

Vendor Training Handbook

One Africa! One Nation!
Farmers Market

4031 W. Florissant Ave.
St. Louis, Missouri



One Africa! One Nation! Farmers Market Vendor Training Handbook

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WELCOME

The One Africa! One Nation! Farmers Market is a project of the African People's Education and Defense Fund (APEDF) addressing grave health disparities imposed on the black community by food apartheid and lack of fresh food.

We partner with Black Star Industries to build economic development and commerce by and between African people worldwide.



We are building a community-based farmers market to develop economic power in North St. Louis by networking with black growers, ranchers, backyard and community gardeners, along with artists, cultural workers and local entrepreneurs.

This handbook is especially for members of our community who want to start a business and earn income by selling crafts, food products or services at the **One Africa! One Nation! Farmers Market**.

Fresh food is very popular at markets. and farmers markets are the fastest growing type of market today. If you grow food, you can apply as a farmer. Urban gardeners can successfully sell at markets.





HOW ONE AFRICA! ONE NATION! FARMERS MARKET CAME TO BE

Led by Ona Zené Yeshitela, President of the African People’s Education and Defense Fund and Black Star Industries (BSI), the Black Power Blueprint was launched in 2017 on the Northside of St. Louis.

The vision of the Black Power Blueprint is to return this majority black area to its former economic, political and cultural vibrancy through self-sustaining economic development.

Through purchasing properties and renovating or demolishing abandoned buildings, the Black Power Blueprint is creating beautiful, usable cultural and political hubs, economic incubators and community spaces.

We are transforming the whole community—not just with land and buildings, but with a sense of pride and a vision for a prosperous future once again.

In this time when the struggle for social justice has come to the forefront following the murder of Mike Brown and the worldwide

response to the murder of George Floyd, and when the COVID-19 virus has struck the black community especially hard, the work of the Black Power Blueprint is more important than ever.

The Black Power Blueprint purchased and demolished two city-owned condemned buildings, then secured architectural and landscape plans and created this beautiful multi-purpose outdoor event space at 4031 W. Florissant Ave. The venue for the One Africa! One Nation! Farmers Market and the Gary Brooks Community Garden is now complete!



In 2020, APEDF received a three-year grant from the U.S. Department of Agriculture to build a farmers market.

Our new One Africa! One Nation! Farmers Market collaborates with black growers to provide fresh produce and other agricultural products to the community. We

will also host gardening and cooking classes, a petting zoo and a harvest festival, which will bring people from all over the city.

This manual is a result of a Community Engagement grant from St. Louis University. We want you, the local residents, to have the opportunity to sell your vegetables, fruits, prepared foods, jams, sauces, art, jewelry, crafts and more right here in the neighborhood. This handbook is to help you become a successful vendor at the One Africa! One Nation! Farmers Market.

WHAT TO SELL

The One Africa! One Nation! Farmers Market is new and has space for a variety of products to be sold.

Determine exactly what you are selling – what products and at what prices? If you are selling food, what are the specific menu items?

Arts and crafts sell well. If you are good with your hands or have good contacts with artists consider arts or crafts that people might like.



Prepared foods are also popular, such as baked goods, condiments, jellies and hot sauces. People like products that are fresh, made from unique or authentic recipes, and that look and taste ‘home-made.’

Imported products and foods sell well.

Ready-to-eat foods for a meal or snack always go well at a market. You can bring in foods that are already made, or make meals at the market in front of your customers.

Visual appeal is important. Your product or product line should be immediately recognizable.

Highlight your speciality or uniqueness. Share the story about you and your product(s). Let the public know what or who is behind your product, what makes it so special.

No matter what you decide to sell you must have product knowledge and credibility, a passion for your products and enthusiasm with your customers, capacity and reliable suppliers who can get you what you need.

FARMERS MARKET BEST PRACTICES DURING COVID-19

The COVID-19 pandemic has brought new challenges to food security in the United States, which particularly impact our black communities that already face food apartheid.

Across the United States, farmers markets have been named an essential service because of their role in supporting local farms and providing communities access to fresh, healthy food during the pandemic. Outdoor farmers markets provide a lower-risk shopping option with immediate and lasting benefits for shoppers and the community at large.

