

# Welcome to the 2023 Spring Meeting!



# Agenda

## Welcome and Introductions

### About LFM and the 2023 Season Basics

- 2023 Locations and Dates
- LFM Membership Benefits

### Official Business:

- Fall Meeting Minutes
- Treasurer's Report
- Bylaws Change re: Officer Voting
- Approval of Fees Determined by Board

### Five Season Highlights to Look Forward To

**Post-Harvest Food Safety Briefing** - Sam Boring, Cooperative Extension

**Marketing Workshop Dates and Vendor Survey**

**Questions, Suggestions, or Discussions?**

**Meeting Adjourned**

**Membership Only Sales** – You Plan to Rent Space Daily -  
Must join by March 15 to be in Spring Issue of the Local Food Guide!

**Season Pass Booth Selection by Points System and Sales**





## INTRODUCTIONS

**Your name,  
farm/business name,  
location, what you  
plan to sell at the  
Farmers Market**





**We've rebuilt**

**LexingtonFarmersMarketNC.com**

**Everything Vendors need is under "Sell at the Market"  
including all the handouts from this meeting**

**Every market day will also be included under "Calendar"**



# Planned 2023 Season Dates



**Saturdays at the Depot**  
May 6 - October 14  
8 am – Noon  
plus Nov. 18 and Dec. 2  
9 am - 2pm



**Wednesdays**  
**Behind Conrad and Hinkle**  
June 14 - August 2  
8 am – 12:30 pm



**1st and 3rd Sundays**  
**Weathervane Winery**  
May 21 - September 17  
Noon to 3:00 p.m.



**2024 Winter Market at Bull City Ciderworks**  
1st and 3rd Saturdays January - April, Noon to 3:00 pm  
(possible late 2023 dates TBD)



# In Negotiations for a Second Permanent Location

**Tuesday Evenings, 5-8 ish**

Plan to launch this year **late Spring through Fall**

Backup Saturday location option should Depot District construction become a temporary but significant problem.

Should finalize agreement within the next month or so.

\*Individual insurance *may* be required. We are also working on a liability waiver for all locations.





## 2023 Farmers Market Dates, Locations, Vendor Fees, and Season Passes

2023 LFM Membership is \$100 for the calendar year.

	<b>Depot</b>	<b>Weathervane</b>	<b>Parkway Plaza (Proposed)</b>	<b>Conrad &amp; Hinkle</b>	<b>Lexington Neighborhood Pop-Ups (TBD)</b>	<b>Thomasville Farmers Market Week Day Pop-Ups</b>	<b>Davidson County Winter Market 2023-24</b>
Day of the Week	Saturday	Sunday (1st and 3rd)	Tuesday	Wednesday	Thursday	TBD	Saturday
Time of Day	8 am - Noon	Noon - 3 pm	5 - 8 pm (tbd)	8 - 12:30 pm	Evenings, TBD	TBD	Noon - 3 pm
Start/End Dates	May 6- Oct 14	May 21- Sept 17	Late Spring - Fall	June 14 - Aug 2	Peak Season	TBD	TBD
Day Rate for LFM Members	\$15	\$15*	\$15	\$15*	TBD (\$0-\$15)*	\$15	\$15*
Day Rate for Non-Members	\$25	Members only*	LFM Members only (for 2023 at least)	Members only*	Members only*	Up to TFM	Members only*
Season Pass	\$125-190	\$100	TBD	\$90	NA	TBD	TBD
Season Pass Discount	49%-66% off	25% off	At least \$25% off	25% off	NA	TBD	\$25% off

\* Thomasville Farmers Market members may vend at the LFM member rate of \$15.

*Current as of 3-13-23*



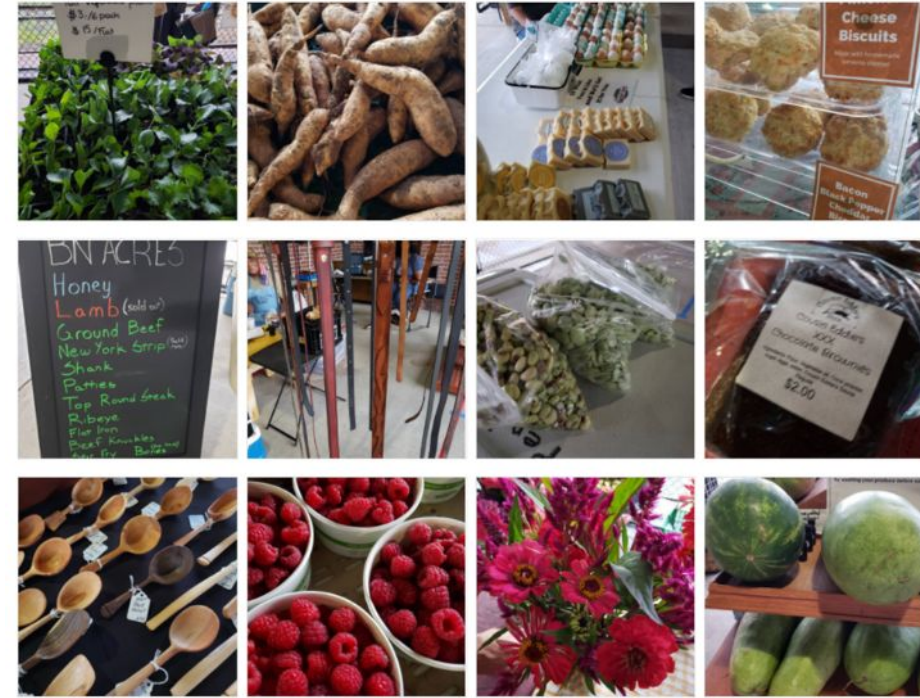
SEE RULES AND REGULATIONS on WEBSITE

# We are a producer-only market.

The Lexington Farmers Market is not a flea market, curb market, yard sale, or your own private farm stand.

