



2011 Shoreview Farmers' Market

Tuesday's June 14 – October 25

3:00 – 7:00 p.m.

Thank you for your interest in becoming a vendor at the Shoreview Farmers' Market. Please carefully read and follow the steps below.

1. Read the Rules and Regulations Handbook for the 2011 season.
2. Fill out the application form completely. **Forms not filled out completely will not be considered.**
3. Submit your application, permits/licenses, map, product list and biography.

City of Shoreview
Attn: Lesley Young, Market Manager
4580 Victoria Street North, Shoreview, MN 55126

4. **DO NOT** submit payment with this application. Payment will be billed at a later date after registration approval from the Market Manager.

Applications will be accepted throughout the season; however, **space is limited** so you are encouraged to submit your application early! First right of refusal will be given to 2010 participants (**deadline for first right of refusal is March 14th**). You will be notified by mail the week of May 23rd regarding acceptance or refusal (refer to handbook) of your application.

Indicate by marking an "x" on all the weeks you are planning on attending market
(Bold denotes special event markets)

_____ June 14	_____ July 19	_____ August 23	_____ September 27
_____ June 21	_____ July 26	_____ August 30	_____ October 4
_____ June 28	_____ August 2	_____ September 6	_____ October 11
_____ July 5	_____ August 9	_____ September 13	_____ October 18
_____ July 12	_____ August 16	_____ September 20	_____ October 25

VENDOR STALL FEES
\$280 per stall for 20 weeks
 or
\$25 per market

DO NOT submit payment with this application. Payment will be billed at a later date after registration approval from the Market Manager.

Fee listed is for (1) 12' x 10' Parking Stall

Farm Name: _____

Primary Seller Name: _____

Names of additional sellers: _____

Mailing Address: _____

City/State/Zip Code: _____

County & Address of production location (if different from above) _____

Business/Home Phone: (____) _____ Cellular Phone: (____) _____

E-Mail: _____

MN Sales Tax ID number (if applicable) _____ Vehicle License _____

ST19 Form attached? Yes / No

Tax ID Number _____

Land lease paperwork attached? Yes / No / Not Applicable

Gardening license attached? Yes / No / Not Applicable

Do you require electricity? Yes / No

Truck Length _____ (in feet). Is your truck refrigerated? Yes / No

Are your items grown in or connected to Minnesota? Yes / No

Are your items organic or organically grown? Yes / No / Not Applicable

Do you use sprays/insecticides on your product? Yes / No

Do you have an Organic License? Yes / No / Not Applicable

If you are selling any processed food items, you are required to have a license from the MN Dept of Agriculture.

Do you have this license? Yes / No / Not Applicable

Do you grow or produce all items you intend to sell? Yes / No

If no, please explain _____

By looking at the enclosed map – I prefer stall(s) # _____

Stalls will NOT BE GUARANTEED

Items to Be Sold

Please note that the number of vendors in each category is limited in order to prevent saturation in one category. This will improve sales for all vendors. The Market Manager will determine the number of vendors in each category through the application process. On the lines below, list ALL items you will be selling at market. If additional space is needed, please attach product sheet, photos, etc. This list will help in determining which stall you are assigned to at our market. **It is NOT guaranteed that you will be assigned the same stall in previous years.**

Please attach a map or write down directions to your farm, field or production location:

Our customers have requested to get to know you! Please tell me a little about yourself, the products that you sell, your farm, business, other markets you sell at, etc. (please use this space or attach a sheet to your application). I will be highlighting a new vendor each week of our market for our customers!

I have read the Vendors' Handbook of Rules and Regulations for the 2011 Market Season and agree to comply with these rules. Further, I agree to indemnify and keep indemnified the City of Shoreview; the Shoreview Farmers' Market; their committee, employees or servants against actions, law suits, claims and demands which may be brought against or made upon them and against all loss, costs, damages and/or expenses which the City of Shoreview and or the Shoreview Farmers' market may sustain, suffer, be or be put to, resulting from, arising out of or in any way incidental to the occupancy of the space rented by me/us.

