

# The Market Exchange

## Lampasas County Farmers Market & Crafts Newsletter



Lampasas County Farmers Market & Crafts, LLC

January–March 2025  
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### Welcome to the 2025 Market Year!

The Admin of the market want to warmly welcome all the vendors to the 2025 calendar year! We have been working hard as a team to bring many new and innovative processes to make the market run smoother and increase the visibility of our vendors and the market as a whole.

Some things may seem a little foreign at first, but once we all get on a roll, you will wonder why these things weren't established before. Erin and I could not be more grateful to the incredible volunteer team of Administrators we have. They are creative, tech savvy, and work diligently to bring this market comfortably into current technology. All these new programs will become a huge benefit to customers and vendors alike.

We plan to significantly increase advertising this year. This will make this market more relevant and visible within Lampasas County and beyond. The new Check-in Program within the Signup Genius will be posted for customers to see if their favorite vendors will be at each upcoming market.

We have also increased special market events. Some will be collaborations with other community groups while others will be stand alone events. Events always bring more foot traffic and our plan this year should take us a step or two forward.

It's going to be a great year! Enjoy the ride!!!

Erin Collier & Arlene Banks

Co– Coordinators

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### Special points of interest

- Pay Options
- How to Check-in
- Link Tree



## Market Manners Matter

By Erin Collier, Market Co-Coordinator

We all have a common goal: to sell our wares and make connections with our customers. However, achieving success at a market isn't just about offering quality products—it's also about maintaining a friendly, cooperative environment. By focusing on mutual respect and cooperation, vendors can create a welcoming and supportive environment that benefits everyone—both the market participants and the customers.

### *Just a few things to think about:*

- Respecting Space and Boundaries:** Vendors are encouraged to be mindful of each other's space and avoid encroaching on neighboring booths. This ensures that everyone has enough room to display their products and interact with customers comfortably.
- Respecting Market Hours:** Arriving on time and leaving when the market closes helps maintain a steady flow of activity and ensures that all vendors have an equal opportunity to sell. Late arrivals or early departures can disrupt the flow of the market.
- Cooperation Over Competition:** Our market is a community and we all share a common goal. One of the best ways to be a good neighbor at the market is by supporting fellow vendors. If you have a customer interested in an item you don't sell, offer a recommendation to a neighboring booth that does. Likewise, if another vendor is offering a complementary product, such as jams and jellies to pair with your bread, feel free to share the recommendation. This creates a sense of community and can boost everyone's sales.
- Handling Disputes Professionally:** Disagreements may arise, but the key is to handle them respectfully and privately. Public arguments can create a negative atmosphere and make the market less enjoyable for everyone. It's better to resolve issues privately and respectfully.
- No Negative Gossip:** Vendors are encouraged to avoid spreading negativity or gossip, which can harm the market's environment. Instead, focusing on problem-solving or brainstorming ways to improve the market can help maintain a positive vibe. Staying positive not only boosts your own morale but also helps maintain an uplifting environment for your fellow vendors.
- Being Courteous and Friendly:** A welcoming demeanor towards fellow vendors and customers promotes a sense of camaraderie. Simple gestures, such as greeting others warmly or offering help, go a long way in creating a friendly, collaborative market environment.
- Respecting Customer Boundaries (No Poaching):** Vendors should not interfere with another vendor's customers. Poaching can cause tension and disrupt business. It's important to focus on your own customers while respecting others' customer relationships. Everyone has something unique to offer, and building your own loyal customer base is the most sustainable approach. Avoid interrupting or distracting others while they are busy with customers. If you need assistance or have a question, approach vendors at an appropriate time.
- Mind Your Own Booth:** Vendors should focus on their own space and business, refraining from getting overly involved in others' affairs. Respecting each other's individual styles and responsibilities contributes to a harmonious market atmosphere.

In conclusion, The Farmers Market thrives when all vendors work together with respect, kindness, and support. By adhering to these principles, the market can remain a vibrant, enjoyable, and successful place for everyone involved.

# New Year, New Finances!

By Mary Moseid. Assistant Treasurer

Hold onto your hats, ladies and gentlemen, because we are about to go over the numbers! With the New Year upon us, Lampasas County Farmers Market & Crafts (LCFM&C) has brought in a few changes.

One we surely have *all* noticed is a set rate for all vendors who participate in our market this year. At \$100 for the entire year, and the market running potentially 50 weeks out of the year, that brings us to \$2 a week for the most frequent flyers. Assigned spots are also being allocated for an additional \$50 a year. These funds will be put to great use to bring our community together, attract more visitors, and expand our horizons as a market. Cheers to that! Our exciting plans will benefit both our customer and vendor patrons.

