



# Great Falls' Original Farmer's Market Scarecrow Report

July 2010

PO Box 1986, Great Falls, MT 59403  
FarmersMarketGF@earthlink.net  
(406) 761-3881

## FARMER'S MARKET ONLINE

Find us on the web at [www.mainstreetgreatfalls.com/farmersmarket.html](http://www.mainstreetgreatfalls.com/farmersmarket.html) (thanks to Austin Designs) and RelyLocal-Great Falls at <http://www.relylocal.com/montana/greatfalls/great-falls-original-farmers-market>. We are also mentioned on numerous other websites. To keep up with what's fresh and fun every week follow us on twitter @FarmersMarketGF or become a fan of our facebook page at <http://www.facebook.com/pages/Great-Falls-MT/Great-Falls-Farmers-Market/131388370214374> (Once we get 25 fans we can get a shorter name.)

## GIFT CERTIFICATES

Farmer's Market gift certificates are available for \$5 each and can be used just like cash at any vendor. Tuck one in with a card or gift and share the fun of the Farmer's Market with friends, family and co-workers. Gift certificates don't expire so you buy them now and give them as gifts during the holidays.

## SPECIAL EVENTS

- **July 3:** A free patriotic gift for the first 250 kids 12 and under.
- **August 21:** Free school supplies for the first 250 kids 12 and under.
- **September 11:** Customer Appreciation Day.

## WIC COUPONS

The City County Health Dept (CCHD) will be providing WIC coupons for fresh produce that can only be used at the Great Falls Original Farmer's Market. The coupons must be used at vendors who have signed a contract with the CCHD and display the WIC coupon sign. If you have questions about the program, please visit the Health Department booth at the Market or call the Health Department at 454-6122.

## WHAT'S A MARKET BUCK?

Did you know that you could win a prize just for shopping at the Farmer's Market? Well, you can!! For those that aren't familiar with our Market Bucks program here's how it works.... Market Bucks are your entry tickets for our daily and grand prizes. For every \$5 you spend at a participating vendor you receive one Market Buck. Spend \$10 and get two Market Bucks, etc. Print your name and phone number on your Market Bucks and drop them in one of the collection containers scattered throughout the Market. At approximately 11:45am on Saturdays and 6:15pm on Wednesdays there will be a random drawing from all entries received that day. A prize will be awarded to the customer and vendor whose names are on the winning entry. You don't need to be present to win...we will call you. Didn't win the daily prize? Don't be discouraged because we keep all the Market Bucks and toss them together for the grand prize drawing on Customer Appreciation Day!

Prizes change every week and include merchandise and gift certificates donated by our vendors, sponsors, and the Farmer's Market.



## PRIZE WINNERS

Congratulations to the following Market Bucks prize winners:  
June 26: Customer – Linda Randall  
Vendor – Charlene Veltkamp  
June 19: Customer - Kathi Lehman  
Vendor – Josie Kleffner  
June 12: Customer - Joe Tropila  
Vendor - D. Dawson  
June 5: Customer – Ione Osborne  
Vendor – Bob Samsel

## CALENDAR OF EVENTS

Making the Farmer's Market a fun, family- friendly event means having activities and events for all ages so here's what we have planned so far. Saturday entertainment starts at 10:00am and Wednesday entertainment starts at 5:00pm.

### JULY

- 3...Patriotic Giveaway
- 10...Red Raja Belly Dancers
- 14...Wednesday Markets begin  
4:30-6:30pm
- 21...Red Raja Belly Dancers
- 24...Fitness Plus Martial Arts Demo

### AUGUST

- 14...Impromptu Band
- 21...Back to School Giveaway
- 28...Red Raja Belly Dancers

### SEPTEMBER

- 11...Customer Appreciation Day
- 25...Final Market Day for 2010

### OCTOBER

- 2....Vendor Appreciation Dinner

We are also working on scheduling Grant Stebbins, the Sparkettes, and more. To keep up-to-date on new events, check our facebook page, our RelyLocal listing or follow us on twitter @FarmersMarketGF.

If you would like to showcase your talent in front of our 2,000 plus patrons, give us a call at 761-3881 or email FarmersMarketGF@earthlink.net.