Applicant Signature

Date

Shoreview Farmers' Market



**Vendor Handbook
~Rules and Regulations~
2011 Season**

Shoreview Farmers' Market SPECIAL EVENTS!

Live entertainment at all special event dates!

June 14

Minute with Mayor Martin

Kick off our 2011 market with Mayor Martin! Stop by and say hello and receive a FREE delicious treat! It's her way of thanking you for shopping our beautiful market.

July 5

Red, White & Blueberries

Cool the temps with a yummy treat compliments of your market and a special thanks to our military who receive a special gift who show their military ID at the market manager's booth.

August 2

Caramel Autumn Apples

Who doesn't love a sticky gooey caramel apple? The Shoreview market will be giving away caramel apples to the first 200 shoppers!

September 6

Hot Stuff Salsa Contest

Enter our popular salsa contest. Winners receive a bountiful basket stuffed with ingredients to make great salsa. Drop off your salsa at the market manager's table by 4:00 p.m. on market day. Label your salsa Fruit, Mild, Medium, Hot or Fire. Judging will begin at 5:00 p.m. *One entry per person in any category.*

October 25

Farewell Fall Festival

Farewell till 2012! Stop by the market managers table for a farewell treat compliments of Neumann Farms!

Stop by the Market Managers table and sign up to win one of our weekly bountiful baskets filled with goodies compliments of your vendors!

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1. NAME

The market shall be known as the Shoreview Farmers' Market and will be owned and administered by the City of Shoreview, through the Shoreview Parks and Recreation Department here after referred to as the "Board of Directors".

2. PURPOSE

The purpose of this Vendors' handbook is to describe the organization and administration of the Shoreview Farmer's market and to detail the rules and regulations to be followed by the Board of Directors, vendors and management of the market. The Market Manager or Board of Directors shall deal with any issue not covered in this handbook.

Mission

To create a sense of community and history, as Shoreview was an agricultural based community. To enhance community health with fresh, locally grown produce and plants. To encourage local production of food to reduce food costs, improve mental and physical health, and foster a positive family and individual activity. Support growers financially with sales of produce and plants. Beautify the City of Shoreview by encouraging production, planning and display of perennial and annual plants. Educate children and youth about food production.

Use

The use of the market is restricted to the sale of local products grown from the State of Minnesota. Special exemptions may be allowed from time to time, upon the approval of the Market Manager, subject to agreement by the Board of Directors in response to local supply or productivity and such exemptions are not to interfere with locally produced products.

Vendor Rights

The vendors as a whole should feel free to comment to the Shoreview Farmers' Market Board of Directors with respect to:

- The overall management, operation and administration of the market.
- The improvement of the market site and associated area; the layout of the vendor's space, and other physical improvements.
- The regulations of the market, including the hours of operation; designation of stall space; charging of market fees; housekeeping, rules, sanitation and posting of signs and other matters.
- The advocacy and support of the market and development of continuing advertising and promotional programs for the market.

3. MARKET LOCATION & SEASON

Location

The Shoreview Farmers' market will be located in the lower parking lot of the Shoreview Community Center.

Dates & Hours

The 2011 season will be on Tuesday's, June 14 – October 25 between 3:00–7:00 p.m.

4. MEMBERSHIP

The Board of Directors may, by a majority vote, admit to membership any person who:

- Is a grower, producer, or artisan resident of the State of Minnesota.
- In their opinion are a responsible advocate or supporter and a person likely to contribute to the betterment of the market.
- Agrees to abide by the rules and regulations of the association
- Has paid the prescribed annual membership fee

Producers-Only

Applicants for membership must produce what they sell; **resellers are not eligible for membership**. All products offered for sale must be grown or produced by the applying vendor. The vendor is defined as the applicant or the applicant's spouse, sibling, child, parent or domestic partner, who assist substantially in the cultivation of the crops, or in the production of the agricultural, baking or craft product. The sale of items grown or produced by anyone other than the vendor, as defined above shall not be permitted.