Advertising- Can't have a growing market if no one knows about it! We will continue to invest in advertising in many forms such as Live Radio, printed announcements, billboards, and sponsored social media posts. Advertising will take up about 50 percent of our available funds. It takes money to make money, folks!

Special Events- The market admin team is planning to have a few markets that stand out amongst the others! These twelve events will be focused around season changes, holidays, and the occasional "just-because."

The main focus will be activities for our visiting children, whether it be scavenger hunts, stickers and crafts, or free prizes and treats. If you feel a bit too mature for a sticker activity (more for me!) then you might enjoy some other activities we hope to have, such as live music, competitions, and outdoor games. Special events will take up about 35% of our available funds.

Admin & Miscellaneous Costs- The remainder of our funds will go to administrative needs. LCFM&C is now filed under an LLC, therefore there are more fees and taxes to be considered. We will keep some funds in reserve for the occasional surprise expense in order to keep the market both functional and in compliance.

We are so very thankful for our vendors and volunteer admin team who make this all possible. We look forward to another prosperous year supporting small businesses, and bringing homegrown, homemade, and handmade products to our customers.

*At \$100 for the entire year, and the market running potentially 50 weeks out of the year, that brings us to \$2 a week for the most frequent flyers.*



## Online Payments with

### Square

Payments of \$20—\$100 can be made using SQUARE. To Make your payment using this method go to:

[LCFM&C Vendor Fee - Lampasas County Farmers Market and Crafts, LLC](#)



Texas Feed & Fertilizer  
Control Service

Russell Scott—Investigator

Phone: 979-845-1121

Email: [jrs@otsc.tamu.edu](mailto:jrs@otsc.tamu.edu)

Far better to get questions answered and follow the law than to be shut down and possibly fined for not getting it right beforehand.



Pet Food/Treat Laws for the State of Texas  
By Jeannette Noble, Admin Advisor

So, you're thinking about selling home dog/cat treats or food? Well Pet products are not covered under the Cottage Food Law, but is covered under the Texas Department of Agriculture/Office of the Texas state chemist. You will need to obtain a license to make and distribute food/treats in Texas. You are required to send off each flavor/recipe to be tested and receive a guaranteed analysis (the analysis is different between treats and actual food). After you receive your analysis, you must register each flavor/recipe with the state of Texas which has a yearly fee for each flavor or recipe.

Here are some links for the different licenses, treat/food registration forms, and more info regarding making and selling treats/food.  
<https://otscweb.tamu.edu/Laws/PDF/PetFoodRules.pdf>

<https://otscweb.tamu.edu/Forms-Fees/Fees.aspx>

<https://otscweb.tamu.edu/Forms-Fees/Download.aspx>

[https://otscweb.tamu.edu/Laws/PDF/AAFCO\\_Labeling\\_Guide.pdf](https://otscweb.tamu.edu/Laws/PDF/AAFCO_Labeling_Guide.pdf)

*This market has always been a pet friendly market. Every Saturday the walkway is graced with many dogs and the occasional goat! Feel free to have a water bowl at your booth for our four legged children.*



# Vendor Safety at the Farmer’s Market: Ensuring a Safe Environment for All

By Robert Collier, Safety Director

As the popularity of farmers' markets continues to rise, both vendors and customers need to prioritize safety. Whether you're a seasoned market vendor or a first timer, maintaining a secure environment protects everyone’s well-being and helps foster trust and community spirit.

Here are some important aspects of vendor safety at the farmers' market:



### 1. Product Quality and Safety

Farmers' market vendors offer fresh, local produce, baked goods, handmade crafts, and more. Ensuring that all products meet safety standards is vital for customer trust. Vendors should:

- **Follow health guidelines:** Ensure food is prepared, stored, and served according to local health department regulations.
- **Proper labeling:** Clearly label items such as allergens, ingredients, and any potential risks for customers with dietary restrictions or allergies.

**Freshness is key:** Keep perishable items like meat and produce at the correct temperatures. Consider using coolers or ice packs to maintain freshness.

### 2. Safe Stall Setup

A well-organized stall can prevent accidents and make it easier for vendors and customers to navigate the market. Some tips for setting up a safe space include:

- **Secure structures:** Make sure tents, canopies, and tables are stable and properly anchored to avoid accidents caused by wind or movement.
- **Clear walkways:** Ensure pathways around your stall are clear of obstacles, allowing for easy movement and reducing the risk of trips or falls.

**Keep cords in check:** Electrical cords, if necessary for your products, should be well-secured and out of the way to prevent accidents.