You must **grow, produce, make** or **bake** everything you sell, with a few exceptions.

We have two different kinds of vendors:  
**Farmers/Food Producers** and **Crafters**.



- **Farmers** need Cooperative Extension certification – See Sam Boring.
- **Bakers/Preserves** need NC Department of Ag kitchen certification – Google it or see Kivi Miller.
- **Artisan Crafters** need Craft Committee approval – See Bobbi Pinto.



# Conditions for Selling Someone Else's Products

**100% of what you sell must be produced by you.** The only exceptions are:

- **You may represent one other farm at your booth (for a total of 2),** as long as that farm is also (1) certified by the Davidson County Cooperation Extension\* and (2) a paid member of LFM.

-OR-

- **Product is approved in advance** by the LFM Board of Directors for sale (e.g. NC mountain apples, NC coastal peaches, etc.) NC farm products only not being grown locally by another member, and must be approved year to year.

- **Either way, these products MUST** be labeled on your table with the **farm name and NC county** of origin.

**50% Period from Jan 1 to June 14**

**100% Period from June 15 to August 31.**

**50% Period from Sept. 1 - Dec 31**

**Up to 50% of what you sell may be produced by other farms, as long as they meet these criteria:**

- **The product MUST** be from a farm in Davidson, Davie, Forsyth, Rowan, Randolph, Guilford or Montgomery counties. Strongly prefer Cooperation Extension certification, but these farms do not have to be current LFM members.

-OR-

- **Product is approved in advance** by the LFM Board of Directors for sale (e.g. NC mountain apples, NC coastal peaches, etc.) NC farm products only not being grown locally by another member, and must be approved year to year.

-AND-

- **Either way, these products MUST** be labeled on your table with the **farm name and NC county** of origin.

\*The Davidson County Extension agent may accept certifications performed by County Extension agents in Davie, Forsyth, Rowan, Randolph, Guilford and Montgomery counties. However, that paperwork must be given to the Davidson County agent for review and approval.

**At all times, all baked goods, preserves, pickles, relishes, jams and jellies (made in Dept of Ag certified home kitchens), as well as handmade crafts, must be made by the seller. No non-vendor products of these kinds may be sold at the Market at any time.**



# Membership Benefits

See Website for All the Details!

For \$100 per year | Bolded items newer benefits

- Sell at **multiple locations**, on **multiple days**, **year-round**.
- Accept **SNAP EBT and Double Bucks** with no additional fees
- Daily rental and season pass discounts
- Free directory listings in print and online
- **Free email, social media, and PR support**
- **Connecting you with new customers**
- Spotlighting you during special events and demos
- **E-commerce support** for your business
- Right to vote and add your voice
- Ability to offer **pre-order pickups** to customers
- Earn points toward favored space selection at the Depot
- **Additional training and support throughout the year**





## OFFICIAL BUSINESS

- **Treasurer's Report**
- **Fall Meeting Minutes (Handout)**
- **Board Recommended By-Laws Change on Officer Elections and Fee Approvals (Handout)**



# Lexington Farmers Market Statement of Activities

**Fiscal - 2022**

**Revenue -** \$ 95,574.06

***Notable Revenue Lines***

Grant Revenue (Advances) \$ 75,783.46

Depot Rental & Annual Membership Fees \$ 7,000.00

Fundraising Events Revenue \$ 4,341.00

Local Food Guide Ads \$ 2,975.00

includes but not limited to: Dues/Fees, Grant Revenue, Space Rentals, Ads, etc.

**Expenses -** \$ 85,466.70

***Notable Expense Lines***

Managers' Salaries (x2) & Marketing Coordinator \$ 30,799.54

Marketing \$ 9,470.84

Advertising (Newspaper/Social Media) \$ 10,253.56

Printing/Copying (i.e. Local Food Guide) \$ 9,122.72

includes but not limited to: Manager/Marketing Salaries, Bookkeeping Expenses, Advertising, Supplies, Taxes/Fees



## OFFICIAL BUSINESS

- **Fall Meeting Minutes (Handout)**
- **Board Recommended By-Laws Change on Officer Elections and Fee Approvals (Handout)**



# Bylaws Change Re Officer Elections

## Proposed Language:

Article IV, Section 2. Election of Officers.

The officers will be elected by and from **Members at the Fall Annual Membership Meeting and those Members voting online within three days of the Fall Annual Membership Meeting.** The offices to be filled will be President, Vice-President, Secretary, Treasurer, and Historian. **Votes will remain anonymous, but the Secretary will record who has voted at the meeting and will invite only those who have not voted in person to vote online.**

A. Officers must be elected by **the majority of Market Members represented at the meeting and those voting online with three days of the meeting.** The President and Vice-President will be elected in years ending with odd numbers. The Secretary, Treasurer, and Historian will be elected in years ending with even numbers.



# Membership Approval of Fees Determined by the Board

**According to the bylaws, “Fees will be determined by the board of directors each year and approved by the membership.”**

**After careful consideration, the LFM Board of Directors determined the following fee structure for 2023.**

**Annual Membership:** \$100 (raised from \$60, set in 2011)

**Daily Rental Fees for members:** \$15 (no change, although it was \$10 at some locations).  
Non-members: \$25 (no change).

**Special Markets like Harvest and Holiday Markets** (regardless of membership\*): \$50  
(an increase from \$35) \*Special markets are included with Season Passes

**Depot Season Passes:** Currently set at \$125-\$190 (no change). Represents 49%-66% off daily rates.

**Season Passes at Other Locations:** Will be no less than 25% off, with the percentage off to be set annually by the board of directors. Passes will be calculated as (Number of Market Days x \$15) - 25% = Season Pass Fee

**FIVE HIGHLIGHTS**  
**to LOOK FORWARD TO**  
**in 2023**

**1. Better Coordination**  
**Among Local Food**  
**Organizations!**





# How Davidson County's Local Food Orgs are Connected

*As of March 2023*



LFM is 501(c)(5)  
ag member nonprofit  
(donations are not tax-  
deductible)



DCLFN is 501(c)(3)  
nonprofit (donations are tax-  
deductible)



TFM is a sole proprietorship

# How Davidson County's Local Food Orgs are Connected

As of March 2023



All 2021 USDA grant funds flow to/through LFM



LFM is 501(c)(5)  
ag member nonprofit  
(donations are not tax-  
deductible)

LFM reimburses TFM for  
grant-related activities as an  
"external partner"



TFM is a sole proprietorship

Outfitters4

Manages accounting, payroll,  
grant reporting.

