DOWNTOWN GROWERS’ MARKET

Orientation
WELCOME VENDORS

Started in 1996 as a small farmer run market, the Downtown Growers’ Market is now the longest running farmers’ market in ABQ. There were over 250 applicants this year...

CONGRATS!
ROBINSON PARK

Downtown ABQ
810 Copper Ave NW
On unceded Tiwa Land in
Albuquerque, NM
MARKET DATES & TIMES
April 15 - November 5th
8 am - Noon
EVERY SATURDAY, RAIN OR SHINE
YOUR MARKET TEAM

Shawna, Market Manager: marketing, day of operations, programming, events, vendor & public relations

Jonelle, Market Assistant: vendor scheduling, day of operations

Reba, Information Booth Coordinator: invoicing, tokens (EBT/SNAP), token reporting

Thalía, Bilingual Operations Coordinator: day of operations, Spanish translator

Kat, Mainstreet Event Manager: day of operations as needed, DGM events
EMAIL IS KEY!
IT'S HOW WE TALK TO YOU :)

Manage My Market: noreply@managemymarket.com

General Email: market@abqmainstreet.org

Paperwork / Scheduling (Jonelle): jonelle@abqmainstreet.org

Tokens / Reimbursement (Reba): reba@abqmsinsteet.org

Shawna: shawna@abqmainstreet.org

Thalía: thalia@abqmainstreet.org
MORE CONTACT INFO ...

Phone: 505-252-2959
Please leave a voicemail if no one answers. Text is also good!

Office: 708 1st St NW, ABQ NM 87102
Always call or email us to schedule an appointment.
We offer office hours as requested.
RULES & AGREEMENTS

REVIEW OUR 2023 RULES

You can find them at www.downtowngrowers.org or ask us for a paper copy.

SHARE ALL INFO WITH YOUR TEAM

Anyone who works your booth is responsible for following all of DGM’s rules.

AGREE TO OUR CODE OF CONDUCT

You are a part of a community here at DGM. Our code of conduct ....
DGM BOOTH FEES

(10X10) Growers: $25 / week
(10X10) Prepared Food: $35 / week
(10X10) Artisan / Wellness: $35 / week

(5X10) Growers: $12.50 / week
(5X10) Prepared Food: $17.50 / week
(5X10) Artisan / Wellness: $17.50 / week
Weekly Payment Schedule:

- The credit/debit card on your Manage My Market account is charged for your weekly booth fee.
- Vendors are auto-charged the Wednesday after each scheduled Market.
- If a charge is kicked back, we will ask you to update the card on file before the next market. Failure to update card information will result in losing your booth space until the card is updated.
WANT TO PAY IN ADVANCE?

Save 10% if you pay for your booth fee for the season! We accept checks / money orders.

NOTE: We will not issue refunds for cancelations when you prepay for your booth.

NO CALL / NO SHOW

If you are scheduled for a Market and do not show up, you will still be charged for your space.

CANCELATIONS

All cancellations must be made 5 days in advance—the Monday before market— to not be charged (exceptions can be made for emergencies).
HOW TO VIEW YOUR MARKET DATES:
Login to www.managemymarket.com. Click "My Markets". Click "Dates (Add/Remove)".
HOW TO CHANGE YOUR MARKET DATES:

To withdraw from a scheduled market date, click the drop down and select "Request Withdraw". Then click "Submit".
HOW TO REQUEST NEW MARKET DATES:
Click the date that you would like to add from the calendar. The new date will show up as a "New Request". Be sure to confirm the amount of stalls. Then click "Submit".
WHAT ABOUT CANCELLATIONS?

Email Jonelle
jonelle@abqmainstreet.org

OR Text / Leave a VM
505-252-2959

REMEMBER:

You are responsible for attending all Markets you are scheduled on MMM. If you cancel after the 5 day window you will still be charged your booth fee. Exceptions are made for emergencies & illness.
IM ON THE WAITLIST... WHAT ABOUT ME?

We are back to 2018/2019 levels of participation!
This means the park is pretty full, but we try our best to get our waitlist scheduled.

Waitlisted Vendors are scheduled as spaces become available.

We try to get all of our waitlist scheduled as much as possible!

Check your MMM to ensure those dates still work.
It is your responsibility to make sure your MMM dates reflect your actual availability. It’s the only way we know what days you want!

Waitlisted vendors will be emailed about scheduled days.
IF MMM SAYS YOU’RE AVAILABLE & THERE IS SPACE AT THE MARKET... WE WILL SCHEDULE YOU, WE EMAIL YOU, AND IF YOU NCNS, WE WILL CHARGE YOU.
LET'S TALK PARKING...

