

Market Policies & Application

Marblehead Farmers' Market - 2012

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

Time: 9AM - Noon Dates: Saturday Jun 9 to Nov 17

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. Provide a forum for environmental education groups in town to get exposure. Provide a wholesome social experience that helps build community.

B. Vendor policies:

Season: June 10 through Oct 20 will be the "standard" Marblehead Farmers' Market. Oct 27 to Nov 17 will be the extended market which will feature primarily farms with a few food and craft vendors. No coffee booth, performers, education booths, etc.

Applications: Anyone wishing to set up a booth must submit the attached application to the Market Manager as soon as possible. Applications are screened for consistency with the goals of the market as well as space available.

Vendors may only sell items listed on their application. For additional information www.marbleheadfm.com.

Local: All vendors must produce their goods in New England. In the event of competing applications, the closer vendor will get preference, other factors being equal.

Farm Booth Workers: At least one 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.

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

| | | |
|----------------------------------|------------------|------------------|
| \$30 maximum for 10' of frontage | \$35 max for 15' | \$40 max for 20' |
| \$45 max for 25' | \$50 max for 30' | |

New vendors must pay in advance a non-refundable minimum fee of \$15/week. There is also a minimum of \$15.

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

Product & Price Signage: All vendors must post prices for all sale items. In addition, the farm of origin must be listed for any produce not grown on the vendor's farm. Vendors may label items organic only if they are certified organic.

Health/Food Permits: Vendors of prepared or ready to eat foods need to provide four additional documents:

A copy of their Food Establishment (kitchen) Permit from their hometown;

A copy of their Certified Food Manager's (e.g. "Serv Safe") certificate;

A copy of their allergen video certificate which can be obtained at this web site:

<http://compuworks.myvbookstore.com/catalog/product/view/id/673/s/food-allergen-video-training-and-certification/>

The Marblehead Farmers' Market Mobile Operations form <http://www.marblehead.org/forms.aspx?FID=67>

Attendance: Farms and other weekly vendors are expected to attend every week. Due to heavy demand for booth space, craft vendors will only be allowed to schedule 3 visits on mutually available dates. We will publish seasonal schedules on our bulletin board and on our web site, www.marbleheadfm.com. Vendors who do not attend on their assigned date and who don't give 5 days notice maybe fined their max booth fee. After a second occurrence, we reserve the right to reassign that vendor's booth.

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.

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.

Start and Stop times: The market opens at 9AM, which will be signaled by the ringing of a bell. There will be no sales before the opening bell. The Market closes at noon - all vendors are expected to shut down promptly - 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).

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.

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

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 sanitizer, t-shirt bags and latex gloves.

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

Legal: vendors must be in compliance with all local, state & federal laws and regulations.

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 only very rarely. Appeals or grievances may be made to the Farmers' Market Board of Directors.

Application for Marblehead Farmers' Market - 2012

Type (check one): Farm (every week) -indicate start week if not 1st week _____ Educational or Performer (1 to 2 visits)
 Non-farm Vendor (every week) (usually food vendors) Craft Vendor (1 to 3 visits, can incl food vendors)

Season: check all that apply: Summer/Fall Season June 10 – Oct 20 Extended Season Oct 27-Nov 17

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

Address _____
Street City State Zip

Home phone (____) -- _____ **email** _____

Bus or Cell phone (____) -- _____ **Web site** _____

The standard booth width will be 10 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 10' = \$30 max, 15' = \$35 max, 20' = \$40 max, 25' = \$45 max, 30' = \$50

The minimum will be \$15. New vendors must pay a non-refundable fee of \$15/week in advance.
We will endeavor to keep each weekly participant in the same booth for the season.

Craft Vendors, Educational Vendors & Performers, please suggest dates:

Items to be offered (any non-produce changes to this list 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: _____

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

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

Food Vendors need 4 additional forms:
1. copy of local Food Establishment Permit,
2. copy of Food Mgr Cert (ServSafe), 3. [FM Mobile Op'ns](#),
4. copy of Allergen video certificate

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