In general, markets and vendors have a duty to take the steps necessary to protect the health and safety of market participants. We ask our vendors to comply with our COVID-19 protection measures at the market, which we may adapt from time to time.

The One Africa! One Nation! Farmers Market will have placards posted throughout the market stating the most current COVID practices. We will continually update best practices based on new information provided to us by the CDC and the Farmers Market Coalition, as well as city and state regulations and recommendations.

You can promote best practices by complying with the following recommendations:

- Wear a face mask properly at all times at the market. N95 masks are strongly encouraged.
- Always wear gloves, if you are selling food.
- Vendors should take and log temperatures of all staff in your booth. Vendors who have a temperature over 101 degrees, are feeling sick, or have been recently exposed to anyone testing positive are asked to not enter the market.
- Have hand sanitizer available for yourself and customers, and use it frequently.
- Practice safe social distancing (6 ft!) whenever possible.

- Have signs that ask customers not to touch products until they have purchased them.
- Limit the number of shoppers in your stall (such as one nuclear group/ household at a time) and remind them to practice social distancing of 6 feet.
- Do not provide open samples of food.
- Thoroughly sanitize all the surfaces of your stall after every market with bleach or disinfectant solution.

STARTING SMALL

A market operation is one of the least expensive ways to own your own business. Many small businesses got their start in a market. You can keep your expenses and risk low in the beginning.

You can start a market business with a reasonable amount of money. 54% of vendors spent less than \$500 to start their business. If you start small, the only costs are for inventory, stall rental, set up equipment and maybe transportation.

As your business builds, you can increase your inventory and make changes based upon experience. This is the best way to grow a market business, by learning what people want.

Many markets have repeat customers every week—you will get to know these people and establish social relationships. You are developing a business reputation through personal connections. If your customers learn to trust you and know you have good products, they will tell their friends and help you grow.

You can maximize your sales by the way you display and promote your products. This handbook will give you suggestions on appealing set ups, signs and banners, business cards, social media, customer service, budgeting and more that can help you be successful.

EQUIPMENT AND SET-UP COSTS

You should be able to start a market business with only the cost of rent, display equipment and merchandise. The basic startup expenses to get your market stall ready are things such as a canopy tent, tables, tablecloths, chairs, signage, displays and storage containers.

You can get these items inexpensively if you search for bargains. You may already have some on hand or may be able to borrow from friends or family.



Tents are important for sun protection and are required for food products. On the left is a sample of a 10' x 10' canopy that costs about \$60 at Walmart. Sturdier, higher-quality tents such as the “EZ-UP” brand on the right are more expensive but will last longer. They also have straight legs that allow for putting banners on poles along the legs and are more stable than the slanted legs on the Walmart model.

You can often find gently used tents on “Offer Up,” Facebook Marketplace or Craig’s List. You can also get nylon sides for your tent to protect you from sun and rain as needed.

Tent weights are required for safety. Gusts can come up quickly. You can fill water jugs with sand or cement, use concrete blocks, weightlifting type plates, or buy weights made for tents. A rope and a weighted object on each leg will work to anchor your tent.



Folding Tables: On the left is a sample of a 6' folding table from Walmart for about \$40. There are also 4' tables. Several card tables could be put together.

Some tables are narrower and some can be raised higher. Taller tables put your products closer to eye level. You can use table or bed risers, or short lengths of plastic PVC pipe under the legs of folding tables to raise them.



Bring **folding chairs, camp chairs or stools.**

Storage containers are important for packing and organizing your items for easy setup and breakdown. Use boxes, shelves or baskets for displays. Use packing materials and storage containers that will help you set up and break down quickly. Check out used retail store fixtures sold online or in a local store.



Storage containers with wheels are easier to transport. Depending on your products, storage drawers may be useful, or smaller bins with lids. Walmart, Home Depot, Dollar Stores, Target carry them.

Banners and signs help customers find you. You can get full color vinyl banners made at local print shops or ordered online. They are not too expensive.

You can include photos of your product, your logo, or just your product name in large type. Hang them behind you across the back of your booth or above you.

