



## Spark: Farm and Food Accelerator

Direct Farm Manitoba's Spark: Farm and Food Accelerator provides opportunities to showcase new farm and food vendors at Manitoba Farmers' Markets. Participants vend in a Spark branded tent, and are supported by subsidized booth fees, a market mentor, and training resources. Spark: Farm and Food Accelerator supports the sustainability of Manitoba farmers' markets as important entry points for new entrants to farming and new food businesses while helping farmers' markets to make connections with new farm and food vendors.



### Market materials

As a Spark vendor, the market will provide you with a tent, branded tablecloth, table and chair, and Spark banner.

### Market mentor



Spark vendors have access to a market mentor, who has been chosen by your farmer's market organizers. Your market mentor can answer various questions you might have including booth set-ups and the ins and outs of the market. Remember that your market mentor is also running their own booth so they may not always be available to answer questions if they are with a customer.



### Market coordinator

The market coordinator is in charge of running the farmers' market. You will have likely already talked to them when applying to be a vendor. The market coordinator can answer any questions about market guidelines or regulations.

### Spark vendor resources



You can find the resources available to Spark vendors on the Direct Farm Manitoba website by visiting [directfarmmanitoba.ca](http://directfarmmanitoba.ca) and click on 'resources' to find the Spark resources page. While you are there, you can see other Direct Farm Manitoba member markets by using the interactive map or directory.



### Public Health Inspector

Wanting to make changes to your product line? Wondering about how to sample your product? Make sure to read through the Manitoba Farmers' Market Guidelines (available on the resource page above) and speak with your market coordinator. Still have questions? Reach out to your Public Health Inspector.