## ATM MACHINE

Need some extra cash? 1<sup>st</sup> Liberty Federal Credit Union has an ATM machine outside the Park Drive entrance of the Park Manor (across from the Civic Center).

## SCARECROW CHARMS



The Farmer's Market joined the Icing the Charm Trail and has scarecrow charms for \$2 each. Not into charm bracelets?

That's okay because they can also be turned into earrings, necklaces, and zipper pulls. Stop by the Information Table and check them out. They are soooo cute!

## RACK CARD

The Farmer's Market has a rack card that is bright red so it stands out nicely in literature racks. We have them in many of the hotels/motels around town and at the visitor center and the chamber of commerce. If you know where we can leave copies for out-of-town visitors to pick up, please let us know the location.

## WEDNESDAY MARKETS

The Wednesday Markets start on July 14th and are open from 4:30-6:30pm. We average 26 vendors in Whittier Park, but don't let its small size keep you away. There's still a good variety of produce, baked goods, crafts, and concessions. It's a great opportunity to pick up that last minute gift, get something fresh for supper, or socialize with friends. Some of the vendors are different from the Saturday ones and there's a different crowd of customers. If you haven't been to a Wednesday Market you need to stop by and check it out. It's as fresh and fun as the Saturday Markets. And we give away Market Bucks prizes on Wednesdays, too!

## CUSTOMER APPRECIATION DAY

Join us on September 11th as we show our appreciation to our wonderful customers. We'll be giving away helium balloons, Fisher radio will be broadcasting live from the Market, AND we will be giving away our Market Bucks grand prize. It will be a fun-filled day you won't want to miss! For more details follow us on twitter @FarmersMarketGF or on facebook.

## MARKET BUCKS PRIZE SPONSORS

Our Market Bucks prize sponsors include Jeannie's Fun Shop, Cyndi Hughes of Turtle Mountain Designs, Katie and Autumn of Accents, the Great Falls Farmer's Market, Feisty Lady Products, Murfield Crafts and Stationery, Pet Paw See, and P.E.O. Fundraiser.

Donating to our prize drawings is a great way to advertise your business. If you would like to donate, please bring your donation to the Information Table. And don't forget to include your business card so the customer knows where they can get more of your merchandise!

## OUR PET POLICY

As much as we love pets we respectfully ask that you leave your furry, four-legged friends at home. Animals, especially dogs, large or small, can present health and safety issues. Here are some of the reasons why we prefer that your pets stay at home:

- Not everyone is an animal lover and may be afraid of animals, especially dogs. We want the Farmer's Market to be an enjoyable experience for all our patrons.
- Panting dogs, even small ones being carried, can drip saliva on produce and other merchandise.
- Wagging tails of large dogs can knock over and/or damage vendor merchandise and could scare or injure small children.
- Handling produce after petting an animal is unsanitary.
- Animals can have altercations with other animals which can put the safety of people, the animals, and vendor merchandise in jeopardy.
- Dog feces and urine are a health hazard. Even when cleaned up, there is residue that is left behind that carries harmful bacteria.
- People of all ages and sizes can get tangled in long leashes causing injuries to people and the animal.

Keeping our patrons safe and healthy is our priority. Thank you for your cooperation and understanding.

## UPCOMING CRAFT SHOWS

- Collectables for Christmas Arts and Crafts Fair at the Black Eagle Moose Lodge, Saturday, October 16, 2010
- Collectables for Christmas Winter Market at the Black Eagle Moose Lodge, Saturday, December 5, 2010

Vendor spaces are \$35 for an 8x10 space. For more information or registration forms contact Anne Cummins at 452-4402.

Know of an upcoming craft show? Let us know and we will include as many shows as we can in our newsletter.

## BOARD MEETINGS

The Farmer's Market board meets on the 4th Tuesday of the month from January through October at the Park Manor, 100 Central Ave. at 6:30pm. Vendors and the general public are encouraged to attend. We want this Market to be the biggest and best in Montana and we need your input to make that happen.

If you are interested in serving on our Board please talk with one of our current board members or email [FarmersMarketGF@earthlink.net](mailto:FarmersMarketGF@earthlink.net).

