BuffaloGoGreen

MICHIGAN STREET AFRICAN AMERICAN HERITAGE CORRIDOR

Mrs. Frances Nash's GARDEN BASKET

Farmers Market Handbook
April 2023

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Mrs. Frances Nash's Garden Basket
Organizational Structure

Market Name: Mrs. Frances Nash's Garden Basket

Market Location: Parking lot at 136 Broadway Ave, Buffalo NY, 14203

Market Mailing Address: 111 Genesee St, Suite 401, Buffalo NY, 14203

Market Mission: The mission of Mrs. Frances Nash's Garden Basket is to spur economic and community development by promoting local production of agriculture while addressing the health issues that result from systemic neglect and have caused sweeping food deserts throughout the East Side of Buffalo. Black women have used, controlled, and shared spaces to their families and communities advantage for hundreds of years in the US. Mrs. Frances Nash's Garden Basket tells the story of food access and development by Black people in the city of buffalo past and present.

Market Origin: In the 1940s, Mrs. Frances Nash, wife of Rev. J. Edward Nash, nurtured a large vegetable garden in the back of her home at 36 Potter Street. For many years this garden supplied the neighborhood and the Nash's friends with organically grown foods.

In 2022, The Michigan Street African American Heritage Corridor started a new initiative with the support of generous sponsors to provide fresh produce to the residents living and working near the Corridor. Every Tuesday from June through October, the MSAAHCC distributed 30 free CSA's to community members. This free program showed the demand for healthy food options in the Corridor. Many of the program participants stated they wished there was a farmers market or grocery store located within the Corridor. As a result, we are launching a full farmers market in 2023 so that community members have access to affordable food options. We hope you join us!

General Operations: Mrs. Frances Nash's Garden Basket is a farmers market operated by the Michigan Street African American Heritage Corridor Commission (MSAAHCC) in partnership with Buffalo Go Green. The MSAAHCC is a 501(c)(3) nonprofit organization. The market committee is a subcommittee of the MSAAHCC and reports to the MSAAHCC Board of Directors and must adhere to all rules and regulations set forth by them. The market committee can make suggestions to the operations of the market, but must be approved by the MSAAHCC Board of Directors.

The market rules and regulations will be enforced by the market manager. The MSAAHCC provides a staff person to act as the market manager. The market manager is responsible for the orderly and efficient conduct of the market and for implementing and enforcing the Rules and Regulations. The market manager will represent the market and its governing body during market days and in community activities. The market manager will assist both the market committee and the MSAAHCC board of directors in implementing a market budget, establishing market policies, vendor recruitment, collecting fees, establishing the operational schedule, and advertising the market.

The market will be located in the parking lot at 136 Broadway, right next to the Michigan Street African American Heritage Corridor's headquarters. The market will operate every **Tuesday from 3PM to 6 PM** and will run from the **third week in June through the second week of October.**

Management Team: The management team of Mrs. Frances Nash's Garden Basket is a small market committee, no more than 7, that works in partnership with the market manager. Anyone interested in being on the market committee may submit a resume and letter of interest to the committee for consideration. The committee then reviews their submission and makes a decision on their request. Each committee member will be asked to serve a one year term with the possibility to renew for three years. After three years, a committee member must take a one year sabbatical.

The market committee is responsible for providing oversight to Mrs. Frances Nash's Garden Basket and assisting the market manager with implementation. This includes helping to establish market policies, creating the operational schedule, recruiting vendors, and soliciting sponsors. Market committee members are also required to volunteer during market days at least once a month. A position on the market committee is a volunteer position and the roles are not compensated.

Management Team Meetings: The market committee meets once a month during a set time as agreed upon by the committee. Meetings are organized by the market manager, but emergency meetings can be called by any of the committee members. The meetings are presided over by the market manager until a chair for the market committee can be found. The minutes for the meetings are taken by the market manager. The market manager is also responsible for the finances and must submit receipts and reports to both the market committee and the MSAAHCC Board of Directors. Any decisions made by the market committee must be approved by the MSAAHCC Board of Directors. To submit a recommendation to the MSAAHCC Board of Directors for approval, the committee must have a majority of the committee members in agreement to their recommendations. At this point, there are no officers for the market committee.

Full Market Organization Meetings: Regular meetings for Mrs. Frances Nash's Garden Basket will take place twice a year. Once prior to the season start and once at the end of the season. All committee members, MSAAHCC Board Members, vendors and partners are welcome to attend. These meetings will be used to build comradery, address concerns, share feedback, and improve the market. They are organized by the market manager. If an issue arises that requires a full market organization meeting, and of the above listed parties may request a meeting of the market committee. The market committee will determine if a full market organization meeting is necessary and direct the market manager whether or not to call a meeting.

Conducting Business: Mrs. Frances Nash's Garden Basket's budget is created by the MSAAHCC Board of Directors. The market committee can submit their requested budget to the Board of Directors in November of each year for consideration for the following year. The MSAAHCC Board of Directors will take their request into consideration when developing the budget. Sponsorships are encouraged for the Committee to pursue in partnership with the Executive Director and Program Manager.

All conflicts of interest in the management team must be reported to the MSAAHCC Board of Directors. The Board of Directors will determine how to handle the situation..

Any contracts related to the market, such as vendor contracts or city permits, can be signed by the market manager or the MSAAHCC Executive Director.

Insurance for the market will be provided by the MSAAHCC. If the market dissolves, any remaining assets will be absorbed by the MSAAHCC.

Amendments to Governance Documents: Amendments to any market governance documents can be suggested by the market committee and submitted to the MSAAHCC Board of Directors for approval. The MSAAHCC Board of Directors will vote on the amendments.

