



Josie Reeves participated in the Astoria Sunday Market Biz Kidz program.



Alona and JD Whisenhunt participated in the Astoria Sunday Market Biz Kidz program.

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The program includes workshops for participants to learn different craft skills. Young vendors in the past have sold wares like goat soap, bird feeders, buttons and photography.

Beforehand, participants are taught business planning skills, and are encouraged to think through salesmanship and customer service. They decide pricing, keep records of their own inventory and finances and record customer feedback.

“It gives them a chance to really evaluate what they’re doing, and think about why they’re doing what they’re doing before they get there,” said Sandra Carlson, 4-H program coordinator for the county.

In May, the kids will do a “secret shoppers” trip, where they get to learn how to interact with customers and decorate booths by meeting with market vendors.

Biz Kidz sell at the market between mid-June and early September, and participants are expected to be there from 9 a.m. to 3:30 p.m. on the Sundays they choose to sell.

Kids who sell at the market five times or more can apply for a small-business grant by filling out paperwork for a business plan. The kids learn how to pitch their business in writing, and submit photos of their project.

“It’s really exciting and really a great program,” said Carlson. “The kids learn a lot of self confidence, and they see the work that goes into it from start to finish.”

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