LFM reimburses DCLFN for grant-related  
activities as an "external partner"

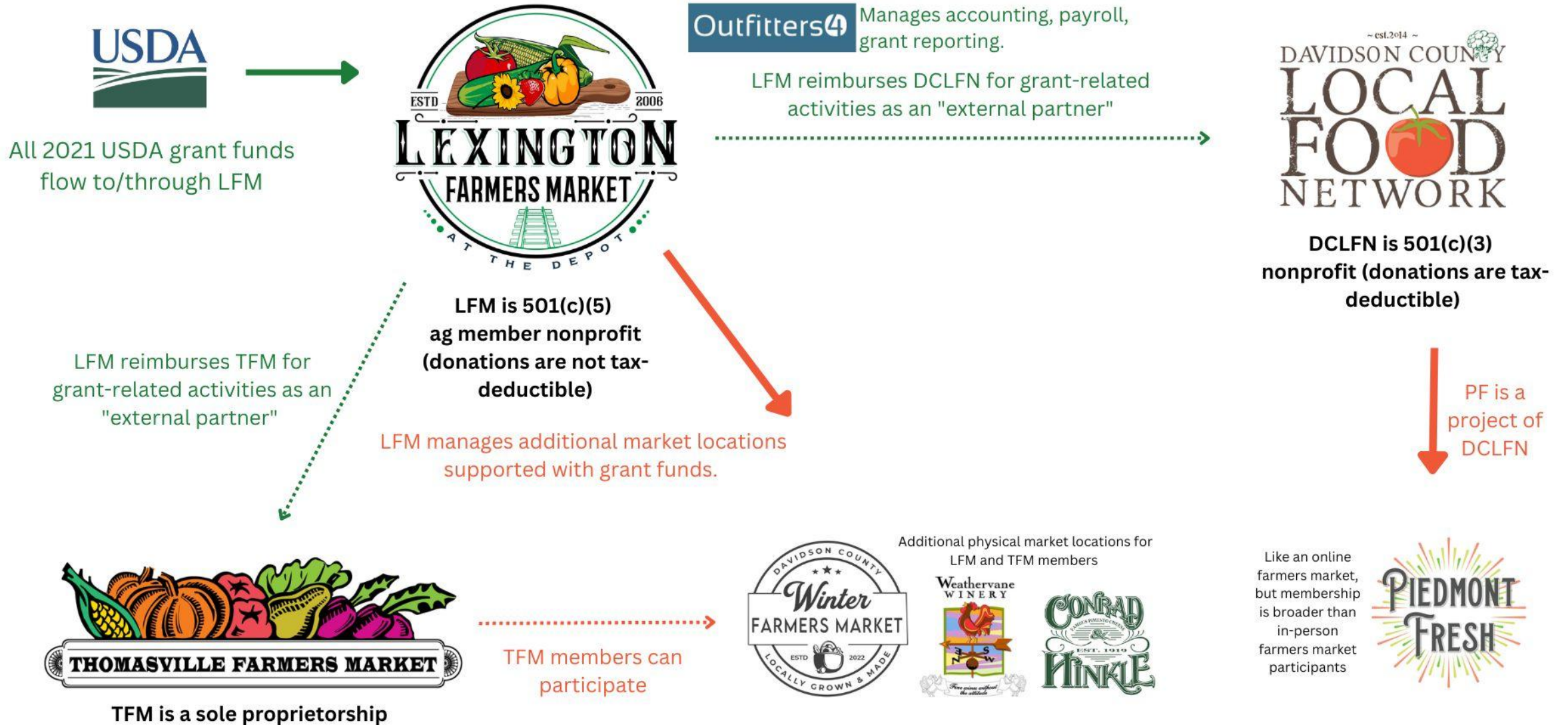


DCLFN is 501(c)(3)  
nonprofit (donations are tax-  
deductible)



