

INTRODUCING THE “BUY DIRECT”

MARKET MASTER CERTIFICATION PROGRAM:

A Farmers’ Market allows local growers to bring a portion of their personally raised products directly to the public. This practice has given rise to the popularity of Farmers’ Markets in general as the public seeks fresher locally grown produce and are often willing to pay a premium based on the common belief that they are purchasing straight from the small private grower. The strength of the Canal Winchester Farmers’ Market rests on our credibility with the public. While we support state-wide agriculture by permitting sale of Ohio-grown produce from a variety of sources, it has been a growing concern that the buying public may be under the belief that they are in fact buying directly from the grower due to the simple fact that we are registered as a “Farmers’ Market” rather than a marketplace. To that end, we are implementing a Market Master “Buy Direct” certification program for produce.

Here’s how it works: Any produce vendor who wants to be certified will make an appointment with Market organizer, Karen Stiles (614-270-5053) after crops have emerged for a physical site visit to confirm that:

- 1) the products being grown by the vendor are on land owned/controlled by the vendor and ...
- 2) that packaging methods used on the farm are consistent with packaging used at the market.

Once the fields and operation are confirmed, a sign (see below) will be issued to the farmer/produce vendor for display at his/her booth for the season.

**MARKET MASTER
CERTIFIED** ✓