Mrs. Frances Nash's Garden Basket
Market Rules

Market Governance: Mrs. Frances Nash's Garden Basket is a farmers market operated by the Michigan Street African American Heritage Corridor Commission (MSAAHCC) in partnership with Buffalo Go Green, which is a 501(c)(3). The MSAAHCC is a 501(c)(3) nonprofit organization. The market committee reports to the MSAAHCC Board of Directors and must adhere to all rules and regulations set forth by them.

The mission of Mrs. Frances Nash's Garden Basket is to spur economic and community development by promoting local production of agriculture while addressing the health issues that result from systemic neglect and have caused sweeping food deserts throughout the East Side of Buffalo. Black women have used, controlled, and shared spaces to their families and communities advantage for hundreds of years in the US. Mrs. Frances Nash's Garden Basket tells the story of food access and development by Black people in the city of buffalo past and present.

The MSAAHCC provides a staff member to act as **market manager**. The market manager is responsible for the orderly and efficient conduct of the market and for implementing and enforcing the rules and regulations. The market manager will represent the market and its governing body during market days and in community activities. The market manager will assist both the market committee and the MSAAHCC board of directors in implementing a market budget, establishing market policies, vendor recruitment, collecting fees, establishing the operational schedule, and advertising the market.

General Operations: Mrs. Frances Nash's Garden Basket will be located in the parking lot at 136 Broadway, right next to the Michigan Street African American Heritage Corridor's headquarters. The market will operate every **Tuesday from 3PM to 6 PM** and will run from the **third week in June through the second week of October.**

- Vendors may arrive up to 1.5 hours before the market starts to begin setup and must stay through the end of the market hours.
- Vendors may leave early only under extenuating circumstances and with the permission of the market manager.
- Vendors must notify the market manager n o later than 4 hours before market time if they will be absent from the market.
- No selling is permitted before the official opening time, as announced by the market manager.

Who may sell at the market: The use of the market is restricted to those who are bona-fide growers, producers of homemade products or other vendors approved by the market manager or market committee. Vendors may, on a limited basis, supplement their product line with additional New York State only products, as long as that product is otherwise missing from the market and the market manager has given permission for the supplement. This permission is valid for one season only and must be re-applied for each new season.

- All agricultural products may be sold at the market, including but not limited to locally grown fruits and vegetables, dairy products, meats, flowers, plants, honey products, maple products, eggs, herbs and related products.
- Bakers who have baked the products themselves and who possess the proper licensing from either the NYS Dept. of Agriculture and Markets or their County Dept. of Health.
- Prepared food vendors with a current mobile food service license.
- Products not specifically identified must be pre-approved by the market management.
- All applicable food safety regulations, both state and local, must be adhered to at all times.
- All applicable licenses and permits for products sold must be obtained and kept current. Copies of applicable permits and licenses will be kept on file with the market management.
- All new vendors will be subject to a ninety (90) day at-will probationary period commencing on the first day of selling in the market.

Guidelines for Selling:

- All stall spaces must be swept clean and any refuse removed at the end of each market day.
- All vendors must have a sign clearly showing their name and location.
- Each vendor will be responsible for all equipment and supplies for the setup of a booth. Displays should be constructed in such a way that they do not block customer walkways nor pose any other hazard to customers.
- Vendors who provide samples and/or products that will result in waste material, such as cups, rinds, and corn cobs, must provide containers for waste disposal.
- Vendors are required to keep their market space neat and clear of obstacles, litter and debris.
- All produce displayed for sale must be at least 12” off the ground with the exception of heavy or large items such as pumpkins.
- Sellers must post prices. While it is expected that prices will be fair to consumers, the seller and fellow sellers, collusion among sellers to attempt to influence prices is strictly prohibited.
- No smoking, alcoholic beverages or firearms are permitted at the market.
- No hawking, proselytizing or amplified music is permitted at the market.

- All products offered for sale must be of good quality and condition. The market manager reserves the right to direct any inferior goods be removed from display. Failure to remove products deemed inferior will be reported to the market's governing body and may result in loss of market privileges.
- Each vendor in the market must be directly involved with or knowledgeable about the production of the produce or products being sold at the market.
- All vendors must provide proof of general liability coverage in the amount of $1 million dollars and name the market, the property owner and the market sponsor as additional insured. A current certificate must remain on file with the market.
- Vendors are responsible for the actions of their representatives, employees or agents.

Stall fees and assignment:

- Stalls will be assigned by the market manager on a first come first serve basis.
- Stall fees for the entire 2023 season are **waived.** The Michigan Street African American Heritage Corridor reserves the right to implement stall fees in future years.
- Farmers with a seasonal lease will be assigned a permanent spot for the duration of the season. These spaces will be reserved each year for the seasonal vendor, provided that all stall fees are kept current.
- Reserved market spaces must be occupied at least 30 minutes prior to opening of the market day. After that time, daily vendors will be permitted to set up in those spaces, as assigned by the market manager. Seasonal leaseholders, arriving after that time, will be reassigned to another space for the day.
- Daily vendors will be assigned space by the market manager on a first come first serve basis, as space is available. Space in the market is not guaranteed, nor is it guaranteed that daily vendors will be assigned the same space each week that they are in the market.
- No subletting of a seasonal booth is permitted and rents are not reimbursable, either in whole or in part.
- To ensure the safety of market patrons, any vendor arriving after market opening may be required to set up on the periphery of the market.

Compliance:

- All complaints must be addressed in writing to the Market Manager.
- All other complaints will be reviewed by the market manager in an attempt to resolve the issue. If the manager is unable to resolve the complaint, then a written follow up may be made to the market's governing body. The governing body will address the complaint at the next regularly scheduled meeting. If the complaint is of an immediate nature, the market manager may ask for a special convening of the market's governing body to address the complaint. The decisions of the governing body are final.