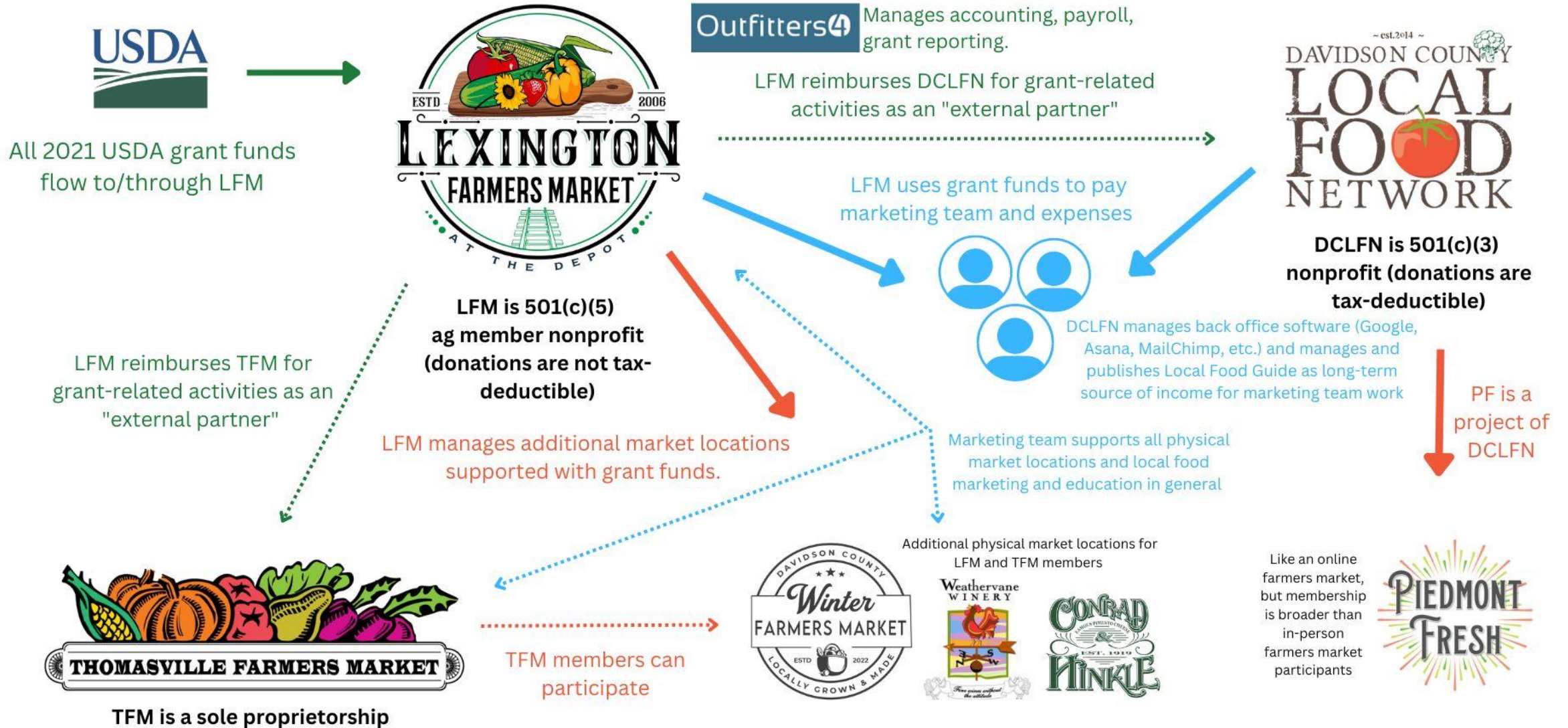
# How Davidson County's Local Food Orgs are Connected

As of March 2023



# How Davidson County's Local Food Orgs are Connected

As of March 2023





# How Davidson County's Local Food Orgs are Staffed

As of March 2023



**Paid Part-Time Employee**



**Unpaid Volunteer**



**Bobbi Potter Pinto, Market Manager**  
**Becca Franklin, Asst Market Manager**

#### **LFM BOARD OF DIRECTORS:**

**Kivi Miller, President**  
**Jennifer Rosecrans, Vice President**  
**Zach Rierson, Treasurer**  
**Jo Ann Dodder, Secretary**  
**Jeff Boyst, Historian/Events**  
**Brittney Pendergrass, At Large**  
**Mark Petruzzi, At Large**  
**Frankie Mefford, At Large**  
**Bob Husted, At Large**  
**Non-Voting Members**  
**Trey Cleaton, City of Lexington**  
**Sam Boring, Cooperative Extension**  
**Beth Leonard, Past President**



#### **GRANT OFFICIALS/KEY STAFF**

**Bobbi Potter Pinto, "Project Director/Key Staff"**  
**Kivi Miller, "Authorized Official/Key Staff"**  
**Grace Kanoy "Key Staff"**  
**Thomasville Market Manager "Key Staff"**  
**Marketing Coordinator "Key Staff"**

#### **LOCAL FOOD MARKETING TEAM**

**Bethany Eley, Marketing Coordinator**  
**Allison Prinkey, Video Content Coordinator**  
**Kaleigh Penland, Intern**  
**Gracey Kanoy, Team Advisor**  
**Kivi Miller, Team Advisor**

**For Events: Master Gardeners and Vendors**



**Mary Herrington, Market Manager**  
**Board Leaders: Joan Wright, Steve Cline**



#### **DAVIDSON COUNTY FOOD NETWORK BOARD OF DIRECTORS**

**Grace Kanoy, President**  
**Eunice Calderon, Vice President**  
**Kivi Miller, Treasurer**  
**Janna Walker, Secretary**  
**Jennifer Rosecrans**  
**Laura Goins**  
**Sara Becker**  
**Sam Boring**  
**Edgar Miller**  
**Cary Kanoy**

