

Market Policies & Application

Marblehead Farmers' Market - 2018

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

Dates: Saturdays May 26 to Nov 17 Time: 9AM - Noon

A. Purpose:

Provide fresh, local, wholesome produce directly from farmers to residents - "reminiscent of the market days of our forebearers". Preserve 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.

This form is NOT for Craft Vendors

B. Vendor policies:

Season: May 26 through Oct 20 will be the Regular Season.

Oct 27 to Nov 17 will be the Fall Extended Season and will have no performers, education booths, etc.

Applications: Anyone wishing to set up a booth must submit the enclosed application to the Market Manager by the end of March at which time booths will be allocated. Applications received after March 31 will be considered on a space available basis. Applications are screened for consistency with the goals of the market, variety of vendors and space available. Vendors may only sell items listed on their application. Successful vendors from the previous season get priority consideration for the coming one. Food & Craft Vendors will be reevaluated each year for suitability. For additional information see www.marbleheadfm.com.

Tents & Tables: Weekly and every-other-week vendors must provide their own tents, tables and booth paraphernalia.

The FM will supply tents & tables to other vendors and will usually put them up. All vendors must take them down and return them themselves. It is possible to rent a tent and table if the market has enough for \$5/week.

Fees: \$35 for 10' of frontage \$40 for 15' \$45 for 20' larger at the markets discretion.

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

Farm Booth Workers: At least one must be a family member or an employee who works on the farm. The primary booth worker must be involved in processes other than sales most of the time.

Non-farm Booth Workers: The primary booth worker must be involved in processes other than sales most of the time.

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.

Product, Price, & Signage: All vendors must post prices for all items. Items may be labeled organic only if they are certified organic. Only items listed on the application and approved may be sold. Applications will be at the site for verification. Farmers may sell a neighboring farmer's produce only up to 25% of total value of items sold. 75% of produce must be grown on the farm. Vendors must sell all items based on quality for a fair price. No "dumping" will be allowed. Also vendors may sell "seconds" if they are functional, safe, and under 10% of the items offered.

Labeling: The farm of origin must be clearly labeled for any produce not grown on the vendor's farm. Any vendor found to be in violation of this policy may be asked to take time off from the market.

Permits: Vendors of prepared or ready to eat foods need to provide four additional documents: 1) A copy of their Food Establishment (kitchen) Permit from their hometown; 2) a copy of their Certified Food Manager's (e.g. "Serv Safe") certificate; 3) a copy of their allergen video certificate which can be obtained at this web site:

<https://www.servsafe.com/access/ss/Catalog/ProductList/56> 4) the Marblehead Temporary Food Service

Application: <https://www.marblehead.org/sites/marbleheadma/files/uploads/tempfoodestablishment17.pdf> All vendors are responsible for their sales taxes and any licenses needed.

Attendance: Farms and other weekly vendors are expected to attend every week, once they start coming. The FM manager must be notified of the starting date at least 7 days in advance. 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, on our web site (www.marbleheadfm.com), and a press release will be submitted to the Marblehead Reporter weekly. Vendors who don't cancel with at least 5 days' notice will owe their entire booth fee. After two late cancellations, we reserve the right to cancel vendors.

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

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

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 - 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 – a map is available).

Non-Farm Products (foods, arts & crafts, etc.) Must be high quality, locally made, handmade, take skill and creativity (e.g. not assembled from a kit), 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 will be juried. We may restrict the number of vendors selling similar products. Environmental friendliness is strongly preferred.

No Hawking: business must be conducted from inside the booth. No 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)

SNAP/EBT: The Market will have an EBT terminal to accept SNAP payments. We issue tokens, which can then be used by purchasers to buy eligible products. Tokens will be collected at the end of each market and reimbursed.

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

The Farmers' Market organization may sell: reusable grocery bags and other logo 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 one visit per season. Another may be granted mid season if spaces are available. 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 groups attend the Farmers' Market to educate the public on the following issues:

Nutrition & food preparation

Organic gardening, lawn, & plant care

Health

Conservation of natural resources and recycling

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 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.

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 - 2018

Type (check one): Farm (every week) Educational or Performer (1 to 2 visits)
 Approx acres under cultivation
 Non-farm Vendor (every week) Other Vendor (1 to 3 visits, bi-weekly, etc.)
(usually food vendors)

Season: check all that apply: Regular Season 5/26 -10/20 Fall Season 10/27-11/17
_____ Start Date

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 :
Up to 10' = \$30, 15' = \$35, 20' = \$40, 25' = \$45, 30' = \$50
We will endeavor to keep each weekly participant in the same booth for the season.

Infrequent Vendors, Educational & Performers, please suggest dates:

Items to be offered (continue on separate sheet, if necessary and any non-produce changes 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:** _____

Send to: Marblehead Farmers' Market
PO Box 654
Marblehead, MA 01945
stevefowlermfm@gmail.com

Food Vendors need 4 additional forms: 1. Copy of your Food Establishment Permit,
2. Copy of Food Mgr Cert (e.g. ServSafe), 3. Copy of Temp Food Svc Applic, 4. Copy of Allergen video certificate

Questions? Visit www.marbleheadFM.com
or contact Market Manager Steve Fowler via email: stevefowlermfm@gmail.com or by phone: (617) 970-7954