- The submission of an application for admission to the market serves as the vendor's agreement to abide by the rules of the market, as established by the market's governing body and enforced by the market manager. Violations of the rules of the market may be grounds for warnings, dismissal from the market, or both.
    - The first violation of the rules will result in a verbal warning by the market manager. Documentation of the warning will be kept on file by the market manager.
    - The second violation of the rules will result in a written warning, given by the market manager. A copy of the letter will be kept on file by the market manager, along with any documentation of the violation.
    - The third violation of the rules will result in a one week suspension of selling privileges.
    - The fourth violation of the rules will result in a two week suspension of selling privileges.
    - The fifth violation of the rules will result in dismissal from the market with no refund of fees.
- At the discretion of the market manager, when a violation occurs that jeopardizes the health of a customer, another vendor, market management or the overall health of the market, the manager may convene the market's governing body to request a suspension of the compliance procedure and call for immediate dismissal from the market. The dismissal will require documented proof of an egregious violation. The vendor will be given an opportunity to review the documentation, prepare a defense and appear before the governing body.
- If after receiving a warning or suspension, a vendor is in disagreement with the market manager over the infraction, the vendor may make a written application to the market governing body to be heard on the issue. Both the vendor and the market manager will appear before the governing body and present their sides of the issue. The decision of the governing body is final.

Mrs. Frances Nash's Garden Basket
Program Plan

Market Demographics: Mrs. Frances Nash's Garden Basket will be a new farmers market on Buffalo's East Side. Buffalo is frequently noted as one of the most segregated cities in America, with a population that is White is 47.1% compared to the USA of 70.4% and 35.2% African Americans compared to the USA of 12.6%. Buffalo also struggles with issues of poverty more than the average American city with 28.3% of Buffalo being below the poverty line compared to USA 12.8%. Youth and African American populations are disproportionately victims of poverty in Buffalo with 42.3% of youth under 18 in poverty compared to USA 17.5% and 39.9% of African Americans in poverty, compared to USA of 21.3%.

Buffalo residents also heavily rely on SNAP benefit programs, with 30.7% of Buffalo is using SNAP compared to USA 11.4%.

Market Solution: Mrs. Frances Nash's Garden Basket will create programs that target disadvantaged populations in Buffalo in order to provide opportunities for healthy practices for all Buffalo populations. These include distributing coupons to youth under 18, providing culturally inclusive cooking demonstrations, and having tours of our historic spaces available for free on select market days.

Program 1: Kids Coupons *(working title, cuter name is being brainstormed)*

Description: A priority of Mrs. Frances Nash's Garden Basket is teaching healthy eating practices at a young age. This is especially important in the City of Buffalo as 42.3% of youth in Buffalo live below the poverty line. This gives them the ability to shop without the burden of spending their own money. The Michigan Street African American Heritage Corridor Commission (MSAAHCC) will provide coupons to kids under the age of 18 that can be spent at Mrs. Frances Nash's Garden Basket.

Funding: An application for $10,000 will be put into the Erie County Children's Foundation. The fund projects that are committed to improving the quality of life for at risk children in the County of Erie. An application will also be submitted to HighMark Blue Cross Blue Shield and the Oshie foundation for this program, as they have funded similar programs of the MSAAHCC in the past.

Roles & Responsibilities: The MSAAHCC Staff will be responsible for soliciting funds for this program by writing the grants and sending out sponsorship requests. The staff will also be responsible for printing and keeping track of the coupons. The vendors will be responsible for collecting the coupons they accept and submitting them to the

MSAAHCC staff for reimbursement. The MSAAHCC will reimburse all the vendors for their collected coupons. The MSAAHCC will provide staff/volunteers to staff the market table where the coupons can be picked up by kids. The table staff will be responsible for keeping track of how many coupons they give out every day.

Promotion: Promotion of the program will be in partnership with the MSAAHCC and our vendors, with the MSAAHCC taking the lead. The MSAAHCC will place paid ads in the Buffalo Challenger and Buffalo Criterion, two local newspapers that serve Buffalo's African American communities. A Public Service Announcement will also be broadcast on WUFO Radio Station, a partner of the MSAAHCC. Additionally, the MSAAHCC will pay to boost advertisements on Facebook and Instagram. Finally, the MSAAHCC will reach out to our contacts at local schools to see if they will send a flier about our program home with their students.

Materials will be created by the MSAAHCC for our vendors to share with their networks. The vendors, if they feel comfortable with the program, will be asked to encourage people with kids to come and shop at Mrs. Frances Nash's Garden Basket.

Program 2: Cooking Demonstrations

Description: The Michigan Street African American Heritage Corridor will partner with Buffalo Go Green to provide cooking demonstrations and recipe cards to customers at Mrs. Frances Nash's Garden Basket on a monthly basis. Buffalo Go Green is committed to addressing food disparities in Buffalo's African American communities and strives to make healthy cooking easy and accessible to all East Side residents. The MSAAHCC will host Buffalo Go Green on a monthly basis to provide demonstrations on how to cook with various products that are in season and available at the Market.

Funding: Funding for food demonstrations provided by Buffalo Go Green will be secured through various sponsorship requests. The target sponsor for this program will be the Buffalo Bills and Independent Health. The Buffalo Bills have sponsored bringing Buffalo Go Green's programs to other neighborhoods throughout the City, and the leaders of Buffalo Go Green feel that they would be supportive of funding another project. Independent Health is another potential sponsor. They sponsored a free food giveaway that the MSAAHCC held weekly in 2022, and indicated they would like to fund other programs that make healthy foods accessible to East Buffalo residents.

Roles & Responsibilities: The MSAAHCC will secure funding for the program with sponsorship solicitation. They will work with Buffalo Go Green to schedule the cooking demonstrations on a weekly basis. Buffalo Go Green will supply the cooking demonstration materials and recipe cards.

Promotion: Promotion of the cooking demonstrations will be provided by the MSAAHCC. It will be included in our paid advertisements on social media platforms and included in all promotion materials put forth to advertise the farmers market. Buffalo Go Green will share the materials provided by the MSAAHCC with their networks.