× No vendors are allowed to stay parked along the perimeter of Robinson park (exceptions for booth spaces along Copper).

× × × No double parking, blocking traffic or blocking handicap access to sidewalks.

❓ Parking Suggestions - check the Rules and Regulations :)

← Cars along Copper must be moved before 7:00 am MST.

✔ Please unload quickly, do not set up until your car is moved.
LET'S TALK PARKING...

Red Line = Loading and unloading only.
No vendor parking.
LET'S KEEP TALKING PARKING...
LET'S KEEP TALKING PARKING...

Returning Vendors
LET'S KEEP TALKING PARKING...

Young at Heart
LET'S KEEP TALKING PARKING...

Wise Owls
MOVE YOUR CARS.
THANK YOU.
NEXT UP: YOUR BOOTH SETUP
BACK THAT BOOTH UP!

WHY?
TO MAKE YOU AND YOUR CUSTOMERS COMFORTABLE & TO KEEP EVERYONE SAFE :)

[Image of people at an outdoor event with tents set up and people walking around and engaging with each other]
Canopy: Optional, All Tents MUST have weights EVERY Market (25lbs/leg or 50lbs/side)

Table: Optional? Not provided by DGM.

Floor Covering: REQUIRED, Must cover ALL areas of the ground with possible foot traffic (includes customers and employees)

Push Back for your Customers: REQUIRED
REQUIRED SIGNAGE

No Smoking Sign
Price Signs

Paperwork/Permits
Business License, Health Permits,
DUFB Signs, WIC Signs, Ingredients
List
(homemade food act)
BOOTH AUDITS

There will be periodic booth audits done at random throughout the season as well as the first day.

Set up by 7:45 am
Ground Covering / Mat
No Smoking Sign
Price Signs
Ingredients list
  Homemade Food Act Vendors
Paperwork/Permits
  Business License, Health Permits
  DUFB Signs, WIC Signs (can be downloaded via MMM)
DAY OF OPERATIONS

Ready To Go:
Must be in booth ready to sell by 7:45am.
DAY OF OPERATIONS

Be Considerate:

Please orient your booth so that your line does not block your neighbor’s store front.

Set up with the store front facing the sidewalk.

Be kind to your fellow vendors and market guests.

Got beef?
Seek resolution and compromise, then talk to us if needed.

Remember, the park is our shared space from 6 am - 1 pm. Lend a hand, share a smile, ...
GET SOCIAL MARKET DAY!

Instagram: @downtowngrowers

Facebook: www.facebook.com/downtowngrowers
LET PEOPLE KNOW YOU'RE A VENDOR!

You will have this graphic in your inbox next week :)

2023 OFFICIAL DGM VENDOR
SATURDAYS @ ROBINSON PARK
810 Copper Ave NW, Albuquerque, NM 87102
8 AM - NOON
RAIN OR SHINE MARKET

Market is held rain, snow or shine. As a farmers market, the majority of our guest do their grocery shopping on Saturdays with us! Because of this, we only cancel market if dangerous weather occurs (tornado, hail, extreme winds, etc.).

Have items that can't get wet? Time to get creative!
MARKET YESSES:

Dogs on leash

Respect you and your neighbors space
(maintaining your lines and noise)

Leave your area cleaner than when you found it

Haul your waste / trash. There are limited trash cans on site, and whatever you leave behind we (market staff) have to haul. That makes us cranky.
MORE MARKET YESSES:

Help us by picking up trash that may be there when you arrive. Shout out to NAME!

If you find sharps or needles, report to DGM staff.
NEXT UP: BASEBALL
3 STRIKE RULE

If you do not follow any of the rules outlined in the Rules and Regulations document, you are eligible to receive a strike. **Three strikes and you’re out!**

- **Strike 1:** An emailed notification, $10 fine.
- **Strike 2:** An emailed notification, $20 fine.
- **Strike 3:** An emailed notification will be sent to the vendor by the market manager notifying the vendor of their exclusion from the market for the season.
NEXT UP: PRODUCT PACKAGING
VENDOR PACKAGING REQUIREMENTS

Compostable produce bags are highly encouraged.

Styrofoam is **not** allowed for any reason.

All straws, silverware and sample cups are strongly recommended to be commercially compostable.

DGM Definition for commercially compostable: a product that Soilutions has the capability to compost.

