

# Midtown Bryant's 2011 Farmers' Market

## PARTICIPATION FORM

This form will give the Midtown office information regarding participants, their products, and when they will be attending the Farmers' Market. This form will be kept on file. Please take a few moments to complete the below form, sign it and return by mailing to the Midtown office or give it to the Midtown Market Manager or On-Site Manager the first time you attend the Market. Thank you!

Name: \_\_\_\_\_

(Your name *not* business name – **Please Print**)

Business name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Vendor Category (please check one)

- Farmer (100%)/ Organic  
Please provide address of farm if different then above  
\_\_\_\_\_
- Farmer w/local grown supplement
- Farmer w/local & shipped supplement
- Plants & flowers
- Fresh cut field and garden flowers
- Baked goods/Canned foods

Brief description of the product you will be selling:

When will you start attending? \_\_\_\_\_, 2011.

By signing below I am acknowledging that I have completely filled out the above form and that I have read and will abide by the 2011 Farmers' Market Rules & Regulations.

\_\_\_\_\_  
Participant's signature (required)

\_\_\_\_\_  
Date

# Midtown Bryant's Farmers' Market

## Rules & Regulations

*Effective March 2011- Sep 2011*

*Our primary Purpose is to create a farmers' market that offers consumers a superior food retailing experience while providing farmers with a profitable, well-organized and operated retail marketplace.*

### **Additional Goals**

- Provide consumers with locally-grown, good-value farm products at a convenient location
- Ensure orderly operations while striking a fair balance between participants
- Better balance of shoppers through the day and over the months of operations
- More interest from younger people and families
- Greater willingness among buyers to try new produce items and varieties
- Better retention of first time shoppers

### **Vendor Checklist for Higher and Long-Term Sales**

- ✓ Keep to the letter and the spirit of the market's rules and regulations.
- ✓ Volunteer your fair share of time and talent to the market's operation.
- ✓ Commit to show up every sales day possible – vacant spaces make the farmers' market look hallow and help the customer forget those vendors.
- ✓ Meet the expectations of management (no trash, no excess noise, no obstructions, etc.).
- ✓ Make and take comments regarding other vendors in a friendly, constructive spirit.
- ✓ Abide with municipal requirements (taxes, scales, health department, etc.)
- ✓ Offer high-quality, fresh, clean products grouped into uniform sizes.
- ✓ Keep the appearance of the booth as neat, clean, attractive and clutter-free as possible.
- ✓ Train your staff to be efficient, polite, and to fully answer every customer's question. Avoid giving the "don't-bother-me" impression to shoppers, such as when your staff sits down behind the stand on a lawn chair, far back in the booth or on the bed of the truck.
- ✓ Recheck frequently the quality of fruits, vegetables and other fresh items. Train staff to discard any item that falls on the ground. Avoid claiming any produce is washed and ready to eat – the claim carries with it the full assurance that over- the-counter foods must bear.
- ✓ Clearly indicate prices on products, and where advantageous, variety name, a two-word use idea, or the time harvested.
- ✓ Offer something that other vendors aren't, such as setting up a creatively design stand or allowing shoppers to select from bulk bins and purchase by weight instead of volume packs.
- ✓ Take care of things that could really benefit shoppers. For example: help carry a melon to a car, hand out a sweet corn brochure, allow shoppers to buy just one item instead of a pack.
- ✓ Take care that the way shoppers are helped and checked-out is as smooth and efficient as possible.

- ✓ Ensure the stand is visually appealing, and the produce array is varied for a colorful display.
- ✓ Have a message each week to tell shoppers what'll be coming in the next week.
- ✓ Make sure your shade tent, if there is one, is high enough to allow easy access and view for the shoppers.
- ✓ When there's time, visit a little with the shoppers and tell them about the products and how they're raised.
- ✓ Price items to match the value and provide a fair profit, and ignore complainers and low-ball competitors. Avoid the extremes of rigid, high pricing (anti-consumer) and cut-throat pricing (anti-grower) amongst your fellow vendor.

## **Management**

The Midtown counsel is the operator of the Farmers' Market. The Midtown Counsel is dedicated to the success of the Farmers' Market.

## **Products**

The Farmers' Market is open to:

- Farmers
- Plant and fresh-cut garden flower vendors
- Baked goods/Canned goods

In order to maintain the integrity and vision of the Farmers' Market, **priority will be given, in this order**, to the following vendors:

- Farmers (100%) / Organic  
Vendors that claim to be Farmers (100%) / Organic are required to list the address of their working farm on their submitted participant form. Vendors submitting fraudulent information will be removed from the Market.
- Farmers with local grown supplement
- Farmers with local and shipped supplement
- Locally grown plants and fresh-cut field and garden flowers
- Baked goods/Canned goods

Vendors must have 75% of any product in order to qualify to be in a category (i.e. to be a farmer you must have 75% of your product line be produce). Items with obscenities written or implied cannot be sold on display at the Market.

The following items **cannot** be sold in the Farmers' Market:

- Flea Market items
- Food Vendors (commercial)
- Novelty knives and weapons of any nature are not allowed to be sold.

Vendors wanting to sell items that are not listed in either category will need to present them to the Market Manager or On-Site Managers for review prior to set up. The Market Manager and

On-Site Managers reserve the right to accept or deny the sale of any item/items that are not listed. Vendors may not sell beverages or snacks in their booths.

