Market protocol
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Sustainable Student Farm

**Wednesday:** Generate sales targets. Cooler inventory- find out what we have and what we still need for market. When possible, prep for market by recording weights and product dates into the iPad and label these/designate for taking. Take note of what needs to still be harvested in the morning before leaving for market (this tends to be things like cherry tomatoes and herbs). Begin harvest for market.

**Thursday:** Market day! Harvest remaining crops. Leave yourself enough time to sort and pack cherry tomatoes into plastic cartons or to harvest and bunch herbs. At the coolers, weigh any remaining produce, record weights, and load produce and market supplies onto van.

**Market supplies checklist:**
- ✔ Plastic bags
- ✔ Clipboard
- ✔ Scale (careful with the chord to display screen)
- ✔ Cleaning Supplies
  - sanitizer sprayer
  - hand sanitizer
  - paper towels
- ✔ Signage supplies
  - dry erase markers
  - plastic clips and labels
  - Markers and pens
- ✔ Card reader, chords, and extra receipt paper
- ✔ Table cloths
- ✔ Tent + 4 tent weights
- ✔ Tables (3)
- ✔ Large standalone sign(s)
- ✔ Black crates for display (6+)
- ✔ Woven display baskets

**Set-up:** At the quad, set up tent and three tables. Unload produce from the van, especially if its a hot day. Lay out table cloths, crates, and hang up plastic bags. Usually one person goes and gets the cash register and sets up the scale and checkout counter while the other sets out produce and price cards. Be sure to look through produce and compost any rotting or unappealing items. Customers sometimes come up while we’re setting up, so its good to get the cash register going so we can make a sale if possible- even if we’re not completely set up yet :) During market it really helps to use a real calculator when cashing out customers, its a lot more efficient and avoids any miscalculations.

**Market Set-Up Checklist**
- ✔ unload produce onto benches
- ✔ set up tent and tables / set out signs
- ✔ lay out table cloths, set out display crates and baskets
- ✔ get cash drawer
✔ set out produce
✔ put out price tags
✔ hang up/set out plastic bags
✔ set up check out table (scale, card reader, pens, clipboard, hand sanitizer)
✔ pack produce into Rubbermaids
✔ count remaining produce priced by the each, record
✔ return cash drawer
✔ pack up tables, crates
✔ tear down tent

**Tear-down:** Start by reloading produce into Rubbermaids. As you’re re-packing things like kale, radish bunches, or heads of lettuce (things that are priced by the each), you can record the numbers into the iPad immediately while you’re packing so you won’t have to recount it when you’re back at the farm (time saver!) Plenty of people will still stop by as you’re cleaning up, so leave the register and card reader out (if you want) so you can still make transactions for them. Taking the cash drawer back to the Union and counting out the money takes time, so keep that in mind. Usually one person is handling the money and taking it back while the other is tearing down tables, tent, and packing up the van. Run the credit card settlement for the day and put this in the envelope with the cash.

**Market unload:** Back at the farm, the things you’ve already recorded can be put back into the cooler. Some of these things will be take-home, or can be topped and added to the dining produce. Weigh out remaining produce and record into the iPad. Check to see if our calculations of weights and sales match the print off receipt.