



FARM VENDOR APPLICATION

(For all produce, meat, fish, and dairy products, as well as garden products)

Greetings from the Memphis Farmers Market Board and the Vendor Committee!

We are looking forward to another successful market season in 2011, marking our 6th season.

All vendors wishing to sell at the MFM must apply yearly. The attached information explains the current application process, the vendor approval process, fees, and contains the Market Policies & Regulations Note that Vendor Applications are now due 2/1 if you wish to avoid a higher application fees.

ALL VENDORS MUST READ and CONFORM TO THE MARKET POLICIES & REGULATIONS.

YOU SHOULD KEEP A COPY. Any changes from last year's Rules and Regulation are noted in BOLD formatting.

The 2011 season is Saturday April 16th to Saturday October 29th, 7 AM to 1 PM rain or shine.

Please note that submitting an application does not guarantee you space in the market. All vendor applications are referred and carefully considered by a Vendor Selection Committee. The Vendor Selection Committee must approve vendors on an annual basis. Preference is given to returning vendors in Good Standing with the MFM. (See Vendor Selection in a later section in this document for further explanation of the selection process).

Even if your application is approved, vending space is limited, and you may be put on a waiting list for available space. This space may be available on short notice, and/or on an occasional basis only.

Important 2011 Dates: 2/1/2011 Vendor Applications Due

 4/9/2011 Preseason Approved Vendor Meeting-Place & Time to be announced

 4/16/2011 Market opens at 7 AM

I General Information Regarding Your Application

It is our current policy to lease one stall per business with the exception of a few vendors who leased two stalls the first year of the market. These vendors have been grandfathered and are exempt from the one stall policy.

It is expected that all vendors will review the entire Become A Vendor section on our web page with guidelines to sell at the MFM and decide for yourself if your products fall under the MFM guidelines. *The Market Manager cannot advise you as to the suitability of your product for the market or your chances of approval.*

II Application Due Dates

NEW THIS YEAR: 2011 season applications are due February 1st, 2011. We will continue accepting applications after this date, but be advised that stall availability will be limited, as most vendors get applications in prior to the due date.

For application submitted after August 1st, 2011, the MFM reserves the right to place that application on hold for review until spring 2012. The applying vendor will be notified of this decision, and the application fee will be applied to the 2012 review.

III Fees

Vendors may elect to pay Application and Vendor Fees via check, cash, or credit card. Vendors or Vendor Applicants who elect to pay by credit card will have an additional fee imposed to pay for MFM bank fees.

Returned checks will result in a \$20 charge. Any vendor with a returned check must pay the due amount plus the charge in full with cash before they will be allowed to return to the market.

A) Application Fees

A non-refundable application fee is charged to cover time for the review process for any vendor applicant who did not sell in the 2010 season, or for any returning vendor who misses the Returning Vendor Deadline. Any Vendor Application requiring an application fee will not be submitted for review without this application fee.

APPLICATION FEES ARE AS FOLLOWS:

A. *Returning Vendor who sold in the 2010 season:*

Applications received by **2/1/2011**: No application fee.

Applications received later than **2/1/2011**: \$25 application fee.

Applications received later than **3/1/2011**: \$35 application fee (no preferential treatment for vendor selection will be granted if you apply this late & you may lose your stall assignment).

B. *Any Vendor who did not sell in the 2010 season:*

Applications submitted by **3/1/2011**: \$25 application fee. Applications submitted after 3/1/2011: \$35 application fee.

Credit Cards can be used to pay for application fees with an additional \$1 fee for handling costs.

Application Fees can be waived at the discretion of the Market Manager, in conjunction with the Vendor Chair, in special cases such as applications that are submitted at our request for specialty items that fill a market void.

(B) Vendor Fees

Vendor Fees are unchanged from the 2010 season. Vendors electing to pay vending fees by credit card will have an additional 3% charge added on to their fee.

The Daily Rate vending fee is \$30 per stall. If paid by credit card, the fee is \$31.

