



**YELLOWKNIFE
FARMERS
MARKET**

HARVESTERS TABLE HANDBOOK



**So you want to start your own Harvesters Table?
THIS HANDBOOK WILL SHOW YOU HOW TO DO IT!**

What is a Harvesters Table?

It's a market stall where backyard gardeners and wild harvesters can sell their excess produce, flowers or berries. The table is managed by a Coordinator who accepts the items, packages them, prices them and sells them on the harvesters' behalf, with the majority of the proceeds going back to the harvester. It's also a place where harvesters can try out being a vendor, by choosing to support the Coordinator behind the table.

The Harvesters Table was created by the Yellowknife Farmers Market (YKFM) to:

- Make locally grown produce more available for the community
- Provide a bridge for local harvesters to sell their produce
- Reduce food waste from locally grown produce

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Industry, Tourism and Investment*



HOW DOES IT WORK?



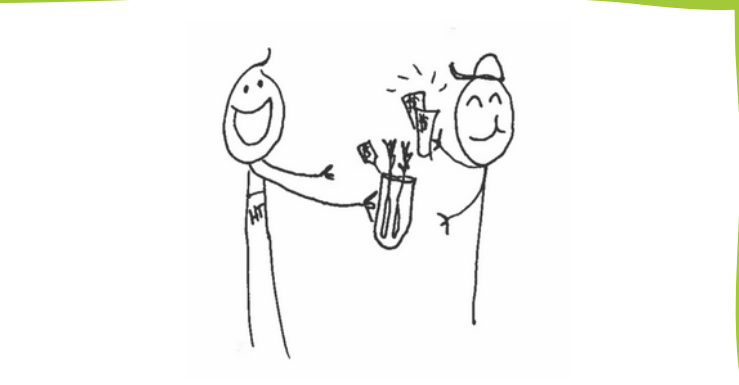
STEP ONE:

Backyard gardeners **harvest** their produce, flowers and berries, **wash** them with municipal water, and **deliver** them to the Harvesters Table before the event begins.



STEP TWO:

The Harvesters Table Coordinator will **package, price and display** the produce so that it's ready for sale. The Coordinator will also ask the harvester to fill out a form with their contact information and a list of the items that were brought to the table.



STEP THREE:

During the event, the Harvesters Table Coordinator will **sell** the produce to customers and keep **track** of what was sold and who grew it.



STEP FOUR:

When the event ends, the Harvesters Table Coordinator will **tally** up how much each harvester sold and give the harvester their profits, as well as any produce that did not sell. Harvesters can choose to donate excess produce to local charities.

HOW TO START YOUR OWN!



1

FIND YOUR TABLE A HOME

Reach out to organizations that could be home to the Harvesters Table: this could be a farmers market (like in Yellowknife), or a community garden society, or the economic development arm of your Indigenous government, or any other group that has an interest in economic and community development.

2

MAKE A PLAN

Pick a date, a location and time. The Harvesters Table could run during another community event (with permission from the organizers) or as a planned pop-up event in an area with high-foot traffic, like in a store parking lot or near a community building. Make community connections to help you pick the best fit.

3

GATHER & PREPARE

Using the list on page 4, purchase and gather your supplies; print the paperwork on page 6; and start recruiting backyard gardeners using the example social media posts on page 10, as well as posters and word of mouth. If you know a gardener in your town, reach out to them for suggestions of who to talk to!

4

GET THE WORD OUT

Once you have a plan, your supplies and a few committed harvesters, it's time to advertise! Print the poster template on page 11 or design your own and plaster it around town. Spread the word on social media, on the radio and in your local newspaper or newsletter. Find example social media posts on page 10.

5

RUN THE EVENT

Double check the list on page 4 to make sure you have everything you need in the days leading up to the event and get it all organized so you're ready. Bring all of your supplies to the location, set up your table and be prepared to accept produce from your harvesters.

HARVESTERS TABLE SUPPLIES

Your Harvesters Table can be as elaborate or as simple as you like, but you will need some supplies. **NOTE:** You don't have to buy everything new. Ask around, borrow from other community groups or from friends and neighbours, and be sure to check out your local buy & sell page or thrift shop.



