



“A New Day...A New Way”

Welcome Vendors,

On behalf of the Board of Directors I would like to welcome you to a new season and a brand new approach to our Market. We have diligently worked throughout the winter months to make some very positive changes and improvements to make our Market even more successful.

We will be opening the 2010 season on Saturday, May 1st at 9:00am and will be introducing our brand new name. Welcome to the Portneuf Valley Farmers Market! After many hours spent in meetings, throwing around ideas, it was decided we need to make the Market more positively represent the locally grown, homemade and handmade items produced in our area. We are pleased to introduce a new name, new logo, new web site, new marketing efforts and a more modern approach to managing the Market, all with the intent of helping our vendors attract more customers, sell more products and be more profitable.

Enclosed you will find a Vendor Application along with the 2010 Market Rules. All vendors will be required to complete an application. This year there is one application for all vendors including produce vendors, crafters, bakers and other producers. You may return your application before April 15th by mailing it to the address listed below. Or, you may choose to bring all of your paperwork to the Pre-Season Meeting on Saturday, April 17th at 10:00am at the Old Town Pavilion. All past vendors as well as interested new vendors are welcome to attend the meeting.

Also enclosed is information about a new Market coupon book we will be having printed. The flyer contains all of the information you will need to participate. The deadline for participation is April 17th and the number of vendors will be limited to the first 50. This is an opportunity to draw customers to your booth and develop repeat business.

Melannie Jones-Volbrecht will return as our Market Manager. We are pleased to have Melannie's consistently positive, hard working approach to business back for a second year.

If you are interested in reading the By-Laws for the Market, they are available on our new web site at www.portneufvalleyfarmersmarket.com. I would like to encourage you to take a tour of the new site. It will be our main communication tool for our vendors and customers this year. If you have photos, recipes and information you would like to share, please be sure to email it to Melannie at manager@portneufvalleyfarmersmarket.com.

I truly believe this is going to be a successful year for our vendors as well as the Market. I welcome your comments and thoughts about any additional improvements we can make. Please plan to attend the Pre-Season Meeting on April 17th. If you can't make it, we'll see you on opening day!

Best Regards,

Charlie Johnson

Charlie Johnson
President, Board of Directors