Program 3: Historic Tours of the Michigan Street African American Heritage Corridor

Description: The Michigan Street African American Heritage Corridor is a collaborative effort on Buffalo's East Side that strives to reinvigorate our historic neighborhoods by lifting up our shared stories of courage, creativity, community and faith through stewardship and promotion of four cultural anchors. Our anchors are the Michigan Street Baptist Church, completed in 1849 it is part of the Underground Railroad, the Nash House Museum, a home where a community was built, the Historic Colored Musicians Club & Jazz Museum, and WUFO Black Radio History Collective. Our anchor organizations are committed to opening to the public for free once a month during Mrs. Frances Nash's Garden Basket, providing customers with the opportunity to learn about the history of the spaces they are shopping in.

Funding: Funding for this program is included in the MSAAHCC operating budget. There will be no additional cost for the anchor to open for historic tours during the farmers market hours.

Roles & Responsibilities: The MSAAHCC will be responsible for promoting the free tours at the Mrs. Frances Nash's Garden Basket by informing customers of the opportunity to explore the historic spaces and directing customers to those locations.

Promotion: Promotion of this program will be provided at the market headquarters table and through various social media posts.

Mrs. Frances Nash's Garden Basket
Marketing Plan

Market Mission:

The mission of Mrs. Frances Nash's Garden Basket is to spur economic and community development by promoting local production of agriculture while addressing the health issues that result from systemic neglect and have caused sweeping food deserts throughout the East Side of Buffalo. Black women have used, controlled, and shared spaces to their families and communities advantage for hundreds of years in the US. Mrs. Frances Nash's Garden Basket tells the story of food access and development by Black people in the city of buffalo past and present.

Market Vision Statement:

- Community access to healthy food produced locally by area farmers.
- Community awareness about where their food comes from.
- A public space where people can gather from different ethnic, cultural, and socioeconomic communities.
- A thriving farmers market that allows community members to shop local and circulating money within their neighborhood, leading to economic growth in the Michigan Street African American Heritage Corridor.

Overall Marketing Goal:

Create a sustainable Farmers Market in Buffalo's historic Michigan Street African American Heritage Corridor.

2023 SMART Goal:

Have 500 people visit Frances Nash's Farmers Basket within the first month of opening the new farmers market.

Core Message:

Mrs. Frances Nash's Garden Basket provides a new way for residents working and living around the Michigan Street African American Heritage Corridor to obtain healthy and affordable food.

Marketing Campaign Headlines:

Shop at Mrs. Frances Nash's Garden Basket to:

- Access fresh, locally grown foods by Urban Farmers within the City of Buffalo.
- Teach your kids the importance of healthy eating.
- Learn where your food comes from.
- Discover something new!

Market Promotion: Mrs. Frances Nash's Garden Basket will be promoted multiple ways that include weekly social media and e-newsletter ads. It will also include advertising in papers that directly serve these communities, specifically there will be ads in the Buffalo Challenger and Criterion. Press releases will also be shared with all local media outlets. Finally, PSA's will be played on our partner radio station Power 9.65 WUFO Radio.

New Weekly Farmers Market in the Corridor

Supporting community development by promoting local urban farms and agriculture.

Every Tuesday from 3 - 6 PM
June 13, 2023 - October 10, 2023
136 Broadway Ave, Buffalo, NY 14203

Food grown locally, available in your neighborhood.

Learn more at
www.michiganstreetbuffalo.org/garden-basket-2023

The History: In the 1940s, Mrs. Frances Nash, wife of Rev. J. Edward Nash, nurtured a large vegetable garden in the back of her home at 36 Potter Street. For many years this garden supplied the neighborhood and the Nash's friends with organically grown foods. In 2022, we started a new initiative with the support of generous sponsors to provide fresh produce to the residents living and working near the Corridor. Every Tuesday from June through October, the MSAAHCC distributed 30 free CSA's to community members. This free program showed the demand for healthy food options in the Corridor. Many of the program participants stated they wished there was a farmers market or grocery store located within the Corridor. As a result, we are launching a full farmers market in 2023 so that community members have access to affordable food options. We hope you join us!