### 3. Personal Health and Safety

Vendors should also prioritize their own health and safety while at the market. Here are some tips to keep in mind:

- **Stay hydrated:** With outdoor markets often occurring in varying weather conditions, ensure that you have access to water throughout the day to stay hydrated and energized.
- **Sun protection:** Wear sunscreen and protective clothing, especially when working long hours outside in direct sunlight.

- **First aid kits:** Always have a basic first aid kit on hand to address any minor injuries or accidents that may occur.

### 4. Community Collaboration and Communication

Safety at a farmer’s market is not just the responsibility of individual vendors. The market staff and fellow vendors all play a role in creating a safe environment. Be sure to:

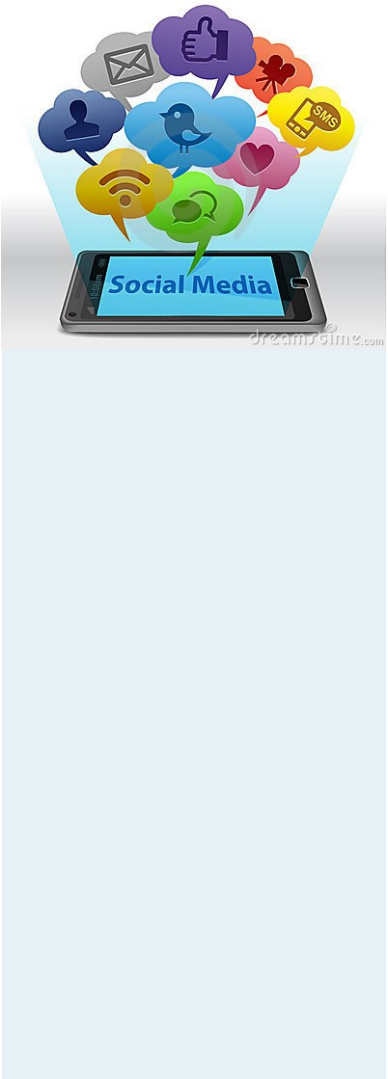
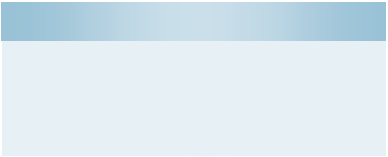
- **Report hazards immediately:** If you notice any safety concerns, such as tripping hazards or damaged equipment, report them to the market admin as soon as possible.
- Collaborate with fellow vendors:** Support each other in maintaining a safe and positive atmosphere and share tips and resources for best practices.

### 5. Emergency Preparedness

It’s important to be ready in case of emergencies, whether it’s a weather-related event, medical situation, or natural disaster. Vendors should:

- **Know the emergency procedures:** Be familiar with the market’s emergency protocols, such as evacuation routes and emergency contacts.
- **Stay calm:** In the event of an emergency, maintaining composure will help both vendors and customers react appropriately.

By taking these precautions, vendors at farmers' markets can help ensure a safe, healthy, and enjoyable experience for everyone. Customers will appreciate the commitment to safety, which will only enhance the sense of community by making farmers' markets a vital part of local life. Stay safe, stay prepared, and keep growing!



## Your ONLINE Presence

By Lakota McGeehee, Communications Director

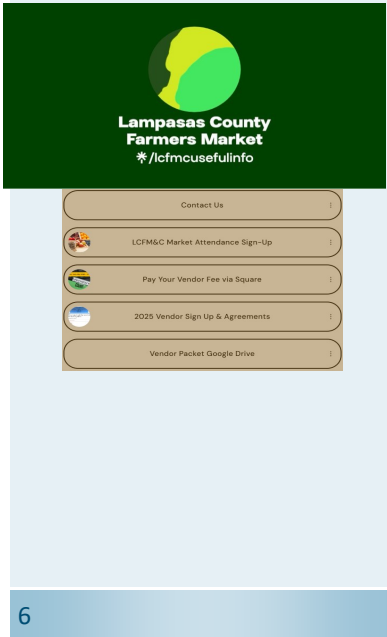
# Tips for being more Visible on Social Media

- Social Media is a very important part of running a small business and it’s probably one of the hardest parts too! So here are some tips to hopefully make it a little easier!
- 1.) **Use visuals**- when posting try using a web designed flyer. (Canva is a wonderful app for this) This will help catch your audiences attention.
  - 2.) **Post Constantly**- This one is tough but it definitely helps you remain visible with the social media algorithms. This also helps your audience engage more.
  - 3.) **Use keywords/ Hashtags**- using relevant keywords/hashtags helps make your content easier to find when someone searches for a similar topic.
  - 4.) **Engage with your Followers**- Respond to comments and answer questions!

