



2016 Prospective Vendor Manual

www.asimplerplace.farm

Market Manager

Renee Raley Cell: 813-362-3269 Email:

renee@asimplerplaceintime.com

Market Hours & Location:

Held Every Thursday (with the exception of Thanksgiving Day) beginning

October 27th 2016 – May 25th 2017.

Open Air: 9903 Carr Road, Riverview FL

The location also operates as a farmette right in the suburbs of Riverview with an operating market and demonstration garden, animals, farm store and kitchen. The farm store and kitchen sell locally sourced and organic produce, artisan goods, and prepared foods, on-premises.

About A Simpler Place Farmers Market ("ASPFM")

Vision:

- Food producers thrive and expand
- All residents have access to farm fresh food
- Farmer's markets build, nourish and inspire community

Mission:

- Our mission is to expand direct relationships with farmers and consumers and to provide a community activity which fosters social gathering, interaction and healthful food choices.

We Value:

- Nourishment: food is the heart and soul of our lives. Access to fresh, nutritious food is a foundation for health and human dignity.
- Authenticity & Transparency: we are accountable to our shoppers by requiring our vendors to produce and source what they sell with integrity

Criteria for Vendor Selection and Governance:

The information in the following section pertains to businesses applying to become a ASPFM vendor; it also serves as a reference for approved vendors seeking reminders about the criteria by which ASPFM screens and selects potential vendors, required licenses, definitions of products categories, and the application process itself.

ASPFM is committed to creating a diverse marketplace with the highest quality, locally produced products available. Although ASPFM will not be bound to apply a particular set of selection criteria in every instance and must reserve unconditional discretion to accept or refuse anyone as a ASPFM vendor, the market considers many factors when evaluating vendor applications.

General acceptance - In order of priority:

Agriculture

- Priority is given to those regional farmers and producers who bring product to market that is 100% grown and harvested on farmland that they own and/or operate.
- Farmers have priority over Food Artisans, Bakery and Hot Food Vendors.
- Farmers who use environmentally responsible and sustainable growing, breeding, raising, and harvesting methods will also have priority.

Conduct, Compliance & Customer Service

- Positive vendor conduct toward customers, fellow vendors, market staff, and volunteers.
- Product Quality
- Products grown or processed using genetically modified seeds may not be sold at the market.
- Meat and dairy products treated with growth hormones such as rBGH may not be sold at the market.
- Clean displays

Food Safety

- Adheres to the highest standards in safe food production and handling.
- Vendors are encouraged to display any certifications to customers.

Product Balancing

- Duplicate products may be denied entry
- A small percentage of market stalls may be designated to local businesses or non-farm/food artisans.

Products welcome at ASPFM

- All products must be grown, raised, produced, caught, or gathered by the vendor and must be pre-approved before being sold at the market. All non farm/food products must be made by the vendor and must be pre-approved before being sold at the market.

Labeling/Packaging

- Legal requirements (weight, ingredients, etc.).
- Organic certifications must be submitted with application in order label and sell product(s) as organic.

Definitions:

Vendor Business Categories & Product Categories

A vendor is an owner/operator of a business entity approved to sell at the market by Market Management. A vendor may not operate under a franchise agreement.

Different categories of vendors at the market are Farmer and Non-Farmer:

- Farmer- Those actively involved and invested in the planting, growing, and harvesting of agricultural product on owned, rented, leased, or share-cropped land. This includes ranchers, dairymen, fishermen, etc. Farmer category also includes vendors who sell value-added products made from their own farms' products.

- Non-Farmer - Those who are actively involved and invested in the processing of product sold at the market. Non-Farmer vendors may sell processed foods, value-added foods, baked goods, hot foods, etc. Non-Farmer vendors must provide ASPFM with all applicable copies of licenses as appropriate to their product. Vendors are responsible for knowing and acquiring all necessary licenses. Non-Farmer vendor categories are outlined below:
 - Food Artisan: Those who sell processed or value-added foods such as pickles, condiments, jams and charcuterie. These vendors do not grow/raise/catch/gather the majority of ingredients in their product.
 - Bakery: Those who bake breads, pastries, and desserts, or make chocolates for sale at the Market.
 - Hot Food Vendor. Those who sell food that is freshly made and available for immediate consumption on-site. Hot Food Vendors must have a commissary agreement.