**Board nominees: Charity Smith, LuzAngela Shoffner**

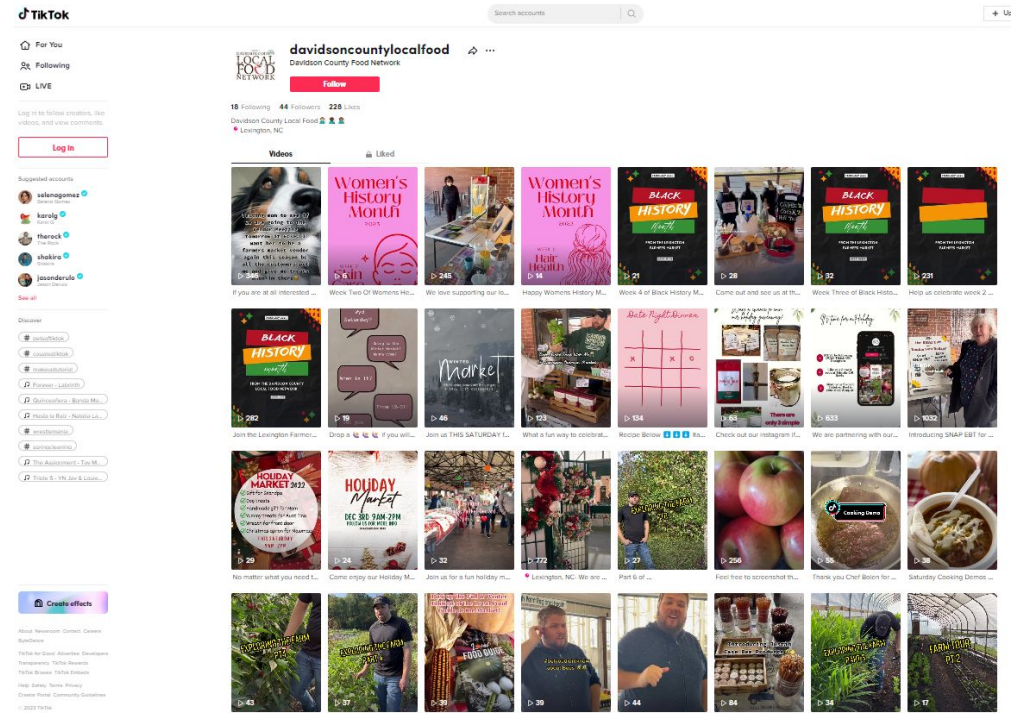
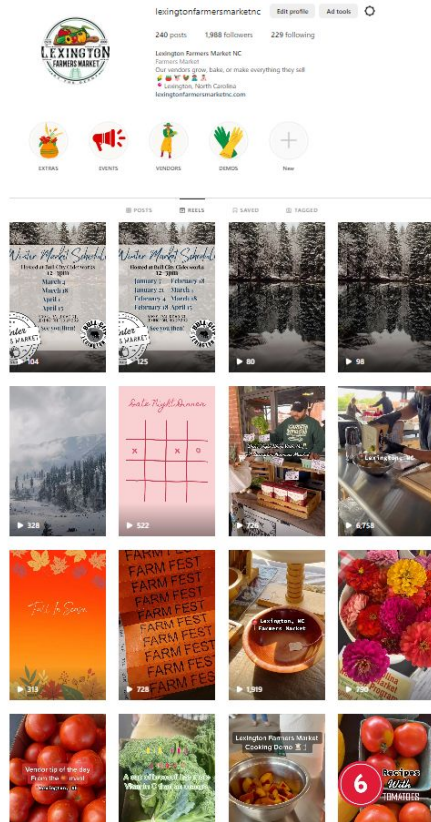


#### **DCLFN & PIEDMONT FRESH STAFF**

**Zach Rierson, Food Hub Manager**  
**Lindsey La Sasso, DCLFN Intern (paid by Center for Environmental Farming Systems grant)**

# 2. Investing in Our Video Strategy

In addition to the Marketing Coordinator, we now have a Video Content Coordinator and a Marketing Intern who both specialize in video content, which will help us reach a younger audience on Instagram and TikTok.





### 3. Adding Billboards to Our Marketing Strategy

Currently at

- Hwy 64 and Marion Road
- Corner of Hwy 47 and #8
- Side of Perfect Blend

Will add more locations during peak season.

This will help us reach people who are not online as much.



## 4. Signature Events on 1st and 3rd Saturdays

- May 6 Opening Day, Strawberry Celebration, Woodworking Demo for Kids
- May 20 Fermenting Demo
- June 3 Big Salad Saturday
- June 17 Blueberry Day
- July 1 Independence Day Barbecue Demo
- July 15 Tomato Madness
- July 29 Sweet Corn Day
- Aug 5 Pepper-Palooza
- Aug 19 Melon Madness
- Sept 2 Squash Celebration
- Sept 16 Pesto Challenge

**Master Gardeners and Vendors can host events on the 2nd and 4th Saturdays.**

**Let Bobbi know what you'd like to work on!**





## **5. Launching a Youth Farmers Program**

To help youth aged 6-17 learn and experience retail sales and customer relations as they consider a career in farming.

**Lexington Farmers Market's Youth Farmers Days Program is coordinated by Jo Ann Dodder.**

**Contact Jo Ann for details and applications.**





# Post Harvest & Food Safety

Sam Boring  
NC Cooperative Extension  
Davidson County Horticulture Agent  
stboring@ncsu.edu  
336-242-2091



**NC** COOPERATIVE  
EXTENSION

**NC** COOPERATIVE  
EXTENSION



NC STATE  
UNIVERSITY

## SEASON EXTENSION FOR VEGETABLE PRODUCTION

Join us to learn about to learn about strategies for extending the vegetable production growing season by using high tunnels, row covers, and plastic mulch.

**THURSDAY, MARCH 23  
9AM-3PM**

Davidson County Extension Center  
301 E Center St, Lexington NC

*N.C. Cooperative Extension is an  
equal opportunity provider.*

*For accommodations related to a disability, contact Troy Coggins,  
troy\_coggins@ncsu.edu or (336) 242-2081*

**REGISTRATION:**  
DUE BY MARCH 10

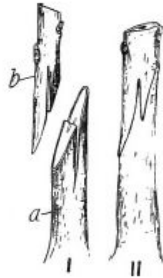
\$15 per person.  
Materials and lunch  
included.

<https://go.ncsu.edu/seasonextension2023>



# 2023 Apple Tree Grafting Workshop

March 21<sup>st</sup> 2023 | 5:00 – 7:30 PM



Davidson County Center  
301 E Center St, Lexington

The class will cover the science and principles behind grafting fruit trees.

This year we will be grafting apple trees. Participants will get the opportunity to graft 2 apple trees each to keep. Varieties include many old Southern apples as well as modern disease resistant types.

**The workshop cost is \$25.00 per person and registration is required.**

Register online here: <https://www.eventbrite.com/e/apple-tree-grafting-workshop-tickets-520574711977>

Or by emailing Sam Boring at [stboring@ncsu.edu](mailto:stboring@ncsu.edu). Registration fee should be paid in advance to secure your spot as space is limited.



## Proper harvest and post-harvest handling methods should not be an afterthought

- Efficiency
- Quality of product for customers
- Food safety



Photo: Oregon State University

# When do you harvest?

- Specific harvest requirements for each crop
- Impact of field conditions and crop management on harvest
- Schedule your harvest day according to the weather and crop.
- What about labor?