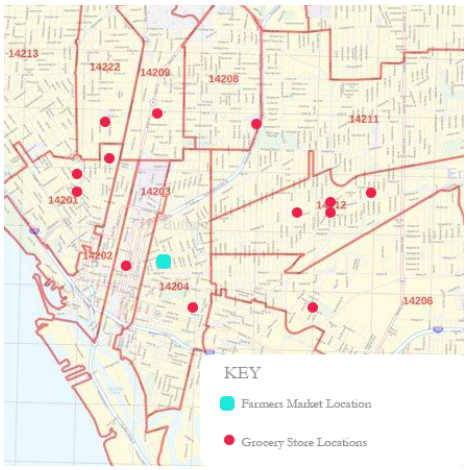
Marketing Calendar

Month	Task	Notes
January	Vendor Solicitation	Confirm with vendors that expressed interest if they will participate in the 2023 market.
February	Vendor Solicitation	Confirm with vendors that expressed interest if they will participate in the 2023 market.
March	Draft Ads	Begin drafting ads for print media
April	Finalize Ads	Finalize print ads for media
May - 3rd Week	Press Release	Announce farmers market with a press release
May - 4th Week	Place Ads	Place first ad in local papers
May - 4th Week	Social Media Ads	Social Media Ads announcing market
May - 4th Week	E-Newsletter	E-newsletter announcing farmers market
June - 1st Week	Social Media Ads	Social Media ad with calendar of programs for the year
June - 1st Week	June - 3rd Week	E-Newsletter with calendar of programs for the year
June - 2nd Week	PSA Radio Station	Run PSA with partner radio station WUFO
June - 3rd Week	Social Media Ad	List of vendors
June - 3rd Week	June - 3rd Week	E-Newsletter with list of vendors
June - Week 3	Press Release	Reminder press release that the market opens this week.
June - Week 3	Social Media Ads	Posts from the Farmers Market opening
June - Week 4	Social Media Ads	Farmers market reminder. Highlight upcoming programs.
June - Week 4	E-Newsletter	Farmers market reminder. Highlight programs. Vendor Spotlight.
July - Weekly	Social Media/ E-Newsletter	Farmers market reminder. Highlight programs. Vendor Spotlight.
August - Weekly	Social Media/ E-Newsletter	Farmers market reminder. Highlight programs. Vendor Spotlight.
September - Weekly	Social Media/ E-Newsletter	Farmers market reminder. Highlight programs. Vendor Spotlight.
October - Weekly	Social Media/ E-Newsletter	Farmers market reminder. Highlight programs. Vendor Spotlight.
October - Weekly	Social Media/E-Newsletter	Announce the end of the farmers market and thank all vendors and visitors on social media and in the newsletter. Ask for a response to a quick survey.

Mrs. Frances Nash's Garden Basket
Marketing Plan Vendor Marketing

Vendor Benefits:

- An affordable new Farmers Market for vendors to participate in, with vending fees waived for the entire 2023 season.
- Opportunity to be a part of a Farmers Market that prioritizes Urban Farmers.
- Opportunity to be a part of the fabric of a growing community experiencing a renaissance



Demographics & Statistics: Partipatiating in Mrs. Frances Nash's Garden Basket gives vendors a unique opportunity to help fill a need in the community. There are four grocery stores located in the five zip codes that surround the proposed market location. None of these stores are large grocery stores like Tops, Wegmans, or Aldis. These zip codes have a total estimated population of 33,271 and an average household income of $40,471 annually. The people living and working in these zip codes are in need of more options to purchase their food. Many of them are forced to go outside the areas they live and work to shop. The data provided is from the US Census and Google Maps.

	14202	14203	14204	14209	14208		Averages
Population	3911	1618	8691	7926	11125		33271
Income	$50,526.00	$42,067.00	$24,518.00	$43,891.00	$41,084.00		$40,417.20
Households	2164	1433	4381	4261	4349		16588

Market Promotion:

Mrs. Frances Nash's Garden Basket will be promoted multiple ways that will benefit the vendors. Promotions will include weekly social media and e-newsletter ads directed at residents living in the zip codes listed above. It will also include advertising in papers that directly serve these communities, specifically there will be ads in the Buffalo Challenger and Criterion. These papers serve Buffalo's African American communities, who predominantly live and work in the East Side zip codes. Press releases will also be shared with all local media outlets. Finally, PSA's will be played on our partner radio station Power 9.65 WUFO Radio.

Vendor Advertisement Example

Accepting Vendor Applications for the 2023 Farmers Market!

Supporting community development by promoting local urban farms and agriculture.

Every Tuesday from 3 - 6 PM
June 13, 2023 - October 10, 2023
136 Broadway Ave, Buffalo, NY 14203

Apply & learn more at
www.michiganstreetbuffalo.org/garden-basket

All local farmers, gardeners, and healthy food producers welcome!

The History: In the 1940s, Mrs. Frances Nash, wife of Rev. J. Edward Nash, nurtured a large vegetable garden in the back of her home at 36 Potter Street. For many years this garden supplied the neighborhood and the Nash's friends with organically grown foods. In 2022, we started a new initiative with the support of generous sponsors to provide fresh produce to the residents living and working near the Corridor. Every Tuesday from June through October, the MSAAHCC distributed 30 free CSA's to community members. This free program showed the demand for healthy food options in the Corridor. Many of the program participants stated they wished there was a farmers market or grocery store located within the Corridor. As a result, we are launching a full farmers market in 2023 so that community members have access to affordable food options. We hope you join us!

Vendors Marketing Calendar

Month	Task	Notes
October 2022	Announce Farmers Market	Announce farmers market with social media posts and press release
November 2022	Visit Vendors	Begin visiting vendors and setting up calls to promote farmers market
January 2023	Follow Up	Follow Up with vendors to confirm their participation
February 2023	Follow Up	Follow Up with vendors to confirm their participation
June - October 2023	Documentation	Document farmers market, showing vendor successes
October 2023	Identify market needs	Create list of successes and areas of improvement in farmers market. Create a list of types of vendors that were missing in 2023
November 2023	Recruit New Vendors	Share data from the first farmers market year to new farmers, highlighting successes and projected outcomes for 2024.
December 2023	Invite Old Vendors	Invite old vendors to participate again in 2024.
January 2024	Follow Up	Follow up with both old and new vendors to confirm participation

Mrs. Frances Nash's Garden Basket
Crisis Management Plan

Mrs. Frances Nash's Garden Basket Crisis Management Plan is an action plan for effective and efficient crisis response. The plan is a framework that establishes parameters of responsibility and authority for crisis and emergency situations at Mrs. Frances Nash's Garden Basket. The plan does not replace common sense, rational decision-making, and concern for the safety of any person within the market. The protection of life and property is a primary concern.

The plan:

- Establishes parameters of responsibility and authority;
- Provides a plan of action in the event of a crisis situation;
- Identifies a core crisis team;
- Establishes a protocol for internal and external communications;
- Provides media guidelines;
- Provides for the care and support of possible victims and their families;
- Establishes an orderly return to normal operations.

In this context, the plan offers the minimal essential procedures and must not be interpreted as all-inclusive. The focus is confined to the management of traumatic incidents and the crisis and post-crisis stage.

WHAT IS A CRISIS?