All other packaging is highly encouraged to be compostable or recyclable.
VENDOR PACKAGING REQUIREMENTS

DGM has some straws, silverware and sample cups available.

Contact shawn@abqmainstreet.org for more info.

Find your own products and get them approved before purchasing.

Check on the Soilutions website first and read their requirements.

Look for this symbol on the products or ASTM D6400 to be sure it is commercially compostable.

NOT biodegradable.
MARKET ENDS AT NOON

You may begin tearing down at NOON. The only times you may leave early are if you:
• COMPLETELY Sell out
• Are pre-approved by market staff
• Emergencies

TAKE YOUR TRASH

Please and thank you in advance!
REPORT YOUR SALES TO STAFF OR ONLINE IN MMM

It allows us to track and report how our market impacts the local economy.

Summary reports for NMFMA and for us to raise funds.

Markets are a BIG DEAL! What better way to prove this than by showing the contribution you make to our community?

This is also helpful for you to track your sales and how you are doing week by week at the Market.
How to Report via MMM

Log into MMM and head to the "Account" section

- Enter total sales (do NOT need individual token amounts).
- Be as precise as possible but can be an estimate.
- Your individual sales will NOT be given out.
- Make it part of end of market weekly routine
  - Set a phone alarm / reminder to help remember!
IMPORTANT WEBSITES

www.downtowngrowers.org
- Market contact info
- Market map
- List of vendors

www.managemymarket.com
- Invoicing
- Date and Booth Assignments
- Sale Reporting and more
- Vendor Profile (what you complete customers can see!)
PAPERWORK

- No access to internet? Talk to Jonelle to fill out hard copies of your paperwork
- Deadline for your emailed paperwork is March 25th
- Pay your permit fee directly to the City of ABQ
QUESTIONS?

General Email: market@abqmainstreet.org

Paperwork / Scheduling (Jonelle):
jonelle@abqmainstreet.org

Tokens / Reimbursement (Reba): reba@abqmsinsteet.org

Phone: 505-252-2959
Always leave a voicemail :)

Address: 708 1st St NW, ABQ NM 87102
Always schedule first :)
THE DGM ACCEPTS FOUR TOKEN TYPES

$5 Cash Tokens
$1 Fresh RX Tokens
$1 EBT Tokens
$2 Double Up Food Bucks Tokens
$5 DGM CASH TOKENS

- Only accept BLUE $5 Cash Tokens with the DGM logo
- Every Vendor MUST accept these tokens for any type of product
- Treat them like a $5 bill and give cash change. There is NO situation where you can give other token types as change!
- You may turn them in at the Info Booth for reimbursement via your ACH or you can spend them yourself with other vendors. This is the ONLY token type you can use for personal purchases after accepting
SNAP & DOUBLE UP FOOD BUCKS

SNAP: Also referred to as "EBT" are benefits that are accepted at the Downtown Growers’ Market. SNAP can be used at participating farmers' markets just like at the grocery store for items such as fruits, vegetables, meats, cheeses, breads, jams, and other foods.

Double Up Food Bucks: DOUBLES the benefits! When SNAP participants spend $10 from their SNAP EBT Card at a participating outlet, they are given another $10 to buy fresh fruits and veggies grown in New Mexico!
HOW TO ACCEPT SNAP?

Only for vendors who sell SNAP qualifying goods.
(We will cover those in the next slides)

1. Vendors who qualify will be emailed a link for your online SNAP training. This training is REQUIRED to accept SNAP funds. No training, no funds.
2. Follow the steps to complete the online training.
3. Print your certificate of competition and display at it at your booth.
$1 EBT TOKENS

- Only accept red $1 EBT Tokens with the DGM logo and a hole in the middle
- You must complete an NMFMA training to accept $1 EBT Tokens and be reimbursed for them via ACH
- $1 EBT Tokens can only be used for “Grocery Items” just like an EBT/SNAP card. *see complete list @ www.doubleupnm.org/faq/#general
DOUBLE UP FOOD BUCKS TOKENS

- DUFB Tokens are NOT market specific
- DUFB Tokens can only be accepted/reimbursed if you have taken the NMFMA training
- These tokens are ONLY for fresh NEW MEXICO grown produce and/or fresh dried and frozen NM produce with no value added.
- Do NOT give change with tokens or cash for DUFB.
**FRESH RX TOKENS**