You can make signs by printing from a computer and inserting the paper into plastic sheet protectors or laminating them so they won't bend in the

wind. You can also make signs by hand on paper or cardstock.



START-UP BUDGET

Here is a sample start-up budget. The One Africa! One Nation! Farmers Market website has resources for vendors, including items like a project budget worksheet.

Item	Cost
Canopy tent	\$60 - \$150
Tables	\$40 - \$80
Chair or stool	\$10 - \$20
Tablecloths	\$5 - \$10
Storage containers	\$10- \$25
Banners and signs	\$20 - \$100
TOTAL	\$155 - \$385

TAKING CARE OF BUSINESS

CITY OF ST LOUIS BUSINESS LICENSE

The City of St. Louis says that any person who engages in any business, occupation, pursuit, profession, calling, avocation or trade within the City Limits of St. Louis is required to have a business license. You can apply at:

<https://www.stlouis-mo.gov/government/departments/license/new-business-license/index.cfm>

MISSOURI STATE SALES TAX LICENSE

Most vendors need to register with the Department of Revenue to get a sales tax license at <https://dor.mo.gov/registerbusiness/>

In Missouri, according to RSMO 144.527.1, as long as your sales are less than \$25,000 a year, those selling farm products are exempt from collecting and paying State and local sales taxes. If you are exempt, you aren't required to obtain a state sales tax license, although you may want to get one in order to purchase your supplies tax-free.

TEMPORARY FOOD PERMITS

Vendors who are selling food items or giving out food samples (when COVID regulations allow) will need a temporary food permit from the City of St. Louis Health Department to sell at the One Africa! One Nation! Farmers Market. We can help you understand and get the application for the permit.

Food vendors that live in a USDA-defined "Low Income, Low Access" census tract, like the North St. Louis area where the OAON Farmers Market is located, can apply for a reduced cost permit.

There are also permits that allow certain food products to be made in your home kitchen under the correct conditions.

Food vendors are also required to participate in a “Temporary Food Safety Program.”

ACCEPT CREDIT AND DEBIT CARDS

If you accept credit and/or debit cards—especially if your items are expensive—people will be more likely to buy something. Set up an account with Square, for example. You need a bank account and a social security number or an EIN (federal tax ID number). The credit card processing company will provide you with a reader, so that you can accept credit cards on your phone or tablet.

ACCEPT SNAP (FOOD STAMPS)

Millions of Americans use SNAP/EBT, a federal assistance program, to purchase produce, meat, bread and dairy. One Africa! One Nation! Farmers Market may participate in the SNAP/EBT program. Food vendors should talk with the Market Manager for how to accept SNAP.

INSURANCE

Product liability insurance is recommended if you are selling food products to protect you and your business. Market vendors should have liability insurance. You may find inexpensive insurance coverage from online companies or group policies.

Have vehicle insurance if you will be driving onto the market property.



BEGIN SELLING!

SETUP AND BREAKDOWN

- Come as early as possible to avoid waiting for other vehicles to be moved.
- Enter the market and drive only where instructed.
- Find your booth location and park as near to it as possible.
- Do not unload items into anyone else's space to allow other vendors to get to their booths and set up quickly.
- Unload your items quickly into your space and park your vehicle before you unpack.
- Have extra help on setup and breakdown to make it faster and easier, and to provide security for your resources and goods.
- At the end of the day, have your booth packed up and ready to load before you get your vehicle.

PACKING AND LOADING

- Use a checklist for packing and loading all your equipment and products. See the **Pack and Load sheet** in the Vendor Resources, with a column to check off when items are packed and check off again when they are loaded.
- Be organized with all supplies and equipment. Pack in advance. Label your storage boxes.
- Load your vehicle the night before if possible.
- Some of the items on the Pack and Load sheet are:
 - Money box, or apron with pockets or fanny pack
 - Start change in a bank bag (for ex: \$25 in start money = ten \$1 bills and three \$5 bills)
 - Credit card reader/swiper
 - Signs and banners for your company and products
 - Displays and decorations: baskets, shelves, festive decor
 - Supplies for making signs and displays: markers, pens, staple gun, tape, duct tape, paper, cardboard
 - Bags for customer purchases
 - Trash can and trash bags for yourself

- Food and water for yourself when you can't leave your booth. (Try to have someone relieve you for meals and breaks.)

