

2014 GWL FARMERS MARKET GUIDELINES & AGREEMENT

General Information

- *Locations:*
 - Wednesdays: North Common, between Haverhill & Common streets, Lawrence
 - Fridays: Holy Family Hospital – 70 East St, Methuen
 - Saturdays: Greater Lawrence Family Health Center, 216 Lawrence St., Lawrence
- *Season Dates:*
 - Wednesdays: July 9 - October 29 (17 weeks)
 - Fridays: July 11 - October 24 (16 weeks)
 - Saturdays: July 12 - October 25 (16 weeks)
- *Hours:*
 - Wednesdays: 10:00 am to 5:00 pm
 - Fridays: 11:00 am to 5:00 pm
 - Saturdays: 9:00 am to 3:00 pm
- *Vendible Products:* All **New England**-grown and made agricultural products, prepared foods, and arts/crafts

Fees & Space

1. All vendors must choose from 3 commitment options:
 - **Full Season, 16/17 weeks or 1, 2, or all 3 market days.**
 - **Summer Season, 8 weeks**
 - **One Month Trial, 4 consecutive weeks** (as agreed upon by GWL and the vendor, extendable by mutual agreement if requested by vendor at the end of the trial).
2. All **agricultural vendors** will be required to pay a fee of **\$25 per week.* Full payment upfront is strongly encouraged.** However if you are unable to pay the full amount of fees at the start of the season, you may elect to pay an upfront deposit of just \$10 per number of committed weeks and markets and GWL will deduct the remainder of your fee monthly from reimbursable sales as the season continues. This deposit is due no later than 1 month before the opening day of the market (June 9, 2014), payable to Groundwork Lawrence. Therefore, fee rates are as follows *per market*:
 - Full Season commitment, 17 weeks (Wed) = **\$425** / 16weeks (Fri) = **\$400** / 16weeks (Sat) = **\$400 (please choose 1, 2, or all 3 market days)**
 - Summer Season commitment, 8 weeks = **\$200 (per market)**
 - One Month Trial commitment, 4 consecutive weeks = **\$100 (per market)**
3. Due to lower sales potential, all **prepared food and art/craft vendors** will be required to pay a fee of **\$10 per week.* Full payment upfront is strongly encouraged.** However if you are unable to pay the full amount of fees at the start of the season, you may elect to pay an upfront

deposit of **\$5 per number of committed weeks** due no later than 1 month before the opening day of the market (June 9, 2014), payable to Groundwork Lawrence.* Therefore, fee rates are as follows, *per market*:

- Full Season commitment, 17 weeks = **\$170 (please choose 1, 2, or all 3 market days)**
- Summer Season commitment, 8 weeks = **\$80 (per market)**
- One Month Trial commitment, 4 consecutive weeks = **\$40 (per market)**

**Scholarships may be available for non-profit partners, please inquire.*

4. All vendors will be required to report their daily market sales: cash, WIC, and Senior Farmers Market Nutrition Program (SFMNP), at the end of each market day. This information be kept confidential and only reported to funders as a consolidated number. We collect this information so that GWL, as market manager, can know the impact of the market in an effort to better fundraise to support advertising, events, and other efforts to increase sales at the markets.
5. The amount of space each vendor receives will be determined by GWL upon receipt of all 2014 market vendor applications & agreement forms; at a minimum each vendor will be given a 10' x 10' space.

Vendor Guidelines & Responsibilities

All Vendors:

1. Be on time and sell products only within market times specified for the market day at which you are a vendor.
2. Be present for **ALL** market days to which you have committed (Full Season, Summer Season, or One Month Trial), **or contact Rosa at (978) 974-0770 ex 7001 or cell phone (978)305-4823 either the night before or the morning of the market, before market hours, if there is an emergency that keeps you from attending.**
3. Clearly label all products and clearly display all prices before you begin to sell to customers.
4. Display vendor name, growing practices, location (if not from your farm) and “EBT, WIC, SFMNP & Credit/Debit Accepted!” sign at your tent/table.
5. Accept EBT/SNAP/Food Stamps, SFMNP, WIC vouchers, debit, credit, cash, Fruit and Vegetable Prescriptions, and any Groundwork Lawrence-approved incentive coupons or discounts.
6. When customers pay with EBT/SNAP/Food Stamps, credit, or debit cards at the GWL tent, please hold customer’s products at your tent until they have shown you a copy of the receipt as proof of payment. You may NOT demand to keep the customers copy of the receipt as it has personal information on it.
7. Set-up in the same place every week, as determined by GWL.
8. Leave area in “broom clean” condition at the close of the market.
9. Honestly report your daily market cash, WIC, & SFMNP, and FVRx sales to the GWL market manager at the end of each market.
10. Comply with all local, state, and federal laws and regulations.