5. VENDOR STATUS

There are two types of vendors our market: vendors that attend from June 14th through October 25th and vendors that are approved for daily sales by the Board of Directors.

6. PRODUCT CATEGORIES

Agriculture

Products include but are not limited to, fruit and vegetables, plants, shrubs, trees, flowers, honey, maple syrup, preserves, meat, fish, poultry & eggs, soils, manure, firewood, wool, animal feed, grains, etc. Agricultural vendors may sell pre-packaged, individual servings for take home, and a reasonable charge may be applied for small samples.

Baking

Products include, but are not limited to bread, rolls, buns, muffins, cookies, fruit pies, cakes, pastries, meat pies, etc. **No ready to eat single servings will be allowed at the market. Product must be sealed/tied when given to customer.**

Arts & Crafts

Arts and crafts must be hand made by the vendor using his or her own skill, artistry and training to produce a new, unique and original product.

New Products

If, after approval of original product lists, vendors wish to sell items which fall into a different category or which represent a major departure from the products(s) originally juried, they must have these items juried and approved before they can be offered for sale. The original application form will be amended, as required.

7. SELECTION PROCESS

Please note that the number of vendors in each category is limited in order to prevent saturation in one category. This will improve sales for all vendors. The Board of Directors will determine the number of vendors in each category through the application process.

Vendor Agreement

All applicants for membership must complete a “Vendor Application/Agreement” form. The purpose of the Vendor Agreement procedure is to maintain a high quality, producer-based market, to provide a variety and balance of products, to ensure fairness to all vendors and to ensure the vendors abide by the rules of the market. The agreement also lists all the products approved by the Board of Directors for sale at the market.

Review & Jurying

All products to be offered for sale must be approved by the Board of Directors to ensure they are indeed produced by the applicant; produced direct from farmer to market and that they are of high quality and are compatible with the other products sold at the market. Selection is determined as well by seniority. The committee reserves the right to refuse acceptance of any applicant or product that is not in keeping with the rules, regulations or standards of the Shoreview Farmers’ Market.

Ratio

The ratio of agricultural, baking, and niche vendors to arts & crafts vendors shall be 6:1.

8. BOOTH/STALL ALLOCATION

Space Limitations

Vendors are normally limited to a single booth/stall space, which is 12’ frontage feet. Vendors may apply for multiple spaces, but allocation depends on the space available at the time, and may be withdrawn at any time if the space is required for new vendors. Under no circumstances shall a vendor rent more than two (2) stalls which consists up to 24’ frontage feet or 3 full size parking stalls.

Sharing

Two paid members of the Association, subject to approval by the Market Manager may share a stall.

Subletting

Vendors may not sell, sublet or rent their stall space to other vendors.

Space Allocation & Location

Space is allocated to Seasonal vendors first. The priority for remaining space is given to daily agricultural and baking vendors, followed by daily craft vendors, based on the number of days each has attended the market during the year.

9. VENDOR RESPONSIBILITIES

Compliance

Vendors must fully comply with the following and failure to do so may be grounds for termination of the Vendor Agreement and membership: Abide by the Bi-Laws and/or Constitution of this Handbook. Municipal, Provincial and Federal Regulations regarding labeling, measures, health and safety, etc. for all products offered for sale at the Market. Compliance is the responsibility of the individual vendor.

Payment of Fees

Fees will be billed to vendor after registration approval from the Market Manager. All applicable fees must be paid in full prior to set up.

Photography

The City of Shoreview reserves the right to take photos in the market of vendors as well as events and guests to be used in our marketing campaigns.

Booth Sitters

Vendors are expected to attend the Market in person to sell their own products, and not make use of agents or employees. Shoppers want to speak to the actual producer. Occasional use of booth sitters is permitted, and vendors are encouraged to arrange a sitter rather than not opening the booth/stall/table for the day. Any vendor who uses a booth sitter six times will be required to explain to the Board of Directors why their Vendor Agreement and membership should not be terminated.