Vendors may elect to pre-pay Vendor Fees via with one of the following options to receive discounts off the Daily Rate:

Option 1: 10% discount for Prepayment one month in advance, due the 1st Saturday in each month. Daily Rate=\$27.00. If paid by credit card, the fee is \$28.00 per day.

Option 2: (Full Season Vendors only) 20% discount for season Prepayment paying Prepay in 2 equal payments due 4/9/2011 & 7/2/2011. Daily Rate=\$24, Two payments of \$348 each. If paid by credit card, each payment is \$359. If the 2nd payment is not received within one week of the due date, the discount will be forfeited for the remainder of the season, & the Daily Rate will increase to \$30 on July 9th, 2011. You have the option beginning the month of August to get a 10% discount on remaining months, providing your payment is received the 1st Saturday of the month.

Option #3: (Full Season Vendors only) 25% discount off the Daily Rate for prepayment for the entire

season. Daily Rate=\$22.40. One payment of \$650, due by 4/9/2011. If paid by credit card, this fee is \$670.

Note: Payments can be mailed to Memphis Farmers Market c/o CCC, 114 North Main Street, Memphis, TN 38103 or paid at the vendor meeting on April 9th.

IV Vendor Selection

All applications are referred to the Vendor Selection Committee, composed of MFM Board Members, MFM Current Vendors, and representatives of our buying public. Preferential treatment is given to the following:

- (1) Returning vendors in good standing with the MFM. (Defined in the Market Policies and Vendor Regulations as a vendor who has followed all the Market Policies and Vendor Regulations in previous vending seasons); and
- (2) Full season vendors over part season vendors.

Other selection criteria includes, but is not limited to the following:

- (1) Uniqueness of product offerings; and
- (2) Certified Organic or chemical free growing commitment vs. conventional farming methods.

The Vendor Selection Committee is eager to expand the product offerings at the MFM in terms of specific varietal vegetables grown for taste, different fruits and vegetables, and cooler season crops that extend the normal hot weather growing season.

The Vendor Selection Committee of the MFM does not give exclusivity rights to products to vendors. We are very sensitive to maintaining a diverse product mix, and also to protecting our vendors with respect to market share. There are products that we feel cannot support a second vendor. There are also products where the demand is higher, and the product offerings of two vendors are different. The Vendor Selection Committee retains the right to offer alternating weeks to similar vendors if we deem this to be a better product mix for the market.

V What Happens After You Submit Your Application

Every effort is made to complete the review process within 2 weeks after a full application is submitted. This is not always possible. This time frame may be extended in the spring prior to market opening and with certain applications. Here is what you should expect upon completion of the review process by the Vendor Selection Committee:

- You will be notified by email or phone if your application has been approved or not approved for seasonal selling. **We prefer email if you check your email regularly.** *If you wish to have anything in writing via U.S. Mail, you must send a stamped, self addressed envelope to us with a written request.*
- The Market Manager will contact you by phone or email to discuss available stall space and dates if your application has been approved. Space preference will be given, if possible, to returning full time vendors. Please note that ALL stall assignment is the prerogative of the MFM Manager and Vendor Selection Committee.
- Once the Market Manager has discussed space and date availability with you, we will send an invoice to you by Email or by U.S. Post Office if you do not use Email.

VI. Market Policies & Vendor Regulations

All vendors must agree to abide by the following Market Policies & Vendor Regulations.

These rules are important to the welfare and safe operation of the Memphis Farmers Market. Failure to abide by the rules may be cause for expulsion from the Market. A vendor who has obeyed all of the Market Policies & Vendor Regulations listed below is in good standing with the MFM. Vendors in good standing from the previous selling season have priority for the current season, provided the application is received by the due date.

