



Philosophical Ponderings of a Farmer

The Wednesday Farmers Market (c) 2018

While I have worked at A LOT of farmers markets for other people, this is my first year attending a market for my own business. And somehow that changes things. While it was always a goal to beat my previous sales record, provide people with new information, and introduce them to new products, it is now so much more personal when I do this. My products represent me and what I am able to provide for our community. Fortunately, the response has been very positive.

But, I still think the Wednesday Farmers Market could use more support. With around 15 vendors each week, it is bigger than it has been in many years. (We have tons of fresh produce, Southern Food, mushrooms, kombucha, salmon, bread, herbal tinctures, and more!) And there are more customers each week than there have been in the past. But with more vendors, we need even more customers to make it a long-lasting, vibrant market.

Why is it so much more poorly attended than the Saturday market? I don't know. As a market shopper, I would definitely choose Wednesdays as there is more time to chat with the farmers and food producers, less competition for the good stuff, and more room to move around. It's more relaxed and less overwhelming.

I have found that my Wednesday market sales vary much more from week to week - the market is more volatile than other markets I've worked in the past. I've heard the same from other vendors as well. It's simply more hit and miss.

It takes me around 8 to 9 hours to do a market - harvesting, wash/packing, set-up/tear-down, and, of course, the market itself. On a good week, that is totally worth it. But on a slow week, I can't help thinking that I could have spent that time catching up on weeding in the field, or getting a few more batches through the canner! I'm sure the other farmers feel the same way.

So, please help spread the word that the farmers market is the place to be on Wednesdays! 2 to 6 pm at the Haines Place Park n Ride (behind Safeway). I've heard that there are great pickles there :).