harvest-guide resources are available.



*Quality is a must.*

## Maintain Product Quality

Keep produce and other perishable products out of direct sun. Several times during each market day, inspect your products and remove any that look poor. For leafy greens that wilt quickly, keep them fresh by displaying them on a bed of ice or by misting them frequently with drinkable water.

Display only enough produce to create an attractive display, especially on extremely hot days. Keep the overflow out of the sun in coolers in your truck.

Whether you call it product quality or good service, customers expect to get home with wholesome, quality products. Help them achieve it.



*Quality: freshness, look, cleanliness, color, flavor, and aroma.*



*Clamshell containers will protect soft fruits during transportation.*

Use plastic clamshell containers for your delicate fruits and vegetables, to make sure your customers will get home with unbruised raspberries or blueberries. Invest in sturdy plastic and/or paper bags that won't break when filled.

## Define Your Sales Area

Use a canopy at the farmers market to define your sales area, so people find you among the many vendors. A tent is the most popular type of canopy used at markets. The many brands of tents come in different forms, colors, shapes, and grades and degrees of sturdiness.

Consult with manufacturers, your market manager, and other experienced vendors before you invest in a new canopy. As you choose one, think of the following:

- **Size:** Well before the market season starts, ask the market manager about the booth-space size. A typical farmers market booth space is about 10 feet by 10 feet.
- **Color:** Go with white. A white tent will absorb less heat in the summer, filter light, and allow your produce to show its true colors; a blue, green, or red tent will discolor or make the produce look dull and sometimes unripe.
- **Poles:** Get a tent with straight poles, as angled poles with tie-downs can create a tripping hazard.
- **Weight:** Look for a canopy or tent that's lightweight and easily erected, yet sturdy and stable. Check the next section about tent safety.
- **Waterproofing:** Some new tent materials are now waterproof to allow for breathability and repel light rain. After it has rained, when you get home, open your tent to let it dry to prevent any mildew forming before your next market.
- **Setup:** How many people are needed to set up the tent? A few days before the first market, practice erecting the tent and taking it down. It will prevent surprises and save you time and aggravation on market day.

## Make Your Sales Area Safe for You, Your Customers, Other Vendors, and Your Products

Seasonal outdoor markets are subject to all sorts of unpredictable weather.

- Always secure the tent or other canopy sufficiently to the ground.

- At the corner of every pole, firmly attach sufficient weight to the ground to prevent the pole from swinging or creating another hazard. Use manufactured canopy weights filled with sand or pea gravel, or make your own with PVC pipe filled with concrete and capped. (See photo example to right.) Strap the weights to the bottom of each leg, tethered with a bungee cord to the top corner of the canopy, or by hanging weights by a chain from the canopy frame.



*Secure the tent with enough weight.*

- Downpours can and do happen. Prevent water from pooling on top of the canopy by tapping gently on the edges of the tent with a long-handled broom or a long stick.

## Create a Display that Sells Itself

It takes customers less than 10 seconds to form a first impression, and a good presentation will motivate them to stop and buy from you.

- Display products so all customers, including the physically challenged, can see and reach them without stretching, bending, or stooping. Displaying products from waist level to about six inches above the head gives customers more chances to see, grab, and buy them.
- Make your display no more than an arm's length in depth.
- Tilting containers forward at about a 15-degree angle will let people see from a distance what's on display, and will give an impression of greater abundance.
- Use some false filler (clean shredded paper or straw) at the bottom of partially full containers.
- Give customers a sense of bounty at all times, whether you have a diversity of products or a single niche product.

- Check the booth throughout the day. Bring a range of different-sized containers so you can put your products into smaller containers as quantities diminish.
- Keep your display clean to increase its appeal. Make sure to keep dirt, debris, and trash away from your entire display and its surroundings.

## Make Good Use of Vertical Space

To create the appearance of abundance and engage the customer's eye, build your display vertically by using sturdy, portable fixtures that allow customers to see the product from elbow to eye level. Some examples are wall racks, flat-top tables, shelving, step displays, wooden or plastic benches, sawhorses, bins and crates.



*Make use of vertical space by multilevelling.*

Display products at several levels to create interest. Multi-leveling helps keep different products better organized.

## Tables and Covers

There's no rule that tables or other portable fixtures must be covered, but in some instances, a clean tablecloth could play a functional role, hiding bags and other supplies you store under the table.

Some growers use tablecloths to accentuate the products, relying on the color wheel to choose a color that will complement their major product(s). Using burlap gives a display a natural look.

