

Market Policies

Marblehead Farmers' Market - 2010

Site: Marblehead Veterans Middle School 217 Pleasant St (enter from Vine St.)

Time: 9AM - Noon Dates: Saturday Jun 12 - Oct 23

A. Purpose:

Provide fresh, local, wholesome produce directly from farmers to residents - "reminiscent of the market days of our forebears". Preserve and foster the well being of the local agricultural system. Protect farm open space from being developed. Educate residents about healthy eating and maintaining a healthy environment. Educate residents and farmers about sustainable living. Provide a forum for environmental education groups in town to get exposure. Provide a wholesome social experience that helps build community.

B. Vendor policies:

Applications: Anyone wishing to set up a booth must submit the attached application to the Market Manager as quickly as possible – by March 1 if you want a booth for the season. Non-weekly applications can be sent at anytime, but space may not be available. Applications are screened for consistency with the goals of the market as well as space available. For craft vendors, locally made is strongly preferred– the more local the better- and their work may be juried. Vendors may not sell items not on their application, without permission. Applications and other information can be found at www.marbleheadfm.com.

Attendance: Farms and other weekly vendors are expected to attend every week. Any non-farm vendor may apply to attend as a visiting vendor – up to 3 visits at a mutually convenient time. Due to heavy demand for booth space, craft vendors must apply as visiting vendors. We will publish seasonal schedules on our bulletin board and on our web site, www.marbleheadfm.com. Non-farm vendors who do not attend on their assigned date, maybe fined \$25. After a second occurrence, we reserve the right to not ask that vendor to return.

Fees: Booth space cost is 10% of gross per week, not to exceed a maximum depending on the size of the booth:

\$25 maximum for 10-12' of frontage, \$30 max for up to 18',
\$35 max for up to 24', \$40 max for larger booths.

New vendors must pay in advance a non-refundable minimum fee of \$10/week.

Weekly vendors may pay monthly instead of weekly for a 5% savings.

Product & Price Signage: Each farm and non-farm vendor must post prices for all sale items. In addition, for items not grown or produced at the farm selling them, the farm of origin must be listed. Vendors may label items organic only if they are certified.

Health/Food Permits: Vendors of any prepared or ready to eat foods need to provide several documents: copy of their food (kitchen) permit from their hometown; signed Acknowledgement Form (next page); a copy of their "Serv Safe" or Food Managers certificate and a copy of the Marblehead "Mobile Operations" form <http://www.marblehead.org/forms.aspx?FID=50>.

Rain or Shine: The market will be held "rain or shine" – unless the weather is dangerous (e.g. hurricane).

Genetic Engineering: No one may knowingly sell products, with genetically engineered or modified organisms.

Farm Booth Workers must be from the farmers' immediate family or an employee who works on the farm. The primary booth worker must be involved in processes other than sales over 50% of the time.

Non-farm Booth Workers: must be the artist/maker of the goods for sale.

Mostly Home Grown. Farmers may sell a neighboring farmer's produce only up to 25% of total value of produce sold and must clearly label its source.

No Dumping: farmers must sell on freshness, wholesomeness, nutrition, and quality for a fair price.

No Hawking: business must be conducted from inside the booth. No farm, non-farm vendor, or educational group may approach attendees outside their booths. Performers may wander the field.

Non-Farm Products (foods, arts & crafts, etc.) Must be high quality, locally made, take skill and creativity, and the vendor must add at least 75% of the total value to the product. The product(s) must be complementary to a farmers' market and may be juried. We may restrict the number of vendors selling similar products (e.g. we restrict bakers to 3). Environmental friendliness is ***strongly*** preferred. Food products should be based on local produce wherever possible. Primary food products must be 100% made by the vendor, however, incidentals like condiments may be purchased.

Coupons: We recommend that farms be certified to accept Massachusetts Farmers' Market coupons. Farmers must apply to MA Dept of Agricultural Resources by mid May. Call Dave Webber at 617-626-1754 for more info. (Only farms may accept Farmers' Market coupons, and only for fresh produce)

Utilities etc: we will provide limited electricity, warm & cold water, soap, paper towels, and a portable restroom. We will also endeavor to keep a supply of \$1, \$5, and quarters as well as t-shirt bags and rubber gloves.

The Farmers' Market Committee will sell coffee, lemonade, and other products to complement the market. We will be careful not to compete with market vendors.

Start and Stop times: The market will open at 9AM, which will be signaled by the ringing of a bell. ***No sales before the opening bell.*** The Market will close at noon - all vendors are expected to shut down promptly - the Market is run by volunteers who would like to get home to lunch and their families.

Parking: vendors not assigned a parking spot at the market or vendors with extra vehicles must park them at the Recreation & Parks Garage which is at the end of Vine St (past the green saw horse).

C. Non-vendors must come to the market primarily to educate or to entertain

Any organization can apply to attend the Farmers Market as an educational organization or as a performer for up to two visits per season. Applications must be made on a Farmers' Market application form at least two weeks in advance. One to three applications can be accepted per week on a space available and first-come first-serve basis.

We are eager to have guest organizations and individuals attend the Farmers' Market for the purpose of educating the public on the following issues:

Nutrition & food preparation	Organic gardening, lawn, & plant care
Environment	Conservation of natural resources and recycling
Health	Sustainable living
Local history	Fine arts and arts & crafts demonstrations
Local governmental bodies (to educate the public about their functioning, not for campaigning)	

In addition, we are also eager to have performers such as musicians, clowns, jugglers, storytellers, etc. Bookings for performers are done by Sarah Lincoln-Harrison at (781) 631-1667 or sarah@ecofarm.org.