### Great Falls Original Farmer's Market

#### MARKET MANAGER

Marv Brewster

#### ASSISTANT MANAGER

Pam Feist

#### EXECUTIVE DIRECTOR

Barbara Murfield

#### BOARD OF DIRECTORS

Monica Furst, Chairman  
Dan Truman, Vice Chairman

Natalie Nefzger

Janel Novak

Bill McGinn

Dennis Dougherty

#### NEWSLETTER EDITOR

Barbara Murfield

## UPCOMING PRIZES

Sat, July 3

- \$30 Gift Basket for both the customer and vendor donated by G-Mas Fine Gifts
- 2 Neck coolers each for both the customer and vendor donated by vendor, Feisty Lady Products

Sat, July 10

- \$10 Gift Certificate for both the customer and vendor donated by vendor Murfield Crafts & Stationery

Wed, July 14

- \$10 Gift Certificate for both the customer and vendor donated by vendor Jeannie's Fun Shop

Sat, July 17

- Jewelry for the customer donated by vendor Turtle Mountain Designs and \$15 in Farmer's Market Gift Certificates for the vendor donated by the Farmer's Market

Wed, July 28

- \$10 Gift Certificate for both the customer and vendor donated by vendor Murfield Crafts & Stationery

Sat, July 31

- \$10 Gift Certificate for both the customer and vendor donated by vendor Jeannie's Fun Shop

Wed, Aug 11

- \$10 Gift Certificate for both the customer and vendor donated by vendor Jeannie's Fun Shop

Sat, Aug 14

- \$10 Gift Certificate for both the customer and vendor donated by vendor Murfield Crafts & Stationery

Wed, Aug 25

- \$10 Gift Certificate for both the customer and vendor donated by vendor Murfield Crafts & Stationery

Sat, Sept 11

- \$10 Gift Certificate for both the customer and vendor donated by vendor Jeannie's Fun Shop
- \$10 Gift Certificate for both the customer and vendor donated by vendor Murfield Crafts & Stationery

## FIRST AID

There is a first aid kit at the Information Table for minor injuries and 2-way radios are stationed with Board members and selected vendors so that the Market Manager can be contacted in case of problems or emergencies.

## DID YOU KNOW...

The Great Falls Farmer's Market is not a flea market. All merchandise is homemade, handcrafted, homegrown, home-baked, etc. by the vendor.

## MARKET DAYS & TIMES

The Great Falls Farmer's Market is open every Saturday, rain, snow, or sunshine from 7:45am to noon from June through September. In mid-July we add a Wednesday evening Market from 4:30pm-6:30pm. The last Wednesday Market for this year will be on September 22.

## VENDOR REMINDERS

- Please read your Vendor Guidelines. There are copies at the Information Table if you need them. You must adhere to the rules in these guidelines or you risk losing your vendor privileges.
- No vehicles are allowed to enter or leave the Market after 7:00am on Saturday morning. If you arrive late, you will have to carry in your merchandise. No exceptions!
- If you serve food you **MUST** provide a large trash can for customer waste.
- You must take your trash with you when you leave. It is **not acceptable** to leave it in or near the closest trash can. The city requires that we remove all of the trash at the end of the Market Day so if you leave it behind you are creating extra work for Marv and Pam.
- Vendors on Park Drive must clear the street as quickly as possible or we are in violation of our city contract. If you want to visit with friends or fellow vendors, please move your vehicle into Whittier

Park or the Downtowner lot and then you are welcome to stay as long as you like.