Photo: Sara Runkel



# How do you harvest?

- Harvesting equipment: knives, totes, shade, cart, other tools
- Pick the appropriate tools for the job
- Carry all the necessary items with you
- Keep your knives SHARP!
- Handle produce with care to minimize bruising
- Efficiency: Farming often seems to be simply about moving things from one place to another. Do it with the least amount of time and effort. Plan ahead.



# What happens after you harvest?

- Can you field pack? How will you reduce field heat?
- Timing of harvest: when will products be delivered to customer?
- Post-harvest processing. What needs to be done? Can you eliminate steps?

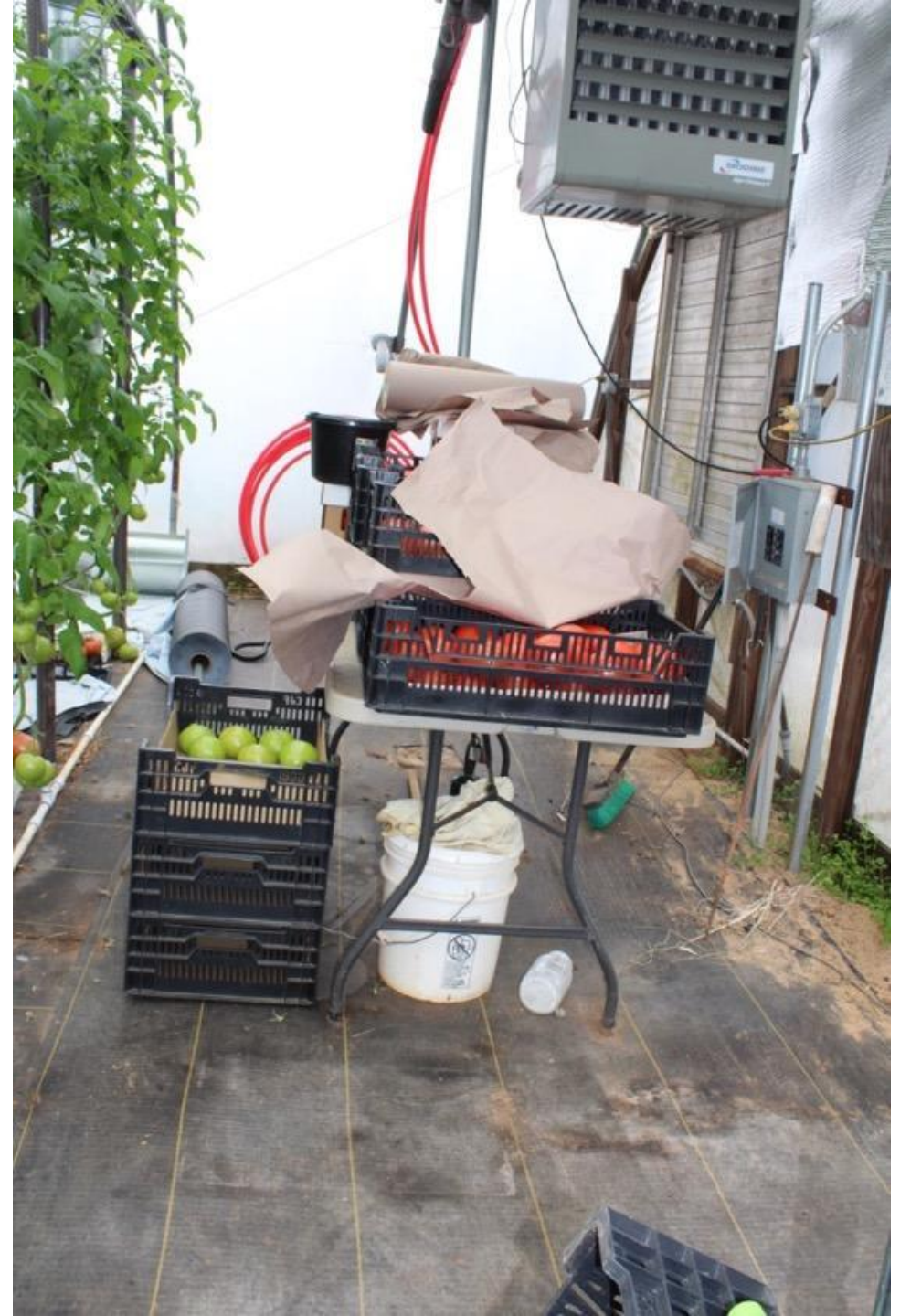


Photo: Sara Runkel



# Post harvest handling

- Set up an area where produce that has been harvested can be staged.
- Cleanliness is important.
- Access to handwashing is critical. Hand sanitizer alone is not adequate.
- Do not wash produce unless you absolutely need to.



## Post harvest handling: How Contamination Is Spread

### Surfaces, equipment and tools

Any unclean surface that contacts produce can harbor pathogens and serve as a source of contamination.





# Pack-house design considerations for food safety & efficiency

Identify food contact surfaces (wash tables, sinks, root washers, screen tables) to:

- Determine if these can be cleaned and sanitized
- Wood can not be sanitized, not ideal but still used

Keep tools and packaging (clamshells, boxes, etc) off the floor.

Use food grade lubricant in any motorized washing and packing equipment.



# Pack-house design considerations for food safety & efficiency

Harvest tools cleaning and storage

Packaging and harvest bin storage

- Only use new boxes or bags for packing clean produce or bins that can be sanitized
- Clearly label bins used for culls or compost – do not use for anything else
- Do you have a place to wash and sanitize harvest bins?