STALL AND DISPLAY LAYOUT

VISIBILITY

Walk into the aisle, around your booth and look at it from every angle to see how customers will look at your stall. Is it obvious what you are selling? Does it look good to customers approaching from all sides?

Make sure that your displays take advantage of all the sight lines—make it easy for customers to see you and your merchandise.

Also observe the traffic flow to see where are customers entering or gathering. This can help you determine which direction to face your banners and signs.

Consider where the sun and wind will be if you need to put up a side on your canopy for shade or to block the wind.

DISPLAY LAYOUT

You can configure your stall in a number of ways. The most common is to set the table directly on the aisle and let customers stand in the aisle to browse and buy.



You can also create a 'walk-in' stall with an opening that lets people walk into your space. Make a U-shape, open at the front, with tables lining the inside perimeter of your stall.

For more display area, set up a small table in the center of your U-shape that customers walk around.

SIGNAGE

Label and price all your products. People do not like to ask how much something is, so they will walk away if it isn't obvious.

Clearly mark prices on a price list or board and/or with labels on each item. Post signs for your sales policies (ie "cash only" or "all sales final")

Signs can be handwritten or printed. They should be simple and easy to read. If you use a laminated material and write on it with dry-erase pens, you can erase the signs with a cloth and change the words and prices during the day.

Display boards on how items are made or other information on your products are helpful, especially for when you are talking to customers.

Have big banners or signs on your booth, facing out to passing vehicles and facing customers as they walk up to you.

You can hang banners across the back of the booth behind you, and/or above the booth using plastic "PVC" poles and connectors. Use bungee cords to attach to your booth legs, and clamps to attach signs. These supplies are fairly inexpensive at Home Depot or other stores.



Another option is a vertical or "feather" sign which you can attach to your booth or plant in the ground. Retractable banners can also be attached to your booth.



CHARACTERISTICS OF A SUCCESSFUL MARKET BUSINESS

QUALITY

Customers cite quality as the most important reason for selecting where they shop. Quality does not have to mean expensive or one-of-a-kind. A product must be of good quality, taste good or be useful. Quality will sustain a market over the long run and will distinguish you from your competition.

CUSTOMER SERVICE

Think about your customers' point of view and needs. Act friendly and professional at all times.

Greet every customer! Even if you are helping someone, keep an eye out for other customers and let them know you'll be right with them.

You must look available. Try to stay away from your cell phone, even when you are not busy, because when a potential customer sees you with your head down looking at your phone, they are likely not to approach your stall.

Wear a nametag, and an apron or some type of identifying clothing with your logo. It makes you look professional and customers know who to ask for help if they can easily identify you as the stall vendor.

Take care with customer merchandise and make sure you are doing what they want. Always ask your customers questions: Which loaf of bread would they like? Do they need information about how to prepare, store or use your product?

If you are selling vegetables or fruit let your customers know where it was grown. Let them know how you make the jewelry or tell them about the artist who makes it, or about the service you provide.

Offer your customers a bag if they need one.

Put yourself in their position and think about how you would want to be treated. If you give excellent service people will remember and you will begin to develop customer loyalties and build your business.

SHOPKEEPING

Think of your market stall as alive, like a garden that always needs tending.

There is always something to do. Restock, clean, set up or change displays. Wander in front often and see how things look from a customer's perspective. When you sell an item, you may want to rearrange or restock your display. Keep everything clean and organized. For example, if you have a drink don't put it on your display table.

PRICING

Customers care about quality and price. You can get a fair price in a market and make your money on sales volume. Your products cannot be expensive unless you are selling only top, top quality.

Many products available today are found in numerous locations, and most customers shop for the best price. Even if you are raising or producing a product of your own that no one else has, price is a factor. Ask yourself: what is fair and what is my competition charging?

If you are more expensive than your competition, how do you justify it? Consider making signs for display that explain the product or process so that customers will understand and appreciate your price.

Don't undersell yourself, however. Factor in the time you spend making your product when you are setting prices. Make sure your prices will allow you enough profit to operate.