No matter its material, style, or color, whatever you use to cover your table should be clean and wrinkle-free.

## Create Flow and Ease of Movement Around Your Booth

Avoid bottlenecks at your booth. Be organized and set up a service system so customers don't have to wait too long. Be generous with plastic and paper bags, and have them visible in more than one spot at the booth.

If your booth gets very busy, consider having a checkout or cash register in more than one location. Acknowledge customers waiting in line: "I'll be with you in a moment." You may have to consider having more staff to help you.

## Price Your Products: Consider the Following

- To set a fair price, you have to know your production and marketing costs.
- You have to pay yourself a fair salary and include a decent profit margin so you stay in business.
- Also stay aware of the prices charged by other farm operations and local markets.
- The best selling price is more than what you need to cover costs, but still within the range that customers are willing to pay. Final prices depend on competitors' prices and customers' demand.
- Farmers market customers are looking for high quality first. Price comes next.
- Remember, you're selling more than the "product." You're selling freshness, flavor, texture, quality, experience, and all the benefits associated with local, family-farm-grown products. All these attributes differentiate you from your mainstream competitors.
- Volume pricing lets you charge a per-pound price and then a lower price for larger purchases: e.g., \$1/lb or 3 lbs/\$2.50.
- During canning/freezing season, and if you have a bumper crop, customers will appreciate volume pricing.
- Additionally, check the Division of Weights and Measures price-posting and labeling requirements. For information, contact the Division at (603) 271-3700 or (603) 271-2894, or go to <http://www.agriculture.nh.gov/divisions/weights-measures/index.htm>

## Highlight Your Products' Uniqueness

Descriptions such as "fresh-picked this morning," "old English heirloom variety," "children love these!" will add emotional appeal to your product and help build customer loyalty based on attributes other than price.

Find as many ways as possible to help your customers understand that the open, inviting "working landscapes" of our state will survive only as long as working farms like yours stay in business.

Prepare your price and product signs ahead of time

Price and product signs are essential. Whether the signage is done professionally, or on your computer, or by hand, all signs should be noticeable and readable from about five feet away.

- Use a clear, simple, consistent font or handwriting. Check the spelling, and don't always rely on computer spell-check.
- Display individual signs neatly above the produce or products they identify, using either a clothespin attached to dowel, a three-pronged floral stake, or a clear plastic frame for produce that attract your customers.



Hot peppers sold by unit.



Let customers know what's in season.



Combined products/single price sign.



Price and product are clearly marked on a piece of slate.

Individual signs can be made of small chalkboards, slate, wood or heavy paper/cardboard. If using heavy stock paper, waterproof the signs so they last all season. Black or other very dark lettering on a white or buff background will provide good contrast, so the text will be easy to read.

If you sell only a handful of products, you could use one large whiteboard or chalkboard that lists items in alphabetical order, or lists them under their respective categories (vegetables, fruits, herbs, cut flowers, meat products, baked goods, etc.).

## Use Your Farm Name on Signs

Having your farm name or logo on each sign maintains your identity throughout the booth and helps customers with name recognition.

You should have a farm sign displayed at every single market. Make your farm sign from plastic, fabric, wood, or other material, or mount it as a banner that runs across the back of your booth or across the front top section of the tent. You could even have it printed on the top of the tent.



*Display the farm name on a visually distinctive banner.*

A sign can also be homemade on laminated stock paper. In addition to your farm name, the sign could also mention your town, state, and website if you have one.

People should be able to read your farm sign from 50 feet away.

Avoid putting signs in front of the table or on the ground, as people may not see the sign, creating a tripping hazard.

## Provide Information through Signage

Signs can communicate with your customers about your values and business practices: e.g., *grass-fed beef*, *eggs from free-range hens*, *USDA-certified organic*. The information should be concise, truthful, and consistent with all federal/state/local regulatory requirements that may apply.

Your signs should inform your customers, so you don't find yourself answering the same questions over and over. Signs should engage customers, encouraging them not only to buy, prepare, and cook meals using your fresh, natural ingredients, but also to become repeat customers, loyal to your brand.



*Communicate your farm's business practices.*

## Create a Positive Farm Image

Your farm name (and logo) will give your farm an identity and will help your customers remember you. Customers can become powerful word-of-mouth marketers to their family and friends.

Your product quality, reliability and consistency, and the values that you share with customers become part of your farm image and brand.