1. Growers must obtain a letter or grower affidavit from their county extension agent stating what crops are grown and where they are grown. This letter must be on official government letterhead and be filed with the MFM Market Manager before selling can begin.
2. Producers of prepared and/or packaged goods must be permitted and inspected by the Tennessee Department of Agriculture Regulatory Services prior to selling at the MFM. Contact John Sanford, Food Manufacturing Administrator, at (615) 837-5193 for all information. Producers outside Tennessee must obtain an inspection and permit from their state. All inquiries related to required classes and workshops must be directed to the Tennessee Department of Agriculture. The Market Manager must have copies of current inspections and permits on file. Vendors must also keep copies when vending at the MFM. Any food samples must be individually pre-packaged in the inspected facility before being dispensed at the Market.
3. No resale is allowed at the MFM. This includes co-operative and collaborative arrangements. *If you do not grow it, make it or produce it, you cannot sell it at the MFM.* The only exception to this rule is in the case of a catastrophic climatic event and must be approved by the Vendor Committee. Any allegations of violations of this rule must be in writing and will be investigated
4. Vendors may sell only those products applied for and approved on their application. Products may be added at a later time only with **prior permission**. This permission may be granted by the Market Manager in conjunction with the Vendor Chair, and does not require full Vendor Committee approval. **Any vendor found with unapproved product will be asked to remove the product**
5. Setup is from 6 a.m. to 7 a.m. and breakdown is from 1 p.m. to 2 p.m. It is expected that vendors will be fully ready for business at market opening at 7 AM. Vendors arriving after 8 a.m. may forfeit the use of their assigned stalls. Continued lateness or missing assigned days without contacting the Market Manager may result in a loss of assigned stall space.

6. Vendors will provide the following for their use: tables, chairs, tablecloths, scales, umbrellas or awnings, extension cords, and display containers. Vendors may not take MFM property such as chairs to use in their own booth. All canopies, umbrellas or other forms of stall cover must be sufficiently and safely secured to the ground from the moment the canopy is erected at the start of the market day and until the moment immediately before it is taken down at the end of the day. A canopy will not be allowed unless it is suitably anchored.
7. Vendors are responsible for maintaining their spaces in a clean and sanitary condition, and are responsible for sweeping and disposing of any debris at the close of business. *Sanitation containers provided by MFM are for customer use or light trash only.* Agricultural waste and broken-down boxes must be hauled away.
8. Vendors may contact the Market Manager to request volunteers to temporarily staff their stall, if needed, for 5 to 10 minute intervals. This will be on a first-come, first-serve basis based on availability. **Vendors who do not respect this 5-10 minute break period may have their stall vacated by the volunteer, and their Cash Box put at the Market Information Table**
9. Vendors will use signage at their stall listing the name of their farm, location, product name, and variety
10. All product prices must be clearly posted.
11. No signage or pamphlets are allowed to promote activities outside the Market that is not related to vendor business. This includes but is not limited to unrelated commercial businesses, controversial topics, and political and/or religious affiliations.
12. Any advertising done by vendors relating to MFM activities or use of its logo must first be approved by the MFM Board of Directors.
13. Vendors with assigned stalls who are unable to attend a Market day must contact the Market Manager 48 hours prior to that Market day. The MFM must have enough time to attempt to find a replacement vendor or alternate use. MFM understands emergencies do come up, but will not allow abuse of this rule. Repeated cancellations may result in a permanent stall reassignment or dismissal from the Market. **IF YOU DO NOT SHOW UP AND HAVE NOT CONTACTED THE MARKET MANAGER, YOU WILL STILL OWE FOR YOUR STALL SPACE.**
14. Vendors may not sublet stall space or share it with another vendor unless they have received permission from the Market Manager.
15. All produce and food must be stored or displayed off the ground.
16. The Market Manager has the authority to prohibit the sale of any product that does not conform to market standards.
17. Vendors are required to keep their products, chairs, tables and equipment inside their stall boundaries The Market Manager has the right to ask that your stall signage or display be rearranged if it is blocking another vendor, traffic flow or if it extends beyond the allotted booth space.
18. Children cannot roam or wander unsupervised.

19. Pets are not allowed under the Shelby County Health Department codes.
20. The MFM supplies all music and entertainment. No playing of instruments, tapes, or CDs without permission from the Market Manager.
21. Smoking and the use of tobacco products are not allowed in or around vendor stalls or where food is displayed.
22. No firearms or alcohol is allowed on the premises.
23. Every vendor operating a motor vehicle on market premises must drive in a careful and prudent manner and observe the one-way entrance and exit roadways.