Product Representative - Those who do not meet the above categories. Product Representative is defined as either:

- An individual who does not grow, raise, process, or gather the product they sell or an individual who produces and sells items comprised mainly of non-local ingredients.
- This type of vendor sells particular types of products not otherwise available at the market and is only admitted to sell on occasion. Representatives' booths may be limited to one area of the market. Items that directly compete with regular market vendors' products are not allowed. Product representatives' products must meet strict criteria and align with the mission of ASPFM. All products are at Market Management's discretion.

General Requirements for all Business Categories:

- Market Management reserves the right to deny a vendor's application or to prohibit anyone from selling at the market, or to prohibit any product from being sold at the market.
- Application and Agreement. All prospective vendors must complete and sign a ASPFM vendor application and agreement via Manage My Market.
- Product Declarations. Vendors are required to submit a complete list of all products they wish to sell with their application. Vendors must have pre-approval from Market Management before selling any product. This list also helps us communicate to consumers what can be expected at the market.
- Documentation. All vendors must provide ASPFM with copies of all relevant documents (Liability Insurance, organic certification, etc.) upon their applications acceptance. These documents can be uploaded to your vendor profile by logging in at managemymarket.com

Farm Visit

- All farms are subject to a farm visit by Market Management to verify their activity and farming practices.

Insurance Requirement

- ASPFM is not responsible for any loss or damage incurred by vendors. Liability insurance, naming ASPFM as an additional insured, is required for all vendors (\$1M). A copy of the certificate of insurance must be provided upon notification of acceptance prior to attending the market.

What Kind of Licenses do I Need?

- Vendors are responsible for complying with local, state, and federal requirements governing the sale and production of their products, and for acquiring the necessary permits and licenses. Questions, please contact the market manager.

Product labeling

- All packaged foods must be labeled, and ingredient information must be clearly marked. Unpackaged single-ingredient foods like fruits and vegetables do not need labels. Four pieces of information are required on labels: name of product, net weight, ingredients in descending order by weight, and name and address of the producer or distributor.

Cross-contamination

- Vendors should strictly segregate the foods handled at market to ensure that there is no cross-contamination of foods - particularly raw meat, poultry or seafood and ready-to-eat foods. Those who sample meats, poultry or seafood and fruits or vegetables in the same stall should use separate cutting boards, knives, wiping cloths, sanitizer buckets, etc. Clean and sanitize all equipment associated with raw meats, etc., immediately after preparing these foods, to avoid inadvertent contact.
- Cross contamination also can involve two different kinds of raw meat, poultry or seafood. Separate equipment is not necessary to sample two kinds of meat, but vendors should clean and sanitize all equipment between uses.

Additional Guidelines for Markets and Vendors Animals

- No animals allowed due to potential contamination with on premises market gardens.
- Toilet facilities
 - A unisex single stall restroom is located within our farm store. A unisex single stall handicap accessible restroom is located near the farmers market tents in the pole barn.
- Wastewater
 - Wastewater from prepared foods or other must be disposed of offsite. Vendors should not dump wastewater.
- Trash

- A dumpster is available on-site for recyclable items only at no charge.

Tips for being a successful market

- We are in this together - Help grow the farmers market and your customer base by sharing where you will be, what you will have, and collaboratively supporting the market on social media, website, newsletter, etc.
- Do not undercut yourself by underselling your product or another vendor. There is a true cost to growing food and we want to educate people on that principle.
- Be prepared and allow enough time for travel.
- Be ready to sell at the start of the market. The majority of your sales may occur within the market's first hour.
- Be consistent with attendance.
- Market stalls are a 10' x 10' blank space.
- Bring everything you need.
 - Canopy with weights and Signage
 - Prices, Bags, calculator, credit card equipment, scale
 - Extension cords and lights for our late afternoon/early evening market
 - Change for larger bills

Still interested in becoming a vendor? Please complete our application at