A crisis situation is any situation that has reached a critical phase or an emotionally significant phase that severely disrupts the routine daily operations of Mrs. Frances Nash's Garden Basket. It may occur at any time or any place within the Market. Emergency situations that may be a potential risk to the Market include:

- Active Shooter
- Fire
- Sustained power loss
- Severe weather (tornadoes, high winds, snow, ice, frozen or broken pipes)
- Civil disturbance
- Bomb threats
- Fatal or serious accidents
- Workplace suicide
- Criminal acts such as robberies, assaults, hostage situations, etc.
- Missing children

Copies of the plan will be maintained in an accessible location at the:

- Michigan Street African American Heritage Corridor Main Office

- MSAAHCC Anchor Offices
- Office of the President, Board of Director

Copies of the disaster plan will also be distributed to:

- Market Manager
- Board members
- Market shareholders and tenants
- Buffalo Fire Department
- Buffalo Police Department
- Individuals or agencies authorized by the Board

CRISIS MANAGEMENT RESPONSIBILITIES

MSAAHCC Executive Director: The MSAAHCC Executive Director is the initial contact for any crisis/emergency situation. He makes an assessment of the situation, provides leadership and control of the crisis response activities, and addresses concerns of the Board of Directors, shareholders, tenants, the media, and the community. The Executive Director is responsible for the safety of all persons on the market property. He monitors or delegates responsibility to monitor conditions and notifies the appropriate parties of any unsafe or hazardous conditions on the market property. Traffic entering and exiting the market will be controlled and monitored to prevent theft, pilferage, and other crime. The Executive Director will work cooperatively with local emergency response personnel and will provide appropriate assistance and support as required.

MSAAHCC Program Manager: Under the guidance of the Executive Director, the Program Manager will monitor conditions and notify the corporate manager of any problems or conditions warranting attention. In the event that the Executive Director is unavailable, the Program Managerwill assume those responsibilities in a crisis situation.

Market Manager: The Market Manager will direct farmers, vendors, and customers to a safe space under the direction of the Executive Director or Program Manager.

MSAAHCC Board of Directors/President: Upon notification by the Executive Director, the President of the Board initiates the notification
process starting with the Board of Directors. The Board President will notify all shareholders and tenants and keep the Board, shareholders, and tenants apprised of response efforts and critical developments.

During a crisis, the Market Manager or supervisor on duty will contact the Executive Director.

- Contact Executive Director, or in the event of absence, the Program Director
    - Executive Director - Terry Alford (716) 435 - 0258
    - Program Director - Audrey Clark (716) 462 - 1734
- Provide accurate information concerning incident
- Consult with Maintenance and/or Security officer as appropriate
- Close section of Market where incident occurred if appropriate
- Provide appropriate intervention for traumatized/injured employees
- Assist in normal return to operations

RESPONSIBILITIES OF EXECUTIVE DIRECTOR

- Coordinates all crisis response activities.
- Contacts Officers, Board of Directors and initiates notification of shareholders, employees, and tenants.
- Works directly with police, fire department, and/or other federal, state, and local authorities.
- Assesses and identifies facility and environmental needs.
- Determines resources needed to handle the crisis and obtains support.
- Coordinate repairs and clean-up with appropriate staff.
- Establishes who and what will be done.
- Manages the information flow to employees, Board of Directors, shareholders, and tenants.
- Responds to all media inquiries. Coordinates all media statements.

RESPONSIBILITIES OF THE PROGRAM MANAGER

- Assume any responsibility that are delegated by the Executive Director
- Assist the Market Manager in directing farmers, vendors, and visitors

RESPONSIBILITIES OF THE MARKET MANAGER

- Notify the Executive Director or Program Manager of the incident.
- Direct farmers, vendors, and visitors under the direction of the Executive Director.

The following script can be followed by the Market Manager or Program MANAGER to help direct people to a safe space.

ATTENTION! THIS IS AN EMERGENCY ALL SHOPPERS MUST IMMEDIATELY LEAVE THE PUBLIC MARKET THROUGH THE NEAREST EXIT GATEWAY.

PLEASE REMAIN CALM.

YOU SHOULD NOT TRY TO RETURN TO YOUR VEHICLE UNTIL DIRECTED BY OFFICIALS ON SITE.

VENDORS AND PUBLIC MARKET PERSONNEL WILL HELP TO DIRECT YOU TO THE NEAREST EXIT GATEWAY.

THANK YOU FOR YOUR COOPERATION.

Mrs. Frances Nash's Garden Basket
Food Safety Policy

Mrs. Frances Nash's Garden Basket follows all the food safety guidelines as outlined by NYS Department of Agriculture and Markets and Erie County Health Department. The policies exist to ensure the safety of the consumer by providing guidelines that protect against foodborne illness and other contaminants.

The policies listed below are guidelines to prevent contamination, but for all the rules and regulations, please see NYS Department of Agriculture and Markets and the Erie County Health Department.

Potential Sources of Contamination: Temperature Outside the recommended temperature, bacteria can grow. Temperature shouldn't be outside the recommended range for more than two hours. Vendors are expected to monitor the temperature of their products. Temperature logs should be kept by vendors, documenting the temperature of the product at the time of departure of the farm and arrival at the farmers market. Temperatures should be monitored throughout the Farmers Market to ensure it doesn't go outside the recommended range for the product. The Farmers Market Manager should make sure all vendors adhere to this policy.

Potential Sources of Contamination: Hygiene Good hygiene is important. Vendors should have clean clothes, hair, and body to minimize the risk of spreading germs. If a vendor is sick, the risk is that illness can be transferred to the customer. Vendors are responsible for their hygiene, however, if the Market Manager notices someone sick or dirty, they should address that concern.

Potential Sources of Contamination: Water Water is a source of bacteria that can contaminate food. Water quality is important. Water is only allowed to be supplied by the City of Buffalo. The MSAAHCC will provide hand washing stations. Vendors are responsible for ensuring they are washing their hands and products.

Potential Sources of Contamination: Animals Live animals can contaminate food through dander, saliva, urine and feces. Animals need to be kept separate from other areas of the market. The MSAAHCC will not allow the selling of live animals. Only service animals will be allowed in the Farmers Market.