DISPLAYS

Customers buy with their eyes. A good display has the power to attract customers and sell your products!

The visual appeal of your stall is your strongest on-site marketing tool. The difference between a good display and a bad display can make a big difference in how people perceive you and your products.

Attractive, organized displays sell best: use tablecloths or fabrics, shelves, hanging items, mannequins, models, etc.



Use tall standing wire racks or pegboards to hang items along the sides.

Bring a mirror for customers if you sell jewelry or clothing.

The arrangement of a display can be artistic. A good display is bountiful.

Product displays look better and fuller in small spaces. Full stalls attract more customers than large displays with a lot of unused space.

You can change displays with the season. Use your display to promote new products or products that are on sale.

Visit other markets for ideas; look at magazines or online photos.



APPEARANCE & CLEANLINESS

You are a reflection of your product. If you look good your product looks better. Wear simple and clean clothing; be conscious of personal grooming.



If your market tasks get you dirty, have a clean apron or jacket to put on when you are waiting on customers.

Bring cleaning wipes for your hands or water dispenser and collection bucket for a hand wash. If you are handling food, you must wear gloves.

Customers are very aware of a market's cleanliness; this is especially true for food markets. Customers are rightfully concerned about their health, especially due to the Coronavirus pandemic, and want to make sure they are buying their food in the cleanest environment possible. Although many markets get messy by the end of the day, keep your stall and the market as clean as possible. Wipe down surfaces throughout the day with sanitized wipes or spray sanitizer.

Keep extra inventory and storage containers out of sight under tables covered by long tablecloths, or stacked neatly behind your booth.

HOW TO SELL MORE

Use the Three Second Rule to entice customers and sell more products.

What is the Three Second Rule? At any good market there is so much going on and you are competing with other vendors for a potential customer's attention. Customers only have three seconds to walk by

and look at an average sized stall and decide whether they want to stop and buy your products.

- Have a great looking stall so customers quickly understand what you are selling, or they will just walk by.
- Have simple and full displays, with everything priced.
- Place products in tiers at different levels; use height.
- Your most valuable space is on the aisle.
- Highlight your product's color; people are drawn to color.
- Have some motion: people are drawn to activity. Work on your craft at your booth if possible.



Innovate

Customers like to see unusual and interesting products at a market. Even if your stall only sells a few products that are different draw attention to them. Sometimes the market business falls into the entertainment business, so have some fun and entertain your customers.



Provide Personality

The market environment is very social, friendly and lively. People love to mingle with their neighbors or get to know the vendor who made their product. We know this is limited during COVID but you can still build relationships.

Get to know your customers by name. Care about them. Talk about your products. Ask them how they liked what they bought from you before.

PROMOTIONS AND SALES

Word of mouth is one of the best ways of advertising, so do not spend a lot of money advertising in the beginning until you know what will work. APEDF will also be promoting the market through various channels. This may include featuring a market vendor so look for opportunities to be involved in any special promotions being conducted by the market staff.

Have your business card or a flyer available on your table; write your space # on it if you will be in the same location next week.

Get magnetic signs for your vehicle, or paint your logo on it.

The One Africa! One Nation! Marketplace team will be sponsoring vendor meetings. This is a good opportunity to promote our business and meet other vendors.

BUILDING YOUR CUSTOMER BASE

Word of mouth is the most powerful tool for building your business. Happy customers tell their friends and families about you and your products. If you have a target customer, think about ways to reach those customers in particular.

CREATE AN EMAIL LIST

Collect people's email addresses and send out reminders telling them you will be at the market and what you will be selling. Include any promotional items or sales to catch their interest and make them want to come and see what is happening in your stall!

SOCIAL MEDIA

Create accounts on social media sites such as Facebook, Instagram, SnapChat and TikTok where you can build a following. Make posts about your products and where/when you will be selling. Ask friends and family to share your posts.

There are many articles and videos online that teach you how to use social media. Search for “how to use social media to promote your business” as a starting point.

Post photos of your products with brief statements about why people should buy them. Create short videos about your products, any promotions, special sales.

Post content regularly. Post 4 times a week in the 2 weeks before the monthly markets, and post twice a week when weekly markets begin.

