

## 2018 Member Benefits & Fee-for-Service Activities

“Membership benefits include, but are not limited to” when presenting the following lists.

### Market benefits:

- 2 hours Free general consulting
- First priority for additional consultation
- 50% Discount on consultation to \$30.00/hr
- Unlimited liability insurance consulting
- \$100 discount on Market Liability Insurance
- Website listing accuracy monitoring
- Shopper reminder service
- website templates
- Representation/Advocacy on a state-wide level
- Sponsorships
- Automatic inclusion in appropriate FMFM grants
- Possible use of FMFM as fiscal agent
- Unlimited vendor referral
- Guidance/assistance with BOH matters
- Guidance/Assistance with rules and vendor inspections
- Co-branding and publicity

- Vote at member meetings

### Farmer/vendor benefits:

- 2 hours Free general consulting
- First priority for additional consultation
- 50% Discount on consultation to \$30.00/hr
- Unlimited liability insurance consulting
- Access to Campbell Insurance group rated liability insurance
- Website listing accuracy monitoring
- Representation/Advocacy on a state-wide level
- Unlimited market referral
- Guidance/assistance with BOH matters
- Guidance/Assistance with market rules and vendor inspections
- Access to a network of knowledgeable peers
- Access to FMFM managed markets

- Vote at member meetings
- Help with
  - Marketing yourself/product – telling your story
  - How to store/transport your product

Committee's list of services that staff or general membership with expertise can provide on a fee-for-service basis:

1. For farmers markets:
  - a. How to set up a market
  - b. What are the legal problems?
  - c. Government relations
  - d. Set up / paperwork / who do markets register with and who do they need to talk to, by when. What rights do farmers markets have?
  - e. Vendor placement
  - f. Organizational management (IRS, non-profit incorporation, etc)
  - g. Price structure
  - h. Vendor search
  - i. For established markets:
    - i. A boilerplate for IRS non-profit paperwork.
    - ii. Support for legal issues.
2. For farmers:
  - a. Some of the things we identified under workshop ideas on November 16<sup>th</sup>.  
List re-pasted here:
    1. How to market yourself/product – telling your story
    2. How to store/transport your product
    3. How to label in accordance with both good sales practice and health codes
    4. Conforming with health codes is an area for support in and of itself.
    5. How to get into markets as a new farmer or a farmer branching out
    6. Making the vendor – market manager connection is a huge role we play

Group feels most of the services above could be charged for. Workshop would be one cost; custom individualized assistance would be a different and presumably higher fee.

GG and HF do wonder will the money come from for market managers to pay for services, when there's not yet a profit model for market management