Potential Sources of Contamination: Cross Contamination Cross contamination is a risk in many places. This includes on the vendor displays, while transporting products to and from the market, and sampling. To ensure that cross contamination does not occur, vendors are responsible for keeping their product out of reach of animals, pests, debris, and dirt. This means all products should be kept on a display table away from the ground. Customers should limit the amount of touching they do. Vendors have the right to ask customers to stop touching products if cross contamination is a concern.

Other Guidelines

Labeling All labels must follow the NYS Department of Agriculture & Markets Food Labeling regulations. Labels should include the name of the food, the manufacturer, place of production, ingredients, and net quantity of contents. Vendors are responsible for making sure their labels are accurate. Market Managers should make sure all vendors are following the labeling guidelines.

Traceability If food be traceable incase of food borne illness. Vendors should display a sign with their name and address. They should clearly label where their products come from. Vendors need to keep harvest records that can be shared with the Market Manager should circumstances call for it.

Mrs. Frances Nash's Garden Basket
Risk Management Plan

Mrs. Frances Nash's Garden Basket Risk Management Plan is an action plan to help mitigate circumstances that result from unnecessary or preventable risks. The plan outlines various risks that can be identified and addressed before circumstances arise that cause harm to anyone or any property at Mrs. Frances Nash's Garden Basket. The plan is a framework that establishes parameters of responsibility and authority, but does not replace common sense, rational decision-making, and concern for the safety of any person within the market. The protection of life and property is a primary concern.

Risk: Objects that can create potential injury

There are many items at Mrs. Frances Nash's Garden Basket that are used on a regular basis to enhance the experience of the market for farmers, vendors, and visitors. Some of these items also pose potential risk that can result in injury. These include things like tents, tables, and electric cords. It is the responsibility of the Market Manager to assess the grounds of the market prior to opening hours to ensure that these potential risks are being mitigated.

- Tents pose a risk of being blown away by a strong wind or severe weather. The Market Manager should check that every tent is weighted down or secured with ropes to prevent the tents from toppling over and injuring a person.
- Tables and displays pose a risk of toppling over. The Market Manager is responsible for assessing every display to ensure the table is in good working order and that the items on top of it are secured in a way that will limit the possibility of heavy items falling and causing injury.
- Electrical cords and other items that go on the ground pose the risk of tripping. The Market Manager is responsible for ensuring that all cords are taped/secured to the ground, or clearly marked in the event that they cannot be secured. The Market Manager is also responsible for ensuring any other items on the ground are picked up or out of the way to prevent tripping.

Risk: Health Concerns

There are many situations that could cause stress to the health of our farmers, vendors, and visitors. The biggest concern comes in the form of heat stroke or dehydration. Mrs. Frances Nash's Garden Basket takes place in a parking lot on black top, which can get very hot. It is the responsibility of the Market Manager to make sure there is an adequate supply of water on hand in case individuals begin exhibiting symptoms of heat stroke, dehydration, or other heat related health concerns. If an individual is exhibiting these symptoms, the Market Manager should escort the individual to a cool place and call EMS if the situation calls for it.

Risk: Permits, Licenses, & Registrations Mrs. Frances Nash's Garden Basket is at risk of being fined or shut down if appropriate permits, license, and registration papers are not filed. It is the responsibility of the Market Manager to check with the City, County, and State on required permits. It is also the responsibility of the Market Manager to ensure all vendors and farmers are complying with the rules set forth by these organizations. The Market Manager should keep a file of all the vendors permits and licenses approving their business and ensure they are up to date. The Market Manager should also keep a file of farmers and vendors insurance policies.

Incident Report Form

Use this form to report accidents, injuries, medical situations, or behavior incidents at Mrs. Frances Nash's Garden Basket. If possible, the report should be completed within 24 hours of the event. Submit completed forms to the Executive Director of the Michigan Street African American Heritage Corridor Commission.

INFORMATION ABOUT PERSON INVOLVED IN INCIDENT			
Full Name			
Address			
Phone Number		Email	
☐ Staff	☐ Volunteer	☐ Vendor/Farmer	☐ Visitor
INCIDENT INFORMATION			
Date of Incident		Time of Incident	
Emergency Service Notified	☐ Police	☐ EMS	☐ Fire
Incident Location			
Description of Incident (what happened, how it happened, factors leading to the event, etc.) Be as specific as possible (attached additional sheets if necessary)			
Were there witnesses to the incident? ☐ Yes ☐ No Attach a separate sheet with witness contact information if yes.			
Was the individual injured? If so, describe the injury (laceration, sprain, etc.), the part of the body injured, and any other information known about the resulting injury.			
Was medical treatment provided?		☐ Yes ☐ No	

	☐ Refused
If yes, where was it provided?	☐ On site ☐ Urgent Care ☐ Emergency Room ☐ Other
REPORTER INFORMATION	
Individual Submitting Report:	
Signature:	
Date Submitted:	
FOR OFFICE USE ONLY	
Report Received by:	
Date:	
Actions taken:	

Mrs. Frances Nash's Garden Basket
Volunteer Handbook

Welcome to the Michigan Street African American Heritage Corridor! We are so excited to have you join us as a volunteer during Mrs. Frances Nash's Garden Basket.

The Michigan Street African American Heritage Corridor (MSAAHCC) is a nonprofit located on Buffalo's east side that endeavors to integrate the African American cultural significance and impact on Buffalo's history through public engagement, community education that will invigorate, inspire, and enliven cultural appreciation, preservation and community development. **Mrs. Frances Nash's Garden Basket** is a new initiative of the MSAAHCC to increase the accessibility of healthy and affordable produce on Buffalo's east side. The market is named after long-term resident of the Michigan Street Corridor and health food advocate Mrs. Frances Nash.