*Brand your farm: logo, name, consistent color.*



*Sample business card.*

Your farm's name and logo should appear on all your signs, T-shirts, hats, aprons, recipe cards, brochures, business cards, promotional fliers, receipts or any other material in your booth.

## Engage with Your Customers

Besides providing a marketing venue, a farmers market allows vendors to build good relationships with customers. If you have (or plan to have) other market outlets for your products, loyal customers will eventually patronize your Pick-Your-Own operation, your CSA, or your farmstand.

Excellent customer service should prevail at all times, regardless of the weather or business level at your booth. Delight your customers, anticipate and meet their needs, and infect them with your cheerful attitude.

Be ready to answer customers' questions about the varieties, shelf life, and use of your products. Come prepared with information about how to store, prepare, and enjoy any product you sell. Make sure that your entire sales crew is educated and ready to answer customers' questions, too!



*Mushrooms: a fun and educational display.*

## Sell by Weight, Unit (Count), or Volume

In New Hampshire, you can sell produce by weight, measure, count, or a combination, depending on the product.

Examples:

- By weight: Apples, 50¢ per pound
- By measure: Strawberries, \$4 per quart, or \$2.50 per pint
- By unit (count): Cucumbers, 6 for \$3, or Cilantro, 50¢ per bunch



*Help customers visualize how much a bunch of asparagus weighs.*

If you choose to sell by weight, you will need a **legal-for-trade scale** that is suitable for the intended purpose. (See addendum.) The scale must be inspected, certified, and licensed annually by the N.H. Department of Agriculture, Markets & Food, Division of Weights and Measures. You can find a list of licensed New Hampshire service technicians on the website at: [www.agriculture.nh.gov](http://www.agriculture.nh.gov).

Check with the Division of Weights and Measures for more information, or contact the Division at (603) 271-3700 or (603) 271-2894.

## Inspire Customers to Try Something New at Home

Provide simple recipes that use only two or three steps/ingredients or just suggest how to eat a particular food. Printed recipe cards or signs will inspire your

customers, from kitchen novices to experienced cooks, to try something new every week.

Be sure your farm name/logo is printed on the card so customers will remember

where the recipes came from and come back for more ingredients and more cooking ideas! Make sure you try the recipe beforehand.



*Suggest use of products.*

## Train the Sales Crew

Your customers want and expect a good product and outstanding service, and your sales crew can help deliver on those expectations. Make sure to tell your crew what you expect from them and why.

Every member of your crew should be friendly, courteous, and outgoing. They should enjoy interacting with all kinds of people. Tell them they will be multi-tasking, and insist on good hygiene practices such as washing their hands after using the bathroom.

A few days before the new season opens, make a dry run with the crew to set up the display. Review the task checklist: Where and how to place the signs, greet and make eye contact with customers, keep produce fresh, use the credit card machine, verify the written information on checks, make correct change, and treat customers with respect.

Don't forget to familiarize the crew with the farm business, its history, philosophy, products and practices.

Keep a notepad on hand, so the sales crew can relay to you any questions they couldn't answer. Ask them to write down observations or ideas for ways you and the team could improve the booth for the next market day.

## Stand Up!

Standing in the elements for hours will stress your joints and muscles. However, sitting on a chair in your booth might suggest to passing customers that you're not open for business.

As an alternative, bring a three-foot stool, so during slow times you can lean or sit on it, while remaining at the same eye level as your prospective customers.

## Sampling

Does your market allow you to dispense samples to taste on site? Do local and state regulations allow it?

Regulations vary by market location. There are numerous health, safety, and liability issues associated with onsite food consumption, especially since sampling can create opportunities for food contamination.

Consider providing some samples of your products carefully and only after checking with all authorities. Offering samples will encourage shoppers to try a new product and hopefully keep them coming back for more of it.

Follow good hygiene by having clean hands at all times and keeping the sampling area clean. Use disposable food-service gloves; cover the samples to prevent contamination by customers and environmental issues such as bugs and windblown dirt. Use toothpicks, plastic forks, or cups for single servings.

Perishable samples should be iced at all times to maintain the temperature required to keep the specific food item safe. Also provide a clearly marked spot for trash.

You could also hand out samples directly. This lets you control how the samples are handled, and allows you to interact directly with customers, and perhaps give a hesitant or loyal customer a new variety to take home and try. Next week, they may show up at your booth to buy.