Punctuality

Vendors can start to set up by 2:00 p.m. Vendors must wait until the building staff moves the parking barriers to enter. Vendors are not allowed to move barricades. Vendors shall be open and ready for business at 3:00 p.m. Vendors arriving after 2:30 p.m. will be assigned a stall from an available vacant space. The Market manager may assign any stall not occupied by 2:45 p.m. to another vendor. A vendor shall make every effort to notify the Market Manager as soon as possible if they are not going to be in attendance that week. Vendors must keep their booths/stalls/tables open for the entire market time, and not begin to tear down before designated close time. Special arrangements for leaving early must be approved by the Market Manager. **Late arrivals and early departures are frowned upon and the Market manager will issue warnings. After a total of two (2) warnings have been recorded, the vendor will be asked to explain and the possibility of being removed from the market for the remainder of the season without refund.**

Products

Vendors must bring enough products to last for the entire market. Exceptions may be made for reasons of product supply beyond their control. All vendors must remove their vehicles, market belongings and products after every market day.

List

Prior to the first market day vendors will supply the Market Manager with a list of items they propose to sell. The Board of Directors will make the final determination as to what will be allowed to sell.

Conducting Business

Vendors must remain in their own booth/stalls when selling. Sales must be conducted in an orderly and business like fashion, and no shouting or other objectionable means of soliciting trade are permitted.

Displays

Vendors are responsible for providing all display materials (displays, chairs, etc.) and setting up and tearing down any displays. The Market Manager may ask that unsightly or unsafe materials be removed. Stalls must be kept neat and clean at all times. The Shoreview Farmers' Market accepts no responsibility for damage or loss of any materials.

Parking

Vendors may park one vehicle within their allocated stall space. Vendors with trailers must park in the **upper parking lot**. Prime parking areas (which includes handicapped spaces, public spaces) must be left for shopper usage. **Vendor workers are not allowed to park on the lower lot**. Parking in lower lot will result in fines and possible removal from market with no refund.

Pricing

All items offered for sale must have prices prominently and clearly displayed. Shoppers prefer and expect this. Vendors must not practice distress pricing by undercutting other vendors or dumping products at bargain or sale prices. In the event of continued distress pricing, the Board of Directors reserves the right to cancel Vendor Agreement and membership and/or to impose "pricing ranges". Each vendor will be responsible for his or her own sales tax collection, where applicable.

Permits

Vendors are responsible to obtain all necessary licenses, permits, inspections and certificates for the sale of their products. These permits need to be available to both shoppers and the Board of Directors who request to view them. The permits given to vendors from the Shoreview Farmers' Market **must be clearly displayed as well as FMNP signs**.

Farm Products Grades and Sales Act

Produce should be sold by units or in containers. If your product is sold by weight, the scale has to be government inspected, with a valid sticker displayed. All produce should be correctly labeled and priced.

Food Safety

Every person handling food products must maintain a very high standard of personal hygiene and cleanliness. All vendors and staff must practice these standards to prevent the transfer of pathogens between vendors/staff and therefore to foods. Please adhere to the following guidelines:

- All foods offered for sale must be protected from contamination.
- Baking and processed foods must be pre-packaged at point of production, and smaller items such as muffins must be packaged in lots of at least 3 to discourage eating on site.
- All persons handling food must wear clean clothing, wash hands often, be free from infectious disease, NOT smoke, and avoid touching nose, mouth, hair and skin. All vendors MUST wash hands with warm water and soap after visiting the washroom.
- Containers and wrappings must be single use only.
- Do not allow any unauthorized persons access to where food is being prepared.
- Racks, shelves or tables must be provided for all food display and all food must be at least 15cm off the ground.
- Watch children very closely.
- Personal effects should not be stored anywhere near food products.
- Sampling and condiments:
 - Do not allow customer to get hands anywhere near samples to be eaten by other customers; provide toothpicks or small paper containers or pass out each sample.
 - Provide tongs, forks, or spoons for each type of condiment being offered, no customer hands in the containers.
 - Clean up the serving area often, being especially careful to pick up food scraps that fall on the ground.

