

## **New Applicant Information for Non-Agricultural Producers Suggested Steps to Get into Market**



Congratulations on your new endeavors! The Farmers' Market has been a fun and lucrative outlet for many Non-Agricultural Producers. Below is a list of our suggestions for getting started. This is not the only path to getting your business up and running, but one that we've seen work for a many successful businesses.

### **Step 1: Develop a line of food.**

All prepared foods must be juried before sales at the Market. Make sure your foods and their packaging are something you are proud to present!

### **Step 2: Have a Commercial Kitchen, or locate one you can rent.**

All Non-Agricultural products are required by law to be manufactured in a certified commercial kitchen.

### **Step 3: Visit Markets you are interested in**

Do your research to find which markets have the crowd and demographics that fit your product. Crowd count information is not available. It is best to go to the market as a customer for a few weeks to determine potential demand for your product.

### **Step 4: Develop Food Safety Handling Plan**

You and all of your employees must be trained and follow your food safety plan.

### **Step 5: Submit a complete application to CFMA**

### **Step 6: Acceptance into a Market**

CFMA does not guarantee placement into specific markets. If you are accepted into a market which is not your first choice, CFMA looks forward to becoming acquainted with you at our other market locations. By establishing a relationship with California Farmers' Markets Association, and providing a pleasant, responsible, and professional work experience your chance of being selected for a market of higher demand will increase. Then when there is an opening for your kind of product, your chance of being selected increases.

### **Step 7: Buy Health Permits, and Supplies**

Please do not obtain a health permit prior to this point. Health permits cannot be refunded. When you've been accepted into a market, you can safely make the investment into the necessary health permits and market equipment such as canopies, tables, safety devices, etc.

### **Step 8: Come to Market**

Sell your product and have fun!