## Clean Clothes, Clean Hands

You and your sales crew should wear clean clothes, and shirts, aprons, and/or caps with farm logos. Look neat and well groomed, with clean hands and nails. Wash your hands often. Set up a portable hand washing station so you can wash your hands when needed. Braid or tie back long hair.

## Leave Your Pet(s) at Home or Out of Sight

Your big, friendly, yellow lab may attract customers to your booth, but after petting it, customers may move on to sample treats without being able to wash their hands.

## Use Food-Safety Reminders

Through signs and labels, urge customers to thoroughly rinse *all* produce (that's right, even yours) in cool running water before consumption.

Consider printing some cards containing basic information about safe food handling and preparation. Tuck one into every bag of products you sell (or ask customers if they'd like one).

This will help identify you as someone knowledgeable about every aspect of food from farm to fork, and as someone who cares about every aspect of your customers' experience with the food you sell.

## Track Your Market Sales and Costs

Keep records of

- What and how much of each product you brought to the market.
- How much you sold.
- The unit prices charged for each product.
- How much you brought back from the market.
- All expenses associated with the market: Mileage and travel time to and from market; wages; market and cooperative advertising fees, permitting or licensing fees if applicable; equipment, and containers and packaging. Although your time may not be a tax-deductible expense, it is important to keep track of the hours you spend at the market. This will help determine if your returns are worth your time and effort.

## Start a Farmers Market Journal

The farmers market is a great place to engage with customers, ask them questions and listen to them. Through conversation you'll learn what they like and don't like, ways you could improve your presentation and packaging, and what kinds of written information they might like you to have on hand. This will help you plan for the future.

Ask about the size or appearance of a unit purchase that works best for them: A one- or two-inch bunch of parsley? Cherry tomatoes on the stem or in a box? "Baby" or full-sized carrots?

Your customers will be flattered when you ask for their feedback/input, and you'll be surprised by how much you can learn from them. When you get home, record what you've learned. *Congratulations!* You just started a farmers market journal you'll find invaluable for planning your next season.

## Photos: Bring Your Farm and Fields to Market

Enlarge a couple of your best farm photos and display them at your booth. Photos are a great way to engage customers emotionally and give them a chance to get acquainted with your farm.



*Photos inform customers of the availability of perishable products stored in cooler/freezer (e.g., eggs, meat, cheese).*

Photos can be especially useful if you are selling perishable products that must be stored in a cooler, where they won't be immediately visible. Photos of the luscious products growing in your fields at harvest time allow customers to see and relate to your farm, your work, and your products.



## Pack the Essential Extras

Don't forget to bring your rain gear and a warm sweatshirt to keep you comfortable if the weather changes. Also pack enough drinking water and quick, nourishing snacks to last you and your crew all day. But remember not to eat while you are handling produce. Wash your hands before and after eating.

## Watch Your Money and Prevent Theft

This seems obvious, but set your cash register/box in a place where you can keep an eye on it, especially when things get busy. Don't leave the cash box or register open, and keep it out of plain sight of visitors.

## Explore the Possibilities of Alternative Payments

Look into the possibilities for accepting credit cards and Supplemental Nutrition Assistance Program (SNAP) EBT cards in addition to cash and checks. (See addendum.)

Check with the market manager, as the market may already accept EBT cards collectively.

## Build a Mailing List of Your Customers

Will you be selling only at farmers markets, or are you exploring the possibilities for expanding into community supported agriculture (CSA), a farmstand, a harvest-your-own operation, or through restaurant sales?

Don't miss the expansion opportunities that might come from creating a mailing list of your farmers market customers. Capture both email and physical addresses.

The list will allow you to stay in touch with your customers during the off-season, wish them a Happy New Year, inform them of a new product you're planning to offer, or announce the opening of a new market.

## Plan Ahead

Visit other markets and vendors to get some new ideas. Ask your customers to visualize their ideal farmers market vendor, and take notes of what they say.

Think how your display will look at the beginning of the season and how much produce you'll have at different times as the season progresses. Then mock up your booth by using graph or tracing paper for drawing your display and how you'll arrange the various products you plan to sell.



*Even in midsummer customers will shop for gifts.*

## Give Customers Your Full Attention

- Catch up on your reading at home; stay away from your book, magazine, or Internet research on market day.
- Balance your checkbook and manage your accounts later in the day or at night.
- Use your cell phone only for urgent situations.
- Listen to your iTunes some other time.
- Keep the conversations with your neighbors short.
- Converse with your customers, but keep it short when other customers are waiting.
- Leave your cigarettes, cigars, and chewing gum at home.
- Leave your personal problems and your political views out of your sales booth.
- Train your sales crew to follow these rules, too.

