

Market Master's Suggested Roles & Responsibilities

The market master (manager) is responsible for the day-to-day operation of the farmers' market. The role of the market master may vary from handling the basic operation of a market, to developing the market and coordinating special activities, along with handling any conflicts that may develop.

Qualifications of the market master

1. Good communication skills and relates well with others.
2. Good organizational skills, responsible, and capable of carrying out a variety of duties at the same time.
3. Good leadership skills and the ability to guide and maintain the stability of the market.
4. Is willing to accept the market master position as their sole responsibility.
5. Has a thorough understanding of the regulations and ordinances governing the farmers' market, and the effect those rules have on the operation of the market.
6. Good decision-maker, with the ability to make quick, accurate decisions and stand by them.
7. Reliable and punctual.

Responsibilities of the market master

1. Acts as the administrator of the market, exercising general supervision over the market and its activities. Keeps the operation of the farmers' market running smoothly and effectively.
2. Be familiar with state and local food regulations and requirements.
3. Interprets market rules and regulations. Makes necessary judgments and decisions if questions or concerns arise.
4. Enforces all farmers' market rules, regulations, ordinances and codes.
 - a. Monitors activities within the market.
 - b. Ensures all market activities and events comply with stated guidelines.
 - c. Takes disciplinary action when necessary.
5. Mediator
 - a. Settles disputes in the market.
 - b. Deals with complaints.
 - c. Accepts suggestions.
 - d. Works to achieve equitable and fair decisions.
6. Communication and information link between all facets of the market development and operation.

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- a. Keeps vendors aware of market policies, activities and promotions, serves as a liaison between the market and other businesses and organizations.
 - b. Responds to all consumer inquiries and complaints.
7. Responsible for handling market fees.
- a. Collects stall fees from vendors.
Seasonal fees: A vendor pays a set rate to reserve a specific stall for the duration of the farmers' market season.
 - b. Responsible for handling market fees.
8. Assigns stall to each vendor.
9. Serves as quality control person for the market. All products must comply with the food guidelines developed for the market. Only top quality products should be sold through the farmers' market.
10. Works with growers to encourage an adequate quantity and a broad variety of products each market day. The market master provides information as to which products are in high demand and/or in low supply.
11. Ensures that all required forms dealing with the operation of the farmers' market are properly filled out and filed. Crop plan, insurance, and any required licensing should be included.
12. Arranges for someone to be responsible for the market during any absences, and gives vendors prior notice.
13. Maintains a clean and attractive market at all times.
- a. Ensures that the market area is properly cleaned up at the end of the day.
 - b. Enforces penalties on vendors who do not leave their stall area clean.
14. Develops and prepares emergency plans. As leader of the farmers' market, the market manager should always be prepared for emergencies.
- a. It is advisable that she/he have quick access to a first-aid kit and a fire extinguisher.
 - b. Knowledge of first aid and CPR is beneficial.
15. May develop and maintain a consumer information booth at the farmers' market.
- a. Displays point of purchase information.
 - i. Supplies nutritional information of specific products.
 - ii. Offers recipes, preparation, and storage ideas.
 - iii. Provides food samples, protected and served in conformance with state regulations and approval of the local health department, allowing the consumer to see and taste a product.

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