*For the first offense of any of the above regulations, a verbal warning will be issued, the second offense will incur a written warning, upon the third offense the vendor will be asked to leave the site, and the upon the fourth offense the vendor not be able to return for the remaining Market season. No refunds will be given for stall fees paid. **If you are a daily pay vendor & are asked to leave the market or choose to do so yourself for some reason, you still owe your daily fee.***

Additional Market Policies and Vendor Regulations

1. Vendors may park one light vehicle directly behind their stall if space allows. The Market designates a special parking area for large produce vehicles and vehicles that cannot be parked at certain stalls.
2. Vendors are responsible for certifying and annually calibrating any scales used at their stalls or they can be fined by the Shelby County Weights and Measures Department. The Weights and Measures Department is located at 157 Poplar Ave ph # 901-545-3920.
3. Vendors are responsible for carrying liability insurance in the amount they deem appropriate.
4. Vendors are responsible for collecting payment for their own product and any applicable sales tax.
5. Vendors should abide by all city, county, state and federal regulations that govern sampling, production, labeling, and safety of any product offered for sale at the Market.
6. Each Farm vendor must allow farm inspections as needed.
7. Any and all complaints must be put in writing, signed, and given to the Market Manager. Unsigned complaints will not be addressed. Petition style complaints, signed by numerous individuals, will not be addressed. All complaints will be addressed within 4 weeks. Complaints must be specific in nature. Allegations that specific vendors are selling product not producer grown will be taken seriously and will be investigated through questions about planting dates & harvesting and storing methods. The board will seek input from knowledgeable individuals such as county extension agents and farmers who are on the MFM Board. Farm visits will be made as deemed necessary. Repeated complaints about a specific vendor will not be addressed each time if the investigative team deems them unwarranted and personal in nature.
8. *Professional conduct is expected.* Any yelling swearing, throwing items, harassing or threatening other vendors, volunteers or management will not be tolerated. This includes in person or by electronic media. *This type of behavior will result in permanent expulsion from the Market with no redress.*



FARM VENDOR APPLICATION

Please print LEGIBLY or type

MEMPHIS FARMERS MARKET

EST. 2006

PART I: CONTACT INFORMATION

1. Name: First _____ Last _____
2. Farm/BusinessName: _____
3. Phone: Preferred phone # _____ Alternate phone _____

Email Address _____

A. Mailing Address: Street _____

City _____ State _____ Zip _____

B. Farm/Business Address, if different than mailing address:

Street _____

City _____ State _____ Zip _____

4. MFM uses email if at all possible. Please circle how we can best communicate with you:

A. I use Email regularly, & will respond daily to Emails

B. I don't use Email or don't check daily, nor does anyone in my household. Phone me.

6. May we put your contact information on our web site if you are approved? ___ Yes ___ No

PART II: GENERAL INFORMATION ABOUT YOUR BUSINESS & MARKET NEEDS

1. Does your business have a web site? ___ Yes, ___ No

If YES, what is the web address? _____

2. What year did you start your business? _____

3. Do you carry Liability Insurance? ___ Yes, amount of \$ _____ or ___ No

4. What kind of grower in terms of pest control, fertilizer, and antibiotic usage in animals are you?

___ Conventional grower: I routinely use chemical pest control and conventional fertilizers, or routine use of antibiotics in animals

___ Nonconventional grower: I only use organic methods and biologic pest controls

___ I prefer using organic methods, but will employ limited chemical use to save a crop

5. How many acres do you own or rent to run your operation on? _____

6. What special needs or Requests do you have at the Market for the following?

___ electricity ___ water ___ truck size ___ Other Special Request, explain:

7. How often do you want to come to the Market?

_____ Full Season, 4/16/2011 to 10/29/2011

_____ Other. please provide dates: _____

8. Are there any dates you know you will not be available during the market season?

9. Are you open to other dates if we cannot accommodate your choices? _____ Yes _____ No

10. Are you willing to be placed on a waiting list and be a "fill-in vendor"? _____ Yes _____ No

PART III: WHAT WILL YOU SELL AT THE MARKET THIS SEASON?

