

# Guide to Farmers Market Recovery

A photograph of a man in a white t-shirt and a green and yellow baseball cap, seen from the side, reaching into a white plastic bag. He is holding a US dollar bill in his other hand. In front of him is a wooden crate filled with fresh yellow corn cobs. To his right, another man in a dark blue long-sleeved shirt and a dark cap is standing. The background is a blurred outdoor market setting with green foliage and other people.

The **Farmers Market Recovery Guide** aims to help individuals interested in getting a recovery program started at their local market!

# Farmers Market Recovery

*Lets work together to feed your community today!*

## What is FMR?

Farmers markets are hubs of fresh, high-quality produce that is great for the health and wellbeing of the local community. However, a percentage of this produce is not sold by the end of the market day and ends up going to waste. **The goal of FMR is to recover the unsold goods and donate it to those who need it but may not have access to it.**

**Farmers put in so much love into the food they create as well as time, energy, and money. FMR wants to keep this produce useful and donate to those who need it most in the community.**

## What is asked of a donor?

During the market, farmers are incredibly busy so the goal of recovery is for it to be as simple as possible for them. Any work the farmer needs to do should take less than 5 minutes as to not burden them.

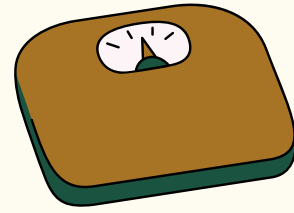


the  
farmlink  
project

# What will you need?



Volunteers that are able to lift up to 20 lbs.



Equipment for weighing, tracking, and transporting the produce.



A local feeding agency able to accept donations on a weekly basis.



Transportation to bring the donations to a local feeding agency.



Staff or a lead volunteer willing to spearhead this mission and train volunteers on procedure.



Farmers willing and eager to donate their excess produce.

# Want to start recovering but don't work for the market?

## Ask yourself:

Does the market staff have the capability to undertake a recovery program?

☐ YES ☐ OR ☐ NO

Do I have time to coordinate volunteers every market?

☐ YES ☐ OR ☐ NO

Is there typically produce left at the end of the market?

☐ YES ☐ OR ☐ NO

Does the market have or can I get a base of volunteers to help?

☐ YES ☐ OR ☐ NO

Reach out to your local market to find out if recovery is possible!



# *Check in with the farmers*

Survey farmers to gauge their willingness and ability to donate excess produce. Not every vendor needs to donate to create recovery.

**Farmers may not donate for a variety of reasons like:**

1. Feed the excess to livestock
2. Use it as compost
3. They have another market they can sell their produce in



# COST TO START RECOVERY

**\$180**



**\$60**

BINS

**\$60**

WAGON

**\$40**

SCALE

**\$10**

BINS

**\$10**

ZIP TIE TAGS

\*PRICE WILL  
VARY  
DEPENDING  
ON SIZE OF  
MARKET AND  
EXISTING  
RESOURCES

The background of the image is a wooden cutting board. Various fresh vegetables are scattered around the edges: a red bell pepper in the top left, a yellow bell pepper in the top center, a green pepper in the top right, a carrot in the middle left, a bunch of green herbs in the middle left, a red bell pepper in the bottom left, a green pepper in the bottom left, a yellow bell pepper in the bottom right, and a carrot in the bottom right.

## Finding a feeding partner

To find a local non-profit that aims to provide food to the people who are food insecure in your area is simpler than you may think. It all starts with a phone call. Research local non-profits, once you have found a few that you want to connect with ensure it is a good fit.

It is important to note that you will be delivering fresh, perishable items. The donation will be most likely a weekend depending on the market, so will someone be able to collect the donation.

# Transportation

Determine transportation logistics, this will look different for every market and every receiving agency.

## Questions to consider:

Will the donation be picked up?

Will a volunteer bring the donation?

Does the market own a vehicle that can be used?

Will volunteers/staff use their personal vehicle?





# Donation Benefits for Farmers:

FMR will give you the tools to easily keep track of the amount of produce each vendors donates throughout the year. We will provide you a donation slip to provide to your vendors to apply to their taxes to show their individual contribution at the end of the year.

Charitable-Donation Tax Deduction Hinges on Fair Market Value. Practically speaking, the amount of the charitable-donation tax deduction for cash-basis farmers is one half of the donated food's fair market value under the enhanced food deduction rules established in Section 113 of the PATH Act.



# Run of Show

## **1 hour before:**

Volunteers will arrive and sign in 1 hour before the market ends.

## **45 minutes before:**

Then volunteers will walk around the market and distribute bins to vendors wishing to donate. Volunteers will keep track of what bins they hand to vendors so you can accurately track what the vendors donate.

## **After distribution:**

Volunteers will then have time to shop around and enjoy the market while it wraps up.

## **15 minutes before:**


15 minutes before the market ends, volunteers will walk through the market and collect filled donation bins from vendors.

## **After collection:**

Volunteers will then bring the produce to the staging area and unload the bins onto the tarp. They will weigh the produce and record the number under the appropriate vendor.

## **After data collection:**

Volunteers will drive the bounty over to the local receiving agency that has been pre-determined.



**If you are considering creating a  
recovery program at your local  
farmers market, **begin brainstorming!****

Market Name: \_\_\_\_\_

Market Day/s: M T W TH F S SU Time: \_\_\_\_\_

Coordinator Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

# of Produce Vendors: \_\_\_\_\_ Estimated % of waste: \_\_\_\_\_

Possible Lead Volunteer:

\_\_\_\_\_  
(Name and number)

Ideal Distribution Site:

\_\_\_\_\_  
(Name and number)





**For any questions or other FMR needs  
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