

January 31, 2020



MANZANITA
FARMERS MARKET

PO Box 608, Manzanita, OR 97130
www.manzanitafarmersmarket.com

Dear Manzanita Farmers Market vendors,

As we prepare for the 2020 market season, we are excited to share with you some good news:

The Manzanita Farmers Market (MFM) is one of 5 Oregon farmers markets that has been selected to participate in the Beginning Vendor Support Network, a 3-year grant-funded program organized by the Oregon Farmers Markets Association. This program aims to study and support the role of farmers markets as small business incubators for their beginning vendors. Through participation in this program, the MFM will spend three years (2019 – 2021) learning from experts, farmers market peers, and from taking a closer look at our own market, in order to create and implement customized support initiatives for MFM vendors.

With the goal of improving MFM's support of its vendors, and as part of this grant program, the MFM will be collecting information via surveys and other means. In particular, every vendor offering anything for sale at the MFM will be required to report their gross sales for each market date they attend. **These gross sales receipts will be kept strictly confidential.** Collecting this sales data will help the MFM to better support its market vendors. The MFM is committed to making this process as easy on vendors as we can, as well as being highly conscientious and respectful.

Why are we asking for this information? The data collected for this grant project will be used to evaluate how the MFM, and other farmers markets, may be better able to support vendor businesses. Also, vendor sales data is extremely useful in writing persuasive grant applications for obtaining funding, and for describing the positive economic impact the MFM has on local vendor businesses.

Who will see this data? All vendor data will be made anonymous and will never be shared or made public in an individually identifiable way. Only the MFM Market Manager and Oregon State University researchers Dr. Mallory Rahe and Dr. Lauren Gwin will interact with a form of the data that will have coded identifiers associated with vendors. This data will be used to analyze how businesses and the farmers markets that support them change during the 3-year project. Only summary results of this analysis will be made public.

Your cooperation, accuracy, and honesty in responding to any surveys this season is critical to helping the MFM better support all of its vendors, understand its impacts, and communicate its value. We really appreciate your cooperation and look forward to working with you to make this year the best season yet!

Please feel free to contact me with any questions, and I'll be happy to help.

Sincerely,

A handwritten signature in black ink, appearing to read 'Emily Vollmer', written in a cursive style.

Emily Vollmer
Manzanita Farmers Market Manager
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