



MEMPHIS FARMERS MARKET
EST. 2006

2012 VENDOR APPLICATION

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

We are looking forward to another successful market season in 2012, marking our 7th 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: Vendor Applications are now due 1/15.

ALL VENDORS MUST READ and CONFORM TO THE MARKET POLICIES & REGULATIONS. YOU SHOULD KEEP A COPY. Any changes from last year's Rules and Regulations are noted in BOLD formatting.

The 2012 season is Saturday **April 7th to Saturday October 27th**, 7 AM to 1 PM rain or shine.

New this season: MFM has applied to accept SNAP/EBT. (Supplemental Nutrition Assistance Program/Electronic Benefit Transfer) Market management will handle the administration of the program with MFM tokens. In addition to accepting SNAP benefits, the MFM will also be accepting patron credit/debit cards for use with MFM tokens. Details of the program will be discussed at the MFM Vendor meeting in March and procedures will be distributed prior to the April opening day. Basically, what this means to an MFM vendor is that you agree to accept MFM tokens in lieu of cash, for which you will be reimbursed by the MFM.

Please note that submitting an application does not guarantee you space in the market. All vendor applications are reviewed 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.

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 2012 Dates:

1/15/2012 Vendor Applications Due

3/3/2012 Preseason Approved Vendor Meeting-Place & Time to be announced

4/7/2012 Market opens at 7 AM

I General Information Regarding Your Application

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: 2012 season applications are due January 15, 2012. 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.

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 \$35 application fee is charged to cover time for the review process for any applicant who did not sell in the 2011 season, or for any returning vendor who misses the application deadline. Any vendor application requiring an application fee will not be submitted for review without the fee.

APPLICATION FEES ARE AS FOLLOWS:

A. *Returning Vendor who sold in the 2011 season:*

Applications received by 1/15/2012: No application fee.

Applications received later than 1/15/2012: \$35 application fee.

Note: *No preferential treatment for vendor selection will be granted if you apply late and you may lose your previous season's stall assignment).*

B. *New Vendor: \$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

The **Daily Rate** vending fee is \$33 per stall. If paid by credit card, the fee is \$34.

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

Option 1: Monthly – approx 10% discount for Prepayment one month in advance, due the 1st Saturday of each month. Daily Rate=\$30.00. If paid by credit card, the fee is \$31.00 per day.

Option 2: Split Payment - (Full Season Vendors only) 20% discount for season prepayment in 2 equal installments due 4/7/2011 & 7/7/2011. Daily Rate=\$26.40, Two payments of \$396 each. If paid by credit card, each payment is \$408. 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 \$33. You have the option beginning the month of August to get the monthly rate on remaining months, providing your payment is received the 1st Saturday of the month.

Option #3: Full Payment - (Full Season Vendors only) 25% discount off the Daily Rate for prepayment for the entire season. Daily Rate=\$24.75. One payment of \$742.50 is due by 4/7/2011. If paid by credit card, this fee is \$765.

(Note: Full season bi-weekly vendors may take advantage of the payment option discounts. Monthly vendors must pay the daily rate.)

Payments can be mailed to Memphis Farmers Market c/o DMC, 114 North Main Street, Memphis, TN 38103, paid at the vendor meeting on March 3, 2012, or at the market **on opening day**.

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.

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 deemed 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.
- 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 assignments are the prerogative of the MFM Manager and Vendor Chair.
- 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. mail 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 **submitted with the application**.

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. **Please submit these copies with your application.** 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. 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.
4. **Vendors are responsible for carrying \$1,000,000 liability insurance, including product coverage. Certificates of insurance copies naming MFM as additionally insured must be submitted with the application. Fax # (901) 737-5747 or email to info@memphisfarmersmarket.org.**
5. 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 Chair and Market Manager. Any allegations of violations of this rule must be in writing and will be investigated
6. 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* from the Market Manager in conjunction with the Vendor Chair. Any vendor found with unapproved product may be asked to remove the product.
7. **Provided MFM is approved to accept SNAP/EBT. (Supplemental Nutrition Assistance Program/Electronic Benefit Transfer) and patron credit/debit cards, the market will handle the administration of the program with MFM tokens, much like other area markets. If the MFM is approved, all vendors will be required to participate in the program and will be required to accept the tokens like cash if approached by customers to do so. The MFM will then reimburse vendors the following week for tokens collected.**
8. 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 7 a.m.** may forfeit the use of their assigned stalls **and an additional \$33 late fee will be assessed.** Continued lateness or missing assigned days without contacting the Market Manager may result in a loss of assigned stall space.
9. 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 be assessed an additional \$33 fee due the following market day.**
10. 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.*