Item	Estimated Cost	Where to Source:
Market tent / canopy	\$150 - \$300	Local hardware store
Folding tables (2)	\$80-\$200	Local hardware store
Folding chairs (2)	\$40-\$100	Local hardware store
Tablecloths (2)	\$15-\$50	Local hardware, kitchen or home supply store
Banner with logo	\$25-\$300	Make a homemade one with construction / office paper or contact a local sign making company
Cooler	\$55-\$20	Local hardware or grocery store
Cooler thermometer	\$10-\$35	Local hardware store
Display baskets	\$0-\$60	Second-hand or thrift store, or purchase from a local craft or home supply store
Containers: paper bags, clear compostable bags, elastics, baskets	\$25-\$150	Local grocery store or online produce package supplier
Display signs: for pricing	\$0-\$200	Make a homemade one with recycled materials or purchase from a craft or hardware store or from a local sign making company
Sandwich board	\$0-\$100	Make a homemade one with recycled materials or purchase from a craft or hardware store or from a local sign making company
Cash box (with a float)	\$30-\$100	Local office supply store
Notebook	\$10-\$25	Local office supply store
Harvesters Information Form: Print from the Handbook	\$10-\$50	Print them yourself or have a local printing company print them
Other decorations	\$0-\$150	Use homemade / recycled materials or purchase from a local craft supply or homewares store
Food Safety Supplies	\$50-\$100	Hand sanitizer, masks, aprons, disinfectant spray and paper towels
Estimated Supply Costs:	\$620-\$2,420	

PERMITS & LICENSES

In order to run a Harvesters Table, you may require permits, insurance and a business license. Below is a list of things to accomplish before you organize your event.

FOOD ESTABLISHMENT PERMIT

Contact the Environmental Health Officer in your community to find out if you will require a Food Establishment Permit.

- You can apply for a temporary (less than three weeks), seasonal (three weeks to four months) or annual (one year) permit.
- To apply, fill out the [online form](#) on the Health and Social Services page of the [GNWT website](#).
 - NOTE: There are some sections of the form that you do not need to fill out.
 - For example: If your harvesters are only bringing raw fruits and vegetables, you do not require hot holding trays or electricity.
 - If you have questions about the form, ask the Environmental Health Officer. They are there to help!
- It can take 1-2 weeks for the permit to be processed, so start the process early.

FOOD HANDLING CERTIFICATE

When you contact the Environmental Health Officer, ask if you are required to have a Food Handling Certificate.

- If yes, these courses are often available online. You can find out more information on the [Health and Social Services page](#) of the GNWT website.

INSURANCE & BUSINESS LICENSE

If you partner with a local organization, they may already have insurance and a business license. There are different regulations for business licenses depending on what community you are in.

- Check with your municipal or Indigenous government office.



FUNDING

As you can see from the Supplies List on page 4, there are some costs associated with running a Harvesters Table.

There may also be additional costs for your permits and business license, and potentially for hiring someone to coordinate the table.

To help with those costs, there is funding available through the GNWT that may help you get your Harvesters Table off the ground.

Visit the [Industry, Tourism and Investment programs page](#) on the GNWT website for more information about potential funding opportunities.

HARVESTERS TABLE VENDOR INFORMATION FORM

HARVESTER/GARDENER INFORMATION

Harvester's Name: _____ Date: _____

Address/location of growing space¹: _____

Phone Number: _____ Email address: _____

Harvester's signature: _____

DONATION AND SELLING OPTIONS (Select One)

- Donation (Harvesters donates proceeds to the Harvesters Table)
- We Sell for You (25% to Harvesters Table 75% to Harvester)
- Experience being a vendor (10% to Harvesters Table 90% to Harvester)

VEGETABLE, BERRY, AND WILD HARVEST DETAILS

List each type of item that is being brought to the Harvesters Table

Item	Quantity	Price	# Sold	# Unsold	Total Revenue
Ex: lettuce	10	\$5	8	2	\$40
___% to (Organization)					\$ _____
___% to Harvester					\$ _____

Unsold vegetables should be:

- Donated to an appropriate community organization on my behalf
- Picked up by the Harvester at the end of the event

¹Required by Environmental Health Officer.

PRICING PRODUCE



Local growers spend time and money tending to their gardens or harvesting their wild berries and they should be compensated for that effort.

When working with your growers to set prices, consider the quality and uniqueness of the products they are selling and factor in the time and effort it took to grow or harvest each item. You can aim for a higher price than imported produce in grocery stores.

The first season that the Harvesters Table was hosted by the Yellowknife Farmers Market, the coordinator created a rough price list for items that commonly appeared at the table, so that prices were consistent.

TIP #1: Bundle or bag items in amounts that are useful for customers and that are easy for you to measure. Example: use the size of your hand to measure the amount in a bundle or fill bags to the same level.

TIP #2: Customers like whole numbers and deals! Example: you can sell a bundle of herbs for \$3 each or 2 for \$5.

TIP #3: Have clear signage that includes the name of the product, as well as the price.

TIP #4: To ensure you remain consistent, create a spreadsheet and track how much you sold each item for from week to week.