You can also pay for promoted ads to boost the viewing of your post. This is something you might want to do for your first market each season or if you have anything special happening in your booth.

Go Live from your booth on Instagram or Facebook or other platforms.

USE THE ONE AFRICA! ONE NATION! FARMER MARKET WEBSITE

Promote your products in your vendor profile on the One Africa! One Nation! Farmers Market website. There may be an opportunity in the future to sell your products on the website. Talk to the Market Manager or Market Assistant about selling items online when this feature is available.

RECORD KEEPING

START WITH SIMPLE RECORDS

Simple records will help you evaluate your progress and make plans. Keep an ongoing ledger of all your income and expenses. A separate bank account for your business can help you track everything best.

Keep a sales sheet on a clipboard for each day at the market to help you track how many of each type of item you are selling, what’s popular and what impacted your sales that day.

In your second year you can look back and see what you sold on the same days in the previous year and see if there are any products that you ran out of so you can bring more this year.

The Vendor Resources section includes a sample sales and inventory sheet that tracks:

- Inventory - List of everything you brought to market and prices
- Amount sold and amount left of each item at end of the day
- Total sales income, with a place for the cash count, start change, credit card income, sales tax due, etc.
- Expenses you paid from cash for gas, supplies, etc.
- Staff - Number of staff and shift times
- Weather - short reminder of what the day was like
- Notes to yourself like customer requests, new ideas, items to bring next time, and other relevant factors such as holidays, special events that impacted attendance.

MAKE A BASIC PLAN AND BUDGET

It is extremely helpful to make a plan for your business to project your startup costs, operating costs, sales income and growth.

There is a Sample Project Budget in the Vendor Resources section.

- Estimate the number of products you will sell each market.
- Estimate your income by totaling the number of each product you will sell each market x the price of that product.
- Consider all factors in setting your prices, including the cost of supplies and the time you spend on making your product.
- Determine your expenses for every part of the plan:
 - Cost of start up (equipment, displays, promotions)
 - Cost of operations (market booth fee, cost of materials or ingredients for your products, staff, promotions, transportation)

- Determine the profit you will make above costs to produce your items. You may want to make several calculations at different prices. Make sure your prices will allow you enough profit to operate.

BUILD YOUR BUSINESS

As you get more experience with your customers and your sales levels, you can decide how to invest in your business' future. Do you want to buy more products or do more promotions?

You might invest in a better quality canopy, more display shelves or better signage as you build your business. You might want to purchase shirts or aprons with your logo on it. You might need production equipment or more staff.



In the beginning, you may be able to run everything yourself. If it is too busy that means you are doing a lot of business, so hire someone to help out or bring a family member or friend to increase sales. There may be people around the market who are looking for temporary work.

Many small businesses get their start at a farmers market and eventually become stand-alone businesses. A lot of market businesses start out as secondary income. It is like a part time job, except that you are the boss. If you are successful you may get to the point where you decide to quit your other job.

In time, you may want to create your own website, use Facebook Live Sales or other means to sell your products.

NEXT STEPS

We hope this training manual is useful and informative for you to become a successful vendor at the One Africa! One Nation! Farmers Market.

The next step is to submit your vendor application. This can be done by going to our website: <https://oneafricamarket.com/for-vendors/>

You will be able to fill out the vendor application, create your vendor profile and get more resources. If you need assistance filling out the application or do not have access to the internet, please contact us and we will assist you.

In 2021 the Market will be monthly with the below schedule. Each month will have a different theme with activities, workshops, culture and more. In 2022 we will transition to a weekly Market from May through October.

June 5 2021	July 3 2021	August 7 2021	Sept. 4 2021	Oct. 2 2021	Oct. 31 2021
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By becoming a vendor and building the One Africa! One Nation! Farmers Market you are helping to provide healthy food and products that benefit the community. This is part of an overall strategy to revitalize black communities on the northside of St. Louis and beyond.

VENDOR RESOURCES

You will find a list of vendor resources on the One Africa! One Nation! Farmers Market website, including:

- Sample Pack and Load Sheet
- Sample Sales and Inventory Sheet
- Sample Project Budget Worksheet
- Vendor Self-Assessment Tool
- Permits and License links



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