Photo: Sara Runkel





# Removing field heat improves product quality

- Harvested produce still respire, even after being removed from the plant
- Fresh produce cannot replace carbohydrates or water after harvest
- Slow respiration to improve quality
- Respiration cannot be stopped
- Cooling slows the process down

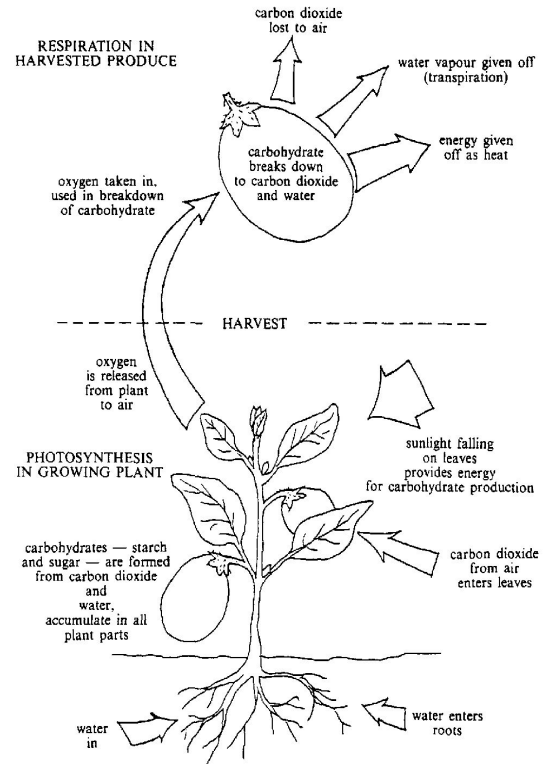


Image: <http://www.fao.org/3/t0073e/T0073E06.GIF>

# Washing produce

- Do not wash produce unless you absolutely need to.
- If you wash produce, use a **sanitizer** in the wash water to reduce the chance of cross contamination.
- Washing produce does not disinfect or sterilize the fruit or vegetables.





# Washing produce

- Use “city” water or well water to wash produce.
- Never use surface water (from a pond or creek) that has not been treated to wash produce.
- Plan for water supply sufficient to change wash water frequently in tanks.
- Keep hoses off the floor.
- Use a separate sink for hand washing if possible.



# Cleaning, storing bins and other food contact surfaces





# Post-harvest packaging

## Considerations:

- Buyer needs
- Reusable containers – Can they be easily cleaned and sanitized?
- Single use containers – wax boxes, bags, pint/containers, rubber bands, twist ties, etc.
- CSA options



Photo Sara Runkel

# Post-harvest storage

## Short-term vs. long-term

- Where is it?
- What are you storing?
- What's the temperature?
- What is the humidity?
- How long will you keep things there?
- How is it organized/  
accessed?





# Cooling considerations for quality and safety

- Temperature
- Humidity
- Ethylene
- Keep bins and boxes off the floor
- Keep coolers clean
- Look for drips and condensation



# Post-harvest transportation

- Quality and safety maintained until the customer has it in hand. Clean, dry area to transport produce is required.
- Different concerns for different sales outlets: market, CSA, wholesale



Photo: Oregon State University, Lynn Ketchum



# Marketing How-To Workshops

## 6-7 pm at Ag Center

- Tuesday, March 28 – Creating Your Own Graphics for Spring in Canva
- Tuesday, April 4 – Practice Doing Facebook Live and Reels (in Private!)

**Everyone, Please Complete the 2023 Member Survey and Return to Bobbi!**





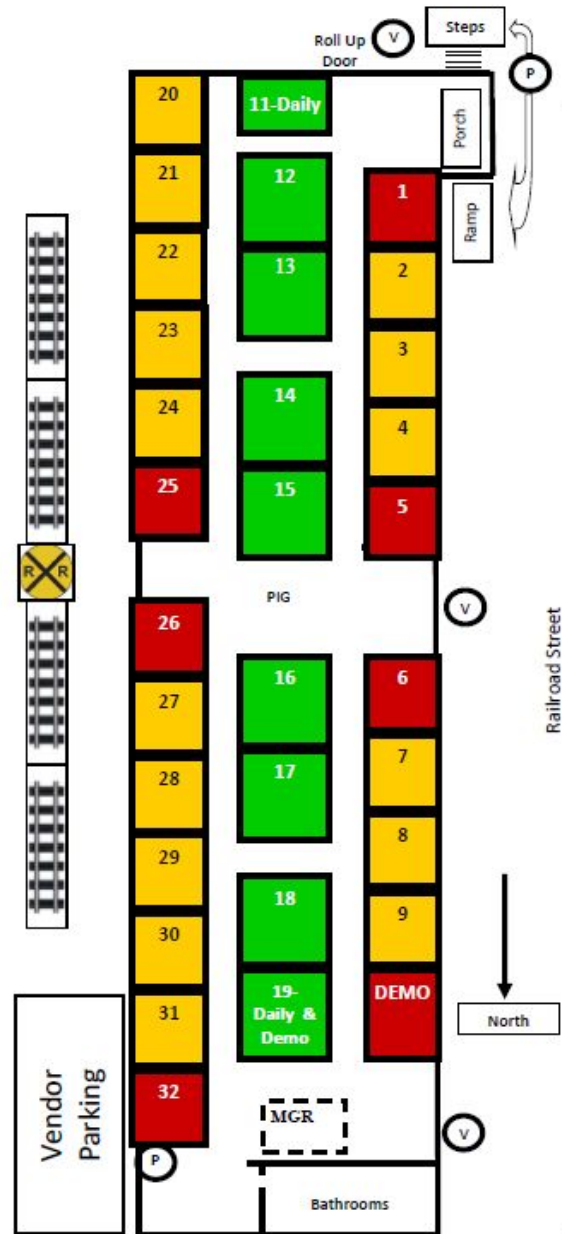
**Any Questions or  
Discussions?**

**Meeting Adjourned.**

**Memberships, Then  
Season Pass Booth  
Selection.**







**V** Vendor loading & unloading areas

**P** Pedestrian Entry

**■** (7) Center Vendor Spaces

- 10' wide x 11' long (3 sides exposed)
- 32' exposure
- Rental Cost Full Season \$190 (49% off full price)

**■** (6) Corner Vendor Spaces

- 9' wide x 9' long (2 sides exposed)
- 18' exposure
- Rental Cost Full Season \$160 (57% off full price)

**■** (16) Edge Vendor Spaces

- 12' wide x 9' long (1 side exposed) 12' exposure
- Rental Cost Full Season \$125 (66% off full price)

Season Passes Include the Harvest and Holiday Markets. When not vending, your Season Pass space may be rented to a daily vendor.