11. 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.
12. 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. **Volunteers may not be used to set up or tear down stalls or work stalls for extended periods unless special approval has been granted by the Market Manager or Volunteer Chair.**
13. Vendors must use signage at their stall listing the name of their farm, location, product name, and variety and product prices must be clearly posted. **Individual nametags for each stall worker are strongly encouraged.**
14. 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.
15. Any advertising done by vendors relating to MFM activities or use of its logo must first be approved by the MFM Board of Directors.
16. Vendors may not sublet stall space or share it with another vendor unless they have received permission from the Market Manager or Vendor Chair.
17. All produce and food must be stored or displayed off the ground.
18. The Market Manager or Vendor Chair has the authority to prohibit the sale of any product that does not conform to market standards.
19. 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.
20. Children cannot roam or wander unsupervised.
21. Pets are not allowed under the Shelby County Health Department codes. **The Petsitting Tent is for MFM patrons only.**
22. The MFM supplies all music and entertainment. No playing of instruments, tapes, or CDs without permission from the Market Manager.
23. Smoking and the use of tobacco products are **not allowed in the pavilion area.**
24. No firearms or alcohol is allowed on the premises.

25. Every vendor operating a motor vehicle on market premises must drive in a careful and prudent manner and observe the entrance and exit roadways.
26. 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. **The parking lot is reserved for market patrons. Vendors with parking needs must use the grassy south lot.**
27. 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.
28. Vendors are responsible for collecting payment for their own product and any applicable sales tax.
29. Each vendor must allow farm/business inspections as needed.
30. Any and all complaints must be put in writing, signed, and given to the Market Manager or Vendor Chair. 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. 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.
31. *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 may result in permanent expulsion from the Market with no redress.*

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 offence the vendor will be asked to leave the site and may 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.

Contact Info

Market Manager:	Maryanne Lessley	(901) 359-8441
Vendor Chair:	Ben Brock	(901) 619-2868



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Please print or type

Please circle Type:

Artisan

Farm

Prepared Food

PART I: CONTACT INFORMATION

Name: First _____ Last _____

Farm/BusinessName: _____

Phone: Preferred phone # _____ Alternate phone _____

Email Address _____

Mailing Address: Street _____

City _____ State _____ Zip _____

Farm/Business Address, if different than mailing address:

Street _____

City _____ State _____ Zip _____

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

How often do you want to come to the Market?

_____ Full Season, 4/07/2012 to 10/27/2012 (artisans bi-weekly)

_____ Other: Please provide dates: _____

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

Are you open to other dates if we cannot accommodate your choices? ___ Yes ___ No

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

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

If YES, what is the web address? _____

What year did you start your business? _____

Dates of Liability Insurance: _____ to _____

What special needs or requests do you have at the Market for the following?

____ Electricity ____ Water ____ Truck size ____ Other

Please explain: _____

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

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. Use the following blank section or if needed attach a separate sheet of paper.

NEW VENDORS:

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

Pease print or type. We want full, detailed information on how your product is raised, made or prepared.

- **FARMS:** It is preferable that you tell us specifics of what you are growing. For example: discuss your heirloom tomato varieties, the specific characteristics of the variety and why you chose it, rather than just say "Tomatoes".
- **PREPARED FOOD** applicants, please be specific about your products and ingredients. You will likely be asked to provide samples for committee members prior to approval.
- **ARTISANS** must submit product photos in addition to written details (photos can be submitted via email to info@memphisfarmersmarket.org).

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 2012 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. CHECKLIST FOR SUBMITTING APPLICATION & PAYMENT OF APPLICATION FEE

Please make sure you have included the following:

- _____ Complete application, signed in both Part IV and Part V
_____ Attachment as requested in Part III
_____ Certificate of Insurance
_____ County Extension Letter (if applicable)
_____ TDA Permit (if applicable)
_____ Photos (if applicable)

Application Fee: Check the below category to determine your fee:

- _____ \$0 Vendors who sold at MFM previous year; application received/postmarked prior to 1/15/2012.
_____ \$35 Vendors who sold at MFM previous year; application received/postmarked on or after 1/15/2012
_____ \$35 New Vendors who did not sell at MFM the previous year

Payment Method For Applications

_____ Check made out to Memphis Farmers Market enclosed AMOUNT = _____

_____ I wish to pay by Credit Card (circle) VISA MasterCard

NAME ON CARD: _____

CARD #: _____

SECURITY CODE _____ CARD EXPIRATION DATE _____

Street Number of card Billing Address _____ ZIP CODE of card Billing Address _____

MAIL YOUR APPLICATION TO:

**Memphis Farmers Market, c/o Downtown Memphis Commission
114 N. Main Street
Memphis TN 38103**