(IF YOU SOLD AT THE MARKET IN THE LAST SEASON, SKIP TO #2)

1. NEW VENDORS:

ATTACH A SEPARATE PIECE OF PAPER LABELLED "PRODUCT LINE", & TELL US WHAT YOU WANT TO SELL AT THE MARKET.

Write legibly. If you raise or catch it, we want full information on how your product is raised or caught, and how it is processed. We would prefer that you tell us you are growing 3 heirloom tomato varieties, the specific characteristics of the variety & why you chose it, rather than just say "Tomatoes". Some examples of what we'd like to see are: "XXX variety Tomato, heirloom great taste, early season, would expect to have ready to sell around July 1, around 50 plants " "XXX variety yellow squash, succession planting, with last planting around XXX date, of app. 1/2 acre "Berkshire Pork, 300 year old species known for great marbling & taste. My herd size is XXX, fed entirely on xxx with no antibiotic use. I send XXX animals for slaughter weekly" etc.

2. RETURNING VENDORS FROM LAST SEASON ONLY:

The only thing you need to tell us is either "NO CHANGES" or what additions or subtractions there are to your product line. Either use the following blank section or if needed attach a separate sheet of paper.

PART IV: ACKNOWLEDGE OF MARKET POLICIES and REGULATIONS and AFFIRMATION OF MARKET SUPPORT

I certify that I have read the MARKET POLICIES and REGULATIONS. I agree to abide by them. I understand the consequences of violating them. I understand that I cannot sell anything at the MFM that I did not grow or produce. I also agree to work with the MFM Board and other vendors to support and further the Market.

Your signature: _____

Print Name: _____ Date _____

PART V: LIABILITY RELEASE & CERTIFICATION OF APPLICATION

I certify that I am applying for a space for the 2011 season. I agree to release MFM and the property owner from any and all liability in connection with my stall operation at MFM, and further agree to indemnify, hold harmless, and defend MFM and the property owner from and against any losses, damages, or expenses incurred as a result thereof. I understand that there is no guarantee I will be approved to sell at the Market. I further understand that even if approved I may not get my preference as to available dates and stall assignment. I further understand and accept that my approval to sell at the Market may place me on a waiting list for space.

Your signature: _____

Print Name: _____ Date _____

PART VI: HOW WILL YOU PAY YOUR VENDOR FEES IF APPROVED?

CHOOSE A, B, C, OR D BELOW

(NOTE: You will receive a bill from the MFM if accepted)

- A. _____ Prepay for the entire season
- B. _____ Pay in 2 installments
- C. _____ Prepay monthly
- D. _____ Pay daily

Part VII. INSTRUCTIONS FOR SUBMITTING APPLICATION & PAYMENT OF APPLICATION FEE

Please make sure you have included the following:

1. A complete & legible application, signed in both Part IV and Part V;
2. Attachment as requested in Part III;
3. Application Fee: Check the below category to determine your fee:

- _____ \$0 Vendors who sold at the Market the previous year; application postmarked prior to 2/1/2011.
- _____ \$25 Vendors who sold at the Market the previous year; application postmarked on or after 2/1/2011.
- _____ \$35 Vendors who sold at the Market the previous year; application postmarked on or after 3/1/2011
- _____ \$25 Vendors who did not sell at the Market in the previous year; application postmarked prior to 3/1/2011
- _____ \$35 Vendors who did not sell at the Market in the previous year; application postmarked on or after 3/1/2011

4. Payment Method For Applications

- _____ A. Check made out to Memphis Farmers Market enclosed AMOUNT = _____
- _____ B. I wish to pay by Credit Card circle: VISA MasterCard

NAME ON CARD: _____ ZIP CODE of card Billing Address _____

CARD #: _____

SECURITY CODE _____ CARD EXPIRATION DATE _____

Amount owed =	
Add Credit card fee of \$1.00 if paying by credit card	
Total owed =	

MAIL YOUR APLICATION TO: Memphis Farmer's Market, c/o Center City Commission

114 N. Main Street Memphis TN 38103