

Valparaiso Farmer's Market

Valparaiso, Indiana



Valparaiso Farmers Market is a traditional farmers market in a classic, midwestern town perched between the edge of rural farmlands and the industrial region of Chicago. Established in 1976, the market serves a population of 34,000 with 50 to 60 vendors and runs twice a week between June and October with an online winter marketplace. The market was recently acquired by the Valparaiso Town Parks and Recreation Department.

The Challenge

In the short term, pay online market vendors directly and quickly. Over the long term, grow overall sales and visibility in the community.

A USER-FRIENDLY AND QUICK TO IMPLEMENT ONLINE FARMERS MARKET SOLUTION

Valparaiso, IN, home of the late Orville Redenbacher, is the sort of all-American town that are the bedrock of the home-grown food, crafts and the farmers market movement.

So, when Valparaiso Parks and Recreation acquired the market in November of 2021, they knew they weren't looking to make big changes but to improve on what was already there.

“A lot of these farmers are not super tech-savvy. They're not going to be able to do programming. And they need help at a moment's notice. Vendors are setting up at all hours of the day.”

-Amanda Saqui, Valparaiso Farmer's Market Manager

The first order of business was cutting out the middlemen. The software program the market was using required the town to cut checks for vendor sales. The town didn't want the extra paperwork and the vendors didn't like waiting for their money.

But a new software program had to be user-friendly for vendors and customers alike. Plus, it needed to be up and running ASAP to capture winter sales, with accessible tech support for any questions.

The Solution

Food4All's online marketplace management software quickly solved the Valparaiso Farmer's Market challenges. With the ability to automatically deposit online sales into vendor accounts, vendors are paid quickly. In addition, Food4All's platform was intuitive and easy to use, and their tech support helped Saqui and the marketplace vendors set up rapidly with low stress.

Now the market is looking to leverage its Food4All experience by possibly adding online sales during the in-person farmers market season. And by using Food4All's embedded geo-located technology to drive more regional buyers to their marketplace and local vendors.

“We're here to support small businesses. But we have to have the resources to do so. Food4All's online marketplace software allowed us to get the word out about these vendors, help people get their fresh groceries and buy gifts for their family for Christmas. It all worked out very cohesively,”

-Amanda Saqui, Valparaiso Farmer's Market Manager

FOOD4ALL ONLINE MARKETPLACE FUN FACT

Q: If the Valparaiso Farmers Market was a vegetable, which vegetable would it be?

A: “Broccoli. Because we're going to get the job done and it's always a healthful choice,”

-Amanda Saqui, Valparaiso Farmer's Market Manager



For more information or to follow the Valparaiso Farmers Market, see the market's Food4All listing: [Valparaiso Farmers Market Online Marketplace](#)