Increasing your Social Media Visibility is an ongoing process especially with the ever-changing social media algorithm. But with these useful tips your social media goals will become more achievable.

## Welcome to Link Tree

By Mary Moseid, Treasurer



Vendor resources, all in one place! We have added yet another tool to make your vendor experience more streamlined.

We now have a Link Tree under the handle /lcfmcusefulinfo. The links included here may change over time but, we hope to have a few staples.

Bookmark this site for the following: \*Square payment link for vendor fees \*Facebook page and other contact info \*Vendor rules and disclosures \*Vendor market registration/Check-in

We hope this can be useful for answers to your quick questions, but we are always here for further discussion if you need us!

There are many questions on what you can and can't sell at a farmers market. I get asked all the time why I don't sell cheesecakes. Basically, you can't sell any baked goods that need to be temperature controlled. So, all foods that are perishable like cheesecakes, custard filled pastries and pies, flans, cream pies, and pumpkin pies are not covered by the cottage food law. Below is a condensed list of foods allowed and not allowed. For a more in depth list check out <https://texascottagefoodlaw.com/allowed-foods/>

## Selling food from home in Texas?

### Know the law!

If it's not meat, and you can store it in your pantry, there's a good chance you can sell it as a "cottage food".

#### Allowed

- Any food, excluding meat, that does not require refrigeration to keep from spoiling
- Baked goods (cake, cookies, bread, etc)
- Candy
- Whole, uncut fruit dipped in chocolate or candy
- Coated and uncoated nuts
- Fruit butters, jams, and jellies with a pH of 4.6 or less
- Fruit pies and pecan pies
- Popcorn, cereal, granola, trail mix, snack mix
- Canned, acidified salsa with a pH of 4.6 or less
- Pickled fruits and veggies with a pH of 4.6 or less
- Fermented veggies with a pH of 4.6 or less
- Roasted coffee or dry tea
- Dry mixes

#### Not allowed (examples)

- Any item that requires refrigeration to keep from spoiling
- Beef jerky (meat is federally regulated)
- Cheesecake
- Cream pies or meringue pies
- Flan
- Pumpkin pie or custard pie
- Tamales
- Beverages
- Casseroles
- Meat pies
- Kombucha
- Low-acid canned foods like baby food



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## Our Market: Looking Forward

By Arlene Banks, Co-Coordinator

As we all ready ourselves for another year filled with busy Saturdays I wanted to take you through our growing process and where we hope to be within this year.

We are currently in the process of completing and submitting our application to become a Certified Farmers Market. Acceptance provides us with far more visibility statewide for travelers who look for farmers markets in their travels. There are other perks as well as we become part of a coalition of farmers markets.

We have added a few new items to better serve vendors and the community. Assigned spaces for approximately 40% of the vendors. This was a daunting task and has some tweaking as we collect lessons learned through the process. For now, we will keep the 40% and see how it goes.

Vendor Check-in is another new addition that will prove to be a benefit to vendors and customers alike. The Check-in is currently through Signup Genius and you will have to check in by Thursday morning to get on the published list that will be posted every Thursday evening or Friday morning. This does not mean you cannot setup if you didn't check-in. It just means you will not be on the published list. There is no penalty if you check-in and life gets in the way between Wednesday and Saturday. It happens!

We have also tentatively scheduled more events for the market. These will be published well in advance of the events to spark more community interest. We do know some days we will not be able to run events as they will conflict with other community events, but we don't have all conflicting dates yet.

Saturdays we know we will be closed this coming year are:

APR 26: POSSIBLE date for first Citywide Garage Sale

**\*\*Market would be closed this day\*\***

Hopefully Vendors can buy in to this event

JULY 13-19 SPRING HO WEEK

**\*Market will be CLOSED Jul 19**

NOV 1 or 8: Second Citywide Garage Sale

**\*NO MARKET FOR THIS EVENT\*** Hopefully Vendors can buy in to this event

We are sure to have a few hiccups as introducing new things usually do. But once we all get the hang of newness, we will thrive with them as an addition.

One program we had on the agenda for 2025 that will have to be moved back is the SNAP/EBT program. While this was something we really want to do to open doors for those who are provided food assistance, we simply do not have the means to accomplish it this year. In order for a farmers market to operate SNAP/EBT they are required some "must haves". We must have a separate tent, a dedicated person to man that tent, and EBT equipment. These requirements are beyond our capabilities at this time. We hope for 2026.