Refuse

Stalls must be kept free from refuse during the market. At the end of the day all refuse for removal must be placed in the cans provided. If a vendor is able to take his/her own refuse home, he/she is urged to do so. This is especially critical for any produce and food vendors, because of the risk of vermin, and scraps of any such material must be scrupulously cleaned up from the floor or ground. Recycling cans are located in the Community Center for use.

Alcohol

No alcoholic beverages are permitted on site at the market.

Smoking

No smoking allowed at any vendor stall. The Shoreview Community Center has a designated smoking area outside the lower level building entrance.

American Currency

Vendors should offer an exchange rate consistent with the current bank rate.

Insurance

While the SFM does carry basic Public Liability and Property Damage Insurance, any additional insurance coverage is the responsibility of the individual vendor. SFM bears no responsibility for any vendor's property at the market.

10. MARKET MANAGER RESPONSIBILITIES

Rules and Regulations

The Market Manager supervises the operations of the market. The Market Manager will apply the rules and regulations of the market as detailed in the Vendors' Handbook, and report violations to the Board of Directors, as necessary. The Manager may ask the Board of Directors to suspend a vendor for one or more days for a serious violation of the rules.

Collection of Fees

The Market Manager shall collect all fees when they are due, and promptly deposit monies. Vendors may not sign up until appropriate fees are paid through the Park and Recreation department. Any "non-sufficient fund" check that is returned will be assessed the current rate charged by the City of Shoreview.

Space Allocation

The Market Manager shall assign all stall space taking into consideration:

- Priorities established under Article 8.
- Vendor attendance record, including late arrivals and early departures
- Stall availability
- Product category and its compatibility with products of nearby vendors.
- Special requirements (hydro, outside vehicle, late arrivals, etc.)
- The Market Manager may move a vendor for reasons of safety, health, product compatibility or any other valid reason.

Removal of Persons

The Market Manager has the authority, with cause, to request any vendor or other person to leave the market operating area and, if necessary, to call the police for assistance.

Problem Resolution

Vendors are encouraged to approach the Market Manager or the Board of Directors if they encounter a problem. Any discussion of the problems of the market in front of customers is strongly discouraged/shall be avoided.

Entertainers

Musicians, entertainers, etc. present at the Market must have the prior approval of the Market Manager and/or Board of Directors.

Cleaning

The Market Manager shall ensure that the Market is left in a clean and tidy condition at closing. The vendors' cooperation is imperative.

Washrooms

Washrooms will be regularly checked for cleanliness and orderliness during Market Day by the community center building staff. Vendors are urged to report washroom issues to the Market Manager immediately.

11. FEES

Vender Stall Fees

\$280 per stall for 20 weeks or \$25 per market. Fees will be billed to vendor after registration approval from the Market Manager.

Refund Policy

Membership and daily stall fees are non-refundable and non-negotiable. The full season fees may be refundable for a valid or compassionate reason on approval by the Board of Directors and Market Manager. Refunds will be pro-rated according to market days remaining. **A \$25 administrative fee will apply.**

12. GENERAL

Service With A Smile

It is expected that our Farmers' Market will be an upbeat and friendly place. Vendors, management, and the Board of Directors will always want to deliver service with a smile! Our shoppers deserve nothing less!

Community Table

A community table is available to charity and non-profit organizations, at no cost, for fund-raising, promotional and education purposes. To apply, contact the Market manager at least one week in advance. Any products for sale must be approved by the Market Manager and must not be in competition with Market vendors. All rules and regulations will apply to the community table. The person applying will be held responsible for ensuring that the booth is staffed and left in the same condition as received. SFM does not supply table, chairs or marketing materials.