- FRX Tokens can only be accepted/reimbursed if you have taken the NMFMA training.
- Only accept the PURPLE FRX tokens with the beet. Do NOT accept $2 Presbyterian Tokens. This program no longer exists and the NMFMA will not reimburse for them.
- FRX Tokens can be used to purchase NM grown fresh fruits and vegetables only.
- Do NOT accept the paper “prescriptions”, send the customer to the Info Booth to exchange them for tokens.
MARKET CURRENCY: DIGITAL APP

WIC & SENIORS FARMERS MARKET APP

What It Can Buy:
Fresh fruits and vegetables, honey (for seniors)

What It Cannot Buy:
Meat, Honey, house plants, non-produce grocery items, prepared food, non food items
WIC & SENIOR CHECKS ARE NO LONGER BEING ISSUED AND ARE UNABLE TO BE CASHED BY WIC PARTICIPANTS OR VENDORS.
FREQUENTLY ASKED QUESTIONS
Q: CAN I TURN IN THESE $1 EBT OR $5 CASH TOKENS FROM OTHER MARKETS FOR REIMBURSEMENT?

Nope. NMFMA and NM EBT require all individual financial markets to have their own $1 EBT tokens. The DGM, RYM and MH previously shared finances relating to tokens under the AGMA name. As of 2021 in preparation for our expansion, the DGM became our own financial entity regarding tokens. In order to keep the program, we had to purchase our market specific tokens.
Q: CAN I SPEND THE TOKENS I ACCEPT INSTEAD OF TURNING THEM IN FOR REIMBURSEMENT?

If they are $5 Cash tokens, YES! You can use them just like cash with other DGM vendors. They must give you cash change if needed.

If they are $1 EBT/DUFB/FRX tokens, NO. These tokens are only to be used by the patient (FRX) or SNAP (EBT/DUFB) card holder who withdrew them, per law. It is considered the same as selling food stamps/EBT benefits. This is a FEDERAL OFFENSE!
Q: I RECEIVE SNAP BENEFITS, CAN I PURCHASE AND SPEND $1 EBT/DUFB TOKENS AT THE DGM IF I AM VENDING?

Absolutely!

Q: I RECEIVE SNAP BENEFITS, CAN I WITHDRAW TOKENS AND THEN TURN THEM IN TO THE DGM FOR REIMBURSEMENT?

NO! This is a FEDERAL OFFENSE and shady behavior and will result in immediate expulsion from the DGM.
Q: CAN I DROP OFF PRE-COUNTED TOKENS AT THE END OF MARKET DAY?

A: Yes. If you have a large amount of tokens and you’d like to drop them off you can with the following stipulations. Each type of token needs to be bagged separately. All tokens need to then be in one larger bag/container. You must include a note with your totals, farm/business name, date and signature. You WILL be audited. If your totals are off or we find non DGM tokens you will no longer be able to drop off. The non DGM tokens that can be, will be returned to you and your totals adjusted to reflect the valid amount turned in.
Q: CAN I TURN IN THESE FRESHRX PAPERS/SCRIPTS?
A: No. If a customer tries to pay you with the FreshRX prescription, tell them they need to take it to the Info Booth to exchange for FRX Tokens.

Q: CAN I TURN IN THESE $2 PRESBYTERIAN TOKENS?
A: No. That program no longer exists and closed several years ago.
Q: HOW WILL I BE REIMBURSED FOR TOKEN TURN IN AND WHEN?

A: You provided an ACH to the DGM. Your token totals will be reported to our accountant the Monday after the Saturday market. Direct deposits generally take 3 to 7 business days. You can see your token totals in your MMM account *NEW*.

Q: DO I HAVE TO TURN IN MY TOKENS EVERY MARKET DAY I VEND AT?

A: No. You are welcome to turn them in on any market day you would like. If you have a LARGE amount, please precount them. If you plan on counting them at market, you can use a table to do so, but you will not be “in line” until you have counted. When it is your turn, a DGM staff member will double check your totals with you. Please don’t be that person who holds up all the other vendors.
Q: CAN I TURN IN TOKENS NOT ON MARKET DAY?

A: Yes. Please schedule a day and time with Reba. Please do this by email. If you verbally tell me on market day, I will NOT remember.
WHY DO WE TAKE THIS SO SERIOUSLY?

• Our direct community was able to purchase $275,483.00 in food assistance tokens for fresh local foods in 2022.
• Vendors were able to redeem over $300k in tokens in 2022.
• We are being audited by NMFMA and SNAP frequently. If we/ANY NM MARKET are sited THREE times for not following the rules, the entire STATE loses the SNAP and DUFB programs!!
QUESTIONS AND COMMENTS ABOUT TOKENS?

reba@abqmainstreet.org