The MSAAHCC has a small staff that brings a variety of programs to our community. Mrs. Frances Nash's Garden Basket is just one of these programs! With a small team, we rely on volunteers to help make our programs a success. Your involvement in Mrs. Frances Nash's Garden basket is greatly appreciated. This handbook outlines the process for becoming a volunteer and the volunteer tasks you can expect to do while working with us.

Market Mission:

The mission of Mrs. Frances Nash's Garden Basket is to spur economic and community development by promoting local production of agriculture while addressing the health issues that result from systemic neglect and have caused sweeping food deserts throughout the East Side of Buffalo. Black women have used, controlled, and shared spaces to their families and communities advantage for hundreds of years in the US. Mrs. Frances Nash's Garden Basket tells the story of food access and development by Black people in the city of buffalo past and present.

MSAAHCC Staff Contact Information:

Audrey Clark Program Manager & Market Manager	P: (716) 462 - 1734 E: aclark@michiganstreetbuffalo.org
Terry Alford Executive Director	P: (716) 322 - 1002 E: talford@michiganstreetbuffalo.org

Getting Involved: The first step to volunteer with the MSAAHCC for Mrs. Frances Nash's Garden Basket is to decide how you would like to be involved in the market. Below is a list of volunteer jobs we are currently recruiting for.

- **Set-Up/Tear Down Volunteers:** Every week we will need volunteers to assist in putting up our market tents, tables, and chairs. These volunteers are critical to the market's success. Volunteers can expect to spend 1-2 hours assisting with setup and tear down. These shifts are available to sign up on our website.
- **Market Main Table Volunteers**: Volunteers for our main table provide friendly customer service and engagement to our customers. When you volunteer at our main table, you will be expected to hand out flyers, surveys, and information to our customers. Main Table volunteers will also hand out the free vouchers that we are providing to our customers for shopping at the market. Finally, these volunteers will assist in selling our market tote bags.
- **SNAP Volunteers**: SNAP Volunteers assist with running the SNAP/EBT program. These volunteers will assist in "selling" Farmers Market EBT Tokens. Customers with SNAP benefits can exchange their EBT Balance with Farmers Market Tokens that can be redeemed at any of the participating vendor booths. Volunteers will assist in operating the Market Terminal that exchanges the customers EBT Card balance with the tokens. Once the customer receives their tokens, they are free to shop at any participating vendors. The vendors turn in their collected tokens at the end of the market day.

The first step to getting involved in any of the above volunteer positions is to reach out to us and set up a time to meet. You can do so by calling or emailing our Market Manager, Audrey Clark, at (716) 462 - 1734 or aclark@michiganstreetbuffalo.org

During your meeting, you will discuss your interests and skills and be able to ask any questions you might have about the market. We are looking for volunteers that have the following skills:

- Strong alignment to the market mission, with an eagerness to help spur community development through promotion of local farmers and educating the public about health issues that stem from a lack of resources on Buffalo's East Side.Excellent communication and interpersonal skills.
- Compassion and experience with prioritizing relationships.
- Customer service skills.
- Team player
- ***Set up/Tear down volunteer only***: Ability to lift 50 lbs.

Orientation: Once you have met with the Market Manager and discussed your interest, you will be given an invite to our Market Orientation Meet Up. The orientation will take place before the season starts and will include a tour of the market location as well as general information

about the volunteer durities. During the orientation, you will be given access to a volunteer sign up page that is on our website. This is where you can sign up for your volunteer shifts.

Training: Training will be provided to all volunteers in both group settings and one-on-one with the Market Manager. The first volunteer training session will take place during the Market Orientation Meet Up. Volunteer handbooks will be distributed to all in attendance. A copy of the handbook will also be available during each day of the Market at the Market Main Table.

Brief training refreshers for the specific volunteer roles will be given prior to the start of each shift. The Market Manager will visit each volunteer spot to answer any questions and provide guidance to any questions that may not have been answered during the orientation.

Guidance: The Market Manager will be on duty and available during all volunteer shifts to help address any questions or concerns. The Market Manager will check in with each volunteer at least once during their shift to make sure they have everything they need. If a volunteer needs assistance, the market manager will be readily accessible. If they are not present in person, the market manager's phone number will be posted in several spots to make getting a hold of them easier.

Appreciation: We appreciate all of our volunteer's time and efforts. We invite you to join us for Volunteer Appreciation Breakfasts that will be scheduled throughout the Market Season. Additionally, every volunteer will receive a Market tote bag as a token of our thanks.

Feedback: Your feedback is important to us. We strive to make ourselves available to all of our volunteers for any questions or concerns. If you want to talk to us, just call the Market Manager and we will be happy to schedule a conversation. If you have specific questions about your role, we are happy to adjust your volunteer tasks to fit your needs better. We will do everything we can to ensure that your needs are being met and you find your time with us enjoyable and fulfilling.

Mrs. Frances Nash's Garden Basket
Farm Inspection

General Farm Information

Farm Name & Location:

Date of Site Visit:

Farm Representative: **Inspector:**

Date Farmer Started with market:

Market(s) Attending:

Percentage of Sales from Market: **# of Staff:**

Farm History and Description:

Land Information

Total Land in Production:

Land Owned: **Land Rented:**

Infrastructure and Equipment:

Production Methods:

Production Schedule:

Crop Inspections

List of Crops:

Food Safety Processes in Place:

Application Updates:

Crop List Additions:

Feedback

Special Challenges:

Any other pertinent information unique to your market rules, or the farmer's operation

Farmer Question or Comments:

Follow Up Required:

Summary:

The contents of this report are confidential between the inspector, the inspected party, and (Market). This report does not constitute consultation, nor should it be used for promotional purposes. All compliance assessments are made in reference to the rules and regulations of the (Market) and are based on the inspector's observations, review of documents and operator interview.

Inspector Name:

Inspector Signature **Date**