## Offer Gift Certificates: Extend Your Sales Beyond Your Loyal Customers

Offering gift certificates at your booth will encourage your customers to buy them for friends and family members. It's a way to acquire new customers who might not otherwise visit your booth, farmstand, or Pick-Your-Own operation.

## Be Open to Suggestions and Feedback

Kale isn't selling? Why? Heirloom tomatoes not moving? How come?

If people aren't buying one of your high-quality products, find out why before you decide not to grow it again.

Engage your customers in conversation about what they like and don't like. Take notes. If someone seems unfamiliar with a product, describe its virtues (flavor, versatility, nutritional value), and hand out a couple of recipe cards that suggest how to include it in family meals.

Make sure to include your farm's name, logo, and contact information on the card. You might also offer a sample to take home and try.

In addition, have a suggestion or feedback box and a notepad and pen. You might be surprised at what you learn when customers comment anonymously. For example, they might write, "I don't know how to use kale," but wouldn't admit their ignorance out loud.

## Follow Good Social and Social-Media Manners

Practice your best manners. Offer a quick greeting to those customers waiting in line. Learn the names of your frequent customers. Tweet or post to Facebook/Instagram or other social-media platforms to increase traffic to your booth only during slow times or while other staff are waiting on customers.

## Stay Connected!

Inform your customers with a poster or through informal conversation about what you'll be harvesting and bringing with you the following week.

Stay connected with your customers throughout the week (and during the off season, too) on your website, blog, and social media. Tweet photos of what's going on at your farm and in your fields, or post them to your Facebook page. Consider setting up a Pinterest board linking to various articles on the health benefits of the products you sell, or recipes on exciting new ways to prepare them.

Build that connection and get your customers hooked for the next visit...and the next season.

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## Before You Head Out: Consult Your Market Checklist!



Prepare and consult a checklist with items you need to bring with you on the market day. Items on your list should include:

- Crushed ice or spray bottle with drinkable water to keep crops such as lettuce, mesclun, and broccoli looking fresh.
- Drinking-quality water for misting vegetables, for drinking, and for washing your hands.
- Coolers or ice chests to ensure safe storage of individual products such as meat, poultry, eggs, cheese and other perishables.
- An appliance thermometer in the cooler to monitor and maintain temperature at 41° Fahrenheit or below.
- Paper towels and soap.
- Price and product signs.
- Farm business sign.
- Canopy and canopy weights.
- Portable display.
- Tablecloths.
- Clean, undamaged containers.
- Fabric or plastic container liners to keep fruits and vegetables free of bruises.
- Cash box or register with adequate change and small bills.
- Calculator, receipt book, tablet to record your transactions.
- Licensed scale, if you sell by weight.
- Cellophane or plastic and rubber bands to cover small fruit containers.
- Florist sleeves if you are in the cut-flower business.
- Bakery boxes for fruit or poultry pies.
- Shopping baskets, a great convenience for customers, allowing them to purchase more products from you.
- Promotional fliers, business cards, recipe cards or printed information with the farm contact information.
- Anti-fatigue mats, a tall stool if you need some support.
- Clipboard, extra paper.
- Heavy stock paper and marker pens for making new signs if needed.
- First aid kit.
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At the end of each market day, pack all your supplies, signs, and other equipment neatly into one or two containers, ready for the next trip to market.



# Selling Successfully at a Farmers Market - Addendum

*Nada Haddad, UNH Cooperative Extension Food and Agriculture Field Specialist*

Here are some resources for New Hampshire growers, farmers, and food processors. Make sure you check the latest rules and regulations.

**To register your business**, check with the New Hampshire Secretary of State's Corporation Division: [http://sos.nh.gov/corp\\_div.aspx](http://sos.nh.gov/corp_div.aspx), (603) 271-3246 or Corporation Division, [corporate@sos.state.nh.us](mailto:corporate@sos.state.nh.us)

**If you sell apples, cider, eggs, maple products, or honey**, look for the rules and regulations at the Division of Regulatory Services, New Hampshire Department of Agriculture, Markets & Food (NHDAMF): (603) 271-3685 or <http://agriculture.nh.gov/divisions/regulatory-services/farm-commodity-regulation.htm>

**If you sell pet treats**, look for the rules and regulations at the Division of Regulatory Services, NHDAMF: (603) 271-3685 or <http://agriculture.nh.gov/divisions/regulatory-services/product-registration.htm>