Vendors are allowed to sell produce that is not native to Arkansas and any high quality fruits and vegetables. As always, we except very high quality produce; any substandard produce will be barred from the Market. No vendors shall sell produce, which is unsound in wholesome, or which fails to meet the standards or requirements of federal, state, and local laws. All vendors will observe sanitation, or other legal requirements. In no instance will produce that contains a total of more than 10% decay, shriveling, and / or blemishes be offered for sale. **If you do have unfit produce and must weed it out at the Market you must pack it and take it back home with you – no spoiled produce can be left at the Market.** Vendors who sell unfit produce will be asked to remove it from their display. No vendor shall use a ‘false pack’, which means the topping or facing containers with the best produce exposed and poor produce concealed underneath. All produce must be graded before it is brought to the Market to minimize the amount of spoilage.

### **Plant & Flowers**

High quality fresh-cut field/ garden flowers and locally-grown potted, hanging, and bedding plants and trees can be sold at the Market.

### **Quality Control**

Quality control is one of the most important factors in the Market. Routine inspections will be conducted. Please do not be offended if the On-Site Manager asks to take a closer look at your product. If your product is found unfit to sell at the Market the On-Site Manager will ask you to discontinue sales of this item immediately. Vendors who repeatedly try to sell unfit produce will be asked to leave the Market. Do not argue with the On-Site Manager. The Market Manager and Midtown Counsel respect their opinions and will defer to their decision.

### **Pets**

The Farmers' Market is part of the Midtown development and is a public open space to be used and enjoyed by everyone. Vendors and non-profits wishing to bring their pets to the Market should use extreme caution, keep them on a short leash and try to avoid contact with other pets within the area. Should we experience a problem management reserves the right to discontinue allowing pets at the Market without notice.

### **Hours of Operation**

The Farmers' Market is open in May, June, July, and August on Saturdays from 8:00a.m. to 3:00p.m.

### **Display**

Vendors should display all items on well-constructed, well-maintained, clean tables with presentable coverings. Produce must be displayed or stored above the floor. Reminder... exciting, innovative, displays of products is 40% of the appeal to the customer and their decision to purchase from you. Vendors wishing to play the radio at their booth must keep the volume at a very low level so to not bother their neighboring vendor or customers. Management reserves the rights to revoke this privilege for the season should a vendor fail to follow the rules regarding

volume. Vendors burning incense are asked to be respectful of their neighbors and customers. Vendors may not hang anything from the trees, cables, etc. located on Market property. Vendors may not false advertise. Failure to abide by this rule could result in dismissal from the Market for one-year. Vendors are required to have a sign stating who they are or the name of their business or farm. Handmade signs about your product are encouraged, such as "Homegrown at (name of farm or community)". Discount signs such, as "All merchandise 50% off" are not acceptable.

### **Equipment**

The Midtown Farmers' Market does not provide any set up equipment or supplies. It is the responsibility of the vendor to provide any and all extension cords, tables, chairs, signage, tape, decoration, and display equipment. Scales, if brought, should be plainly visible to customers such that the customer standing outside the space may easily see the readings on the scales. The On-Site Manager will check any scale that is in question. Vendors needing ice will need to bring it with them to the Market.

### **Maintenance & Sanitation**

Each vendor will assist in maintaining his or her own space in a clean and orderly manner. Vendors must pick up all loose produce, sweep, if necessary, and clean their space before they checkout. Vendors leaving their space unclean will be charged \$25.00 clean up that will be noted and due to the Market the next time the vendors attends. Spaces are to be kept hazard-free, reasonably attractive, and activities should be fair to neighboring vendors. Vendors may not use the Midtown Farmers' Market trash compactor for disposal. Spoiled or left over produce may not be disposed of at the Midtown Farmers' Market and must be taken home by the vendor. Vendors may not use neighboring dumpsters; those are not paid for by the Market and are for private use of the surrounding businesses. Vendors shall cooperate fully in any efforts to control and/or eliminate pests, including, but not limited to, rodents, insects, and birds. Vendors may not use the Midtown Farmers' Market outside or inside individual trashcans!

### **Farmers' Market Property and Personal Property**

Vendors may not use the Farmers' Market for engaging in any unlawful or improper activity. Incidents (damage, theft, or injury) involving vendors or customers must be reported immediately to management or one of the on-site managers. Damage caused by a vendor or their staff to Farmers' Market will be the responsibility of the vendor. The Midtown Farmers' Market assumes no liability for any personal property belonging to the vendor or any of its employees. Vending at the Midtown Farmers' Market property is only allowed during normal hours of operation. After hours vending opportunities will only be allowed upon invitation through the Midtown Counsel Management or permission from the event (to be located within their assigned event space). Please do not leave any valuable personal property in your vehicles.

### **Conduct**

Inappropriate conduct or language towards other participants, customers, or management will not be tolerated and can be grounds for immediate dismissal from the Market by the Market Manager and / or the On-Site Manager. All complaints will be investigated thoroughly by management. Vendors that have a complaint may verbally relay them to the On-site Manager or Market Manager or may submit them in writing. Management will investigate the complaint and

will respond to the vendor in writing within one week. Inappropriate conduct during the complaint process (i.e. yelling, swearing, throwing items, harassing or threatening management, etc.) will not be tolerated and could result in immediate dismissal from the Market. Vendors who choose to bring children to the Market are asked to ensure that the conduct of the minors is appropriate and not disruptive to customers or other vendors. The use of profanity in and around booths is not customer friendly and is discouraged by management.

### **Rules and Regulations**

The above rules and regulations will be enforced by the Market Manger and On-Site Managers and are for the benefit of the Market as a whole, the vendors, and the consumers. The set rules and regulations have been approved and are supported by the Midtown Counsel. Midtowns Farmers' Market management reserves the right to change the rules and regulations as needed and without notice. All participants of the Farmers' Market will be required to sign off that they have read and will abide by these rules and regulations - this sign off will occur when they sign and turn in their participation form. Sign off on the rules and regulations will be required prior to setting up at the Market.

### **For additional info or questions please contact us via email:**

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