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March 2019

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**Welcome to the quarterly
South Carolina Association of Farmers Markets
member-only newsletter!**

From SCAFM President, Elise Ashby

I am honored to serve as the new board President for the South Carolina Association of Farmers Markets and look forward to working with each of you and on behalf of farmers markets across the Palmetto state. It was a pleasure to meet more market managers at the annual meeting on January 22nd. I hope all in attendance learned and networked. I got so much out of each of the speakers, from the discussion about 'Healthy Bucks', which we will implement at the Union County Farm & Craft Market this year; to the importance of having a 'risk management plan' for the Market. And what about the roundtable sessions-the best practices and special market events, we will do a lot of these at the Market in Union, SC and increase our community partnerships.

In the coming months I hope to help where I can, encourage more Markets to join us and improve/increase opportunities for farmers markets across the Palmetto state.

Before I close out my first letter, I want to congratulate the new board members, welcome the new Association members and welcome back the returning members and thank Jackie for her dedication.

In closing remember to encourage SNAP and 'Healthy Bucks' at your market and if your farmers and market want to do more and give back consider Society of St. Andrew.

Thank you,

Elise Ashby
SCAFM board President



SCAFM Board of Directors:

President

[Elise Ashby - Union County Farm & Craft Market](#)

Vice President

[Stephanie Turner - Uptown Market](#)

Secretary / Treasurer

[Cassidy Bassie- TD Saturday Market](#)

Region I Upstate Directors

[Andy Callaham - Callaham](#)

Orchards

[Stephanie Turner - Uptown Market](#)

Region II Midlands Director

[Stan Perry - Clemson Sandhill](#)

Farmers Market

[Brad Hoffman- Fairfield Farmers & Artisans Market](#)

[Sarah Key - Old Town Farmers Market](#)

Region III PeeDee Directors

[Calvin Hastie, Sr. - South Sumter](#)

Farmers Market

[Anne Marcengill - Lake City Farmers](#)

Market

Region IV Lowcountry Directors

[Tracy Richter - Mount Pleasant](#)

Farmers Market

[Helen Legare-Floyd- Legare Farms](#)

All Farmers participating in Famers Market Nutrition Program (WIC/ SNAP) for the first time must attend one of the following classes. Please register with Suzy Ellison at sellison@scda.sc.gov to attend.

[Rolling Market](#)
[Robin Gunter - Colleton Museum & Farmers Market](#)
[SCDA Liaison](#)
[Suzy Ellison - SCDA Executive Director](#)
[Jackie Moore, SCDA](#)

March 12, 2019

6:00 pm- 8:00 pm

Philips Market Center
 117 Ballard Ct.
 West Columbia, SC 29172

March 14, 2019

10 am- 12 noon

US Vegetable Laboratory
 2700 Savannah Hwy.
 Charleston, SC 29414

Time to publish a NEW SC Association of Farmers Markets Membership Directory

Be sure your 2019 dues is paid! Applications are available [HERE!](#)
 Membership benefits include but not limited to...

- Listing in **New** 2019 membership directory
- Facebook page to link to your page
- Website – you can list your events
- Quarterly e-newsletter
- SCDA support
- Opportunity to be a member of a larger group that support the Farmers Markets
- Networking – Peer to Peer networking
- Annual conference
- Opportunity to serve on the Board of Directors
- Automatic membership in the Farmers Market Coalition and receive their Newsletter.
<https://farmersmarketcoalition.org/education/newsletter>

WE NEED YOUR EVENTS!

The South Carolina Association of Farmers Markets has a new website. <http://southcarolinafarmersmarkets.com/>
 Check out all it has to offer including a downloadable **Farmers Market Toolkit.**

Are you holding a special event at your market? Add it to the calendar by following this link

<http://southcarolinafarmersmarkets.com/events/community/add>

South Carolina Association of Farmers Markets is on Facebook!!!

<https://www.facebook.com/southcarolinaassociationoffarmersmarkets/>

Should we allow pets at Market?

Allowing your customers to bring pets to the market can further increase the community feel of your market. Customers enjoy spending time with their pets and what better way than at a market where they can stroll and socialize with friends. However, some markets, especially very crowded ones, have run into problems with pets. Some potential problems include:

- Taking food from vendor tables
- Going to the bathroom in walkways
- Damaging market property
- Harming other pets or customers
- Dissuading customers who do not share the same love for pets from coming to the market

Whatever stance you take on pets, be sure that the safety of your market vendors and customers is a priority and put policies in place that ensure this. Communicate your decision effectively so your pet-loving customers do not feel shunned from your market.

If you have found that your market cannot allow pets, here is an example of the Portland Farmers Market's [Pet Policy Key Messages](#) that you can use for guidance when communicating your decision with your customers.

How do we enforce our Policy's?

1. The first step in enforcing market policies is to make sure that the rules are enforceable, meaning that they need to be clearly worded and specific.
2. The second step is to make sure all parties are aware of and understand the rules of the market. To do this, provide all of your vendors with a copy of the rules along with their application and have them sign a statement on the application that shows they have read, understand, and will comply with the rules, creating a legally binding contract between management and the vendor. Remember to be diplomatic in the way you communicate your policies, whether they pertain to your producers or to your shoppers. Vendors should know that the rules are not the market manager's power trip; they are designed to keep them and their customers safe, as well as to uphold the integrity of the market in the long-term. If there are policies pertaining to the general public (for example, that shoppers' vehicles are not permitted in the market) make sure that these are in writing and readily available for public viewing.
3. The third step is to check that your vendors are complying with the policies of the market. Many markets audit their vendors by inspecting them at the

market and on their farms to verify that they are in fact producing what they are selling and to verify any claims about production practices. By visiting your farmers, you also have the opportunity to understand how they produce your food and the issues they face in doing so.

4. The fourth step, and an extremely important one, is to be fair and consistent when enforcing your policies. Once you allow one person to violate your policies, it will be very hard to enforce that rule or any other rule, because it can set a precedent that you do not enforce rules. This also creates an unfair advantage to certain vendors, potentially causing conflict and leading to tension among your market community. Lastly, when penalizing a vendor for a violation in policies, make sure the punishment is appropriate to the severity of the violation.

While establishing and enforcing policies helps to reduce conflict at your market, it does not necessarily guarantee a conflict-free market. With that in mind, it is important to have measures in place to manage conflicts that might occur with vendors and customers.

SC Department of Agriculture Website list of Community Based Farmers Markets

The South Carolina Department of Agriculture website has a list of 148 South Carolina Community Based Farmers Markets. Your market should be on that list, if you are not or if your information is not correct. please register your market today at <http://agriculture.sc.gov/where-to-buy-local/community-based-farmers-markets/>

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