- Please accept gift certificates the same as a \$5 bill. To redeem gift certificates bring them to the Information Table or use them to pay your table fees.
- Vendor fees are your membership dues to be part of the Farmer's Market. The fee is 10% of your **gross** sales with a maximum of \$40. If your sales are \$50 or less, the minimum fee is \$5.00. These fees pay for all of the expenses necessary for the Market to operate including advertising, promotions, insurance, payroll, porta-potties, and more. Promoting the Farmer's Market is our top priority so almost 50% of our budget is spent on advertising and promotions. If you don't pay your fair share you are only hurting yourself in the long run.
- Keeping in touch with Marv and letting him know if you will be attending the next Market is extremely important because we have more vendors than we have spaces. The deadline for Saturday Markets is noon on Friday and for Wednesday Markets its noon on Tuesday. If you are not in place by 7:00am on Saturday morning your space **WILL** be given to another vendor and there is no guarantee that there will be a space for you if you show up late. If you have last-minute changes or delays on Saturday mornings you can call Marv on his cell phone at 781-0167. Please note that this phone number is **ONLY** for last-minute changes on Saturday mornings. For all other times, please call the Market number at 761-3881.
- If you have extension cords across sidewalks or other high traffic areas, please have them taped down to ensure that patrons do not trip on them. You, as the vendor, are responsible if someone is injured by tripping over your extension cord.

## ADVERTISE YOUR BUSINESS AT THE FARMER'S MARKET

Advertise and promote your business at the Farmer's Market by donating prizes to our Market Bucks prize drawings. Donations can be in the form of cash, coupons, gift certificates, merchandise, etc. The Market Bucks program is an incentive program not a raffle. Donations are tax-deductible as a marketing expense. We have three affordable sponsorship options from which to choose.

**Option 1:** One or more donations with a total value of \$200.00 or more to be used for the Market Bucks prize drawings on Saturdays.

**Option 2:** One or more donations with a total value of \$100.00 or more to be used for the Market Bucks prize drawings on Wednesdays.

**Option 3:** Two or more donations with a total value of \$50.00 or more to be used for the Market Bucks prize drawings on Saturdays and/or Wednesdays.

In exchange for your donation the Great Falls' Original Farmer's Market will provide your organization with the following:

- a. Advertise your sponsorship in the Great Falls Tribune, radio advertising, flyers/signs posted at the Market, our newsletter the *Scarecrow Report*, and on our website.
- b. For Options 1 and 2 we will also provide one booth space at the Market on the day of your sponsorship. This booth space can only be used to advertise your organization through the use of flyers, brochures, coupons, free gifts, etc. No merchandise sales are permitted.

For additional information or to become a sponsor email Bill McGinn at woodcrafts4u@gmail.com or call (406) 750-4383.

## FREE GIFT CERTIFICATES

Farmer's Market vendors who sign up for a listing on RelyLocal-Great Falls before August 1<sup>st</sup> not only get a discount on the cost of their listing but they also get \$25 in Farmer's Market gift certificates compliments of RelyLocal. Visit the RelyLocal website at <http://www.relylocal.com/montana/greatfalls/> for more details.

## FREE MARKET BUCKS

Visit our RelyLocal-Great Falls listing <http://www.relylocal.com/montana/greatfalls/great-falls-original-farmers-market> to download a coupon for a free Market Buck entry into our daily prize drawing.

## TESTIMONIALS

- The market is the highlight of the summer for us in Great Falls. Not only does it provide a great sense of community, but it also allows us to shop for local produce and products that we could not find elsewhere. I can't imagine a summer in Great Falls without the market!  
~~Anonymous
- I have been all over the United States and by far have not found such diversity of food, nice people and great prices, rain or snow.  
~~Rosanne Rains
- It's the best farmers market in Montana!  
~~Anonymous



## ADVERTISING IS THE KEY TO EXPANDING YOUR BUSINESS

Want more exposure for your business? Donate at least \$50 in merchandise or gift certificates to our Market Bucks prizes and get your business card or logo in our newsletter and other advertising. Check out the sponsorship article to the left for more details.

## FARMER'S MARKET SPONSORS



**MAKE LOCAL HABIT**

## MARKET BUCKS PRIZE SPONSORS



**THE CARVER'S HAND  
TOM'S CREATIONS  
JEANNIE'S FUN SHOP**

**G-Mas Fine Gifts**  
Margery J Kuhn  
Phone: [406]727-6971  
Cell: [406]899-7529  
gmas@bresnan.net  
www.g-mas.com  
511 Central Avenue  
Great Falls, MT 59401

*Murfield Crafts & Stationery*  
Unique Handcrafted Cards, Envelopes & Gifts  
Barbara Murfield  
Designer  
406-452-3766  
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murfieldcrafts@earthlink.net