

Fresh Produce Market Planning Checklist

<input type="checkbox"/>	<p>Establish a fresh produce market (FPM) planning committee.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Include employee representatives. <input type="checkbox"/> Seek members with legal, administrative, communications, and marketing/promotions expertise.
<input type="checkbox"/>	<p>Assess the need for a FPM at workplace.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Assess the environment. <input type="checkbox"/> Assess employee need and interest and seek employee input.
<input type="checkbox"/>	<p>Obtain approval from executive, human resources, security, and property management as appropriate.</p>
<input type="checkbox"/>	<p>Select an FPM location.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Identify possible sites and evaluate for attractiveness, safety, and ease of access. <input type="checkbox"/> Obtain permission for final location choice from security office and property manager.
<input type="checkbox"/>	<p>Select name, date, and time for FPM based on employee input.</p>
<input type="checkbox"/>	<p>Select produce vendor.</p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Federal and State Employers Only:</i> Consult with agency legal counsel on how the Randolph-Sheppard Act and Federal Acquisition Regulations influence vendor selection. Follow recommendations. <input type="checkbox"/> Develop potential vendors list from available resources: <i>Federal and State Employers:</i> Department of Defense Fresh program, state agricultural office, local county extension office <i>Other Employers:</i> state agricultural office, local county extension office, employees' knowledge of local vendors <input type="checkbox"/> Interview potential vendors. <input type="checkbox"/> Select vendor. <input type="checkbox"/> Obtain required documentation (insurance, business license, permit, etc.). <input type="checkbox"/> Process written vendor agreement.
<input type="checkbox"/>	<p>Develop evaluation plan.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Determine how often to evaluate the FPM and how to gather data. <input type="checkbox"/> Obtain approval from appropriate experts and/or management to gather evaluation data.
<input type="checkbox"/>	<p>Develop communication plan.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Determine appropriate communication activities needed to promote the FPM. <input type="checkbox"/> Identify people responsible for each promotional activity. <input type="checkbox"/> Develop timeline and budget. <input type="checkbox"/> Develop promotional materials.
<input type="checkbox"/>	<p>Implement promotional plan and distribute materials.</p>
<input type="checkbox"/>	<p>Prepare for first day of market.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Post and distribute promotional materials to employees. <input type="checkbox"/> Arrive early and help vendor set up. <input type="checkbox"/> Bring extra supplies; anticipate the weather. <input type="checkbox"/> Monitor how many employees attend the market and how many purchase produce.
<input type="checkbox"/>	<p>Conduct evaluation.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Comply with procedures for gathering evaluation data as advised by appropriate experts and/or management. <input type="checkbox"/> Collect data on market utilization and employee satisfaction. <input type="checkbox"/> Analyze data and use to improve market.