Agricultural Vendors Only:

1. To qualify as an agricultural vendor you must sell produce that you and/or your staff has grown in New England.

2. Fill out the produce list to indicate what produce (and other products) you are growing/preparing on your farm, and sell only these products for the duration of the market season. **GWL strongly encourages you to only sell crops that have been grown on your farm.**
3. If you feel you must source from other farms (must comprise less than 20% of what you are selling at our market) it must be New England grown and be clearly labeled. Labels for off-farm goods should include farm name, location, and growing practices of that farm.
4. Arrive & be ready to sell to customers by the opening market time and stay open until, but no later than, the closing market time, as specified for each market day.
5. Submit a copy of your existing Liability Insurance to GWL **and include Groundwork Lawrence as an additional insured on your policy.** Language needed for adding GWL as an additional insured: **“Groundwork Lawrence, 60 Island Street, Lawrence, MA 01840, its Affiliates and Subsidiaries, past, present and future and its Directors, Officers and Employees, past, present and future.”**

Prepared Food Vendors Only:

1. List the items you intend to sell in the product list attached and submit a sample of your products to GWL. GWL must approve your product as part of the application process.
2. **Make your own products in a certified kitchen and submit a copy of your food permit from your city/town.**
3. **In addition, you must receive a food permit from the City of Lawrence (or City of Methuen) to sell at the market.** Once you have been approved for participation in the market, we will guide you through this process.
4. Have a list of ingredients contained in your products available for customers to view.
5. Arrive & be ready to sell to customers by the opening market time and stay open until, but no later than, the closing market time, as specified for each market day.
6. Submit a copy of your existing Liability Insurance to GWL **and include Groundwork Lawrence as an additional insured on your policy.** Language needed for adding GWL as an additional insured: **“Groundwork Lawrence, 60 Island Street, Lawrence, MA 01840, its Affiliates and Subsidiaries, past, present and future and its Directors, Officers and Employees, past, present and future.”**

Art/Craft Vendors Only:

1. List the items you intend to sell in the product list attached and submit a sample of your art/craft to GWL. GWL must approve your art/craft as part of the application process.
2. Only sell craft/art items that you make, unless you are part of an artist cooperative. Artist cooperative vendors may sell items made by other artists as long those items are clearly labeled with the appropriate artist’s name and information, and have been crafted locally.
3. Arrive & be ready to sell to customers by the opening market time and stay open until, but no later than, the closing market time, as specified for each market day.

Vendor Dismissal Policy

For any vendor who does not adhere to any of the above rules, GWL, as manager of the farmers markets, has the following policy:

1. The first time a vendor does not adhere to any one of the above rules, that vendor will receive a verbal warning.
2. The second time a vendor does not adhere to any one of the above rules, that vendor will receive a written warning.

3. The third time a vendor does not adhere to any one of the above rules, that vendor will be disallowed from participating in the remainder of the 2014 market season. Vendor fees will not be refunded.
4. GWL can remove any vendor immediately if they put market customers' health at risk or for not complying with city permit requirements.

Market Manager (GWL) Responsibilities

- Have a market manager on site every market from beginning to end of each market day.
- Conduct outreach, marketing, and promotion efforts to build awareness of the market and to increase the number of customers shopping at the market.
- Seek donations and foundation support to supplement vendor fees to continue expanding the market and to ensure EBT/SNAP/Food Stamps can be accepted, as well as offer incentive programs when possible.
- Operate wireless POS terminal to accept EBT/SNAP/Food Stamps, credit, and debit card payments
- Address any concerns brought up in relation to the farmers market.
- Visit your farm or business at least once throughout the season.

Grievance Procedure

We welcome verbalized concerns, questions, or complaints to the on-site manager, but we ask that you please log any grievances in writing as well, either by letter or email to Rosa Piña rpina@groundworklawrence.org. We will respond within 5 business days. If you are not satisfied by the response from Rosa Piña you may contact Heather McMann, Executive Director, in writing, delivered to the GWL office, 60 Island St. Lawrence, MA 01840. We will do our best to resolve all grievances in accordance with the Groundwork Lawrence Farmers Markets Guidelines. Vendor fees will not be returned as long as the markets are managed according to the guidelines and acceptable market management practices.

2014 Vendor Application & Agreement Form

Vendor Information

Business Name: _____

Contact Name: _____

Physical Address: _____

Mailing Address: _____

Telephone: _____ Fax: _____

Email: _____

Circle **Type of Vendor:** Agricultural Prepared Food Craft / Art

Market Day/Time Commitment/Deposit Selection

*(Please circle selections & total fees, **vendors must pay separate fees for each market**)*

Day/Time Commitment	Deposit/Total for Farm Vendors	Deposit/Total for Other Vendors
Wednesday:		
Full Season - 17 weeks	\$170 deposit / \$425 total	\$85 deposit / \$170 total
Summer - 8 weeks	\$80 deposit / \$200 total	\$40 deposit / \$80 total
1 Month Trial - 4 weeks	\$40 deposit / \$100 total	\$20 deposit / \$40 total
Friday:		
Full Season - 16 weeks	\$170 deposit / \$400 total	\$80 deposit / \$160 total
Summer - 8 weeks	\$80 deposit / \$200 total	\$40 deposit / \$80 total
1 Month Trial - 4 weeks	\$40 deposit / \$200 total	\$20 deposit / \$40 total
Saturday:		
Full Season - 16 weeks	\$170 deposit / \$400 total	\$80 deposit / \$160 total
Summer - 8 weeks	\$80 deposit / \$200 total	\$40 deposit / \$80 total
1 Month Trial - 4 weeks	\$40 deposit / \$100 total	\$20 deposit / \$40 total
TOTAL DUE:		

**Vendors wishing to select the 1 month trial option will decide upon 4 consecutive weeks for their trial period with GWL and will communicate with GWL at the end of their trial period whether they wish to continue selling at the market, at which time GWL will work out the extended time commitment and deposit amount required of the vendor.*

I (we), the undersigned, have read and agree to comply with all market guidelines and fee systems. I (we) take personal responsibility for compliance with any state regulations regarding the sale of goods at the GWL Farmers Market. I (we) also understand that this application does not guarantee my (our) participation in the GWL Farmers Market, but that Groundwork Lawrence will contact me to follow up.

Member Signature

Date