**DAILY RENTALS**

Member \$15/Sat Non-Member \$25/Sat

\*\*Market Manager will choose booth for daily rentals\*\* Tables \$5/day Scale \$10/day

2023 Season Pass and Daily Rental Map

Southern Lunch Restaurant

# Space Selection Order Based on 2022 Points

**Bobbi Can Invoice You and You Need to Pay Within 2 Weeks.**

**You can pay online or mail checks to Lexington Farmers Market, P.O. Box 1321, Lexington, NC 27293**

- Crossings - Jennifer and Ben Rosecrans
- Rabble and Rise - Kivi and Jianna Miller
- Will Wright
- BN Acres / Jeff Boyst
- Southern Style Creations - Jo Ann Dodder
- Beth's Cuts & Curbits / Beth Leonard
- Rierson Farm - Zach and Monica Rierson
- Camara Soaps - Michelle Barlow and Bobbi Pinto
- Kepley's Hand Carved Spoons / Tad Kepley
- Lockitup Leather / Dennis
- Leonard Farm / Jessecca Leonard
- Apron Cookie Shoppe / Teresa Kohler
- Just Jo / Jo and Tony Roberts
- Davidson County Woodcarvers / Charles Mabry
- High Rock Nursery / Thomas and Seth Penniger
- H & H Farm, Chris Huelin
- Miller Farm / Mike & Adam Miller
- Blue Butterfly Flower Farm / Mimi Johnson
- Grey Fox Soap / Amy Holmes
- Bam Snacks / Mark and Allison
- SandyCreek Farm / Brenda Garner
- Young Farm / Leslie and Robbie
- Papa Ted's Workshop / Ted Schoonmaker
- Red Square Designs / Elena & Todd
- Hillcrest Farm / Mark Parsons
- Huffmans Fresh Veggies / Darien Huffman
- Motherland Inspirations / Patsy Matthews
- Hyde Farm / Lane Hyde
- Creations by ThreePac / Cynthia
- Pretzel and Cookie / Brook Nelson
- RM Wooden Wares / Rob Wall
- Flatbed Farm / Les and Stacey Senters
- Pig Out Farming / Emma Johnson

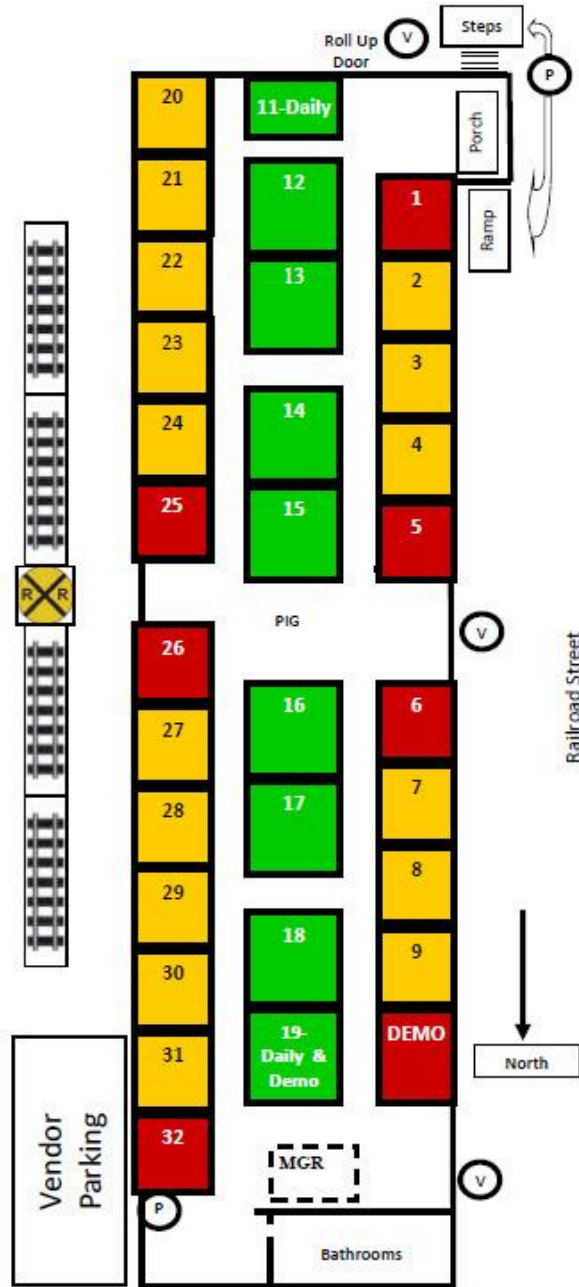
Anyone who has vended at Winter market

Anyone who vended at Depot

Anyone else



- 20.
- 21.
- 22.
- 23.
- 24.
- 25.
- 26.
- 27.
- 28.
- 29.
- 30.
- 31.
- 32.



2023 Season Pass and Daily Rental Map

11. DAILY

12.

13.

14.

15.

16.

17.

18.

19. DEMO/DAILY

1.

2.

3.

4.

5.

6.

7.

8.

9.

10. DEMO

- 32 spaces total
- 3 reserved for demo area / daily rentals
- 29 may be rented as season pass spaces (2 space max)
- No more than 7 spaces may be sold as season spaces to artisan crafters (25%)