

# TCCFMA Member Monthly Newsletter



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March 2008

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*This is the first edition of a monthly in-market newsletter. The goal is to keep all of our members informed of what's going on at the market. It will be distributed on the second Saturday of each month. Both e-mail and ground mail copies will be sent out according to each vendor's communication preference. Please let me know if you have anything to include in the newsletter.*

- 1. First Quarter Report-** January marked the end of the 2007/2008 First Quarter for the market. Our numbers are up. We ended the Quarter in the black, which is unprecedented for the winter months. Stall Collection showed a 25% increase over last year. Membership Dues collection also showed a significant increase.
- 2. Membership-** The deadline to renew TCCFMA was extended until March 15<sup>th</sup>. After that date, if membership has not yet been renewed, the market cannot guarantee any previous member a space or that their commodity will not be replaced by another membership. In the past members renewed when they were ready to come to market. This policy has been changed in order to better manage the available spaces of the market and balance the commodities being sold. We are receiving a lot of new Membership applications and we want to maintain a diverse assortment of vendors for our clientele. When returning to the market, please check with Paige to be assigned your stall spot.
- 3. VTD Article-** If you have not yet seen it, don't forget to check out the FOOD section of the *Visalia Times-Delta* on the Fourth Wednesday of each month. Our Farmers Market monthly column started in January and will run throughout the year. Each article features information about our market and highlights seasonal produce. The intent of the article is to educate readers about the importance and value of Farmers Markets and to encourage them to shop the market.
- 4. Quarter Newsletter-** In addition to this Members Monthly Newsletter, the Market has started to publish a Quarterly Newsletter available for our customers. I will distribute copies of the Newsletter at the Saturday market for vendors to give to customers. I will also e-mail out an on-line version. Feel free to print it out and distribute it wherever you can. This distribution method was chosen over mailing in order to save money on postage. The more we get our name and information out there, the better!
- 5. New LOGO and Slogan-** Did you notice the new logo and slogan in the heading of this Newsletter? We held a contest amongst our customers and this design was chosen as the winner. It's simple design looks good in color and black and white, which is important for printing costs! This logo and slogan will be used in our advertising to create a professional and current image.
- 6. Thursday Market-** The Thursday Market season was expanded in accordance to Daylight Savings time. We will open next Thursday March 13<sup>th</sup> and go until October 30<sup>th</sup>. All vendors are invited, but not required, to start at this earlier date.
- 7. By-Law Meeting-** A special meeting to adopt an updated version of the TCCFMA by-laws will be held soon. You will receive an announcement in as soon as a date is set.

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