Examples: \$5 for a bundle of rhubarb
\$4 for a package of lettuce

Examples: \$5 for 1lb of tomatoes OR
\$4 for a bundle of mint



DISPLAYING & STORING YOUR PRODUCE



The more attractive your produce looks, the more likely people are to stop at your table and shop.

So, take the extra time to nicely package and display your items, ensuring your table is colourful, clean and inviting for shoppers.

TIP #1: Use twine or elastics to bundle leafy greens like kale or swiss chard and display them in heavy glass jars (like an Adam's Peanut Butter jar) or a vase with cold water.

TIP #2: Or use compostable plastic bags to display your leafy greens, ensuring first that the produce is dry. Leave some air in the bag to keep the produce fresh.

TIP #3: Use paper bags for tomatoes, new potatoes or peas and nicely write on the front of the bag what's inside, as well as the price.

TIP #4: Display items in decorative baskets or bowls and ensure there are signs saying what it is, as well as the price.

TIP #5: If you have a lot of produce, you don't have to display it all at once. Put some in a cooler and, as items sell, bring out fresh produce to fill the holes in your table.

TIP #6: Produce wilts in the heat, so try to keep your table out of direct sun and store items in the cooler until the event starts.

RECRUITING HARVESTERS



What's a Harvesters Table without any harvesters?

Your local growers and foragers are the key to your success.

Below are some tips for getting in touch with the gardening community and recruiting them to take part in your table!

Start Early

Gardeners start planning what to plant in the winter, so if you want them to have something extra to share at your Harvesters Table, you have to let them to know to plant an extra row well in advance. Start advertising and spreading the word in February or March, so people can plan ahead.

Connect with Gardeners

Meet people, tell them about the Harvesters Table and personally invite them to take part! Do you know a gardener in your community? Reach out to them and ask them to help you connect with other local gardeners. Through word of mouth and personal connections, you'll have better success in recruiting gardeners than through just social media and traditional advertising alone.

Host a Learning Event

The Harvesters Table is likely a new idea for people, so think about hosting an event in the early spring to explain the concept, share gardening tips and invite people to take part.

Advertise

Once you've used your community connections to connect with gardeners one-on-one, cast a wider net:

- approach your local newspaper and radio station and ask them to spread the word that you're looking for harvesters to take part
- share social media posts (like the ones found on page 10) on community Facebook pages
 - once you have recruited some harvesters, you could do a short interview with them and use that content on social media to attract others — it could be a video or a written post with a photo of the harvester
- ask to have the information include in community newsletters and sent out using community email lists
- hang posters around town and in public buildings

Social Media Posts

There are two main audiences that you need to speak to about the Harvesters Table: Harvesters & Customers

Below are some **examples** of how you can advertise to each of those target groups.

NOTE: Before sharing these, tailor the text to reflect your own community by filling in the blanks with where the event is taking place, when it's taking place and from what times. It's also a good idea to include a contact email or phone number, in case someone has questions or ideas!

1 HARVESTERS

Do you have a vegetable garden that produces more food than you're able to eat yourself?

If so, we'd love to sell your excess produce at The Harvesters Table! That way we keep those locally grown goodies out of compost and you can make a few extra bucks!

The Harvesters Table will be taking place at the _____ on _____ from ____ to ____.

Harvest your veggies, wash them with municipal water and deliver them to us before _____.

For more info, contact _____.

Share your harvest and make some cash this week at the _____.

Take a look at your garden and see if you have some goodies to part with and then pluck your extras out of the ground on _____, wash them and bring them to the Harvesters Table by _____.

We'll package and price your produce and sell it on your behalf, ensuring that all food grown here is eaten here!

2 CUSTOMERS

Support local gardeners and take home some fresh produce on _____. Visit us at the Harvesters Table from ____ to ____ at the _____.

The Harvesters Table sells locally grown and harvested produce, berries and flowers on behalf of local gardeners, ensuring that all food grown in _____ is eaten in _____.

Do you wish you had access to more locally grown food?

Well, now you do! Come by the Harvesters Table at _____ to purchase produce, berries and flowers grown or harvested right here in _____.

The Harvesters Table is taking place on _____ from ____ to ____ at the _____.

SOCIAL MEDIA TIP:

- **Pair your text with a captivating photo.**
 - Take a picture of a local gardener working their garden. (Local faces help your post get more traction.)
 - Share a photo of fresh produce or berries.
 - Take photos at every event (of your booth, of harvesters dropping off their goods, of customers shopping and leaving with their fresh produce, etc.) and use those pictures for future posts.



HARVESTERS TABLE

**A PLACE TO BUY & SELL
LOCALLY GROWN AND HARVESTED
PRODUCE, BERRIES AND FLOWERS**