Sales and fundraising are discouraged but, if allowed, must be a secondary goal. Any sales or fundraising activity must be clearly identified on the application and must be approved prior to the market. In other words, where the primary purpose is to sell the organization's goods (e.g. raffle tickets) or to solicit contributions, the application is highly likely to be rejected. Applications for organizations representing topics not in the list above are likely to be considered inconsistent with the Marblehead Farmers' Market.

In addition, there can be no political activity. This means we cannot give booth space for the purpose of elections (candidates or ballot questions) or for gathering signatures for petitions to governing bodies. Educational guests at the market should note that this ban covers their verbal discussions also.

D. Exceptions: the Farmers' Market Manager may make exceptions to any of these policies, but is expected to do so very rarely.

Application for Marblehead Farmers' Market - 2010

Type (check one): Farm (every week) Educational or performer (one to two visits)
-indicate start week if not 1st week _____
 Non-farm Vendor (every week) Craft Vendor (1 to 3 visits)
(usually food vendors)

Name of Farm or Business _____ Name(s) of Participant(s) _____

Address _____
Street City State Zip

Home phone (____) _____ -- _____ email _____

Business phone (____) _____ -- _____ Web site _____

The standard booth width will be 10-12 feet wide – if you want more, enter total width desired _____

The weekly booth fee will be 10% of gross, with a maximum depending on the size of the booth:

Up to 12' = \$25 max, up to 18' = \$30 max, up to 24' = \$35 max, over 30' = \$40 max,

New vendors must pay a non-refundable fee of \$10/week in advance.

We will endeavor to keep each weekly participant in the same booth for the season.

Visiting Vendors or others not requesting to attend every week, please suggest dates:

Items to be offered (any changes to this list by non-farm vendors must be approved):

Optional environmental statement _____

I have read the Market Policies and agree to abide by them and the spirit of this Farmers' Market and recognize that failure to adhere to them may result in penalties including termination:

Signature (owner of farm, business, or organization) _____ Date: _____

All but Craft Vendors: Don Morgan
19 Wyman Rd
Marblehead, MA 01945-3621
or don.morgan@verizon.net

Food Vendors have 4 additional forms:
copy of Local Food Permit, copy of Food Mgr Cert,
Acknowledgement (next page), & [Mobile Op'ns](#).

Craft Vendors: Betty Ritt
10 Hawthorn Rd
Marblehead, MA 01945 or bettyritt@comcast.net

Questions? Call Market Manager Don Morgan (781) 631-1243

Marblehead Farmers' Market Policies and Application 2010



TOWN OF MARBLEHEAD

Board of Health

Helaine R. Hazlett
Todd Belf-Becker, D.M.D.
Michelle Gottlieb

(781) 631-0212

7 Widger Road

Marblehead, MA 01945

Wayne O. Attridge, Director

To: Farmers' Market **Prepared Food Vendors ONLY**
From: Marblehead Health Department
Subject: **Acknowledgement of Good Food Safety Practices**

The Marblehead Board of Health grants reciprocity to Farmers' Market Food Vendors for the Food Permits they obtain from their local Boards of Health or appropriate permitting agencies subject to their also submitting this acknowledgement. The Farmers' Market Manager will keep a copy of both the Food Permit and this acknowledgement on file at the market at all times.

1. Food Vendors must display their Food Permit conspicuously on site.
2. Only food stipulated on the Food Permit and on the Farmers' Market Application may be sold.
3. All food prepared off site (if allowed) will be prepared in an approved kitchen.
4. All potentially hazardous foods, e.g. dairy products and meat, must be kept either above 135°F or below 41°F. Refrigeration may be provided by mechanical means or by crushed ice, cubed ice, or by dry ice. Food may not come into contact with water or undrained ice.
5. All Foods, drinks and condiments shall be handled and stored in such a manner so as to prevent contamination i.e. covered, stored in clean containers, kept off the ground. Trash bags may not be used to store food.
6. All food vendors will keep their hands clean at all times, including washing them after using the restroom and smoking. The Farmers' Market Committee will provide the following at the site:

A portable restroom	A jug with a faucet containing very warm water for washing hands
A washstand with:	Sanitizer in a spray bottle
A cold water faucet	Backup supply of plastic gloves
Sink	Backup supply of thermometers for coolers
Antibacterial soap	Backup supply of alcohol wipes
Paper towels	
Hose	
7. All equipment, utensils, and containers shall be in a clean and sanitary condition.
8. Persons serving food shall wear clean outer garments and use hygienic practices.
9. There shall be no bare hand contact with ready to eat food products. Vendors shall use tongs, spatulas, deli tissue, napkins or plastic gloves.
10. Straws and silverware provided to customers shall be individually wrapped.
11. Smoking is prohibited within 10 feet of food preparation, storage, and serving areas. Employees must wash their hands after smoking.
12. Garbage & refuse must be disposed of in a clean and sanitary manner. Premises shall be kept clean.

I have read and understand the preceding conditions and I agree to abide by them:

_____	_____	_____
Print Vendor Name	Vendor Signature	Date