**To learn about organic certification**, check with NHDAMF, a USDA Accredited Certifier, which allows the Division of Regulatory Services at (603) 271-3685 to implement the organic certification program with oversight by the USDA National Organic Program (NOP) or <http://agriculture.nh.gov/divisions/regulatory-services/organic.htm>

**NH Seal of Quality Program:** A voluntary program that provides enhanced quality standards for farm products. For more information contact the Division of Regulatory Services, NHDAMF (603) 271-3685 or <http://agriculture.nh.gov/divisions/regulatory-services/seal-of-quality.htm>

**Labelling and correct use of the terms *local*, *native*, or *certified organic*:** check with the Division of Regulatory Services at NHDAMF (603) 271-3685 or <http://www.agriculture.nh.gov/publications-forms/documents/local-labeling.pdf>

**If you sell by weight or measure**, check with the Division of Weights and Measures at NHDAMF, whose responsibilities include licensing commercial scales and ensuring that consumers receive accurate quantities. Contact the Division at (603) 271-3700 or 271-2894 or <http://agriculture.nh.gov/divisions/weights-measures/index.htm>

**If you use pesticides**, either as a conventional or an organic grower, contact the NH Division of Pesticide Control at NHDAMF at (603) 271-3550 or <http://agriculture.nh.gov/divisions/pesticide-control/index.htm>

**Other regulations may apply under the following divisions of NHDAME.** Check with the appropriate division to see if any apply to you.

- Division of Plant Industry <http://agriculture.nh.gov/divisions/plant-industry/index.htm> or (603) 271-2561
- Division of Animal Industry <http://agriculture.nh.gov/divisions/animal-industry/index.htm> or (603) 271-2404

**Food Safety** is regulated by the N.H. Department of Health and Human Services' Food Protection section <http://www.dhhs.nh.gov/dphs/fp/>

- If you produce and/or sell dairy products, contact the Dairy Sanitation Program Beverages & Bottled Water at (603) 271-4673 [foodprotection@dhhs.state.nh.us](mailto:foodprotection@dhhs.state.nh.us) or <http://www.dhhs.nh.gov/dphs/fp/dairy/index.htm>
- For food processing in a homestead kitchen <http://www.dhhs.nh.gov/dphs/fp/homestead.htm>
- For jam, jellies, pickles, relishes, salsa, BBQ sauce, and hot sauces <http://www.dhhs.nh.gov/dphs/fp/homestead.htm> (603) 271-4589 or [foodprotection@dhhs.state.nh.us](mailto:foodprotection@dhhs.state.nh.us)
- For meat and poultry, contact (603) 271-4589 or [foodprotection@dhhs.state.nh.us](mailto:foodprotection@dhhs.state.nh.us)
- For shellfish inspections, contact (603) 271-4589, [foodprotection@dhhs.state.nh.us](mailto:foodprotection@dhhs.state.nh.us) or <http://www.dhhs.nh.gov/dphs/fp/shellfish/index.htm>
- Several N.H. municipalities have additional local regulations or ordinances. Check with the local health officer on the list: <http://www.dhhs.nh.gov/dphs/fp/documents/selfinspect.pdf>

### Supplemental Nutrition Assistance Program

(SNAP) EBT cards: For general information, check <http://www.fns.usda.gov/ebt/learn-about-snap-benefits-farmers-markets>

- MarketLink <http://marketlink.org/>: A USDA Food and Nutrition Service contractor that assists farmers and markets in getting set up to take EBT cards. Contact [info@marketlink.org](mailto:info@marketlink.org) or 443-212-8084.

**The University of New Hampshire Cooperative Extension** offers many programs <http://extension.unh.edu/>. Check the websites periodically for the latest research, workshops, and other timely information.

- Agriculture <http://extension.unh.edu/topics/Agriculture-Horticulture>
- Agriculture Business <https://extension.unh.edu/programs/Agricultural-Business-Management>
- Food Safety <http://extension.unh.edu/programs/Food-Safety-Modernization-Act-FSMA>

**The Food Safety Modernization Act (FSMA).** The federal government is in the process of creating new federal food-safety guidelines, which they currently plan to finalize in fall 2015. For updates check <http://extension.unh.edu/programs/Food-Safety-Modernization-Act-FSMA>

**NH Farmers Market Association** <http://www.nhfma.org/> has a lot of useful information for market vendors and prospective vendors.



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